

# MEDIA KIT



**2025 PRINT & DIGITAL  
MARKETING OPPORTUNITIES**



The Pennsylvania Recreation Vehicle & Camping Association (PRVCA) is a statewide trade association representing nearly 400 RV dealers, manufacturers, campgrounds, component part suppliers, finance and insurance companies and other product and service companies, who are interested in expanding and improving the camping industry in Pennsylvania.

**Partner with PRVCA to get your message to our members and to consumers interested in the RV and camping lifestyle.**

## ABOUT US

PRVCA works to enhance the recreation vehicle and camping industry through education and promotion by being a resource and partner to all segments of the recreation vehicle and camping industry.

Our services include:

- Education & Training
- Legislative & Regulatory Representation
- Communications and Publications
- Public Relations
- Show production and management

Hershey  
**AMERICA'S LARGEST  
RV SHOW.**

Hershey America's Largest RV Show® is a one-stop shopping experience with RVs, campgrounds, services, accessories and more! Seminars to educate consumers on buying RVs, maintaining an RV and the RV lifestyle. Nearly 48,000 people attended the 2024 show and many purchased RVs, booked RV destinations and campgrounds, and bought RV and camping products. Other attendees left the show armed with the knowledge to help them select an RV or related product in the future.



# REACH CONSUMERS



presents

## Hershey AMERICA'S LARGEST RV SHOW®

SEPTEMBER 10-14, 2025  
GIANT CENTER<sup>SM</sup>, Hershey, PA

# ADVERTISE IN THE SHOW PROGRAM

**Circulation: 30,000+**

(Program available at show entrances & on-line)

**2024 Show Attendance:**

**47,500+** (paid attendees - public days)



The Pennsylvania Recreation Vehicle and Camping Association presents the 2025 Hershey America's Largest RV Show® Official Program Book. The program provides the information that consumers need to locate dealers, manufacturers, campgrounds and other exhibitors at the show. In addition to the booth number listing, you can highlight your booth, products and services by purchasing advertising in the Show program.

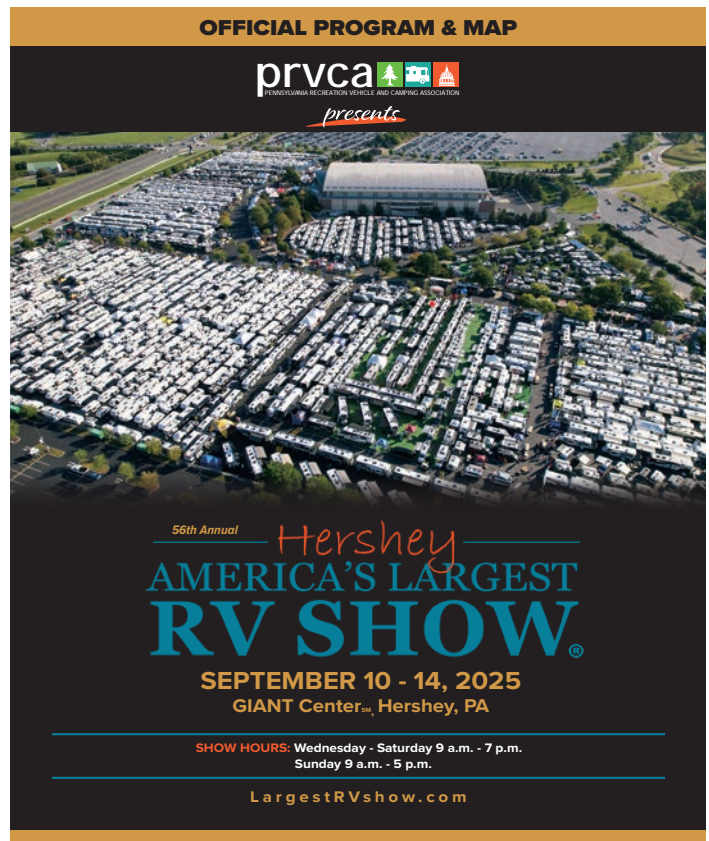
Hershey America's Largest RV Show® is celebrating its 56th annual show in 2025. It is one of the first shows to feature the 2026 year models. With more than a million square feet of exhibits to cover, the official program and map provides all the information attendees need to navigate the show and highlights area attractions, educational programming and important show details.

Make sure show attendees find your products and services. Reserve your ad space today to secure the best spots in the program! First come, first serve.

Bundle your advertisement with an ad in our 2026 *EXPLORE Pennsylvania* magazine and receive a 20% discount on the *EXPLORE Pennsylvania* Ad.

To place your ad, fill in the on-line form or contact:  
Elizabeth Peroni, elizabeth@prvca.org or call 717.303.0295.

*America's Largest RV Show® sponsorship is available on a separate form. Please visit [largestRVshow.com](http://largestRVshow.com) and select marketing opportunities.*



Ads must be reserved by August 1. Ads must be submitted by August 8, 2025 to meet the program deadline.

# REACH CONSUMERS

2026 Membership Directory/Buyer's Guide

# Explore PENNSYLVANIA

## MAGAZINE

Our annual FREE magazine showcases Pennsylvania's RV and camping industry. All PRVCA members are featured in the magazine with a list of their products and services, plus it offers engaging articles on Pennsylvania's attractions, the RV Lifestyle, RV types, maintenance and helpful tips and information. It is published in January.

**Circulation: 50,000+**  
**AVAILABLE IN PRINT & ONLINE**  
(Distributed starting in January 2026)



- PRVCA Member Listing by geographic area, name, address, phone, website, email and products or services
- RV Lifestyle and Pennsylvania tourism articles with beautiful photography
- Distributed at RV and outdoor shows throughout the year, member business locations, Pennsylvania State Museum, AACA Museum, Pennsylvania Welcome Centers along the turnpike and other businesses.

AMERICA'S LARGEST RV SHOW®

## SHOW APP

Reserve your space on the Show App by: August 15, 2025.

App Ad Material Due: August 29, 2025.

Consumers can easily access the most up-to-date information available on the America's Largest RV Show® app, which is available for FREE on the App Store. Advertise your products, services and booth numbers on the convenient app. Dealers & Mfrs. must be participating in the show. The Show App is available to download on the App Store or on Google Play.



### AMERICA'S LARGEST RV SHOW APP

Dealers & Mfrs. Must be in the show to advertise on the app.

Ad Description	Size	Member	Non member
Banner Ad	600 x 110 px	\$300	\$500

# BANNERS & SIGNS

# REACH CONSUMERS



Draw attention to your brand as consumers walk to the entrance gate or visit booth vendors in the rink.

### Banners (\$250 each placement) (multiple spaces available)

Hang your banner around the show perimeter (must face inside the show and not over the roadway) or inside the Giant Center - stadium seating, lower level.

- ✓ **Perimeter banner placement (\$250 each)**  
Banner specs: Maximum size 42"x120", made from material with 40% flow-through and must have grommets or ties for hanging.
- ✓ **Giant Center Lower Level placement (\$250 each)**  
Maximum size 96"x 48" with grommets or ties

\*You must be exhibiting in the show to place a banner &/or directional signs.

### Directional Signs (Call for quote & Availability)

Limited # available

- ✓ Purchase outdoor, footprint floor decals with your logo to direct attendees to your display. (1 set of 16 signs)
- ✓ Limited to one sponsor per aisle
- ✓ Sponsorship limited to road area around your block or booth area
- ✓ Please note: There is a high demand for the directional signs.



## AD SIZES

AMERICA'S LARGEST RV SHOW PROGRAM			Finished size: 8.25" w x 10.75" h	Reserve space by Aug. 1	
Ad	Ad Size (No Bleed)	Ad Size (With Bleed)	With 1/8" for bleed	Member Pricing <small>Members save 10%</small>	Non-Member
2-Page Spread	15.5" W x 9.75" H	16.5" W x 10.75" H	16.75" W x 11" H	\$2,700	\$3,000
Full Page	7.25" W x 9.75" H	8.25" W x 10.75" H	8.5" W x 11" H	\$1,500	\$1,667
Half Page	7.25" W x 5" H 3.875" W x 9.75" H			\$ 950	\$1,056
Quarter Page	3.875" W x 5" H 7.25" W x 2.5" H			\$ 770	\$ 856

2026 EXPLORE PENNSYLVANIA (ONLY)			Finished size: 8.5" w x 11" h	Distributed in Jan. 2026	
Ad	Ad Size (No Bleed)	Ad Size (With Bleed)	With 1/8" for bleed	Member Pricing <small>Members save 15%</small>	Non-Member
2-Page Spread	16" W x 10" H	17" W x 11" H	17.25" W x 11.25" H	\$3,000	\$3,600
Full Page	7.5" W x 10" H	8.5" W x 11" H	8.75" W x 11.25" H	\$1,600	\$1,882
Half Page	7.5" W x 4.875" H 3.875" W x 10" H			\$1,000	\$1,176
Quarter Page	3.875" W x 5" H 7.5" W x 2.5" H			\$ 770	\$ 906

BOTH PUBLICATIONS			
		Member	Non-Member
2-Page Spread		\$5,100	\$5,880
Full Page		\$2,780	\$3,172
Half Page		\$1,750	\$1,996
Quarter Page		\$1,385	\$1,580

PLACEMENT (Additional Cost)			
Back Cover	\$600	Pages 3, 7 or 9	\$400
Inside Front Cover	\$500	Index Page	\$250
Inside Back Cover	\$500		

Show Program	No Bleed	Bleed
*2-Page Spread	Live Area 15.5" W x 9.75" H	16.75" W x 11" H Trim Area 16.5" W x 10.75" H
*Full Page	Live Area 7.25" W x 10" H	1/2 Page Vert. 8.25" W x 10.75" H
	Trim Area 8.25" W x 10.75" H	1/2 Page Hor. 8.25" W x 10.75" H
	Bleed 8.5" W x 11" H	1/4 Page horizontal 8.25" W x 2.5" H
1/4 Page Vert.	8.25" W x 2.5" H	

\* 2-Page Spread & Full Page ads can have a bleed. Please keep copy within the Live area. Save the bleed with no crop marks.

# OTHER ADVERTISING OPPORTUNITIES



## DIGITAL ADVERTISING

Advertise your products and services on the High Definition Scoreboard during Hershey America's Largest RV Show®. Show attendees make their way inside the GIANT CenterSM to check out the booth vendors, enjoy a bite to eat and rest after walking the show. Capture their attention with an ad on the giant board inside the arena.

*PRVCA membership or participation in America's Largest RV Show® is required to sponsor. Dealers/Mfrs. are required to be participating exhibitors in the show.*



## VIDEO BOARD

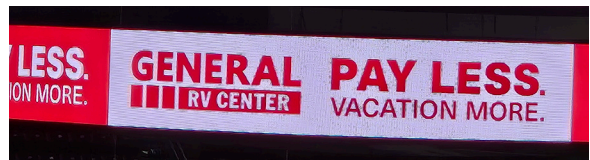
(\$110 per day)

✓ Ad posted on large overhead area board with multiple smaller screens strategically placed around the arena. (1920 x 1080 px)

## CIRCULAR RIBBON UNDER VIDEO BOARD

(\$165 per day)

✓ Ad ribbon runs in a continuous loop around the large overhead video board. (2912 x 96 px)



## CONCOURSE RIBBON LOOP

(\$825 per day)

✓ Video ribbon loops around the Giant Center concourse in a continuous circle. (17664 x 40 px)

**SOLD!**





## CONSUMER NEWSLETTER

Fans of Hershey America's Largest RV Show® can subscribe to the quarterly DiscovRV newsletter. It offers show news, maintenance, camping tips, places to travel with your RV, recipes and games for the road.

Advertising space is available for the newsletter, which reaches nearly 3,000 consumers. The newsletters are emailed in March, June, September and December. Advertising should be submitted by the 15th of the month.

Advertising Rates	1x	4x
Size: 3.5" w x 4" h	\$500	\$400/ea.

## REACH MEMBERS

### NEWSLETTER

Pennsylvania RV & Camping Association (PRVCA) sends a monthly electronic newsletter to its members. RV & Camping ADVANTAGE newsletter offers association news, legislative and regulatory activity, national updates, show information and training schedules.

Members can advertise in the newsletter and reach the more than 600 people who receive the newsletter each month.

**AD DUE:** 15th of the month

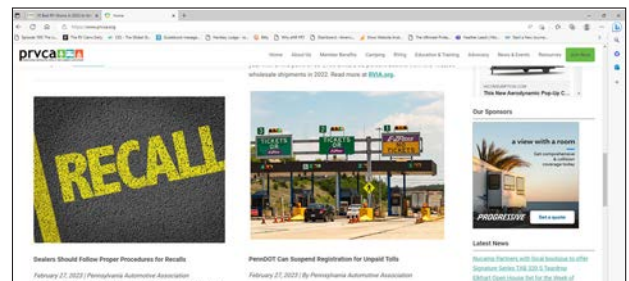
Advertising Rates	1x	3x	6x	12x
Size: 3.5" w x 4" h	\$500	\$400/ea.	\$300 ea.	\$250/ea.



### WEBSITE

Both consumers and members visit PRVCA's website at prvca.org. Consumers can view dealer and campground members on the website, while members can locate RV and camping news, legislative and regulatory information, training programs and more. PRVCA advertises the website on billboards located throughout the Commonwealth, which brings consumers to the website.

Members can advertise their products and services on the website.



PRVCA.org		
Advertising Rates	Price	Total
3 mths.	\$400 ea.	\$1,200
6 mths.	\$300 ea.	\$1,800
12 mths.	\$250 ea.	\$3,000

Please submit your ad as 330 px X 330 px at 72 resolution.



## Nearly 48,000 consumers attended the 2024 America's Largest RV Show® in Hershey, Pa.

### PRVCA Show and Directory Guidelines

- RV Dealers can advertise their Pennsylvania and out-of-state locations, if applicable, in their ads.
- Dealers & Manufacturers must be exhibiting in the America's Largest RV Show® to participate.
- All PRVCA regions are permitted to advertise, but CAN NOT mention their regional shows in the ad.
- All ads will be reviewed and objectionable copy will be changed at the request of PRVCA.
- Advertisers may promote special events, but not the same dates as Hershey America's Largest RV Show®.
- Ad may not mention "Don't buy until...", "Wait before you buy...", or any other copy that suggests waiting until after Hershey America's Largest RV Show®.
- Verbiage referencing your location during the show, if you are a Dealer or Manufacturer, should read your Block Number.
- Verbiage referencing your location during the show, if you are a product or service supplier, should read your Booth Number.
- No advertising or promoting your company or products outside of your display.

### PRINT ADVERTISING REQUIREMENTS

#### Images

Image Resolution is 300 dpi. Lower resolutions will result in poor quality. Artwork enlarged over 100% may result in an effective resolution of less than 300 dpi. All image files should be in high-resolution PDF format. Artwork taken from the Internet is not typically acceptable since its resolution is 72-96 dpi and is unsuitable for print. All files must be built at 300 dpi or higher.

#### Fonts

All fonts must be outlined or embedded within your high-resolution PDF.

#### Color

All full color ads must be in CMYK format. Any RGB and/or Pantone colors will be converted. We cannot guarantee color accuracy for converted images. All black and white ads must be in grayscale or bit-mapped formats. Any color found in black and white ads will be converted.

#### Size

**2-page Spread** - 15.5" W x 9.75" H (No bleed)  
**2-page Spread** - 16.5" W x 10.75" H (with bleed - add 1/8")  
**Full Page Ad** - 7.25" W x 9.75" H (No bleed)  
**Full Page Ad** - 8.25" W x 10.75" H (with bleed - add 1/8")  
**1/2 Page Ad** - 7.25" W x 5" H or 3.875" W x 9.75" H  
**1/4 Page Ad** - 3.875" W x 5" H or 7.25" W x 2.5" H

**Sponsorship packages are also available. Please see the Sponsorship Brochure.**

**Questions?** Contact Elizabeth Peroni, 717-303-0295 or 717-982-1248 (cell); Email: [elizabeth@prvca.org](mailto:elizabeth@prvca.org)

**Reserve your Ad space, banners & signs**

[https://prvca.memberclicks.net/2025\\_advertising\\_contract](https://prvca.memberclicks.net/2025_advertising_contract)



# 2025 ADVERTISING CONTRACT


Fill in this form on-line at [https://prvca.memberclicks.net/2025\\_advertising\\_contract](https://prvca.memberclicks.net/2025_advertising_contract)

PLEASE RESERVE THE FOLLOWING AD SPACE:

AMERICA'S LARGEST RV SHOW PROGRAM (PROGRAM ONLY) (Show Map will appear inside)					
AD SIZE	Member	Non-Member	Quantity	Amount	Placement (additional cost)
<input type="checkbox"/> 2-Page Spread	\$2,700	\$3,000	_____	_____	<input type="checkbox"/> Back Cover \$600
<input type="checkbox"/> Full Page	\$1,500	\$1,667	_____	_____	<input type="checkbox"/> Inside Front Cover \$500
<input type="checkbox"/> Half Page	\$ 950	\$1,056	_____	_____	<input type="checkbox"/> Inside Back Cover \$500
<input type="checkbox"/> Quarter Page	\$ 770	\$ 856	_____	_____	<input type="checkbox"/> Pages 3, 7 or 9 \$400
					<input type="checkbox"/> Index Page \$250

2026 EXPLORE PENNSYLVANIA (ONLY)					
AD SIZE	Member	Non-Member	Quantity	Amount	Placement (additional cost)
<input type="checkbox"/> 2-Page Spread	\$3,000	\$3,600	_____	_____	<input type="checkbox"/> Back Cover \$600
<input type="checkbox"/> Full Page	\$1,500	\$1,882	_____	_____	<input type="checkbox"/> Inside Front Cover \$500
<input type="checkbox"/> Half Page	\$ 950	\$1,176	_____	_____	<input type="checkbox"/> Inside Back Cover \$500
<input type="checkbox"/> Quarter Page	\$ 770	\$ 906	_____	_____	<input type="checkbox"/> Pages 3, 5 or 8 \$400
					<input type="checkbox"/> Index Page (1/2 pg) \$250

BOTH PUBLICATIONS				
	Member	Non-Member	Quantity	Amount
<input type="checkbox"/> 2-Page Spread	\$5,100	\$5,880	_____	_____
<input type="checkbox"/> Full Page	\$2,780	\$3,172	_____	_____
<input type="checkbox"/> Half Page	\$1,750	\$1,996	_____	_____
<input type="checkbox"/> Quarter Page	\$1,386	\$1,580	_____	_____



Please ask about placement options.

SHOW APP (Dealers & Mfrs. must be in the show to advertise on the app)			
	Member	Non-Member	Amount
Banner Ad	<input type="checkbox"/> \$300	<input type="checkbox"/> \$500	_____

BANNERS (Please review banner requirements - you supply the banner)				
	Outside Entrance	Inside Giant Center	Quantity	Total
Banner Placement	<input type="checkbox"/> \$250	<input type="checkbox"/> \$250	_____	_____

SIGNS			
Footprint Directional Signs	(one company per aisle)	Quantity	Total
<input type="checkbox"/> Outdoor, street _____	<input type="checkbox"/> Indoor (concourse only)	_____	_____

Please call to check availability and pricing.

HIGH DEFINITION SCOREBOARD ADS			
Ad Placement	Days	Quantity	Total
<input type="checkbox"/> Video Board - \$110 per day	_____	_____	_____
<input type="checkbox"/> Circular Ribbon Under the video board - \$165 per day	_____	_____	_____
<input type="checkbox"/> Circular Ribbon Under the video board - \$825 per day	<b>SOLD!</b>	_____	_____

RV & CAMPING ADVANTAGE Newsletter Ad		
AD SIZE (Members Only)	Quantity	Total Amount
Size: 3.5" w x 4" h	<input type="checkbox"/> 1x = \$500 <input type="checkbox"/> 3 x = \$400/ea. <input type="checkbox"/> 6x = \$300 ea. <input type="checkbox"/> 12x = \$250/ea.	_____
Months:	<input type="checkbox"/> Jan. <input type="checkbox"/> Feb. <input type="checkbox"/> Mar <input type="checkbox"/> Apr. <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> July <input type="checkbox"/> Aug. <input type="checkbox"/> Sept. <input type="checkbox"/> Oct. <input type="checkbox"/> Nov. <input type="checkbox"/> Dec.	

**DiscovRV Newsletter Ad**

AD SIZE (Members Only)	Quantity	Total Amount
Size: 3.5" w x 4" h <input type="checkbox"/> 1x = \$500 <input type="checkbox"/> 4 x = \$400/ea.		_____
Months: <input type="checkbox"/> Mar <input type="checkbox"/> June <input type="checkbox"/> Sept. <input type="checkbox"/> Dec.		

**PRVCA WEBSITE AD**

AD SIZE	Members Only	Quantity	Total Amount
Size: 330 pixels x 330 pixels <input type="checkbox"/> 3 x = \$400/ea. <input type="checkbox"/> 6x = \$300 ea. <input type="checkbox"/> 12x = \$250 ea.		_____	_____
Months: <input type="checkbox"/> Jan. <input type="checkbox"/> Feb. <input type="checkbox"/> Mar <input type="checkbox"/> Apr. <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> July <input type="checkbox"/> Aug. <input type="checkbox"/> Sept. <input type="checkbox"/> Oct. <input type="checkbox"/> Nov. <input type="checkbox"/> Dec.			

**AMERICA'S LARGEST RV SHOW® Sponsorship Opportunities are available, please contact us.**

Ad Contact Name \_\_\_\_\_  
 Phone (    ) \_\_\_\_\_ Email \_\_\_\_\_

**Billing Contact Information**

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone (    ) \_\_\_\_\_ Email \_\_\_\_\_  
 Name on Card \_\_\_\_\_ Card # \_\_\_\_\_  
 Card Type: Visa    MasterCard    AMEX    Discover    Exp. \_\_\_\_\_ Security code \_\_\_\_\_

**Note: PRVCA can only accept \$5,000 a year in credit card payments. Once you have surpassed the \$5,000 limit, all payments must be made via check.**

**TOTAL AMOUNT** \_\_\_\_\_

Please send an invoice: I will mail a check: c/o Pennsylvania Recreation Vehicle & Camping Association  
 4000 Trindle Road, Camp Hill, PA 17011  
 Attn: Advertising

DEADLINES		
Official Show Program	EXPLORE PENNSYLVANIA	SHOW APP
Space Reserved: August 1, 2025 Materials: August 8, 2025	Space Reserved: November 1, 2025 Materials: December 2, 2025	Space Reserved: August 15, 2025 Materials: August 30, 2025
<b>Newsletter</b>	<b>Space Reserved &amp; Materials Due by the 15th of the Month</b>	

Fill in this form on-line at [https://prvca.memberclicks.net/2025\\_advertising\\_contract](https://prvca.memberclicks.net/2025_advertising_contract)



To place your ad, contact: **Elizabeth Peroni**  
 elizabeth@prvca.org  
 717.303.0295

**Mailing Address:** 4000 Trindle Road  
 Camp Hill, PA 17011