

2026 MEDIA KIT



Hershey
AMERICA'S LARGEST
RV SHOW®

PRINT & DIGITAL MARKETING OPPORTUNITIES



Presented by:

📍 Pennsylvania Recreation Vehicle & Camping Association

Contact:

📞 717.303.0295
✉ elizabeth@prvca.org

Website:

🌐 largestRVshow.com
PRVCA.org

PARTNER WITH PRVCA TO GET YOUR MESSAGE TO OUR MEMBERS AND TO CONSUMERS INTERESTED IN THE RV AND CAMPING LIFESTYLE.



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.



Hershey America's Largest RV Show® is a one-stop shopping experience with RVs, campgrounds, services, accessories and more! It offers

seminars to educate consumers on buying RVs, maintaining an RV and the RV lifestyle. Nearly 46,000 people attended the 2025 show where they 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.

Hershey
AMERICA'S LARGEST
RV SHOW®

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



REACH CONSUMERS

**ADVERTISE
IN THE SHOW PROGRAM**



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

SEPTEMBER 16-20, 2026
GIANT CENTERSM, HERSHEY, PA

Circulation: 30,000+

(Program available at show entrances & online)

2025 Show Attendance:

45,813 (paid attendees - public days)

Advertising is available in the 2026 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 and block number listings, you can highlight your booth, products and services by purchasing advertising in the Show program.

Hershey America's Largest RV Show®, one of two manufacturer RV shows, is celebrating its 57th annual show in 2026. It is one of the first shows to feature the 2027 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 2027 *EXPLORE Pennsylvania* magazine and receive a 20% discount on the *EXPLORE Pennsylvania* Ad.

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



Ads must be reserved by August 1 and submitted by August 7, 2026 to meet the program deadline.

REACH CONSUMERS

BANNERS & SIGNS

Hershey
AMERICA'S LARGEST
RV SHOW®



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

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

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.

You provide the printed banner and we will hang it.

✓ **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



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.



AMERICA'S LARGEST RV SHOW®

SHOW APP

Reserve your space on the Show App by: August 7, 2026.

App Ad Material Due: August 28, 2026.

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 & manufacturers 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

Download the app:



DIGITAL 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 and manufacturers who want to sponsor must be exhibiting in the show.



VIDEO BOARD

(\$110 per day)

- ✓ Ad posted on large overhead area board (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)

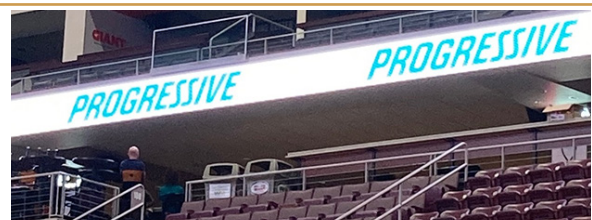


CONCOURSE RIBBON LOOP

(\$825 per day)

SOLD!

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



REACH CONSUMERS

2027 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. It is published in January.

Circulation: 45,000+
**AVAILABLE IN PRINT
& ONLINE**

(Distributed starting in January 2027)



Travel & Tourism

Happy Birthday America!
Celebrating the Birth of Our Nation

This year is the 250th anniversary of the July 4, 1776 signing of the Declaration of Independence. On that day, representatives from 13 colonies convened at the Pennsylvania State House (now Independence Hall) in Philadelphia to declare independence from England and form the United States of America. Americans love a party and 2026 will be a year of celebration for the 250th anniversary of **Independence!**

Philadelphia
Philadelphia takes center stage as this nation marks the 250th anniversary of our nation's birth. From museum exhibitions and historical sites to high profile sporting events in the national and international stage, Philadelphia is the place to visit in 2026.

The city will kick off the year-long celebration with a bang during the Visit PA New Year's Eve Fireworks along the Delaware River waterfront. The **National Liberty Museum** will move its replica Liberty Bell to the Cherry Street Pier for ringing in 2026. To view the exhibition, visit the exhibition located at 201 Chestnut Street in Philadelphia, where visitors can see the original Liberty Bell, you can touch the replica. The museum (open year-round) is dedicated to inspire and educate visitors about the essential founders and the values we share as Americans.

Warm Welcome America in Philadelphia's summer festival from June 19 to July 4. The free, family-friendly event features concerts at Independence Mall, fireworks, block parties, Wawa Hoop Day and a parade. Check out the website at philly.gov/2026 for the event schedule.

On July 2, participate in a public display in **Red, White & Blue To-Do** brings together the Philadelphia Historic District's area businesses, historic sites and local businesses to honor the nation's founding with a parade, patriotic decor, concerts, games and extended business hours. Learn more at philly.com/2026.

Independence Hall
The signing of the Declaration of Independence took place at the Pennsylvania State House, now known as Independence Hall. While 48 delegates participated in the event, it will open for tours after January 26, 2026. The historic site located on Chestnut Street and security screening hours are 10 a.m. to 4 p.m. (Tues-Fri) tickets to tour the inside are available at independencehall.org. There is a \$10 ticket handling fee. Booking in advance is recommended. Learn more and reserve tickets at prvca.org/2026 or independencehall.org.



- PRVCA member listings 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.

PA RV and CAMPING ASSOCIATION

DiscovRV
WINTER EDITION

prvca | www.prvca.org | www.rvshow.com

Welcome to the winter 2025 edition of DiscovRV, the seasonal newsletter just for you, the fans of America's Largest RV Show® Hershey. This edition of DiscovRV highlights Explore Pennsylvania 2026, camping news, winter RV tips, holiday events in Pennsylvania, campsite recipes and more.

You can find a complete listing of PRVCA members, tech tips and travel ideas in our yearly magazine, Explore.PA.

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

The Pennsylvania Recreation Vehicle & 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

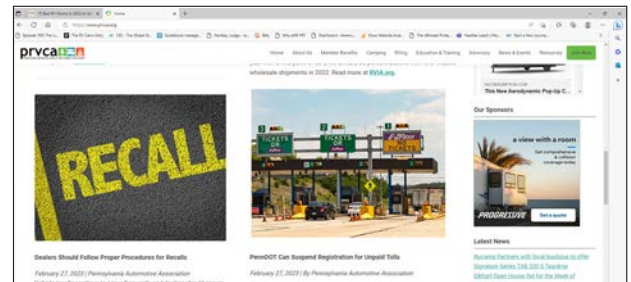
Advertising Rates	1x	3x	6x	12x
Size: 3.5" w x 4" h	\$500	\$400/ea.	\$300 ea.	\$250/ea.



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.

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 advertise in the program.
- 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. Text should be built in 100% black or Rich Black.

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.

Please do not use Canva to design print advertising. Ads must be submitted as CMYK with 100% black text.

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


Reserve your ad space, banners & signs

<https://prvca.memberclicks.net/2026-advertising-contract>

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	3.5" 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 Trim Area 8.25" W x 10.75" H Bleed 8.5" W x 11" H	1/2 Page Vert. 1/2 Page Hor.
1/4 Page Vert.		1/4 Page horizontal

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



Nearly 46,000 consumers attended the 2025 America's Largest RV Show® in Hershey, Pa.

DIGITAL ADVERTISING SIZING

Website Ad

2063 px X 1562 px; 72 res. (minimum)

Circular Ring Under the Board

2912 px X 96 px (72 res. min.)

App Banner Ad

600 px X 110 px (72 res. min.)

Concourse Loop

17664 px X 40 px (72 res. min.)

Show Video Board Ad

1920 px X 1080 px; 300 dpi
Or Video - 10 to 30 seconds



DEADLINES

Official Show Program	EXPLORE PENNSYLVANIA	SHOW APP
Space Reserved: August 1, 2026 Materials: August 7, 2026	Space Reserved: November 2, 2026 Materials: December 2, 2026	Space Reserved: August 15, 2026 Materials: August 24, 2026
Newsletter	Space Reserved & Materials Due by the 15th of the Month	

**Support Pennsylvania's RV & Camping Industry...
Reserve your advertising today!**



To reserve your advertising space fill-in the online form
<https://prvca.memberclicks.net/2026-advertising-contract>