



2023 Media Kit

Advertising Information



CampsitePhotos.com – Discover your next campsite.

CampsitePhotos.com offers an opportunity for advertisers to reach a highly targeted audience of campers and outdoor enthusiasts. Our engaged and passionate audience accounted for over 23 million page views and 60 million impressions from Jan 1 – December 31, 2022.

Today, CampsitePhotos.com has become one of the top online resources for camping/outdoor travel and *the* “go to” online source for people wanting to see photos of campsites. It reaches a diverse audience of millions of people who share a passion for camping, RVing, backpacking, fishing, hunting, boating, wildlife and outdoor recreation.

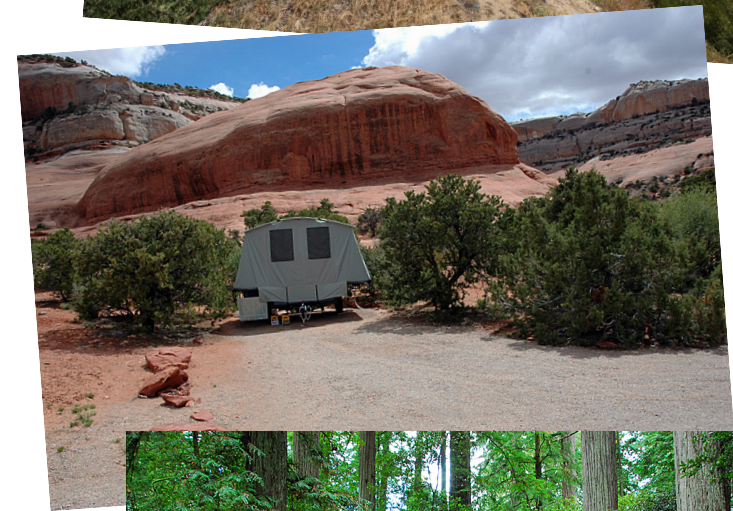
We can provide you with a broad range of online channels and advertising to reach our audience, as well as support our efforts to provide a valuable online camping-travel resource for our community.

The CampsitePhotos.com Story

While writing down notes of favorite campsites during a campout at San Elijo State Beach in 2009, Eric Edwards (founder/owner) quickly recognized the need and demand for viewing photos of campsites online. At the time, there were only a handful of websites with just a few campgrounds that had dated photos.

Eric's vision was to have an online resource where people could go to see photos of each campsite in popular campgrounds throughout the USA. From the get-go, photos were taken by CampsitePhotos photographers (*not crowd-sourced*) in order to maintain a high level of quality and accuracy.

The site was launched in 2010 with about 30 campgrounds in CA, AZ and NV. **CampsitePhotos currently has photos of each campsite in over 2,500 public campgrounds throughout the United States, as well as a database of over 14,000 RV Parks.** Today, CampsitePhotos continues to evolve by adding more campgrounds, copyrighted campsite photos and unique editorial content that is relevant to our visitors and fans.



The CampsitePhotos.com Community

“LOVE your site. It is so much more helpful than the pictures on Reserve America.” Sherry Boyd

“I’m going to make a bunch of reservations for a camping trip up the California coast and always rely on your website to find the best spots.” Scott Yturriaga

Our visitors come to CampsitePhotos.com to plan for their next camping trip. This includes researching campgrounds, finding campsites and making reservations. They are young adults, families, retirees, RVers, fishermen, hikers/backpackers, bikers, hunters, boaters, outdoor recreationalists, nature lovers and wildlife enthusiasts.

The community is highly engaged. From May 1 through September 30 (2021) more than 280,000 visited the site each and stayed on it over 4 minutes each session; resulting in over 15.8 million page views and 38 million impressions. They are also active on our social media channels with 13,000+ Facebook fans, 1,600+ Twitter followers, 10,000+ YouTube followers, as well as strong engagement on Pinterest and Instagram channels.

BY THE NUMBERS

248k

SESSIONS
(MONTHLY)

173K

USERS
(MONTHLY)

2.5 Million

PAGE VIEWS
(MONTHLY)

6.8 Million

IMPRESSIONS
(MONTHLY)

14K+

FACEBOOK
FANS

14,300+

YOUTUBE
FOLLOWERS

... AND GROWING!

(STATS FROM JUNE, 2022)

The CampsitePhotos.com Community

Our community is loyal and our popularity is growing exponentially because no other online resource comes close to the number of campgrounds with photos of each campsite, or the total number of high-quality, current and accurate campsite photos. As a result (no surprise) CampsitePhotos has the top position on Google searches related to campsite / campground photos.

Desktop: 61% | Mobile: 32% | Tablet: 7%

“We are frequent users of CampsitePhotos.com and absolutely LOVE the site. The sites (photos) you show are incredible.”
Carole Marshall

“This is by far the best campsite directory I have found.”
Matt Brannon

BY THE NUMBERS

- 97% of traffic is from U.S.
- 125,000 total indexed URLs (2022)
- Avg. Google Position:
 - 1.0 Campsite Photos / Pictures
 - 1.0 Campground Photos / Pictures
 - 1.0 Campsite Views
 - 1.0 View Campsites
 - 1.0 View My Campsite
 - 1.0 Photos of Campsites / Campgrounds
 - 1.0 (By State or Region) Campsite / Campground Photos
 - 1.2 Camp Photos / Pictures

. . . And the list goes on!

The CampsitePhotos.com Community

"I just wanted to say that I think this is the best site ever created for anyone that loves camping!! I use this site every time when planning our outings. The campsite photos are extremely helpful. They give great visual information and allows us to make sure the site is large enough for our trailer and of course location :) I've recommended this site to all my fellow campers and they love it as well. Kudos to a great website!"

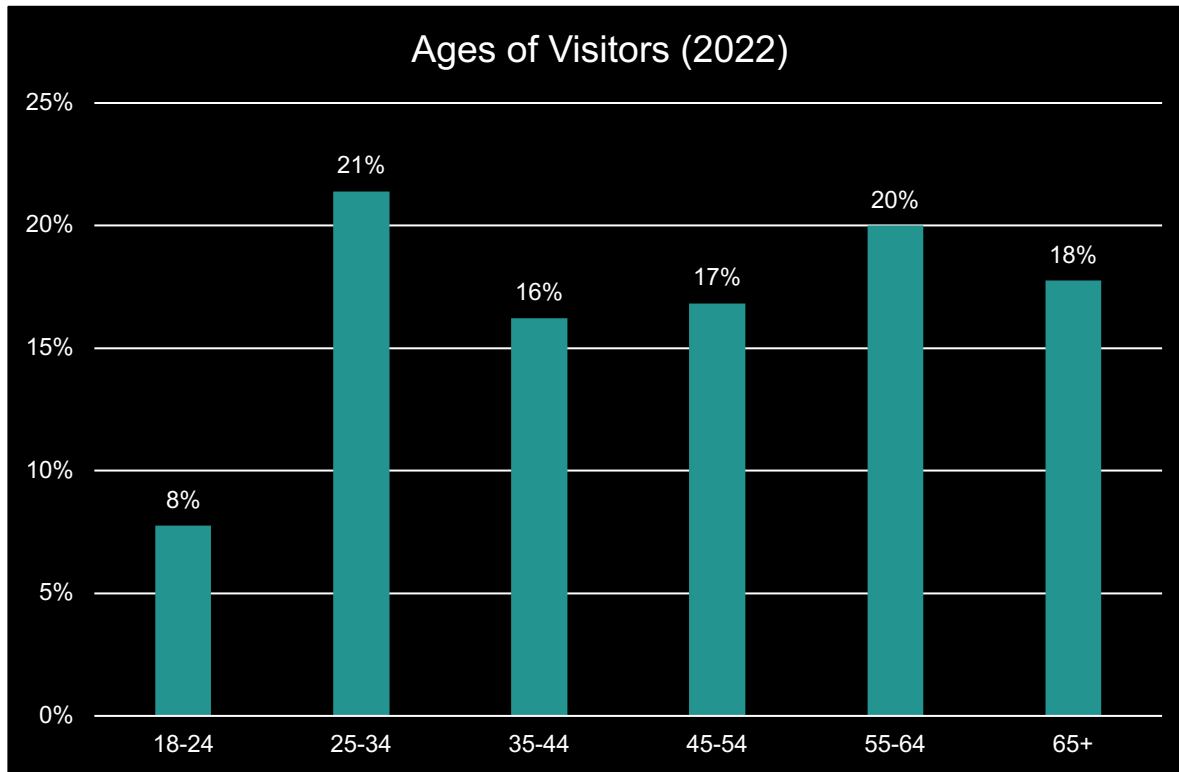
Amy Lafferty

"I LOVE your website! The pictures and information are incredibly helpful when choosing sites and planning vacations."

Helen Shakan

"Hey guys – awesome site!! I use it often and have had great luck following your recommended 'best sites'."

Frank Bilbro



52% Female | 48% Male

YOUR OPTIONS AS AN ADVERTISER

Advertisers and sponsors can access our audience in a variety of ways.

Paid Media

We offer advertising space throughout the website or on select pages. Ad space can be purchased by week or month, with a guarantee of 100% fill in the locations during the time-frame purchased.

- Banner Ads
- Video Ads
- Infographics
- Resource Page Listing / Links

Sponsored Content

- Do Follow / Back Links (existing or new copy)
- Blog Post Blurb – one sentence, w/link and option to insert logo (with link)

Social Media Channels

Includes mention on all or select social media channels including:

- Facebook
- Twitter
- Instagram
- Pinterest (sponsor a board – logo/website)
- YouTube (sponsor a video –logo/website)

Ad Packages

Tell your story and reach our audience through customize ad packages to fit your specific goals and budget.

- Paid Media
- Sponsored Content*
- Social Media Channels

* We reserve the right to make editorial changes to content if it does not fit our guidelines or content standards.

2023 AD RATE SHEET & SPECS (SPONSORED & SOCIAL MEDIA)

ADVERTISEMENT	Ad Type/Location	Cost
Resource Page Listing	Resource Page Listing (30-word description, website link / permanent)	\$55
Link Insertion–New Copy	Contextual link (permanent): new copy/short sentence anywhere on site	\$75
Link Insertion–Existing Copy	Contextual link (permanent): existing copy or slight word change anywhere on site	\$55
Content (Ad) Cards	Home Page – 30-day period (includes image / word description)	\$75
SOCIAL MEDIA	Ad Type/Location	Cost
Facebook	Mention (blurb / link) - Top Pin (1 week in top pin position)	\$100
Facebook	Mention (blurb / link)	\$75
Twitter	Tweet (2x over two-week period)	\$75
Instagram	Post (2 posts over two-week period/ then permanent)	\$75
Pinterest	Board Sponsor (Logo/website) / JPG ad (permanent)	\$225
YouTube	Video Sponsor (Logo/website) / JPG ad (permanent)	\$450

Display, Banner & Video Ads: please email for rates: campranger@campsitephotos.com

2023 AD RATE SHEET & SPECS (CONTINUED)



STANDARD AD SPECIFICATIONS

JPEG , GIF, MP4 files are accepted.

Creative Production Deadline: Usually three business days prior to go-live date.

NOTE: Advertising must be prepaid by PayPal or check. CampsitePhotos.com reserves the right, without liability, to reject any ad copy deemed inappropriate for the site by the publishing staff. If the staff believes an ad may be confused for editorial content, we may add “sponsored content” or “advertisement” to the top of the ad.

Email or call to discuss our advertising options (including customized packages) or to request an insertion order for placement.

CONTACT INFORMATION

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