



The **most** visited online and print directory in North America

2024 MARKETING SOLUTIONS



Serving the campground community for over 50 years.

Online Directory Profile



Profile	Good Sam Campground	Partner
Campground Name	x	x
Address	x	x
Phone Number	x	x
Photos	12	12
Good Sam Ratings	x	x
Verified Flag	x	x
RVer Reviews	x	x
Amenities	x	x
Block Competitor Ads	x	x
Email	x	x
Logo	x	x
Profile Support	x	x
Video	x	x
Learn More Quick Links	x	x
Search Results Website Link	x	x
Social Media Links	x	x
Park Map & Activities	x	x
Park Reservation Link	x	x
Lots/Park Models	x	x
Instant Booking	x	x
Reservation Request Form	x	x
Custom Description	x	
Good Sam Distinction	x	
Online Traffic Report	x	x

With your online directory profile, you receive an entire landing page devoted to your campground. **See more on page 3.**

Campground Profile Detail Page (LDP)

- 1 Campground Name
- 2 Address
- 3 Phone Number
- 4 Verified Flag
- 5 RVers Reviews
- 6 Amenities
- 7 Photo
- 8 Block Competitor Ads: Block competitor ads from appearing on your page
- 9 Email Link
- 10 Logo Link
- 11 Video - Video of your campground
- 12 Learn More Quick Links
- 13 Social Media Links
- 14 Good Sam Ratings
- 15 Park Map & Activities
- 16 Reservation Request Form
- 17 Lots/Park Models
- 18 Instant Booking/Park Reservation Link
- 19 Custom Description
- 20 Good Sam Distinction

The screenshot displays the Good Sam Campgrounds website for the Lake Osprey RV Resort. The page layout includes a top navigation bar, a main header with the Good Sam logo and navigation links, and a central content area with a large photo of the resort building and an RV. To the right, there is a sidebar with various quick links and a 'BOOK NOW' button. Below the main photo, there is a 'MEMBERS SAVE MORE!' banner, followed by the resort name 'Lake Osprey RV Resort' with a verified flag and a 'BOOK NOW' button. The address and phone number are listed below. A custom description highlights the resort as an 'RV & GOLF LUXURY DESTINATION'. The main content area is divided into sections for 'Details' and 'Reviews'. The 'Details' section includes information about the resort's location, facilities, policies, sites, internet, other amenities, recreational facilities, and nearby recreation. The 'Reviews' section shows the resort's rating and a link to write a review. At the bottom, there are social media links, an email sign-up form, and a 'SIGN UP' button.

Search Results Listing Page (SRP)

- 1 Campground Name
- 2 Verified Flag
- 3 Amenities
- 4 Photo
- 5 Logo Link
- 6 Search Results Website Link
- 7 Learn More Quick Links
- 8 Good Sam Ratings
- 9 Reservation Request Form
- 10 Book Now Link
- 11 Custom Description
- 12 Good Sam Distinction

Internal Facing Portals

- 13 Review Response
- 14 Profile Support
- 15 Online Traffic Report



Customer Reviews
Hi-Way Haven RV Park & Drive In Movie

Avg Rating **4.09** ★★★★★ (11) Reviews

★★★★★ Avg Facility Rating
★★★★★ Avg Restroom Rating
★★★★★ Avg Appeal Rating

Sort by Recent Reviews **WRITE A REVIEW**

Angels Date of Stay: July, 2021

Reviews: 1
Helpful Reviews: 0

★★★★★ Overall Rating
★★★★★ Facility Rating
★★★★★ Restroom Rating
★★★★★ Appeal Rating

I really can't say enough about this place just absolutely wonderful. Clean, quiet, spacious RV spots with cute patio. Movie nights a huge plus, brought back old memories of the drive in movies. The best part of staying here is the amazing staff, helpful, kind and generous ensuring a stay that really makes you want to come back and encourages you to highly recommend to your fellow RV-ers. A huge THANK YOU to Eric for taking the time, out of your busy day to teach us about our camper. Everytime I left my camper he was hard at work on the grounds keeping them beautiful. Thank you for helping us to figure out how to utilize our hot water since we're new to this RV thing and for giving us all the little helpful pointers for future reference to make our lives easier. Thank you to all the staff for making us feel at home and for all that you do to keep up an awesome RV park.

Was this review helpful? **Yes** (0)

A response from Hi-Way Haven RV Park & Drive In Movie 8/1/2021 6:27:18 PM
Thank you so much! We are working hard to continually improve the park! We look forward to seeing you back in the park soon!

Campland On The Bay - Dashboard

Online Traffic Report

Jan 18, 2022 - Feb 16, 2022

Campground Page Visitors: 1,211

Referral Clicks: 419

Avg. Time on Page: 00:04:46

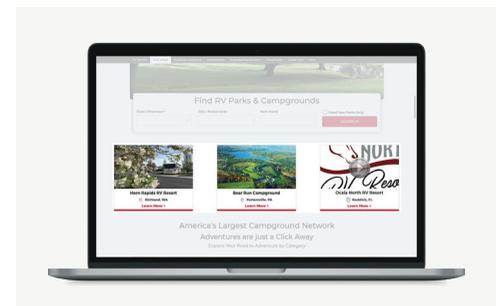
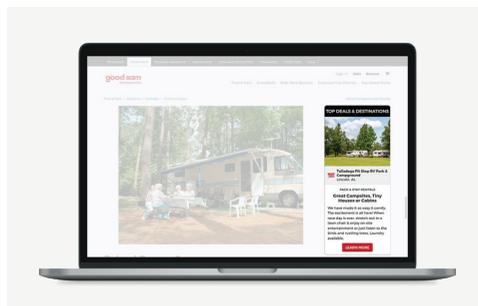
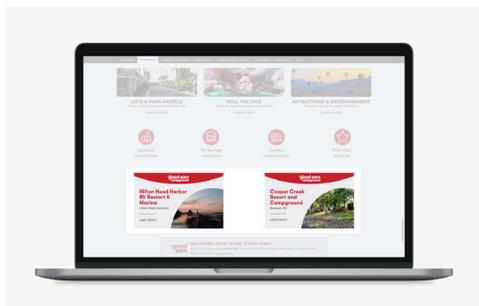
Where Are Your Campers Coming From?

Campland on the Bay

Placement Packages



	Halo		Advantage	
	Good Sam Campground	Partner	Good Sam Campground	Partner
Search Results Feature Banner	X	X	X	X
Homepage Feature Banner	X	X	X	X
Destination Deal Ad	X	X	X	X
Good Sam Preferred Search Results	X		X	
Dynamic Map Email Module - Good Sam Campground Newsletter	X		X	
Dynamic Map Email Module - RV Sales	X		X	
Dynamic Map Email Module - Good Sam RV Rentals	X		X	
Dynamic Map Email Module - RV Newsletter	X		X	
Homepage Featured Campgrounds	X	X	X	X
Follow Me Ad	X	X	X	X
Destination Deal Competitor Ad	X	X		
Featured Location Competitor Ad	X			
Front of Line - Good Sam Position 1	X			
Front of Line - Position 2		X		
Homepage Take Over	X			



Specialty Placement Packages*



Destination Deals

Destination Deals - Seasonal

Adventure Seekers

Lots & Parks Models

Attractions & Entertainment

New! Work Camper

Rentals & Glamping

Boating Fun

Roll the Dice

Family Camping

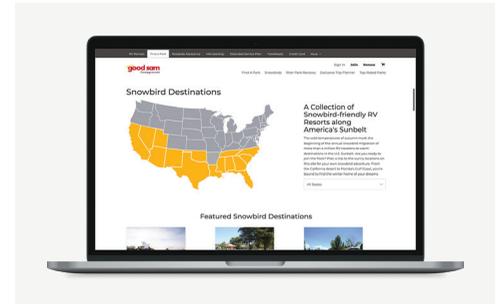
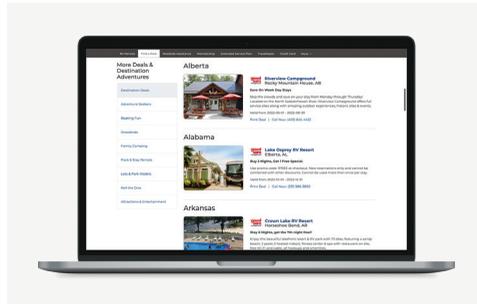
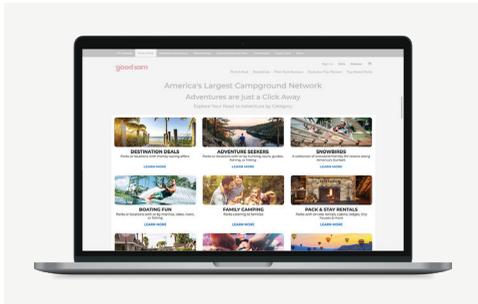
New! Mid-Week Deals (Good Sam only)

Snowbird Destinations

Snowbird Section

Snowbird Feature Ad

Snowbird Front of Line



*12 month placement packages

Good Sam Ad Network*



Paid Media

3-Month Placement



Good Sam Ad Network

12-Month Placement

100K Per Month Impression
(equivalent 1.2M total impressions)

50K Per Month Impression
(equivalent 600K total impressions)

1K Per Day Impression
(equivalent 360K total impressions)

6-Month Placement

200K Per Month Impression
(equivalent 1.2M total impressions)

100K Per Month Impression
(equivalent 600K total impressions)

1K Per Day Impression
(equivalent 180K total impressions)

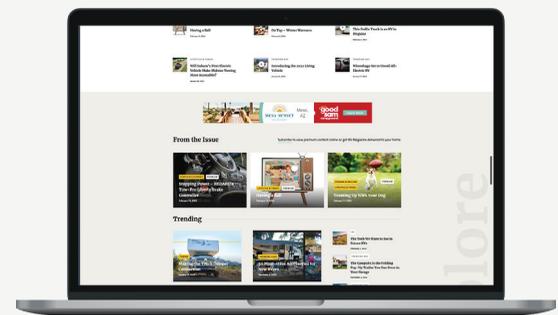
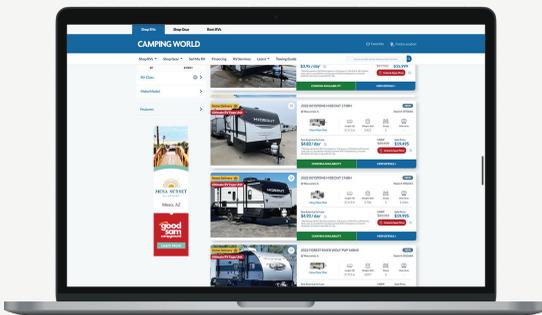
3-Month Placement

400K Per Month Impression
(equivalent 1.2M total impressions)

200K Per Month Impression
(equivalent 600K total impressions)

100K Per Month Impression
(equivalent 300K total impressions)

1K Per Day Impression
(equivalent 90K total impressions)

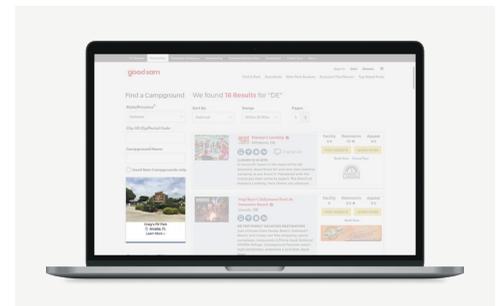
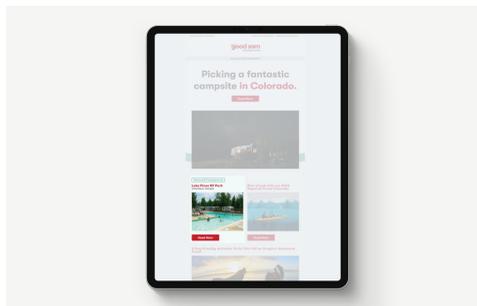
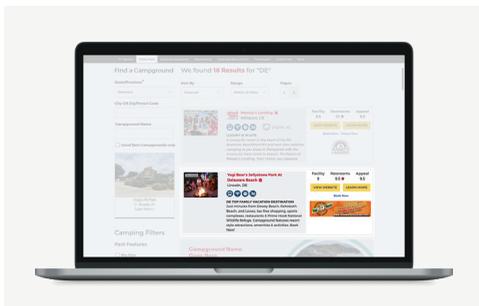


*Available only to Good Sam Campgrounds

Digital A La Carte



	Good Sam Campground	Partner
Local YouTube Video Campaign	X	X
Top of Page Listing - 12-Month	X	X
Top of Page Listing - 3-Month	X	X
Front of Line - 12-Month	X	X
Front of Line - 3-Month	X	X
Search Results Featured Ad - 12-Month	X	X
Search Results Featured Ad - 3-Month	X	X
Follow Me Ad - 12-Month	X	X
Follow Me Ad - 3-Month	X	X
Homepage Takeover - 3-Month	X	X
Featured Campground (Facebook)	X	
Featured Campground (Instagram Story)	X	
Campground of The Month (Good Sam Campground Newsletter) - Good Sam Database	X	
Featured Campground (Good Sam Campground Newsletter) - Good Sam Database	X	





New!

Glamping Profile

	Good Sam	Partner
Campground Name	x	x
Address	x	x
Phone Number	x	x
Photos	12	12
Good Sam Ratings	x	x
Verified Flag	x	x
RVer Reviews	x	x
Amenities	x	x
Block Competitor Ads	x	x
Email	x	x
Logo	x	x
Profile Support	x	x
Video	x	x
Learn More Quick Links	x	x
Search Results Website Link	x	x
Social Media Links	x	x
Park Map & Activities	x	x
Park Reservation Link	x	x
Lots/Park Models	x	x
Instant Booking	x	x
Reservation Request Form	x	x
Custom Description	x	
Good Sam Distinction	x	
Online Traffic Reports	x	x

Package Pricing

Glamping Pro	Glamping Standard	Glamping Basic
Profile + Glamping Specialty Placement + Print inclusion in Welcome Section + Halo	Profile + Glamping Specialty Placement + Print inclusion in Welcome Section + Advantage	Profile + Glamping Specialty Placement + Print inclusion in Welcome Section

Specialty placement: Photo from profile | Advertorial | Product specific link | Call now button | Exposure on homepage | Additional exposure on non-featured listings

Print exposure: In Welcome Section - list of top glamping locations/state or province

Placement packages: See Halo package on page 7 | See Advantage package on page 7

New!

Destination Packages



Available Placements

Good Sam Campground Newsletter, Social Media, Explore Destinations Tab (digital presence)

Topic	Month to Run
Great North American Eclipse	January
On the Water	February
Alaska Trail	April
Fall Colors	July
Adventures <i>(ATV, biking, canyoning, etc.)</i>	September
National Parks	November

