



2021 Web Advertising Ratecard

www.FloridaPoolPro.com

Rates are net / non-commissionable and based on FSPA membership

Size & Specifications

Submission must be a JPG, PNG or GIF under 30 KB. **Ad space is on a first come first serve basis.**

Discounts

In addition to the discounts for frequency shown in the table above, advertisers who pay in advance for an entire contract run of twelve months or more will receive a 10% discount.

Billing Policy

Full payment for a first ad is due when the contract is signed. For subsequent ads, the billed balance is due within 15 days after each invoice is issued. Late charges will be applied to past due amounts.

Ad Deadlines

Space reservations must be received by the 20th of the month prior to ad posting. All materials must be received no later than the 25th of the month prior to ad posting.

Contact Charis Tyson: (941) 952-9293 • E-mail: info@FloridaPoolPro.com

www.FloridaPoolPro.com: Consumer viewed pages - only available to FSPA members

Consumer Web Page	Ad type	1x Rate	6x Rate	12x Rate
Find a Florida Pool Pro sm Results Page	Block - 300 x 300 px	\$310	\$255/mo	\$230/mo
Pools and Weather Page	Block - 300 x 300 px	\$179	\$164/mo	\$154/mo
Unlicensed Work Page	Block - 300 x 300 px	\$128	\$113/mo	\$103/mo
Understanding Pool Service Visits Page	Block - 390 x 100 px	\$128	\$113/mo	\$103/mo

www.FloridaPoolPro.biz: Industry professional pages - only available to FSPA members

Industry Web Page	Ad type	1x Rate	6x Rate	12x Rate
Industry Main Page	Block - 300 x 300 px	\$323	\$272/mo	\$246/mo
Pool and Spa Cert. Page	Block - 300 x 300 px	\$277	\$230/mo	\$205/mo
Member Programs Page	Block - 300 x 300 px	\$159	\$143/mo	\$128/mo
Legislative Session Page	Block - 300 x 300 px	\$128	\$113/mo	\$103/mo