



A publication of Florida Swimming Pool Association

## 2021 Advertising

### Quality Readership

*Florida Pool Pro*<sup>sm</sup> is published to provide relevant, useful, timely information for the pool and spa industry in Florida. Readers represent the key audience for any business offering products and services to this active and vital portion of Florida's business community - builders, service companies, retailers and allied professionals.

### Circulation and Distribution

The 24-page magazine is distributed to Association members and other interested readers, principally in Florida, and is further distributed at special events throughout the state. The magazine is mailed first class to members and 25 copies each are sent to distributors' locations to place on service counters (SCP, Superior Pool Products, HornerXpress, Gorman and Florida Water Products). FSPA members are also e-mailed an electronic version of the magazine with the print ads as links to the web. Local Chapter meetings also have magazines available for members of the industry to pick up, read and reference.

### Staying Power

Because of its role as a vital communication link among members of this business audience, *Florida Pool Pro*<sup>sm</sup> is read, kept, referred to, shared, filed and continually referenced in an ongoing manner by those who receive it. The magazine includes the latest legislative action on a local and state level, updates of state level committee activities, local Chapter news and a detailed calendar of upcoming meetings and events.

### Advertising Value

You will be reaching Florida industry professionals on a timely basis as they read about their trade association, their industry, their peers and the governmental actions impacting them.

### For More Information . . .

Contact Charis Tyson, Senior Director of Communications & Marketing  
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## 2021 Ratecard/Mechanicals

January 2021 - December 2021

### Advertising Rates - Net / Non-commisionable

FSPA Blue Supplier Members receive 20% discount

	1 x Rate / Four Color	6 x Rate / Four Color	12 x Rate / Four Color	Annual
Spread	\$3,534	\$2,948	\$2,392	\$28,703
1/2 pg Spread	\$1,970	\$1,703	\$1,474	\$17,688
Full page	\$1,841	\$1,571	\$1,316	\$15,790
1/2 page	\$1,025	\$908	\$811	\$9,731
1/4 page	\$852	\$770	\$678	\$8,140

**\*\* FSPA Blue Supplier Member rates are 20% lower.**

#### Position Reservations

Page 3 add 20%; Back Page add 30%

#### Discounts

In addition to the discounts for frequency shown in the table above, advertisers who pay for an entire contract run of 6-12 months in advance will receive a 10% discount. Ad space contracted under a frequency discount must be used within the publication year as specified in the ad contract. If not, previous advertising will be backbilled at the higher rate.

#### 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.

#### Sizes & Specifications

Vertical	<u>Full Page</u>	<u>1/2 Page</u>	<u>1/4 Page</u>	
	7 <sup>1</sup> / <sub>2</sub> " x 9 <sup>1</sup> / <sub>2</sub> "	3 <sup>1</sup> / <sub>2</sub> " x 9 <sup>1</sup> / <sub>2</sub> "	3 <sup>1</sup> / <sub>2</sub> " x 4 <sup>5</sup> / <sub>8</sub> "	
Horizontal	<u>Spread</u>	<u>1/2 Pg Spread</u>	<u>1/2 Page</u>	<u>1/4 Page</u>
	16"x 9 <sup>1</sup> / <sub>2</sub> "	16"x 4 <sup>5</sup> / <sub>8</sub> "	7 <sup>1</sup> / <sub>2</sub> " x 4 <sup>5</sup> / <sub>8</sub> "	4 <sup>3</sup> / <sub>4</sub> " x 3 <sup>1</sup> / <sub>2</sub> "

#### Mechanical Requirements

Electronic submissions accepted on disk/diskette, ZIP or CD. Material must be in TIFF or EPS format for PC and include all components and fonts.

#### Production Deadlines

Space Reservations must be received by the 10<sup>th</sup> of the month prior to publication date.  
All materials must be received no later than the 15<sup>th</sup> of the month prior to publication date.



Send materials to: Charis Tyson, Senior Director of Communications & Marketing  
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