

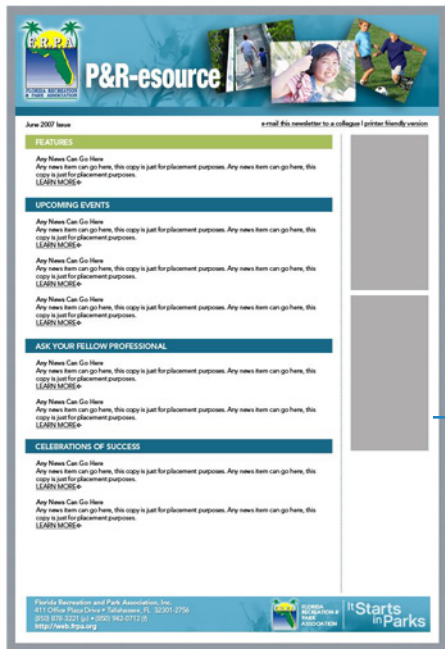


## Market to Florida's \$51 billion recreation and park industry.

- FRPA represents 100% of a **\$51 billion recreation and park industry** in the state.
- We are the **THIRD-LARGEST state** in the nation for the recreation and parks industry following California and Illinois.
- Our members represent 1,800+ of the industry's top decision makers of which **70% are management level, 20% are staff level and 10% are at the executive level.**

Use your advertising budget wisely and position your company directly in front of our members by advertising in *P&R-esource*, our monthly eNewsletter. *P&R-esource* will contain information about members, upcoming events calendar, availability of and contacts for grant resources, news about FRPA and upcoming activities, legislative information, certification information and general articles.

Be sure to secure your space in *P&R-esource* and contact your Naylor account executive today. Space is limited!



### About FRPA...

Since our inception in 1942, the Florida Recreation and Park Association (FRPA) provides training, education, certification, governmental representation, and other member services. We pride ourselves as being one of Florida's most highly recognized associations, as well as a national leader for the park and recreation profession. We are committed to attaining industry excellence in the field of park and recreation.

### VERTICAL BANNERS (120 X 240 pixels)

- Only **four** advertisers per issue
- Types of creative accepted: JPG and Animated GIF
- File size must be no greater than 25kb



**CONTACT:**

Pam Dissell, Project Manager  
 Naylor, LLC  
 Toll-free: (800) 369-6220 ext. 3354  
 Fax: (352) 331-3525  
 pamd@naylor.com





**SPACE RESERVATION FORM**

To be included in *P&R-source*, please select from the options below, then return the completed form to your Naylor account executive immediately.

Advertisements may be JPG or Animated GIF, as long as the total file size does not exceed 25kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign-performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

**PLEASE SELECT YOUR FREQUENCY:**

\*When renewing online ads, priority and first right-of-refusal will be given to advertisers who committed to 12 months. All other companies will be renewed on a first-come, first-served basis.

3 Months	6 Months	12 Months
<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$3,000

All advertisers will receive an invoice for the total amount, due upon activation. If applicable, advertisers committing to 6- or 12-month frequency have the option to be billed quarterly.

**Advertiser Information:**

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the date of this contract.



**Sign and return to:**

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pamd@naylor.com

