

# FLORIDA RECREATION AND PARK ASSOCIATION MEDIA GUIDE

**REACH 100% OF THE RECREATION AND  
PARK INDUSTRY IN FLORIDA**

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR** ➤  
ASSOCIATION SOLUTIONS

**FRPA**  
FLORIDA RECREATION  
& PARK ASSOCIATION



## THE FRPA ADVANTAGE

# 100%

FRPA represents **100%** of the recreation and park industry in Florida.

# 70%

Out of **FRPA's 1,100 members**, **70% or 770** are in a management role.

## 2ND IN THE NATION

FRPA is the **second largest** park and recreation association in the nation.

## INDUSTRY OUTLOOK:

- The Florida park and recreation industry generated roughly \$7.2 billion in 2015!
- Florida's park and recreation industry generates about **\$2.5 billion** in labor income!
- Florida's park and recreation industry is composed of over 60,000 employees!

## REACH 100% OF FLORIDA'S PARK AND RECREATION INDUSTRY!

## CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE TODAY!

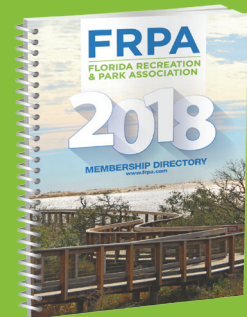
Source: <https://www.nrpa.org/siteassets/research/economic-impact-toolkit-fl.pdf>  
2017 FRPA Marketing Questionnaire



FRPA Journal  
in Print & Digital



FRPA.ORG  
Website  
Advertising



Membership  
Directory &  
Resource Guide



Covering The Bases  
eNewsletter

**NAYLOR**   
ASSOCIATION SOLUTIONS

# FRPA JOURNAL

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

**Revisions and Proofs:** \$50

**Position Guarantee:** 15% Premium

Full-Color Rates	1x	2-3x	4x	Directory Included
Double Page Spread	\$3,139.50	\$2,829.50	\$2,669.50	\$2,509.50
Outside Back Cover	\$2,629.50	\$2,419.50	\$2,309.50	\$2,209.50
Inside Front or Inside Back Cover	\$2,569.50	\$2,359.50	\$2,249.50	\$2,149.50
Full Page	\$2,119.50	\$1,909.50	\$1,799.50	\$1,699.50
2/3 Page	\$1,819.50	\$1,639.50	\$1,549.50	\$1,459.50
1/2 Page	\$1,329.50	\$1,199.50	\$1,129.50	\$1,059.50
1/3 Page	\$1,009.50	\$909.50	\$859.50	\$809.50
1/4 Page	\$769.50	\$689.50	\$649.50	\$619.50
1/6 Page	\$619.50	\$559.50	\$529.50	\$499.50
1/8 Page	\$469.50	\$419.50	\$399.50	\$379.50

Black-and-White Rates	1x	2-3x	4x	Directory Included
Double Page Spread	\$2,379.50	\$2,139.50	\$2,019.50	\$1,899.50
Outside Back Cover	\$1,869.50	\$1,729.50	\$1,669.50	\$1,599.50
Inside Front or Inside Back Cover	\$1,809.50	\$1,669.50	\$1,609.50	\$1,539.50
Full Page	\$1,359.50	\$1,219.50	\$1,159.50	\$1,089.50
2/3 Page	\$1,159.50	\$1,039.50	\$989.50	\$929.50
1/2 Page	\$849.50	\$759.50	\$719.50	\$679.50
1/3 Page	\$649.50	\$579.50	\$549.50	\$519.50
1/4 Page	\$489.50	\$439.50	\$419.50	\$389.50
1/6 Page	\$389.50	\$349.50	\$329.50	\$309.50
1/8 Page	\$309.50	\$279.50	\$259.50	\$249.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. Rates as of July 2018.

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FLORIDA RECREATION  
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# MEMBERSHIP DIRECTORY & RESOURCE GUIDE

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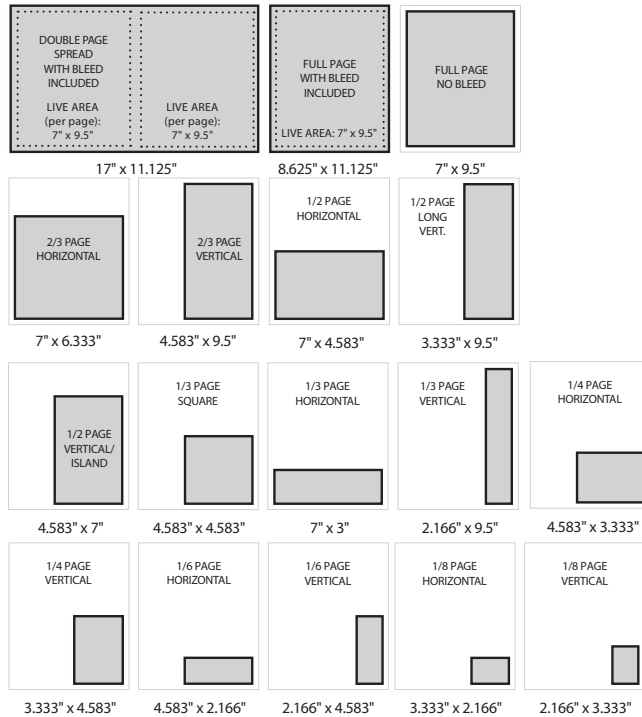
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## MEMBERSHIP DIRECTORY & RESOURCE GUIDE

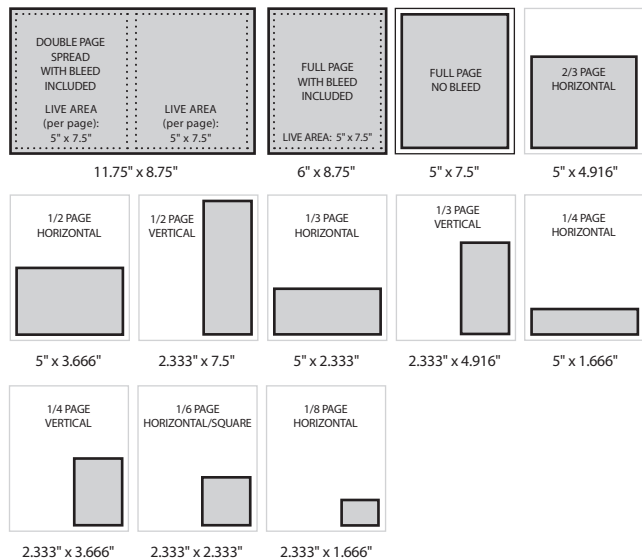
### PRINT ADVERTISING SPECIFICATIONS

**FRPA Journal Trim Size: 8.375" x 10.875"**



### Membership Directory & Resource Guide

**Trim Size: 5.75" x 8.5"**



### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com/adupload](http://www.naylor.com/adupload)

### Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Specs for Outsert/Inserts

#### FRPA Journal

1 Page / 1 surface: 8.375" x 10.875"  
 2 Page / 4 surface: 8.375" x 10.875"  
 Heavy Card Stock Insert: 8.25" x 10.75"

#### Membership Directory & Resource Guide

1 Pg / 2 Surface 5.75" x 8.5"  
 3 Pg / 6 Surface 5.75" x 8.5"  
 Postcards 6" x 4.25"  
 Heavy Card Stock Insert 5.25" x 8.25"  
 Postal flyersheets 5.75" x 8.5"

### Digital Edition

For the latest online specs, please visit: [www.naylor.com/online-specs](http://www.naylor.com/online-specs)

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 ASSOCIATION SOLUTIONS **FLORIDA RECREATION & PARK ASSOCIATION**

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# FRPA COMMUNICATIONS

## PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with FRPA and strongly encourage our members to do business with vendors that support our association. Members know they can confidently select the quality products and services featured within the official resources of FRPA.

- Advanced Recreational Concepts
- AirHeads Trampoline Arenas
- American Carnival Mart
- American Muscle Docks & Fabrication
- Aqua Creek Products
- Aquatic Access, Inc.
- AquaWorx USA
- Berliner Seilfabrik Play Equipment Corp.
- Bliss Products & Playgrounds
- Boccemon
- Central Life Sciences
- Century Industries
- Cowart Tree Experts, Inc.
- CXT Concrete Buildings, an L.N. Foster Company
- DMS Facility Services, Inc.
- DOGIPOT
- Eaton
- Empex Watertoys
- Ewing Irrigation
- Furniture Leisure
- GAI Consultants, Inc.
- Gerber Tables
- Gill ID Systems
- Gopher Sport
- Greenfields Outdoor Fitness
- Gyms for Dogs
- H & M Gopher Control Mfg & Sales
- Horticultural Alliance
- iZone
- Jacobsen
- John Deere
- Kesmac
- Klopp Coin Counters
- Leesburg Concrete Co., Inc.
- Lincoln Aquatics
- Living Waters Aeration
- Marine Rescue Products, Inc.
- Most Dependable Fountains, Inc.
- Murdock Manufacturing, Inc.
- Musco Sports Lighting
- Nidy Sports Construction
- Pentair Commercial Aquatics
- Playmore Recreational Products & Svcs
- Playworx Playsets, LLC
- Project Innovations Inc.
- Qualite Sports Lighting, Inc.
- Recreational Design & Construction, Inc.
- Robertson Recreational Services
- SealMaster
- Site Horizons
- SofSURFACES, Inc.
- South Florida Grassing
- Sportaflex LLC
- Stegas Inc.
- T. Mac Wilder & Associates, LLC
- THOR GUARD, Inc.
- USTA Florida
- Value Vinyls Inc.
- Vortex Aquatic Structures International
- Wade Trim
- Wood & Partners, Inc.
- World Waterpark Association