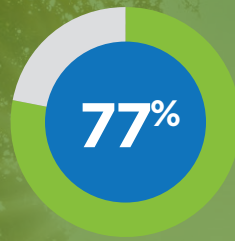


WHY SHOULD YOU ADVERTISE WITH FRPA?

Our latest readership survey of *FRPA Journal*, *Covering the Bases* eNewsletter, and the *Member Directory* revealed important, relevant findings that capture the opinions of our readers, the decision-makers throughout Florida's parks and recreation industry.



Of respondents report reading each issue of *FRPA Journal*



Of respondents value *FRPA Journal* as a part of their membership



7 out of 10

More than 7 out of 10 respondents said that they keep FRPA's directory on-hand for easy reference



70%

Nearly 70% of survey participants reported that the content in *Covering the Bases* eNewsletter is relevant to their job

55%



More than half of our survey respondents stated that they were responsible for all of the following items for their organization

- Recommending products and services
- Specifying products and services
- Approving the purchase of products and services



4 out 5

More than 4 out of 5 participants reported taking action on an advertisement in one of FRPA's publications and/or online products