



www.FloridaPoolPro.com

2011 Web Advertising

FloridaPoolPro.com is the web site for the Florida Swimming Pool Association. The site has an area geared toward consumers and one toward industry professionals. Consumers use the site to find professionals in their area and to learn about pool safety and maintenance. Industry professionals use the site for industry-related news, continuing education information and to view information from their local Chapters.

The site allows you to target your main audience with ads available in the consumer area or the industry professionals area. The site averages 2,144 unique visitors per month and 24,528 views per month.

The Orlando Pool & Spa Show is the FSPA's annual Trade Show for the pool industry. The Web pages containing Show information are only available for ads November – February each year. You must place the ad for all four months to be on a Show page. Companies use these pages to view information about exhibiting at the Show, taking continuing education classes at the Show, registration, etc.

For more information...

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2011 Web Advertising Ratecard

www.FloridaPoolPro.com / www.OrlandoPoolShow.com

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

Size & Specifications

Submission must be a JPG, SWF or GIF under 15 KB. **Ad space is on a first come first serve basis. A maximum of three ads are in rotation for each slot.**

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.

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

<i>Consumer Web Page</i>	<i>Ad type</i>	<i>1x Rate</i>	<i>6x Rate</i>	<i>12x Rate</i>
Find a Pool Pro Search Page	Banner - 390 x 100 px	\$105	\$90/mo	\$77/mo
Find a Pool Pro Search Results	Banner - 390 x 100 px	\$98	\$85/mo	\$73/mo
Maintenance Information Page	Banner - 390 x 100 px	\$58	\$50/mo	\$42/mo
Safety Information Page	Banner - 390 x 100 px	\$46	\$40/mo	\$35/mo

www.FloridaPoolPro.biz: Industry professional pages - Non-member rates are 20% higher

<i>Industry Web Page</i>	<i>Ad type</i>	<i>1x Rate</i>	<i>6x Rate</i>	<i>12x Rate</i>
Industry Main Page	Banner - 550 x 120 px	\$110	\$95/mo	\$80/ mo
	Block - 120 x 240 px	\$85	\$75/mo	\$65/mo
Industry Education Page	Banner - 550 x 120 px	\$63	\$55/mo	\$47/mo
	Block - 120 x 240 px	\$45	\$40/mo	\$35/mo
Member Services Page	Banner - 550 x 120 px	\$58	\$50/mo	\$42/mo
	Block - 120 x 240 px	\$44	\$38/mo	\$32/mo
GR Regulations Page	Banner - 550 x 120 px	\$52	\$45/mo	\$38/mo
	Block - 120 x 240 px	\$40	\$35/mo	\$30/mo

www.OrlandoPoolShow.com: (Available Dec. - Feb.) - Non-member rates are 20% higher

<i>Show Web Page</i>	<i>Ad type</i>	<i>Ad Rate</i>	<i>Show Web Page</i>	<i>Ad type</i>	<i>Ad Rate</i>
Show Home Page	Banner - 560 x 120 px	\$350 / 3 mo.	Education Page	Banner - 560 x 120 px	\$125 / 3 mo.
	Block - 120 x 240 px	\$250 / 3 mo.		Block - 120 x 240 px	\$75 / 3 mo.
Registration Page	Banner - 560 x 120 px	\$225 / 3 mo.	Show Hotel Page	Banner - 560 x 120 px	\$110 / 3 mo.
	Block - 120 x 240 px	\$150 / 3 mo.		Block - 120 x 240 px	\$65 / 3 mo.
Schedule Page	Banner - 560 x 120 px	\$150 / 3 mo.			
	Block - 120 x 240 px	\$100 / 3 mo.			