



2016 Web Advertising Ratecard

www.FloridaPoolPro.com / www.UnderTheSunExpo.com

Rates are net / non-commisionable and based on FSPA membership

Size & Specifications

Submission must be a JPG, PNG or GIF under 30 KB. **Ad space is on a first come first serve basis.**

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.

For more information: Toll-free: (866) 930-FSPA • Fax: (941) 366-7433 • E-mail: info@FloridaPoolPro.com

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

Consumer Web Page	Ad type	1x Rate	6x Rate	12x Rate
Find a Florida Pool Pro sm Results Page	Block - 300 x 300 px	\$300	\$250/mo	\$225/mo
Keep your Pool Running Page	Block - 300 x 300 px	\$175	\$160/mo	\$150/mo
Choosing a Contractor Page	Block - 300 x 300 px	\$125	\$110/mo	\$100/mo
Safety Information Page	Block - 390 x 100 px	\$125	\$110/mo	\$100/mo

www.FloridaPoolPro.biz: Industry professional pages - only available to FSPA members

Industry Web Page	Ad type	1x Rate	6x Rate	12x Rate
Industry Main Page	Block - 300 x 300 px	\$315	\$265/mo	\$240/mo
Licensing Page	Block - 300 x 300 px	\$270	\$225/mo	\$200/mo
Member Programs Page	Block - 300 x 300 px	\$155	\$140/mo	\$125/mo
GR Regulations Page	Block - 300 x 300 px	\$125	\$110/mo	\$100/mo

www.UnderTheSunExpo.com: (Available Dec. - Feb.) - FSPA member rates are 20% lower

Show Web Page	Ad type	Ad Rate	Show Web Page	Ad type	Ad Rate
Show Home Page	Banner - 560 x 120 px	\$440 / 3 mo.	Education Page	Banner - 560 x 120 px	\$155 / 3 mo.
	Block - 120 x 240 px	\$315 / 3 mo.		Block - 120 x 240 px	\$95 / 3 mo.
Registration Page	Banner - 560 x 120 px	\$280 / 3 mo.	Show Hotel Page	Banner - 560 x 120 px	\$140 / 3 mo.
	Block - 120 x 240 px	\$190 / 3 mo.		Block - 120 x 240 px	\$80 / 3 mo.
Schedule Page	Banner - 560 x 120 px	\$190 / 3 mo.			
	Block - 120 x 240 px	\$125 / 3 mo.			