AN EXCLUSIVE OPPORTUNITY

FOR YOU TO REACH PARKS AND RECREATION PROFESSIONALS

WITH YOUR MARKETING MESSAGE

**ADMail**

ADMail is an electronic method of reaching members of the Florida Recreation and Park Association. Over 1,000 individuals will receive your ADMail piece designed by you, with tracking information available to determine if you achieved your desired reach.  
  
A limited number of exclusive opportunities are available since FRPA will only send one ADMail piece per week.

You are responsible for sending a camera ready image that meets the following specs:

* Image must be in a jpg form
* Image should ideally measure 640 px width
* Image must be no larger than 5mb

Don’t have a graphics or marketing team in place? FRPA can provide limited assistance in constructing a marketing piece for you. Additional fees for the time spent on design will be charged on a case by case basis.

FRPA will provide tracking updates for two weeks following the distribution of your ADMail piece to show you how many clicks were taken from the ADMail piece to the targeted webpage you select.

Through FRPA’s ADMail, you have an opportunity to reach over 1,100 parks and recreation professionals for the affordable price of $250 (members)/$300 (nonmembers) per ADMail mailing, without incurring the cost of printing and mailing a marketing piece to your potential customers.

Reserve your ADMail space now by contacting Charla Lucas at [charla@frpa.org](mailto:charla@frpa.org) or call 850-878-3221.

**ADMail Payment Form**

ADMail copy must be emailed two weeks prior to your reserved distribution date.

COMPANY: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

COMPANY CONTACT: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CITY \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ STATE \_\_\_\_\_\_\_\_\_\_ ZIP \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PHONE WITH AREA CODE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

EMAIL OF COMPANY CONTACT: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

REQUESTED DATE(S): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[CHECK THE SCHEDULE TO SEE WHICH DATE(S) ARE AVAILABLE.](https://docs.google.com/document/d/1WLdwlyfyqaif55qyefoSS4uOCtV4gL2GwmWV-ClCzoc/edit?usp=sharing)

# of ADMail piece(s) \_\_\_\_\_\_\_\_ x $250 (member) = Total Investment $ \_\_\_\_\_\_\_\_

# of ADMail pieces(s)\_\_\_\_\_\_\_\_ x $300 (non-member) = Total Investment $\_\_\_\_\_\_\_\_

**METHOD OF PAYMENT**

VISA MASTER CARD DISCOVER AMEX

Credit Card # \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Expiration Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ CVV: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name as it Appears on Card \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Check # \_\_\_\_\_\_\_\_\_\_\_\_ Check Amount $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

NOTE: Credit card payments will be charged at the time of distribution, unless you authorize charging your card one time for all of your reserved ADMail piece(s). Payments by check must be made prior to the distribution date of your AdMail piece(s).

**Return to: Florida Recreation and Park Association**

2528 Barrington Cir, Ste #1, Tallahassee, FL 32308

Via email to [charla@frpa.org](mailto:charla@frpa.org)

Via fax to 850-942-0712

**2024**

**ADMail** Reservation Form

Place an ‘x’ next to your desired distribution week(s)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **January** | |  | **July** | |
| 1 |  |  | 1 |  |
| 8 |  |  | 8 |  |
| 15 |  |  | 15 |  |
| 22 |  |  | 22 |  |
| 29 |  |  | 29 |  |
| **February** | |  | **August** | |
| 5 | sold |  | 5 |  |
| 12 | sold |  | 12 | sold |
| 19 |  |  | 19 | sold |
| 26 |  |  | 26 | sold |
| **March** | |  | **September** | |
| 4 |  |  | 2 |  |
| 11 | sold |  | 9 | sold |
| 18 |  |  | 16 |  |
| 25 | sold |  | 23 |  |
| **April** | |  | 30 | sold |
| 1 | sold |  | **October** | |
| 8 |  |  | 7 |  |
| 15 |  |  | 14 |  |
| 22 |  |  | 21 |  |
| 29 |  |  | 28 |  |
| **May** | |  |  |  |
| 6 |  |  | **November** | |
| 13 |  |  | 4 | sold |
| 20 |  |  | 11 | sold |
| 27 |  |  | 18 |  |
|  |  |  | 25 |  |
| **June** | |  | **December** | |
| 3 | sold |  | 2 |  |
| 10 | sold |  | 9 |  |
| 17 | sold |  | 16 |  |
| 24 |  |  | 23 |  |
|  |  |  | 30 |  |