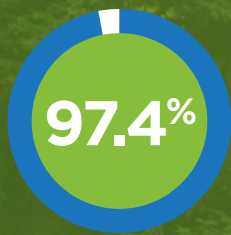
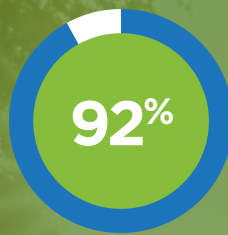


WHY SHOULD YOU ADVERTISE WITH FRPA?

Our latest readership survey of *FRPA Journal* magazine 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 said that the content in *FRPA Journal* is relevant to their job



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



7 out of 10
Of respondents said that they keep *FRPA Journal* as an on-hand for an easy reference



60%
Of readers said that they either recommended or approved purchasing decisions for their companies

52%



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 of 5
More than 4 out of 5 participants stated that they value *FRPA's Membership Directory* as a part of their membership, and they keep this publication as an on-hand for an easy reference