



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 1,000 parks and recreation professionals for the affordable price of \$250 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: \_\_\_\_\_

# of ADMail piece(s) \_\_\_\_\_ x \$250 = 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**  
411 Office Plaza Drive  
Tallahassee, FL 32301-2756  
Via email to [charla@frpa.org](mailto:charla@frpa.org)  
Via fax to 850-942-0712

**ADMail** Reservation Form  
Circle your Desired Distribution Week(s)

March 7, 2022 -SOLD  
March 17, 2022 -SOLD  
March 21, 2022 -SOLD  
March 28, 2022 -SOLD

April 4, 2022  
April 11, 2022 -SOLD  
April 18, 2022 - SOLD  
April 25, 2022

May 2, 2022  
May 9, 2022  
May 16, 2022  
May 23, 2022  
May 30, 2022  
(Memorial Day)

June 6, 2022  
June 13, 2022 -SOLD  
June 20, 2022 -SOLD  
June 27, 2022 -SOLD

July 4, 2022  
(Independence Day)  
July 11, 2022 -SOLD  
July 18, 2022 - SOLD  
July 25, 2022 -SOLD

August 1, 2022 -SOLD  
August 8, 2022  
August 15, 2022 -SOLD  
August 22, 2022 -SOLD  
August 29, 2022 -SOLD

September 5, 2022  
(Labor Day)  
September 12, 2022 -SOLD  
September 19, 2022- SOLD  
September 26, 2022

October 3, 2022- SOLD  
October 10, 2022  
October 17, 2022  
October 24, 2022  
October 31, 2022  
(Halloween)

November 7, 2022 -SOLD  
November 14, 2022- SOLD  
November 21, 2022  
November 28, 2022

December 5, 2022  
December 12, 2022  
December 19, 2022  
December 26, 2022