

# FRSA Membership Directory

The FRSA Membership Directory is an annual publication distributed exclusively to every member of the Florida Roofing, Sheet Metal and Air Conditioning Contractors Association (FRSA). Throughout the year, new members also receive a copy of the FRSA Directory as part of their initial membership packet. Its audience is Florida's top-of-the-line roofing and sheet metal contractors and a select group of air conditioning contractors.

The directory's total circulation is approximately 824. A limited number of color advertising is available on the back, inside back and inside front covers. All other ads are black and white and are available in full, half or one quarter page formats. Mechanical requirements are identical to those of the Florida Forum magazine, so it's easy to use the same advertisement in both publications. All ads can be counted toward Florida Forum frequency requirements.

The FRSA Membership Directory is a reference source referred to by FRSA Members over and over throughout the entire year. An ad in the FRSA Directory has a life span unmatched by that of any other industry-related Florida publication.