

**Florida  
Forum**

**2009**  
**Editorial Calendar**

A Publication of the  
Florida Roofing, Sheet  
Metal & Air Conditioning  
Contractors Association

Reaching the  
Decision Makers  
in Florida's  
Roofing and  
Sheet Metal  
Industries  
for 48 years

**Rate Card 42**

## Commission/Discount

- 15% on space and color to recognized agencies
- Client is responsible for unpaid agency invoices

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## Black & White Rates

	3x	6x	12x	1x rate Convention Issue
1 page	\$1322	\$1208	\$1140	\$1968
2/3 page	\$1061	\$ 982	\$ 901	\$1578
1/2 island	\$ 901	\$ 821	\$ 790	\$1339
1/2 page	\$ 821	\$ 770	\$ 729	\$1240
1/3 page	\$ 657	\$ 596	\$ 544	\$ 962
1/4 page	\$ 478	\$ 457	\$ 452	\$ 756
1/6 page	\$ 378	\$ 352	\$ 332	\$ 585

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## Color Rates

*(To be added to black & white rates)*

- Standard color — \$380/spread \$530
- 3 or 4 color process — \$800/spread \$1200

## Cover Rates – On Request

- First cover not sold
- 4-color only

## Inserts/Magazine Bands

Contact editorial office for rates and specifications

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## Submitting Advertisements

- Digital files must be accompanied by insertion documentation
- Hard copy proof required for 4-color advertisements

## Digital File Specifications

- 300 dpi at 100% of intended size
- Press-ready Adobe Acrobat files, tiff or eps files or graphic design software programs approved before submittal by the editorial department
- One color only in spot-color ads
- Four-Color Ads: CMYK
- Black and White Ads: Grayscale

With the exception of press-ready Adobe Acrobat files, digital file submissions must include copies of all fonts, photos and artwork used in the advertisement's design. Advertisements requiring graphic design assistance will be charged by the hour for work performed and forfeit ad agency discounts.

## Mechanical Requirements

Trim size: 8 ½ by 11, Bleed size: 9 x 11 ½, Live area: 5/8" from edge, Sheet-fed/offset, Saddle wire bound

## Ad Page Dimensions

	Width		Height	
	inches	picas	inches	picas
Full Page	7 1/8	43.0	9 5/8	58.0
2/3 page	4 11/16	28.0	9 9/16	58.0
1/2 pg. horiz.	7 1/8	43.0	4 3/4	28.5
1/2 pg. island	4 11/16	28.0	7 1/4	43.5
1/2 pg. vert.	3 7/16	20.75	9 9/16	58.0
1/3 page	2 1/4	13.5	9 9/16	58.0
1/4 page	3 7/16	20.75	4 3/4	28.5
1/6 pg. vert.	2 1/4	13.5	4 3/4	28.5
1/6 pg. horiz.	4 11/16	28.0	2 1/4	13.5

Dimensions other than those above are subject to an additional charge.

### Circulation

The *Florida Forum* magazine was established in 1961 and is the official publication of the Florida Roofing, Sheet Metal and Air Conditioning Contractors Association (FRSA).

Readership is composed of licensed roofing and sheet metal contractor companies within the State of Florida. Also included are air conditioning contractors, builders, general contractors, building officials and architects as well as the manufacturers and distributors serving the industries represented by FRSA.

### Content

Each month the *Florida Forum* magazine includes pertinent articles addressing the topics found in the editorial calendar. Throughout the year it also covers industry-related items of interest and importance, reports on the state's latest legislative and legal developments, OSHA and building code coverage, safety updates and advice, information on new products and application techniques, FRSA news, events and educational opportunities; marketing advice and profiles on Florida projects and people.

The theme of certain issues is subject to change when particularly important industry topics present themselves.

### Guidelines for Advertising/Editorial Submissions

Space confirmations, insertion instructions and ad copy should be sent to: Alberto E. Duenas, Florida Forum Magazine, P.O. Box 4850, Winter Park, FL 32793 Physical Address: 4111 Metric Dr., Suite 6, Winter Park, FL 32792, phone: 407-671-3772, ext. 159, Fax: 407-677-1768, email: [alberto@floridarroof.com](mailto:alberto@floridarroof.com). Editorial copy and press releases should be sent to the same address, attention: Bonnie B. Pierce, Editor, email: [bbp1@floridarroof.com](mailto:bbp1@floridarroof.com).

Ad materials are due on the published advertising copy deadline or the advertiser's most recent ad of a similar size will be repeated. No cancellations or alterations to ad layout will be accepted after the published space reservation deadline. Revisions to any of these requirements must be made in writing and approved by the magazine's editorial department.

# 2009 Editorial Calendar

## JANUARY – MAKING IT STICK . . . SEALANTS, CEMENTS AND FOAMS

**\*\*Bonus Distribution\*\***

NRCA Convention & IRE Trade Show – Las Vegas, NV

Space: 12/5/08 Material: 12/12/08

## FEBRUARY – METAL ROOFING

Space: 1/9/09 Material: 1/19/09

## MARCH – THINKING GREENER . . .

### MORE ENVIRONMENTALLY-FRIENDLY ROOF OPTIONS

*Plus – Fall Protection & Insulation Updates*

Space: 2/6/09 Material: 2/16/09

## APRIL – BUYER'S GUIDE . . .

### ONE STOP ANNUAL RESOURCE FOR

### FLORIDA'S ROOFING & SHEET METAL CONTRACTORS

Space: 3/6/09 Material: 3/16/09

## MAY – MODIFIED BITUMEN AND BUR . . .

### NEW AND TRADITIONAL TECHNOLOGIES

Space: 4/6/09 Material: 4/20/09

## JUNE – FRSA CONVENTION & TRADE SHOW

**\*\*Bonus Distribution\*\***

FRSA Southeast Roofing & Sheet Metal Spectacular

Space: 5/8/09 Material: 5/18/09

## JULY – NEW PRODUCTS CATALOG

*Plus – Preparing your company, customers and family for Hurricane Season*

Space: 6/8/09 Material: 6/19/09

## AUGUST – REROOFING AND VENTILATION

Space: 7/9/09 Material: 7/18/09

## SEPTEMBER – FRSA CONVENTION AND

### TRADE SHOW REVIEW

*Plus – Insurance Updates*

Space: 8/7/09 Material: 8/17/09

## OCTOBER – ROOF COATINGS & CEMENTS

Space: 9/4/09 Material: 9/18/09

## NOVEMBER – STEEP SLOPE ROOFING/TILE/SKYLIGHTS

Space: 10/5/09 Material: 10/16/09

## DECEMBER – SINGLE PLY ROOFING

*Plus – FRSA Associate Member Salute*

Space: 11/6/09 Material: 11/16/09

To reserve ad space call 407-671-3772, ext. 159  
or email: [alberto@floridarroof.com](mailto:alberto@floridarroof.com)