

# THE POWER OF RETARGETING

Guaranteed digital reach with  
every website visitor

INTELLIGENT MARKETING STARTS HERE



2021 | Digital Advertising

# Florida Roofing Advertising Opportunities

A Publication of FRSA - Florida's Association of Roofing Professionals




## Overview

Florida Roofing is a monthly publication written and distributed by the FRSA. Over the past year, FRSA's team has worked hard expanding our reach digitally to provide our advertisers with new and exciting opportunities. We are thrilled to announce that we will now be offering Digital Advertising. Discounts on digital packages are available to those who also purchase print advertising.

**Space is limited, so act fast!**

# Access FRSA's Audience

floridarroof.com  
(Reach)

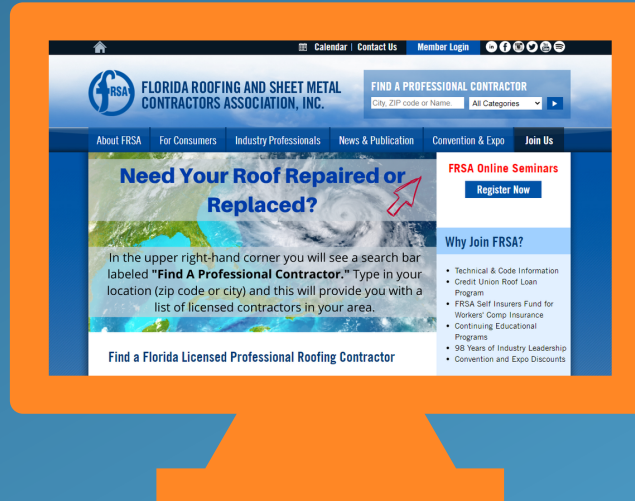


**70,000**  
Yearly Users

**87%**  
New Visitors



**136**  
Countries



Demographics  
(Based on age)

18-24  
**7%**

25-34  
**24%**

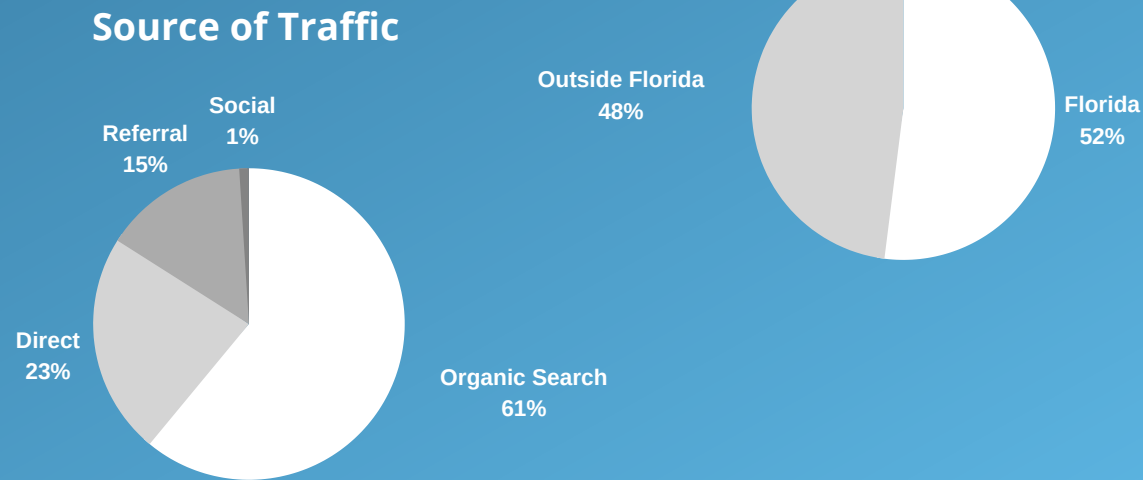
35-44  
**19%**

45-54  
**20%**

55-64  
**18%**

65+  
**12%**

## Geographic Breakdown



## Why Retargeting?

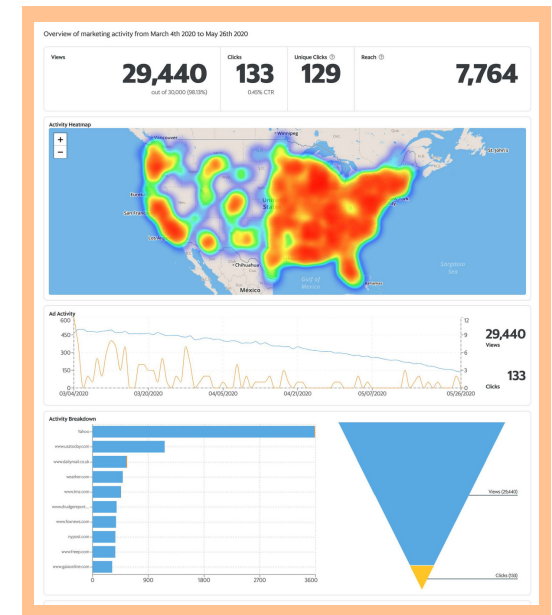
Our audience becomes your audience with retargeting. Get exclusive direct access to OUR ASSOCIATION'S website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online.

## Quality Targeting

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with OUR ASSOCIATION'S uniquely qualified audience that will showcase your business to those who need you the most.

## Quantifiable Results

Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.



# DIGITAL RATES & AD SPECS

## Rate per month

### Print Advertiser Pricing

Impressions/Month	1x	3x	6x
100,000	\$2,500	\$1,950	\$1,650
50,000	\$1,800	\$1,350	\$1,000
25,000	\$1,200	\$950	\$650

## Rate per month

### Non-Print Advertiser Pricing

Impressions/Month	1x	3x	6x
100,000	\$4,000	\$3,000	\$2,000
50,000	\$2,500	\$2,100	\$1,500
25,000	\$1,900	\$1,400	\$1,000

### Overview

Each month, advertisers will provide all four ad sizes. Doing so will allow your ads to be seen on a variety of websites and devices.

### File Types & Requirements

The preferred file formats are .png, .jpg and .pdf files. The maximum file size accepted for each graphic is 200MB.

YOUR AD HERE | 728x90

Leaderboard

Skyscraper

YOUR AD  
HERE  
160x600

Small Rectangle

YOUR AD  
HERE  
180x150

Medium Rectangle

YOUR AD  
HERE  
300x250

\*all ad sizes displayed in pixels, WxH