



# Florida ROOFING

2024 Print and Digital Media Kit



# Florida Roofing Magazine Reaches More Florida Contractors Than Any Other Industry Publication

## 100 Years of Momentum

FRSA has been representing the roofing industry in Florida for over 100 years. Every month, thousands of Florida licensed roofing contractors receive **Florida Roofing**. The magazine provides valuable information for this group of decision makers who use products and services like the ones your company offers - every day.

In addition to monthly print distribution to 5,000 industry professionals, roofing contractors can access **Florida Roofing** content online. The magazine has expanded its reach through FRSA's social media channels, making it even easier to read and share articles each month. **Florida Roofing** offers editorial content on roofing systems, code and technical information, safety, legislative, legal, sales and marketing and human resources along with industry updates, profiles and breaking news.

## Highlights

### January Buyers Guide Issue

A valuable reference tool with a 12-month shelf life, the Buyers Guide lists Florida roofing products and services and provides a resource for professional roofing contractors interested in doing business with manufacturers, distributors, sales reps and consulting companies throughout Florida.

### February Issue

Distributed at the International Roofing Expo (IRE)

### April Issue

Featuring a special section dedicated to New Products in the industry.

### May and June Issues

Distributed at FRSA's Annual Convention and Expo. The May issue focuses on the largest regional roofing expo in the U.S., hosted by FRSA.

### August Issue

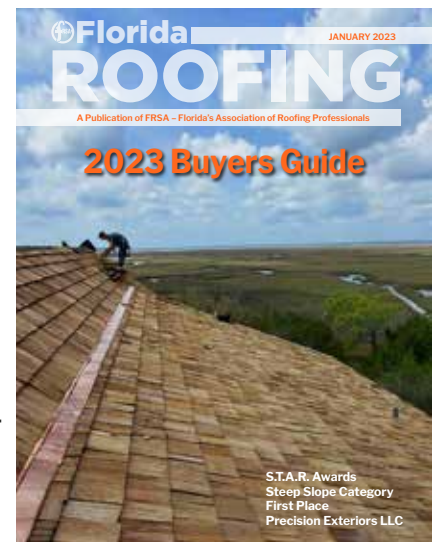
FRSA Convention and Expo post-show recap issue.

### October Issue

Metal issue with bonus distribution at METALCON.

### Available Online

[www.floridarroof.com/florida-roofing-magazine/](http://www.floridarroof.com/florida-roofing-magazine/) and on Issuu.

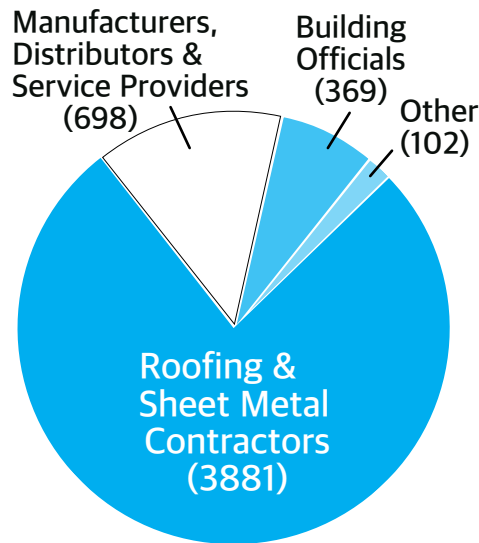


# Demographics

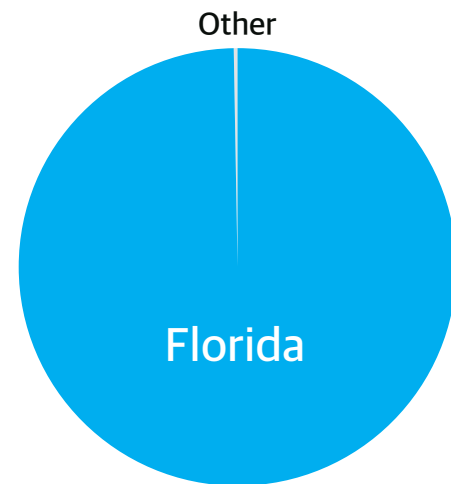
## Print Circulation

5,000

Industry Professionals



Audience Breakdown

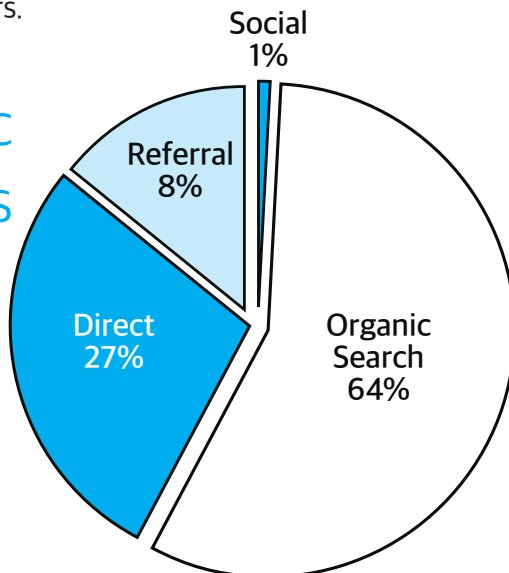


Geographic Breakdown

## Digital Reach

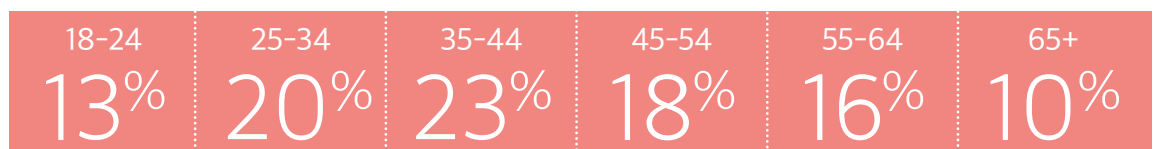
**Florida Roofing** has focused its reach through various platforms to engage more readers. To cater to the digital audience, the magazine has been added to our social media channels, in addition to being available online and via Issuu. In the last 12 months, floridarooft.com has generated over 159,000 unique visitors.

## Traffic Sources



Digital Reach Through Feathr  
**517,345**  
and growing

## Age Demographics





FRSA Membership is an excellent investment and offers advertisers an opportunity for additional discounts. Your savings could pay for your membership fee. For more information, visit [www.floridarroof.com](http://www.floridarroof.com).  
**Become an FRSA Member today!**

## 12-Time Advertiser Bonus

Sign a 12-time contract for a one-page color ad and receive a FREE logo link on FRSA's website. In addition, 12-time advertisers also receive a full-page company profile, new product listing and product profile in various issues of **Florida Roofing** as well as online links as a premium advertiser.

## 2024 Member Pricing

*Rate per ad*

FRM Ad Sizes	1x	3x	6x	12x
Full-page	\$2,900	\$2,600	\$2,400	\$2,100
1/2-page island	\$2,600	\$2,440	\$2,240	\$1,950
1/2-page	\$2,400	\$2,200	\$2,000	\$1,800
1/3-page	\$2,000	\$1,800	\$1,600	\$1,500
1/4-page	\$1,900	\$1,700	\$1,500	\$1,300
Perforated Inserts	1x	3x	6x	12x
Full-page	\$2,100	\$1,800	\$1,600	\$1,500
1/2-page	\$2,000	\$1,600	\$1,500	\$1,400

## 2024 Non-member Pricing

*Rate per ad*

FRM Ad Sizes	1x	3x	6x	12x
Full-page	\$3,300	\$3,100	\$2,800	\$2,500
1/2-page island	\$2,800	\$2,600	\$2,400	\$2,200
1/2-page	\$2,600	\$2,400	\$2,200	\$2,100
1/3-page	\$2,400	\$2,200	\$2,000	\$1,800
1/4-page	\$2,200	\$2,000	\$1,800	\$1,600
Perforated Inserts	1x	3x	6x	12x
Full-page	\$2,400	\$2,200	\$2,000	\$1,800
1/2-page	\$2,300	\$2,100	\$1,900	\$1,700

## Cover Wrap

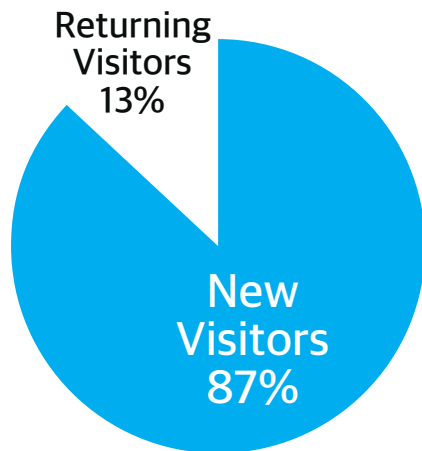
This multi-page marketing spread provides exceptional front and back cover exposure. Choose between a 2-page or a 4-page cover wrap.

*Full Color*

Wrap Pages	1x
2 pages	\$4,500
4 pages	\$6,000

# Digital Advertising Rates

The Power of Retargeting: **Florida Roofing Magazine** partners with Feathr for digital advertising.



6,300 Unique monthly users  
16,400 Monthly page views

## Why Retargeting?

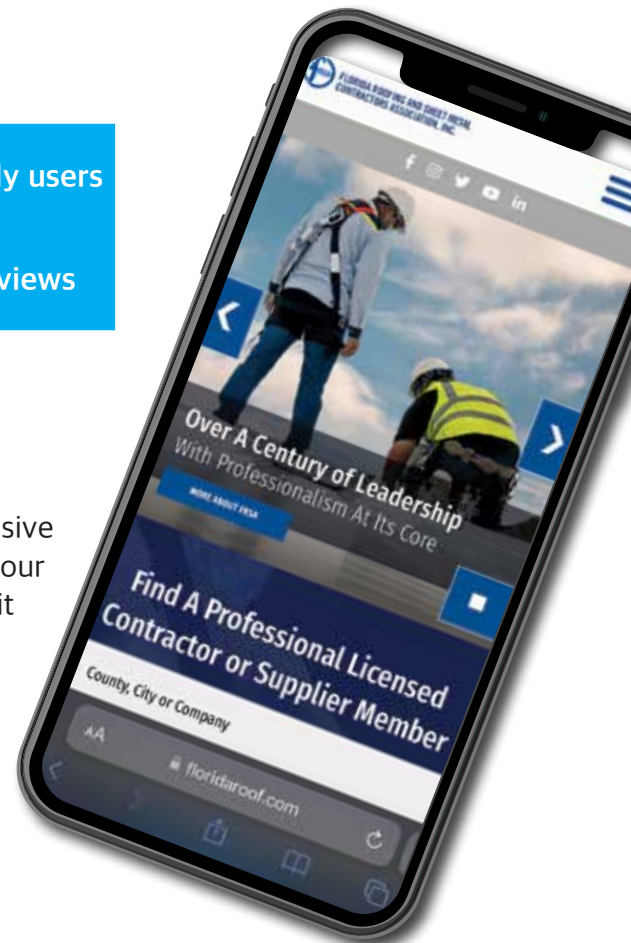
Our audience becomes your audience with retargeting. Get exclusive direct access to FRSA's website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online.

## Quality Targeting

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with FRSA's uniquely qualified audience and 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.



## 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

## 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

## Digital Ad Sizes

*Pixels (width x height)*

**Leaderboard — 728 x 90**

**Skyscraper — 160 x 600**

**Small Rectangle — 180 x 150**

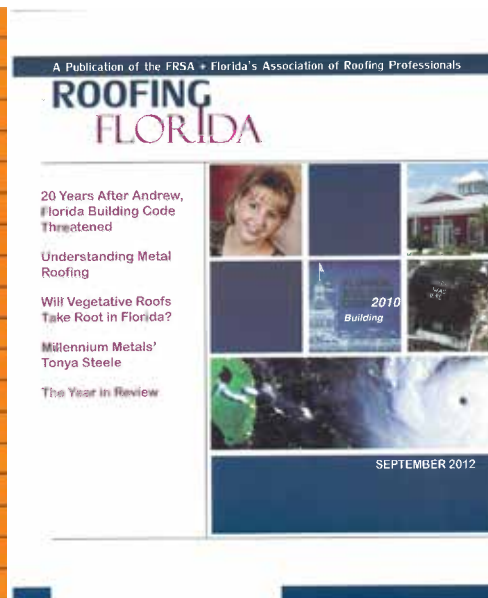
**Medium Rectangle — 300 x 250**

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

# 2024 Editorial Calendar

Month	Focus	Feature	Bonus Value	Bonus Distribution	Close Date
January	Buyers Guide	Specialty Metal		Year-Round Reference	December 5
February	Rigid Insulation, Cover Boards	Portable Rollformers		IRE	January 5
March	Adhesives	Ladder Safety	Ventilation		February 5
April	Roof Tile	Fall Protection	New Products (free with 6x ad commitment)		March 5
May	Convention & Expo Issue	Heat Health		FRSA Convention	April 5
June	Recycling	Lightning		FRSA Convention	May 5
July	Coatings, Sealants	Roof Maintenance	Company Profiles (free with 12x ad commitment)		June 5
August	Convention & Expo Review	Underlayments			July 5
September	Skylights	Solar			August 5
October	Metal Roofing, Fasteners	Human Resources		METALCON	September 5
November	Business Management	Technology			October 5
December	Marketing	Equipment Maintenance	Product Profile (free with 12x ad commitment)		November 5

## Keeping You Informed Since 1961!



# Specifications

## Submission Requirements

**Florida Roofing** advertising space is reserved by contract indicating size, frequency and month(s) selected.

## Accepted File Types and Requirements

Adobe Acrobat "Press Quality" PDF is the preferred file format with all fonts embedded (or type converted to outlines). Other accepted file formats include AI, PSD, EPS, TIFF and JPEG. We also accept packaged files from InDesign with all fonts and graphics zipped into a single file. Graphics must be at least 300 ppi using the CMYK color space. Graphics using RGB or other color space will be converted automatically during third-party printing.

## Short-Rates

Cancellations will not be accepted after the space reservation deadline. Advertisers will be short-rated if, within a 12-month period from the start of a contract, they fail to use the number of insertions upon which ad prices were based. First-time advertisers may be required to provide a credit card to secure the amount of one ad.

## Miscellaneous

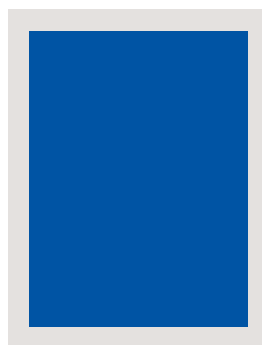
Advertisements that exceed size specifications will be reduced as necessary and billed at cost to the advertiser. Advertisers or ad agencies requesting modifications to previously supplied ad material assume all risks associated with modifications. For utmost accuracy and quality, we recommend that advertisers or ad agencies provide new material for all changes.

The word "ADVERTISEMENT" will be placed on any advertisement which, in the opinion of the publisher, resembles editorial content.

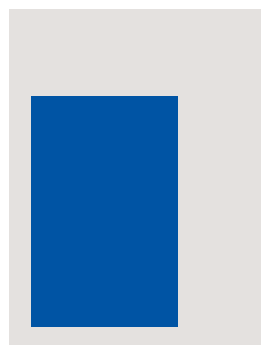
Advertisers can earn frequency discounts based on the number of ads placed within a 12-month period from the time of the first insertion. To maintain production schedules, **Florida Roofing** reserves the right to reposition any advertisement that arrives past the closing date.



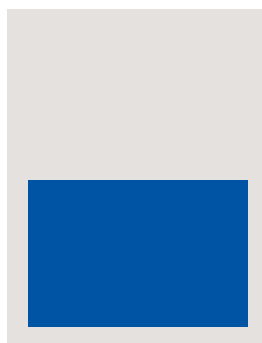
**Full-page Bleed**  
8.75" x 11.25"  
(trimmed to 8.5" x 11")



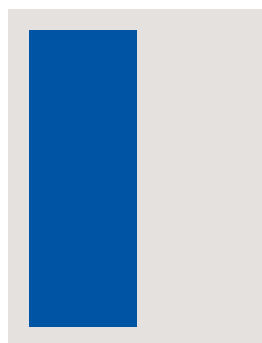
**Full-page No Bleed**  
7.125" x 9.625"



**1/2-page Island**  
4.75" x 7.5"



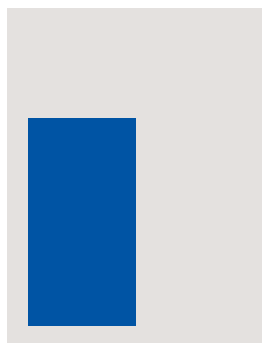
**1/2-page Horizontal**  
7.125" x 4.75"



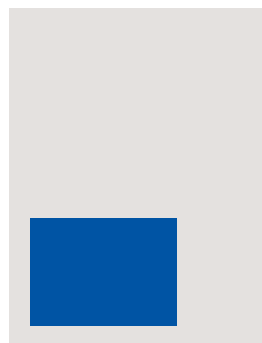
**1/2-page Vertical**  
3.5" x 9.625"



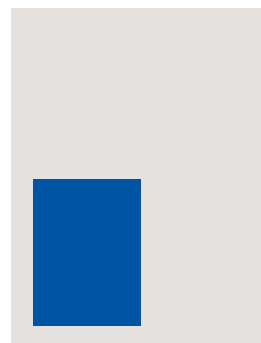
**1/3-page Horizontal**  
7.125" x 3.25"



**1/3-page Vertical**  
3.5" x 6.75"



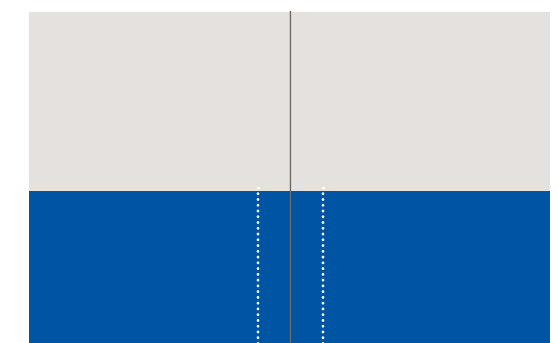
**1/4-page Horizontal**  
4.75" x 3.5"



**1/4-page Vertical**  
3.5" x 4.75"



**Two-sided 1/2-page Perforated Insert**  
8.75" x 4.125"  
(trimmed to 8.5" x 4")



**Two-sided Full-page Perforated Insert**  
17.25" x 4.125" (trimmed to 17" x 4")

2.5" margin  
for perforation

6" x 4" trimmed





## Florida's Association of Roofing Professionals



FRSA is an association of roofing, sheet metal and air conditioning contractors and industry-related companies including manufacturers, suppliers, manufacturers reps, roof consultants, building officials and industry providers. For over 100 years, FRSA has developed many programs and services available to FRSA members and maintains its status as a progressive association of members with similar interests and purpose. FRSA's goal is to foster and encourage a high standard of business ethics among members and to inform the public of the importance of doing business with competent, ethical, insured Florida licensed roofing professionals.

### Contact Us

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