

## Maintain a Year Long Presence

We highly recommend a monthly presence in the *Florida Community Association Journal*. If an advertiser is not visible when decisions are being made, a major sale may be lost. A 12-month contract is the most effective means of reaching the community association industry in Florida as outlined below and provides a substantial savings, as well.

- Board members rotate off boards during the year, managers change positions throughout the year and sometimes management companies get fired & others hired during the year.
- Managers refer to the magazine during the summer months while board members are at their summer homes out of state. They prepare "Wish Lists" of vendors, projects and major expenses for boards to consider upon their return.
- Boards review managers' "Wish List" and copies of *FLCAJ* for additional ideas during fall budget meetings. Advertising picks up in August and continues to grow throughout fall as astute business owners want to reach decision makers during the budgeting process.
- Boards decide on budgets in December or January and are required to give owners one month to respond to budget and assessment increases before final budgets are adopted.
- The January issue of *FLCAJ* contains our annual "Salary Survey" which is the guidebook for the entire industry regarding salary and fringe benefits. Advertisers get bonus distribution as additional copies of the January issue are requested throughout the year.
- In January or February newly elected boards are educated on overseeing their associations through *FLCAJ* articles (seeing your ad in the process.) *FLCAJ* provides information necessary for managing community associations.
- The spring months are when new boards get bids and finalize contracts for projects for managers to oversee during the summer months while they are out of state. They turn to *FLCAJ* for qualified vendors.

### 12X Display Contract Holders Receive:

- Monthly insertion rate reflects a multi-run discount
- 50% off all color processes
  - 4 color process - \$400 (50% off) = \$200
  - 3 color process - \$300 (50% off) = \$150
  - 2 color process - \$160 (50% off) = \$80
- Write a feature length article with your byline and your company name
- Free 3-line listing in the classified area
  - \$900 value