

SPECIAL SECTION

COMMUNITY REDEVELOPMENT

Transforming Spaces. Revitalizing Places.

Cities throughout Florida are rediscovering their roles as crossroads for commerce, as magnets for culture and entertainment, and as stimulating places to live. It's time to spread the word.

In July 2014, FRA members have a unique opportunity to let 250,000 Florida Trend readers — business executives, government officials and civic leaders — know about the exciting changes taking place in their communities.

Special advertising rates allow FRA members to be a part of this special section for a fraction of the cost of Florida Trend's regular rates. It's a cost-effective way to communicate your local successes to a statewide audience.

When you participate in this special section, Florida Trend's Marketing Services Department will incorporate your content and images into an article that puts your community in the best possible light to **potentially attract new business and investment**.

By using **as little as \$5,440** of your funding, you can put your community in the pages of this award-winning publication. Together we can make a strong case that redevelopment is a wise investment that provides big dividends.

SPECIAL RATES
(includes digital e-zine)

• Full page: \$8,530 • Half page: \$5,440

Space Reservation Deadline: April 18

Pricing includes:

- Your own community's message
- Overview article covering statewide efforts (edited and designed by Florida Trend in cooperation with the FRA)
- Reprints for FRA plus an e-zine for participants' social media, public awareness efforts and network marketing

"This is an extremely positive marketing opportunity to let Florida Trend's influential readers know the mission and goals of the association and — most importantly — the mission and successes of our members. I think it will be very well received."

— Carol Westmoreland
Executive Director
Florida Redevelopment Association

Reprints of the section will help advance the goals of the FRA and our members.

CALL THE FLORIDA TREND MARKET DIRECTOR IN YOUR REGION FOR MORE INFORMATION.

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