

Welcome to FPRA's "FIND A FIRM"



Do you want to promote your firm and increase visibility among Florida and national leaders? **FPRA can help.**

FPRA often receives requests for referrals to firms that work in Florida but until now, there was no easy or fair way for FPRA to help.

That changes with the launch of the new FPRA website and member engagement platform and the new Find a Firm section of the website. Florida-based public relations, marketing, digital and advertising firms and solo practitioners now have the opportunity to promote their firms for a small fee paid to FPRA. FPRA members will receive the best rates.



PHASE 1 Geographic Referral Page (Fall 2024)

- ▶ 10 Geographic Markets (or if more appropriate, regions)

STATEWIDE

Firms who provide statewide services may be listed in the statewide (top section of the page) and will pay \$500 for the statewide listing. Solo practitioners will pay \$250. All statewide firms/practitioners will have their logo in addition to contact information.

LOCAL MARKETS

Firms may also choose a local market listing if they have a physical presence in the market (at least one full-time staff member).

PHASE 2 Industry Speciality Search (late Fall 2024-25)

Firms or consultants who specialize in specific industries will be able to promote their services for a fixed price, depending on how many industries they choose. Stay tuned for more information.

ANNUAL FEE SCHEDULE

SOLO PRACTITIONER

FPRA Members

- \$100 per market
- \$250 for statewide

Non-Members

- \$140 per market
- \$350 for statewide

FIRM

FPRA Members

- \$250 per market
- \$500 for statewide

Non-Members

- \$350 per market
- \$700 for statewide

KICKOFF RATES!*

WHAT'S INCLUDED

- Firm Logo or Practitioner Name
- Link to your website
- Phone number

*Commit by December 1, 2024, to lock in these rates for three years. "Find a Firm" listing will start on January 1, 2025.

**How do I sign up?
Contact April Salter.**

Contact April Salter, APR, CPRC, FPRA Vice President of Finance, at April@saltermitchellpr.com or call her at **850-508-7040** to get started.