

- HOME
- AUDIENCE
- AUDIENCE PROFILE
- EDITORIAL
- PRINT OPPS
- ONLINE OPPS
- RATES
- SPECS
- CONTACT

AUDIENCE
REACHING YOUR PROSPECTIVE CUSTOMERS IN PRINT AND ONLINE.

EDITORIAL
AUTHORITATIVE CONTENT THAT SPEAKS TO THE INDUSTRY.

RATES
COST-EFFECTIVE PROGRAMS FOR EVERY BUDGET.

FireRescue Magazine reaches fire chiefs, company officers and firefighters with “read it today, use it tomorrow” content that gives fire-rescue professionals the education they want and need. Always on duty at FirefighterNation.com, *FireRescue* provides the pivotal component to all media strategies in the fire-rescue market.

Build your marketing communications plan around an integrated platform, utilizing both print and online delivery channels, to reach your new customers. Marry that with industry-specific editorial content and you’ll reach your customers frequently, consistently and at the most critical time—when their minds are concentrating on work-related issues.



96% of readers say *FireRescue* REACHES DECISION-MAKERS in their organization*

87% of visitors have TAKEN ACTION as a result of reading articles or ads on FirefighterNation.com**

AUDIENCE

FireRescue's print and digital products provide exceptional education to fire-service professionals around the world ... and exceptional opportunities to reach them with your marketing message.



FireRescue Magazine

Delivers the customers you need ... via print:
Total Audience per Issue
54,625 Average Qualified Circulation*
300,433 Additional Pass-along Print Readers**
= 355,058 Total Audience***



FirefighterNation.com

www.FirefighterNation.com

Delivers the customers you need ... via online:

- **Over 188,000** unique visitors each month.⁺
- **Over 50,000** eNews recipients.⁺⁺
- **Over 166,000** social media followers (Facebook, Twitter, LinkedIn, FirefighterNation community)⁺⁺

TOTAL REACH: 759,058***



* June 2011 BPA Statement.
 **Publisher's Data: Reader Survey, July 2008, Readex Research. Sample size: 235
 *** Publisher's Data, August 2011. Total reach has not been de-duplicated among various channels of circulation and reach included.
 +Publisher's Data, Google Analytics, Average, Jan.-June 2011
 ++Publisher's Data, Average, Jan.-June 2011

AUDIENCE PROFILE

We give you active purchasers who use our products to make purchasing decisions.

IN THIS SECTION

- ▶ FireRescue Magazine
- ▶ IAFC
- ▶ FirefighterNation.com



FireRescue Magazine Readers:^{*}

96% → say FireRescue **REACHES DECISION-MAKERS** in their organization

94% → are **INVOLVED IN PURCHASING ACTIVITIES** for their organization

83% → have **TAKEN ACTION** as a result of reading articles or ads in FireRescue



FirefighterNation.com Visitors:^{**}

87% → **TOOK ACTION** as a result of reading information or seeing advertisements on FirefighterNation.com

82% → are **INVOLVED IN PURCHASING ACTIVITIES** for their organizations

FirefighterNation.com eNewsletter Recipients:^{***}

84% → are **INVOLVED IN PURCHASING ACTIVITIES** for their organizations

*Publisher's Data: Reader Survey, July 2008, Readex Research. Sample size: 235

**Publisher's Data: FirefighterNation.com survey, August 2011. Sample size: 917

***Publisher's Data: FirefighterNation.com survey, August 2011. Sample size: 693

AUDIENCE PROFILE: FIRE RESCUE MAGAZINE

FireRescue Magazine...Your BEST CHOICE to reach fire chiefs, company officers and training officers.

FireRescue Qualified Circulation by Occupation/Position*



- **41.7%** Fire Chiefs/Fire Commissioners
- **22.6%** Other Personnel Allied to the Field, including Mechanics, Military, Consultants, Owners, Firefighters/Driver Operators, Other Paid Circulation, Training Officers/Instructors, Battalion Chiefs/District Chiefs/Shift Commanders, Paramedics, EMTs, First Responders, State or Local Fire Marshals
- **17.4%** CA State Firefighters Assoc. Members
- **10.2%** Company Officers, Supervisors
- **8.1%** Assistant Chiefs/Deputy Chiefs

*June 2011 BPA Statement
 May 2011 Total Qualified Circulation of 54,113
 **Publisher's Data August 2011

FireRescue is a Premier Media Partner of the International Association of Fire Chiefs (IAFC) and Fire-Rescue International.

For more information about FireRescue readers, please [click here](#) for the FireRescue BPA Statement.

IN THIS SECTION

- ▶ FireRescue Magazine
- ▶ IAFC
- ▶ FirefighterNation.com



Watch Tim Sendelbach, FireRescue Magazine Editor-in-Chief, talk about The Company Officer Focus: Reaching Potential Buyers

82% of FireRescue readers are INVOLVED IN TRAINING.**

AUDIENCE PROFILE: IAFC



Media Collaboration between the International Association of Fire Chiefs and *FireRescue Magazine*

The media collaboration between *FireRescue Magazine* and the IAFC means great marketing opportunities for you: now you can reach even more fire chiefs and company officers!

COLLABORATION DETAILS

- *FireRescue* is a Premier Media Partner of the IAFC.
- *FireRescue's* editorial board includes IAFC leaders from around the country.

[Click here](#) for information on the May and July issues —these are special FRI show opportunities!

IN THIS SECTION

- ▶ [FireRescue Magazine](#)
- ▶ [IAFC](#)
- ▶ [FirefighterNation.com](#)

AUDIENCE PROFILE: FIRE FIGHTER NATION.COM

Web site visitors are fire-rescue personnel who **TAKE ACTION** on what they see!



FirefighterNation.com:

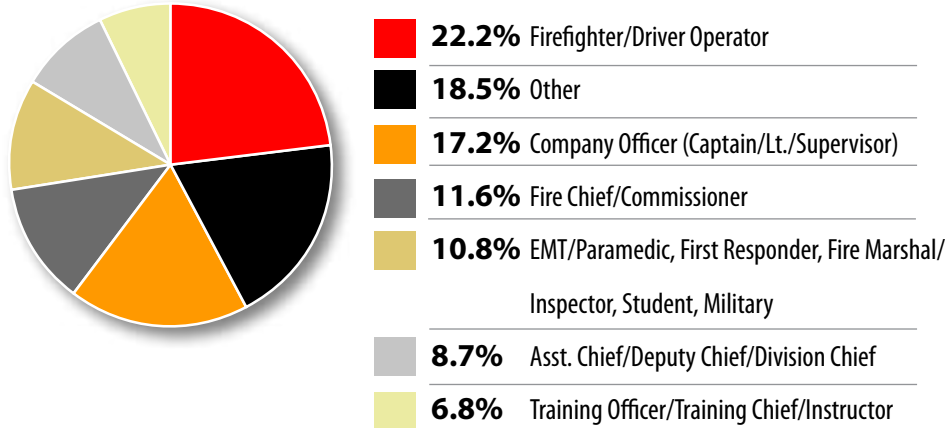
87% → **TOOK ACTION** as a result of reading information or seeing advertisements on FirefighterNation.com

82% → are **INVOLVED IN PURCHASING ACTIVITIES** for their organizations

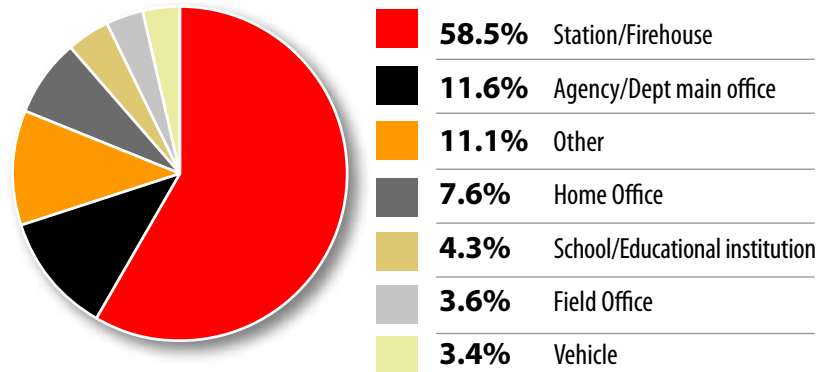
IN THIS SECTION

- ▶ **FireRescue Magazine**
- ▶ **IAFC**
- ▶ **FirefighterNation.com**

FirefighterNation.com Visitors, by Occupation/Position



FirefighterNation.com Visitors, by Primary Work Location



And ... they are experienced fire-rescue personnel:

82% → are over 35 years of age

76% → have been in fire-rescue for 10+ years

All data: Publisher's Data: FirefighterNation.com Survey, August 2011. Sample size: 917

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EDITORIAL

FireRescue has recruited the country's foremost experts to form an "editorial tech team" to guide and develop the content for print and online.



Timothy E. Sendelbach, Editor-in-Chief

Tim Sendelbach is a 26-year student and educator of the fire and emergency services currently serving as an assistant chief with a metro department in southern Nevada. He has served as president of the International Society of Fire Service Instructors (ISFSI), chief of Fire Training for Savannah Fire & Emergency Services and assistant fire chief for Missouri City (Texas) Fire & Rescue Services. Tim conducts training and gives presentations at conferences and fire departments nationwide.

EDITORIAL ADVISORS & CONTRIBUTING EDITORS

- Dwight Clark, FirstCare, Forsyth, Ga.
- Henry Costo, Philadelphia Fire Department
- Martha Ellis, Salt Lake City Fire Department
- Brian Fennessy, San Diego Fire-Rescue Department
- William Goldfeder, Loveland-Symmes (Ohio) Fire Department
- Todd Harms, Phoenix Fire Department
- Ed Hartin, Central Whidbey Island (Wash.) Fire & Rescue
- Jeff Johnson, Tualatin Valley (Ore.) Fire and Rescue
- Rhoda Mae Kerr, Austin (Texas) Fire Department
- Steve Kidd, Delve Productions, Inc., Orlando, Fla.
- Tom Kuntz, Red Lodge (Mont.) Fire Department
- Thomas E. Lubnau II, Lubnau Law Office, Gillette, Wyo.
- Tom Pendley, Peoria (Ariz.) Fire Department
- Tiger Schmittendorf, Erie County Department of Emergency Services, Buffalo, N.Y.
- John Sullivan, Worcester (Mass.) Fire Department
- John Tippet, Charleston (S.C.) Fire Department
- Matt Tobia, Anne Arundel (Md.) County Fire Department

TECHNICAL EDITORS

Apparatus
 Bob Vaccaro
 Fire Chief (Ret.), Deer Park, N.Y.

Company Officer Development
 Ray Gayk
 Deputy Chief, Ontario (Calif.) Fire Department

Fire Attack

Greg Jakubowski
 Chief, Lingohocken (Pa.) Fire Company

Capt. Mike Kirby & District Chief Tom Lakamp
 Cincinnati Fire Department

Extrication

Les Baker
 Engineer, Charleston (S.C.) Fire Department

Fire Prevention

Jim Crawford
 Fire Marshal (Ret.), Vancouver (Wash.) Fire Department

Fitness

Monte Egberman
 Assistant Chief, Buckeye (Ariz.) Fire Department

Quick Drills

Homer Robertson
 Captain, Fort Worth Fire Department

Rescue

Andy Speier
 Captain, Snohomish County (Wash.) Fire District 1

Truck Company Ops

Michael M. Dugan
 Captain, FDNY

Randy Frassetto
 Captain, Surprise (Ariz.) Fire Department

Jim McCormack
 Lieutenant, Indianapolis Fire Department

ONLINE COLUMNISTS

CAFS

Keith Klassen
 Captain, Summit (Ariz.) Fire District

Firefighting-360

Billy Schmidt
 District Chief, Palm Beach County (Fla.) Fire Department

Fitness

Michael Ong
 Battalion Chief, Phoenix Fire Department

Inside the Apparatus Industry

Bob Vaccaro
 Fire Chief (Ret.), Deer Park, N.Y.

Leadership Skills

Marc Revere
 Fire Chief, Novato (Calif.) Fire Department

Reality Check

Scott Cook
 Fire Chief (Ret.), Granbury (Texas) Fire Department

Rescue Report

Tom Vines
 Rope Rescue Consultant, Red Lodge, Mont.

Technical Rescue

Harold Schapelhouman
 Fire Chief, Menlo Park (Calif.) Fire Protection District

Training

Kevin Milan
 Training Officer, South Metro (Colo.) Fire Rescue

IN THIS SECTION

- ▶ **Strengths**
- ▶ **Wildland**
- ▶ **Editorial Calendar**



Watch Tim Sendelbach, FireRescue Magazine Editor-in-Chief, talk about Editorial Board: Expertise and Vision

STRENGTHS

FireRescue Magazine's editorial strengths are clear:

- 1. Focused on the company officer.** Although our content addresses the needs of firefighters and officers at all levels, our chief focus is on the company officer. This sets our magazine apart from the competition and ensures that the magazine will be read and referred to by the leader firefighters have the most interaction with: their company officer.
- 2. Informative articles that provide practical information.** "Read it today, use it tomorrow." It's our motto, and it's not just a catch phrase. It is a statement that guides the editorial direction of the magazine, from story assignment to editing to the photos we include with the article. *FireRescue* articles are typically shorter than the technical papers found in other magazines, making them easier to read and absorb, and they are more practical because we keep the focus away from theory and concentrate on the technical challenges that firefighters face every day.
- 3. A balance of leadership and technical information.** Our leadership articles are refreshingly free of bureaucratic double-speak and provide company officers and chiefs with honest, direct advice on how to excel in their positions. Our instructional articles are focused on lessons learned from-the-field and don't read like dry, academic training materials.
- 4. Credibility.** When we write about a product, it's firefighter tested and approved; most of our pages are reserved for hard-hitting instructional articles. For this reason, we have a credibility among firefighters that some other publications are missing.
- 5. Attractive visual layout.** Our articles and columns are presented in easy-to-read, attractive formats. As often as possible, we break copy down into smaller sections that are easier for busy or on-the-run firefighters to read and remember. Further, pictures are a vital part of the instructive process and are essential to reader understanding. For that reason, we take care to write informative, instructive photo captions and to obtain and include photos that closely illustrate the concepts of the articles. All our photos are reviewed for safety and are approved by the author.
- 6. Fire and rescue coverage combined with wildland coverage.** Our coverage is not limited to structural firefighting; we also employ some of the most seasoned, experienced rescue and wildland personnel. The Wildland/Urban Interface section incorporates the strong history of *Wildland Firefighter* magazine to create the fire service's best coverage of this vital topic.
- 7. An Editor-in-Chief who walks the talk.** Tim Sendelbach heads up the magazine's editorial team and guides each issue's content. As a 26-year veteran in fire and emergency services, he knows the theories and how to apply them in real-life situations. He speaks to fire service personnel because he is one of them. And as an experienced instructor, he knows how to present material in the most effective format for reader understanding.

IN THIS SECTION

- ▶ Strengths
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- ▶ Editorial Calendar



Watch Tim Sendelbach, *FireRescue Magazine* Editor-in-Chief, talk about Leading the Field with Read it Today, Use it Tomorrow

HOME	AUDIENCE	AUDIENCE PROFILE	EDITORIAL	PRINT OPPS	ONLINE OPPS	RATES	SPECS	CONTACT
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WILDLAND URBAN INTERFACE

IN THIS SECTION



FireRescue reaches firefighters and officers in departments big and small across the West and South—firefighters who routinely respond to wildland/urban interface fires.

- ▶ Strengths
- ▶ Wildland
- ▶ Editorial Calendar

To provide great focused content to these firefighters, *FireRescue Magazine* features a separate Wildland Editorial Section:

- Wildland/Urban Interface editorial coverage: the same high-quality, focused information you've come to expect and rely on from *FireRescue*.
- Advertising: full page, 1/2-page and 1/4-page.

Please contact your Account Manager for rates.

Geo-targeting on The Emergency Services Ad Network allows you to reach specific states with your message. This is a great opportunity for marketers with wildland products.

FIRE RESCUE 2012 EDITORIAL CALENDAR JANUARY-JUNE

FEATURED DEPARTMENTS:

- Apparatus Ideas
- Fire Prevention
- Health & Fitness
- Company Officer Development
- Engine & Truck Ops
- Tech Focus
- Extrication
- Wildland/Urban Interface
- Technical Rescue
- Safety/Near-Miss Reports
- New Products/New Deliveries
- Gear Test

ISSUE	THEMES	SPECIAL COVERAGE	BONUS DISTRIBUTION	*FREE ADVERTISER BONUS	DEADLINES
JANUARY	• Training Resources	• Hazmat • Higher Education		Web Site Promotion	Ad Space: 11/23/11 Art: 12/6/11
FEBRUARY	• Incident Command	• Command Training Systems • Extrication Tactics • PPE	Firehouse World Feb 19 – 23, San Diego, CA EMS Today Feb 28 – March 3 Baltimore, MD	Buy One, Get One Free Matching Ad/ Advertorial	Ad Space: 12/23/11 Art: 1/4/12
MARCH	• Rural & Volunteer Issues	• Drafting Operations • Wildland/Urban Interface	Wildland Urban Interface March 25 – 29 Reno, NV	FireRescue eNewsletter Hotlink	Ad Space: 1/24/12 Art: 2/2/12
APRIL	• Fire Attack **FDIC Show Issue**	• Big Fire Photo Essay with Tactical Tips • Alternative Suppression Agents • PPE	FDIC April 16 – 21 Indianapolis, IN Fire-Rescue Med May 5 – 8, Las Vegas, NV	FDIC Show Issues Polybag Insert	Ad Space: 2/23/12 Art: 3/5/12
MAY	• Technical Rescue	• Natural Disaster Response Equipment • Safety Stand Down Preparation	Harrisburg Fire Expo May 18 – 20 Harrisburg, PA	Web Site Promotion	Ad Space: 3/23/12 Art: 4/3/12
JUNE	• Apparatus Innovations	• PPE/Apparel • FDIC Hot Product Picks • Extrication		Catalog/Product Showcase	Ad Space: 4/23/12 Art: 5/2/12

IN THIS SECTION

- ▶ **Strengths**
- ▶ **Wildland**
- ▶ **Editorial Calendar**



Watch Tim Sendelbach, FireRescue Magazine Editor-in-Chief, talk about Leading the Market with Cutting Edge Content

These added-value opportunities are **FREE with half-page or larger ads in the issues listed!*

FIRE RESCUE 2012 EDITORIAL CALENDAR JULY-DECEMBER

IN THIS SECTION

- ▶ **Strengths**
- ▶ **Wildland**
- ▶ **Editorial Calendar**

ISSUE	THEMES	SPECIAL COVERAGE	BONUS DISTRIBUTION	*FREE ADVERTISER BONUS	DEADLINES
JULY	<ul style="list-style-type: none"> • Training **FRI Show Issue** 	<ul style="list-style-type: none"> • Simulators • Radio Communications • Fitness & Health • Higher Education 	<p>Firehouse Expo July 19 – 21, Baltimore, MD</p> <p>Fire-Rescue International (IAFC) July 31 – Aug 4, Denver, CO</p> <p>APCO Aug 19 – 22, Minneapolis, MN</p>	<p>Firehouse Show Issues Polybag Insert</p> <p>FRI (IAFC) Show Issues Polybag Insert</p>	<p>Ad Space: 5/24/12 Art: 6/5/12</p>
AUGUST	<ul style="list-style-type: none"> • Fireground Tactics 	<ul style="list-style-type: none"> • Nozzle Selection • Rehab Supplies • Wildland Fire 		Web Site Promotion	<p>Ad Space: 6/20/12 Art: 6/29/12</p>
SEPTEMBER	<p align="center">BUYER'S GUIDE The most comprehensive buying source in the industry: trends, developments, new products and more!</p>			New Product Announcement in Print Buyer's Guide	<p>Ad Space: 7/23/12 Art: 8/1/12</p>
OCTOBER	<ul style="list-style-type: none"> • Extrication 	<ul style="list-style-type: none"> • Hybrid Vehicles • Cutters & Spreaders • FRI Hot Products & Apparatus 	<p>EMS World Expo/ Firehouse Central Oct 31 – Nov 2 New Orleans, LA</p>	Web Site Promotion	<p>Ad Space: 8/24/12 Art: 9/5/12</p>
NOVEMBER	<ul style="list-style-type: none"> • Technology 	<ul style="list-style-type: none"> • Thermal Imaging Cameras • SCBA Technologies 	<p>TX EMS Conference Nov 18 – 21, Austin, TX</p>	FREE Press Release	<p>Ad Space: 9/24/12 Art: 10/3/12</p>
DECEMBER	<ul style="list-style-type: none"> • Health & Fitness 	<ul style="list-style-type: none"> • Cold Weather Training • Ice Rescue Tips 		Web Site Promotion	<p>Ad Space: 10/25/12 Art: 11/5/12</p>

These added-value opportunities are **FREE with half-page or larger ads in the issues listed!*

PRINT OPPORTUNITIES

In addition to display and classified advertising, there are a range of great print opportunities to help you get your message out to the fire-rescue market:

BIND-INS

Your sales piece is either bound permanently into the magazine or bound with a perforated strip for easy removal.

TIP-INS

Pressure sensitive glue affixes your brochure, sales piece or catalog to the inside of the magazine.

BRC INSERTS

Obtain immediate results with a business reply card, which can be run alongside your ad or by itself.

POLYBAGS

A protective plastic polybag carries your catalog, newsletter, sales piece or sample along with the publication.

PROTECTIVE COVERS

Take advantage of conference and bonus distributions to drive traffic to your booth. Covers are available in 4-color, 2-color or black-and-white.

BUYER'S GUIDE

In print and online, the *FireRescue* Buyer's Guide is a great annual reference for fire-rescue buyers. Be sure to talk to your Account Manager on the best ways to maximize your listing.

SUPPLEMENTS

Advertising and editorial supplements are a great way to educate the market about a new product. Contact your Account Manager to find out how cost-effective they can be.

REPRINTS

Was your product mentioned in an article? We can handle print and electronic reprint requests—they're great pieces to hand out at conferences or post online!

To order, please contact:

Wright's Media
Phone: 281.419.5725
Toll Free: 1.877.652.5295
Email: info@wrightsmedia.com
www.wrightsmedia.com

MAILING LIST RENTAL

Comprehensive list includes fire chiefs, company officers, training officers, firefighters, state or local fire marshals and other personnel allied to the field. Selections available by ZIP code, state and title.

TO ORDER, PLEASE CONTACT:

Statlistics
Scott Perillo, Account Manager
Phone: (203) 778-8700 x132
Fax: (203) 778-4839
Email: s.perillo@statlistics.com

DIGITAL EDITIONS

FireRescue is available in a digital edition each month. Opportunities for advertisers include: embedded video, digital belly band, digital protective cover, and more. Please contact your Account Representative for options on highlighting your product in *FireRescue* digital issues.

IN THIS SECTION

- ▶ Bonus Opps
- ▶ IAFC
- ▶ On the Market

HOME	AUDIENCE	AUDIENCE PROFILE	EDITORIAL	PRINT OPPS	ONLINE OPPS	RATES	SPECS	CONTACT
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PRINT AD BONUSES

JANUARY: WEB SITE PROMOTION

We'll promote your Web site in our "Web Place" section. Your company name & Web address will be listed, making it easier for readers to find you on the Web! Send name and URL by 12/6/11.

FEBRUARY: MATCHING AD/ADVERTORIAL

Buy 1, get 1 the same size FREE!

MARCH: FIRERESCUE ENEWSLETTER HOTLINK

We'll place your logo and a link in our FireRescue eNewsletter. Send logo and URL by 2/2/12.

APRIL: FDIC SHOW ISSUES POLYBAG INSERT

Supply us with your printed 1-page insert (single or double-sided, any color) and we'll insert it into the polybag issues going to the show! Send 1200 pieces by 3/5/12 to:
 Publishers Press, Attn: Toni McKinley, 13487 S. Preston Hwy, Lebanon Junction, KY, 40150. Telephone: (877) 793-1952.
 Mark package: FRM April FDIC Inserts.

MAY: WEB SITE PROMOTION

We'll promote your Web site in our "Web Place" section. Your company name & Web address will be listed, making it easier for readers to find you on the Web! Send name and URL by 4/3/12.

JUNE: CATALOG/PRODUCT SHOWCASE

Generate mailing lists and sales leads! We'll highlight the cover of your catalog/product literature or your product with an image and 50 words of copy. Submit image and copy by 5/2/12.

JULY: FRI (IAFC) & FIREHOUSE SHOW ISSUES POLYBAG INSERT

Supply us with your printed 1-page insert (single or double-sided, any color) and we'll insert it into the polybag issues

going to the shows.

For Firehouse: Send 500 pieces by 6/5/12 to:
 Publishers Press, Attn: Toni McKinley, 13487 S. Preston Hwy, Lebanon Junction, KY, 40150. Telephone: (877) 793-1952.
 Mark package: FRM July Firehouse Inserts.

For IAFC/FRI: Send 750 pieces by 6/5/12 to address above. Mark package: FRM July IAFC/FRI Inserts

AUGUST: WEB SITE PROMOTION

We'll promote your Web site in our "Web Place" section. Your company name & Web address will be listed, making it easier for readers to find you on the Web! Send name and URL by 6/29/12.

SEPTEMBER BUYER'S GUIDE: NEW PRODUCT ANNOUNCEMENT

New product announcement in special section of print Buyer's Guide. Your company name & Web address, product description & photo will be listed. Send company name, product description (50-100 words), high-res photo, and URL by 8/1/12.

OCTOBER: WEB SITE PROMOTION

We'll promote your Web site in our "Web Place" section. Your company name & Web address will be listed, making it easier for readers to find you on the Web! Send name and URL by 9/5/12.

NOVEMBER: FREE PRESS RELEASE

One press release to be posted on our Web site. Submit a PDF, Word document or URL by 10/3/12.

DECEMBER: WEB SITE PROMOTION

We'll promote your Web site in our "Web Place" section. Your company name & Web address will be listed, making it easier for readers to find you on the Web! Send name and URL by 11/5/12.

IN THIS SECTION

- ▶ **Bonus Opps**
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- ▶ **On the Market**

*These added-value opportunities are **FREE** with half-page or larger ads in the issues listed!*

HOME

AUDIENCE

AUDIENCE PROFILE

EDITORIAL

PRINT OPPS

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IAFC



The media collaboration between *FireRescue Magazine* and the IAFC means great marketing opportunities for you!

FIRE-RESCUE INTERNATIONAL PRESHOW ISSUE: MAY

- Editorial will feature highlights of the conference and exhibit hall.
- Advertisers who are FRI exhibitors will be highlighted.

FIRE-RESCUE INTERNATIONAL SHOW ISSUE: JULY

- Bonus distribution to all attendees at the show
- FREE inclusion on your ad: "See us at booth # at FRI"*
- Separate polybag issue distributed at *FireRescue Magazine* booth—place your insert FREE!*

**FREE for all advertisers of 1/2-page or larger*

IN THIS SECTION

- ▶ **Bonus Opps**
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ON THE MARKET

Need to advertise a **NEW PRODUCT** or **GENERATE LEADS** for your catalog?

The **ON THE MARKET** section in *FireRescue* is the perfect way to do it.

The **ON THE MARKET** section is \$2,565 Net for all 4 insertions or \$755 each.

ON THE MARKET is scheduled for the following issues in 2012: **February, May, August, November**

To schedule your placement, please contact your Account Manager.

ON THE MARKET

Choose 108 at www.firerescuemagazine.com/rs

Choose 109 at www.firerescuemagazine.com/rs

Choose 110 at www.firerescuemagazine.com/rs

Choose 111 at www.firerescuemagazine.com/rs

Choose 112 at www.firerescuemagazine.com/rs

Choose 113 at www.firerescuemagazine.com/rs

Choose 114 at www.firerescuemagazine.com/rs

Choose 115 at www.firerescuemagazine.com/rs

MAY 2011 FIRE RESCUE MAGAZINE 77

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- ▶ **On the Market**

Be sure to complement your print On the Market ad with an eBulletin ad. When you combine print and digital, you reach more of the market with your message.

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ONLINE OPPORTUNITIES

With FirefighterNation.com, you now have an array of custom solutions to develop your integrated marketing ...

CREATE AWARENESS.

EDUCATE THE MARKET.

GENERATE LEADS.

All of these are possible with our assistance.

For ad sizes and pricing, please see the [Online Rate Card](#).

IN THIS SECTION

- ▶ FirefighterNation.com Advertising
- ▶ Emergency Services Ad Network
- ▶ Product Connect
- ▶ eNewsletter
- ▶ eBlast
- ▶ Product Bulletin
- ▶ Production Line
- ▶ Marketing Services
- ▶ Editorial Webcast
- ▶ Custom Webcast
- ▶ Microsite



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FIREFIIGHTERNATION.COM ADVERTISING

Reaching over 188,000* unique visitors, FirefighterNation.com is a great way to reach the fire-rescue market, and there are a variety of advertising opportunities suitable for every marketing budget:

Ad Positions:

- 1) Leaderboard
- 2) Medium Rectangle
- 3) 3:1 Rectangle

Also Available:

- Skyscraper
- Page Peel
- Poll Sponsorship
- Event Listing
- Text Ad
- Geo-targeted Ads
- Rich Media Ad Units
- Banner Design/Creation
(does not include flash ads)

For ad sizes and pricing, please see the [Online Rate Card](#).

*Publisher's Data: Google Analytics, Average, Jan.-June 2011



IN THIS SECTION

- ▶ FirefighterNation.com Advertising
- ▶ Emergency Services Ad Network
- ▶ Product Connect
- ▶ eNewsletter
- ▶ eBlast
- ▶ Product Bulletin
- ▶ Production Line
- ▶ Marketing Services
- ▶ Editorial Webcast
- ▶ Custom Webcast
- ▶ Microsite

EMERGENCY SERVICES AD NETWORK (ESAN)

- Do you need to test a marketing message?**
- Does one of your distributors need more exposure?**
- Want to make a big splash prior to a trade show?**

In addition to providing marketing opportunities on FirefighterNation.com, Elsevier Public Safety has established an ad network—the [Emergency Services Ad Network](#). These sites enable marketers to continue branding and creating awareness for your firm and its products at a low cost, while reaching thousands of firefighters.

ESAN boasts some of the Web’s best fire and EMS bloggers, regional news, community and information sites in its network stable, including:

- Popular firefighting bloggers FireGeezer, STATter911, FireCritic and more ...
- Popular EMS bloggers RescuingProvidence.com, AmbulanceDriverFiles.com, EMS12Lead.com and more...
- Regionally Targeted Sites including PhillyFireNews.com, FireNews.net, VAFireNews.com, theWatchDesk.com and others ...
- Over 40 Blogs—and growing—in the FireEMS Blogs.com Community
- More sites are being added regularly

Many of the site partners are focused on niche content or are regionally based, getting ESAN beyond the basics to offer highly targeted advertising opportunities including geographically targeted placements. Plus, advertisers can save time and hassle by advertising on a diverse array of dozens of industry Web sites all with a single phone call.

Advertising includes banners, text links and Rich Media. Custom programs that include promotion on the EPS social networks and other products are also available.

Rate: \$15 cpm

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The Emergency Services Ad Network includes FirefighterNation.com and a host of other websites. Please contact your Account Manager for the most current list.

PRODUCT CONNECT

Your customer budgets are tight, you're trying to avoid all the clutter, you're concerned social media is leaving you behind... and you're not getting the ROI you expected. Here's how we can help....Our Product Connect package brings you the following traffic and branding drivers:

Sponsorship Element	Partner Level*	Enhanced Level*
Product Exposure: use our company profile and product image vehicles to generate awareness		
Company overview with logo, images, links and more	X	X
Embed and upload videos, photos, products, catalogs, white papers and more	X	X
Add up to 50 products with full descriptions, images, links, Buy It buttons and more	X	25 products
Integrated lead generation form and key contacts	X	X
Send & post unlimited press releases, automatically posted to your profile	X	X
Real-time integration of your Twitter, Facebook, YouTube and other social presences	X	X
Tie your company and products to targeted keywords, brand names and phrases	X	X
Tie your company and products to your distributors, dealers and partners	X	X
SEO: create your firm's profile to ensure better search results for your own corporate website		
Your company, products, videos, announcements, news and more included in search results on FirefighterNation.com	X	X
Keyword search include your company name, up to 5 product names and 3 generic keywords	X	X
Push marketing: use our email database for targeted messaging		
Dedicated eMail Blast for your company, plus \$500 design credit	X	
Two Product Placements, two featured links in eNews	X	X
Two placements in a Product eBulletin	X	One placement
Branding: use our large format banners to promote brand equity		
100,000 ROS 300x100 ad placements on FirefighterNation.com	X	50,000
50,000 ROS 728x90 or 300x250 ad placements on Fire-related blogs in the FireEMSblogs.com network	X	25,000
Run of Product Connect (home page, keyword and search results) Leaderboard Ad (728x90)	X	X
Social media: use our Twitter and Facebook presence for brand exposure		
Full social media integration of YOUR Facebook and Twitter presence within your company profile	X	X
Two Facebook and Twitter mentions of your company/products with a custom message/link to over 132,000** followers	X	One mention
Your Facebook page added as a "Favorite" on our Facebook presence	X	
Rotation amongst "Companies to Follow" Twitter and Facebook throughout FirefighterNation.com	X	X
Placements for users to "Follow you" on Twitter or "Like you" on Facebook, via rotations amongst Sponsored listings throughout Product Connect section	X	X
	\$795 per month/\$9,540 Annually	\$495 per month/\$5,940 Annually

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* Minimum 12 month commitment. Scheduling of placements in eBulletins, eNews, eMail Blast date and Twitter/Facebook posts subject to coordination and approval with FirefighterNation.com team.

**Publisher's Data: July 2011

ENEWSLETTER

IN THIS SECTION



1 With our sponsored eNewsletter, your message will get into the in-boxes of over 50,000* fire-rescue professionals. These professionals depend on us for need-to-know information. This is a great way to reach decision-makers and influencers every week! Advertise to make sure they are also up-to-date on what your company has to offer.

Our reporting will tell you how many emails were delivered, opened, clicked, and forwarded. Please note: We routinely clean our lists, deliver our newsletters in both text and HTML versions, run our drafts through spam filters and limit the frequency of our mailings. These steps ensure the highest delivery and open rates!

- Ad Positions:**
- 1) Leaderboard
 - 2) 300 x 100 Display or Text Ad
 - 3) Product Image with Text Link

- Also available:**
- 1) Sponsored Link
 - 2) Banner Design/Creation
(does not include flash ads)

For ad sizes and pricing, please see the [Online Rate Card](#).

FirefighterNation eNewsletter Readers:**

- 87%** say the FirefighterNation eNewsletter provides timely and useful fire-rescue news and information
- 85%** say the FirefighterNation eNewsletter keeps them updated on fire-rescue breaking news
- 82%** say the FirefighterNation eNewsletter provides good information on products/services
- 84%** say the FirefighterNation eNewsletter is a credible source of information

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HOME	AUDIENCE	AUDIENCE PROFILE	EDITORIAL	PRINT OPPS	ONLINE OPPS	RATES	SPECS	CONTACT
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EBLAST

With our sponsored e-mail products, your message will get into the in-boxes of over 50,000* fire-rescue professionals. The eBlast's message, branding and content are exclusive to you, the sponsor. Drive traffic to your home page, a specific section or product within your Web Site, a lead generation form—whatever is best for you.

Our readers are looking to learn about your new products, where your booth is located at an upcoming trade show, your new services and company announcements. Our reporting will tell you how many emails were sent, opened, clicked, and forwarded. **And, we can also send a targeted secondary mailing to just those professionals who expressed interest in the initial mailing.**

Please note: we routinely clean our lists, deliver the eBlast in both text and HTML versions, run the draft email through spam filters and limit the frequency of the list. These steps ensure that you receive the highest delivery and open rates!

Our rates are extremely competitive. Our prices start at \$4,000 per distribution. And, if you are also a print advertiser you are entitled to a discount. Come give us a try!

*Publisher's Data, Average, Jan.-June 2011



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eBlasts are a great way to conduct a survey or a contest.

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PRODUCT BULLETIN

With our sponsored e-mail products, your message will get into the in-boxes of over 50,000* fire-rescue professionals. The Product Bulletin will drive traffic to your home page, a specific section or product within your Web Site, a lead generation form—whatever is best for you.

Your messaging will get an immediate response. People have requested to receive your promotional message so you are assured a strong open and read rate. The mailing will supplement other advertising that you may be implementing. The cost is quite reasonable.

The Product Bulletin contains up to 6 advertisers, each with an individual product to promote. If the Product Bulletin is being sent in conjunction with an industry trade show be sure to include your booth number in your message.

Please note: We routinely clean our lists, deliver the e-blast in both text and HTML versions, run the draft email through spam filters and limit the frequency of the list. These steps ensure that you receive the highest delivery and open rates!

Our reporting will tell you how many emails were sent, opened, clicked, and forwarded. And, we can also send a targeted secondary mailing to just those professionals who expressed interest in the initial mailing.

Our rates are extremely competitive: \$875 per distribution (net). And if you are also a print advertiser, you are entitled to a discount.

Product Bulletin Specs: 240h x 200w static jpg, 8-10 word headline (50-characters including spaces and punctuation), 30-50 word description, target URL

For detailed specs, please see the [Electronic Specs page](#).

*Publisher's Data, Average, January-June 2011



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Product Category eBulletins are also available. Please contact your Sales Representative.

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THE PRODUCTION LINE

Did you know there are over 550 factory plant tours offered in the United States? And that some of them are so popular you need to reserve your place weeks in advance?

Front-line fire-rescue personnel are no different than your average Joe Consumer. They get excited and are interested in all the details about the products that help them do their job safely and effectively. It's just not that easy to invite every customer to your plant for a tour, though, so here's your opportunity to give them a behind-the-scenes look into how you make your products. Bring the production line right to your customer, show them how you get from the concept idea to the finished product ...and set yourself apart as a leader in the fire-rescue market.



"The Production Line" is a new offering from Elsevier Public Safety, in which our top-notch camera crews and industry-knowledgeable moderator/interviewer will travel to your facility, tape the necessary footage and develop a high-quality video that shows what you want the customer to see.

Included in the fee:

- One day of filming
- Crew travel & expenses
- 5-7 minute video in HD format (includes two rounds of edits). Additional edit rounds are \$100 per hour. Video will include sponsor recognition/promotion.
- Placement in "The Production Line" section on FirefighterNation.com
- Placement in Product Connect if you are already a client
- Two Facebook mentions linked back to the Section on FirefighterNation.com
- Two Twitter mentions linked back to the Section on FirefighterNation.com
- Two eNewsletter mentions
- Inclusion in quarterly eblast to promote the Section (with other sponsors)
- Inclusion in 1/2-page ad in *FireRescue Magazine* promoting Section
- Facebook campaigns will promote the Section and drive traffic

Charter Pricing: \$10,000

Discounts available for filming additional products during same visit.

Please note: the video must be product-related and enhance the customers' understanding of how it is designed and assembled. Additional fees may apply if multiple days are required for filming.

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MARKETING CONSULTING & SERVICES

Elsevier Public Safety has partnered with Go Forward Media to offer powerful marketing consulting and services.

GoForward Media: Public safety's leading marketing agency

Providing marketing expertise for public safety manufacturers and service providers.

Services include:

Full-scope Marketing Strategy

Branding/Corporate Identity

Social Media Strategy and Operations

Strategic Partnerships

Web Design, Development and Operations

Affiliate and Search Engine Advertising

Event Planning and Management

Project Management

Creative Development

Copywriting/Editing

For more information, please contact:

Paul Andrews

paul@goforwardmedia.com

(410) 872-9303, extension 5

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*FireRescue Social Media**
Facebook: 126,968
FirefighterNation: 55,146
Twitter: 5,509
LinkedIn: 4,847

*Publisher's Data: July 2011

EDITORIAL WEBCAST

Are you looking for qualified leads? Do you want to position your firm as a thought-leader?

You will be able to leverage the full power and credibility of *FireRescue's* award-winning editorial with editorially driven Webcasts that rely on the same input, insight, and research that goes into creating the world-class Elsevier Public Safety brands.

FireRescue editors lead topic creation and recruit speakers, analysts and other experts, while *FireRescue* audience development experts drive traffic to the Webcast. Editorial events are heavily promoted via a broad range of traffic-driving positions, including Web, e-newsletter and targeted direct email promotions. Our goal is to gather a focused and interested audience for every event we create. This format provides sponsors everything interactive, online content can offer:

- Brand awareness across print, online and e-newsletter platforms
- Association with respected, topic-specific content
- Result-driven online program generating interested and qualified leads for your company
- Built-in direct response program to push out additional sponsor resources on topic
- Association with *FireRescue* editors and speakers

Our reporting capabilities help you measure the success of your webcast and capture the best leads. You can easily track the ROI of your leads, measure the effectiveness of your content and analyze the engagement level of your audience.

Webcasts enable companies such as yours to interact with a national audience on a real-time or pre-recorded basis. They are proven to provide some of the best ROI in generating new business prospects. *FireRescue* offers an all-inclusive marketing, webcasting and data collection Webcast program. This is truly an integrated marketing program. We bring print and the Web together! Here is just a small sampling of what our programs offer:

- Your logo or name will be used in all electronic and print promotions
- Your leads can be weighted and scored
- We can provide you with CD's of the Webcasts so that a copy of the Webcast can be distributed at other events or polybagged
- You can develop three unique demographic questions for the registration form
- You will receive all leads with complete contact details and demographic data
- We will host the Webcast for six months

Our pricing is extremely competitive. Programs start as low as \$4,000 for co-sponsored Webcasts and \$6,750 for sole-sponsored events. And, if you are also a print advertiser you are entitled to a discount. Come give us a try!

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CUSTOM WEBCAST (Your firm provides the content)

Are you looking for better, more qualified leads? Webcasts provide you with opportunities to drive brand awareness, generate leads and market your company's products and services. You have the opportunity to choose a topic that relates to your product or service offerings while enhancing your company's visibility.

With webcasting, you are able to ensure important business communication or product demonstration is delivered efficiently and effectively. Webcasts enable companies such as yours to interact with a national audience on a real-time or pre-recorded basis. They are proven to provide some of the best ROI in generating new business prospects. *FireRescue* offers an all-inclusive marketing, webcasting and data collection webcast program. Custom programs deliver dynamic, multimedia programs that are in line with your company's specific objectives and goals.

- Ease of learning. Make it effortless for your prospects to learn about new initiatives. You can reach a new audience and engage new prospects.
- Research and demographics. Gather data from prospects before, during, and after a Webcast. Learn who attended and track their interests with Q&A's and survey results.
- Brand awareness. Your product or service will capture the prospect's attention for approximately 30 to 60 minutes, NOT seconds.

Our reporting capabilities help you measure the success of your webcast and capture the best leads. You can easily track the ROI of your leads, measure the effectiveness of your content and analyze the engagement level of your audience.

This is truly an integrated marketing program. We bring print and the web together! Here is just a small sampling of what our programs offer:

- Your logo or name will be used in all electronic and print promotions
- Your leads can be weighted and scored
- We can provide you with CD's of the Webcasts so that a copy of the Webcast can be distributed at other events
- You can develop three unique demographic questions for the registration form
- You will receive all leads with complete contact details and demographic data
- We will host the Webcast for six months

Our pricing is extremely competitive, with a base price of \$10,000. And, if you are also a print advertiser you are entitled to a discount. Come give us a try!

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MICROSITES

Microsites are a great way to create a targeted destination for niche content or product lines for the fire-rescue professional. They can serve jointly as an excellent brand marketing tool as well as a lead generation vehicle to drive new customers. The microsite experience can be richer, more inviting, more experiential, and more emotional than can online experiences pasted within the typical data-oriented corporate site.

We'll partner with you to develop a 360-degree, 24/7 online destination that meets your company's goals and needs – and most importantly budget. We can feature original and archived content, unique Web features and opt-in newsletters. Microsites are also great for targeting a specific audience with information or brand messaging that will appeal to their demographics and psychographics.



Since not all of our clients will need the functionality listed –and some may need more – the scope and pricing of your Microsite may vary. Whether your campaign needs are simple or comprehensive, *FireRescue* can assist you in developing a fully integrated online and offline marketing program that drives your business forward. Each microsite includes full site development, editorial support and promotion via the *FireRescue* home page and site-wide navigation/links, e-mail efforts and more.

For detailed information on microsite opportunities, please contact your advertising representative.

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RATES: TERMS/CONDITIONS

PLACEMENT OF ADVERTISING

Interspersed, full pages rotated throughout the magazine.

ADVERTISER INDEX

The advertiser index is provided as a service for readers and advertisers. Publisher assumes no liability for errors.

ADVERTISING

ELSEVIER reserves the right to reject any advertising and/or promotions that are not consistent with ELSEVIER's standards.

SPACE CANCELLATIONS

PRINT

Orders for advertisements must be cancelled in writing prior to the relevant ad space closing date, but in the event that any cancellations are made after such date, ELSEVIER shall be entitled to charge the full cost of the advertisement. Covers and other premium positions are non-refundable.

ONLINE

For online advertising, cancellations must be made at least 14 days prior to campaign start date; if cancellation is made after that date, advertiser may be charged full rate for the 30-day campaign run. If creative materials are not received by contracted deadline, advertiser may be

charged and the campaign rescheduled for a later date.

CONTRACT PROTECTION

When new rates are announced, advertisers currently under contract will be protected at the contract rate, provided all terms and conditions of the contract are met. Canceling any portion of a contract voids all rate and position protection.

AGENCY INFORMATION

An agency commission of 15% of gross billings on space and color charges to recognized ad agencies supplying electronic files or camera-ready artwork (if B&W). Withdrawn on accounts not paid within 30 days of invoice. If the Agreement is executed on behalf of Advertiser by Agency, Agency represents that it has the authority to execute this Contract on behalf of Advertiser. Advertiser shall at all times be ultimately responsible for payments due under the Agreement.

EARNED RATES

Earned rates are determined by the number of insertions within a 12-month period. A spread counts as two insertions, full page and fractional pages count as single insertions. Advertising by parent company and subsidiaries is combined to

determine earned rate, as is advertising in other Elsevier Public Safety publications.

SHORT RATES

Where an order for a series of advertisements has been given a discounted rate for volume by ELSEVIER, and the Client does not order the quoted volume, ELSEVIER shall be entitled to re-calculate the price for the actual volume at the earlier of the end of the applicable year or term of the order or contract at a reduced discount and the Client shall pay any additional amount found owing.

SALES TAX

Advertising and production rates do not include applicable sales tax.

CREDIT POLICY

New advertisers must prepay first ad. Credit may be established for future ads by submitting a completed credit application to Elsevier Public Safety. Invoice terms are net 30 days. Elsevier Public Safety has the right and services to revoke credit to advertisers or agencies with a balance due.

For current contract and copy regulations (terms & conditions), please [click here](#).

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PRINT RATES: FIRE RESCUE COLOR DISPLAY RATES

	1X	3X	6X	9X	12X	15X	18X
Full Page	\$7,200	\$6,840	\$6,361	\$6,170	\$5,738	\$5,452	\$5,179
2/3 Page	\$6,850	\$6,507	\$6,052	\$5,870	\$5,459	\$5,186	\$4,927
1/2 Page Island	\$6,379	\$6,060	\$5,636	\$5,467	\$5,084	\$4,830	\$4,589
1/2 Page	\$4,902	\$4,657	\$4,331	\$4,201	\$3,907	\$3,712	\$3,526
1/3 Page	\$4,085	\$3,881	\$3,609	\$3,501	\$3,256	\$3,093	\$2,938
1/4 Page	\$3,477	\$3,303	\$3,072	\$2,980	\$2,771	\$2,633	\$2,501

All rates gross.

FOR BLACK-AND-WHITE RATES, PLEASE DEDUCT \$945 FROM 4C RATES.

BLEED

No charge.

COVER AND PREFERRED POSITION RATES

Covers are only available on a 12x insertion contract.

Charges below are added to full-page, 4-color rates per issue.

- Covers - Second \$500
- Covers - Third \$400
- Covers - Fourth \$600

- Coupon ads not accepted for cover positions.
- Covers and other premium positions are non-cancelable.
- Covers and preferred position charges are not agency-commissionable.
- Special positions as requested by advertiser: 20% extra over earned rate.
- All special positioning subject to availability.

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ONLINE RATES: FIREFIGHTERNATION.COM

1) Leaderboard

Run-of-Site Rate: \$15 CPM
Specs: 728w x 90h pixels. Gif, jpg, SWF (rich media, Flash with backup gif)
 Max file size: 40k gif/jpg, 45k flash

2) Medium Rectangle

Run-of-Site Rate: \$15 CPM
Specs: 300w x 250h pixels. Gif, jpg, SWF (rich media, Flash with backup gif)
 Max file size: 40k gif/jpg, 45k flash

3) 3:1 Rectangle

Run-of-Site Rate: \$8 CPM
Specs: 300w x 100h pixels. Gif, jpg, SWF, (rich media, Flash with backup gif)
 Max file size: 40k gif/jpg, 45k flash

ALSO AVAILABLE:

Skyscraper
Run-of-Site Rate: \$20 CPM
Specs: 160w x 600h pixels. Gif, jpg, SWF (rich media, Flash with backup gif)
 Max file size: 40k gif/jpg, 45k flash

Text ads
Run-of-Site Rate: \$10 CPM

Page Peel
Rate: \$20 CPM. Minimum of 100,000 impressions.
 Small Corner: 75x75 pixels
 Large Corner: 500x500 pixels

Event Listing
Rate: \$199

Poll Sponsorship
Run-of-Site Rate: \$1,500 per month.
 Sponsor may ask one question.

Geo-Targeted Ads
Rate: An additional \$5 CPM

Rich Media
 Rich Media availability includes Expandable, Floating, Page Peel/Peel Back, Synchronized, Pushdown, Takeover and Wallpaper ads. We can provide creative and serving support as needed. Please ask your account manager for pricing and details about other custom rich media/ad programs.

DESIGN/CREATION
Banner (does not include flash ads):

Rate: \$140/banner
 Volume Discount: \$699 for 6 banners

Page Peel:
Rate: \$500



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If using Rich Media for banner positions, please inquire about specific specs and serving requirements.

All rates net. Note: Online discounts are available when also buying print—please contact your account manager.

eNEWSLETTER RATES

1) **Leaderboard**

Rate: \$550 per distribution
Specs: 728w x 90h pixels, static jpg, URL,
 10 words of alternate text
 Max file size: 40k
 Note: Leaderboard position, one placement.

2) **300 x 100 Display or Text Ad**

Rate: \$500 per distribution
Specs:
Display Ad: 300w x 100h image, static jpg, URL,
 10 words of alternate text.
 Max file size: 30k.
Text Ad: 100wx100h static jpg, up to 8-10 words for
 headline, 30-50 words for description, URL.
 Max file size: 15k.
 Note: May run in right or left column, up to two ads per
 mailing. Positioning in left or right column may change
 without notice.

3) **Product Image with Text Link**

Rate: \$150 per distribution
Specs: 100w x 100h pixels, jpg. 4-6 words of copy, URL
 Max file size: 10k
 Note: Product Image runs one time per placement, on
 Wednesdays. Positioning in left or right column may
 change without notice.

Also Available :

Sponsored Link

Rate: \$155 per distribution
Specs: 8-10 words of copy, URL

Banner Design/Creation (does not include flash ads):

Rate: \$140/banner
Volume Discount: \$699 for 6 banners

All rates net.



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Note: Online discounts are available when also buying print – please contact your account representative.

CLASSIFIED RATES

	1X	3X	6X	12X
Full	\$4,305	\$4,265	\$4,210	\$4,160
2/3V	\$2,975	\$2,945	\$2,910	\$2,880
1/2H	\$2,235	\$2,205	\$2,175	\$2,140
1/3rd	\$1,575	\$1,550	\$1,525	\$1,500
1/4th	\$1,195	\$1,165	\$1,135	\$1,100
1/6th	\$825	\$805	\$780	\$755
1/12th	\$410	\$390	\$365	\$340

Online Recruitment

30 Day Job Posting: \$150
 60 Day Job Posting: \$225
 90 Day Job Posting: \$275

Upgrades are available with the job posting purchase for increased












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Complement your ad with an eBulletin to reach even more fire-rescue professionals.

PRINT SPECS

ADVERTISING DIMENSIONS:

						
Non-Bleed	14" x 10"	7" x 10"	4 1/2" x 9 3/4"	4 1/2" x 7"	7" x 4 3/4"	
Bleed	16" x 11"	8" x 11"	5" x 11"	5 1/8" x 7 5/8"	8" x 5 1/4"	
						
Non-Bleed	3 3/8" x 9 3/4"	4 1/2" x 4 3/4"	2 1/8" x 9 3/4"	2 1/8" x 4 3/4"	3 3/8" x 4 3/4"	3 3/8" x 2 1/4"
Bleed	4" x 11"					

PRINT CLASSIFIEDS

ADVERTISING DIMENSIONS:

Full Page	6.75" x 9"
2/3V	4.437" x 9"
1/3V	2.125" x 9"
1/2H	6.75" x 4.437"
1/4	4.437" x 4.437"
1/6	2.125" x 4.437"
1/12	2.125" x 2.15"

IN THIS SECTION

- ▶ **Print Specs**
- ▶ **Electronic Specs**

ADVERTISING SPECS:

DIGITAL FILES (preferred)

- Preferred file format: Adobe Acrobat PDF (CMYK, fonts embedded, & print optimized)
- Accepted application formats (PC preferred): InDesign CS, Illustrator CS, Photoshop CS
- Accepted image formats: EPS, TIFF (Grayscale or CMYK & 300 DPI) or PDF (CMYK and print optimized)
- Fonts (PC only): Supply all screen and printer fonts including fonts used in EPS and PDF files.
- Dimensions: Ads must be supplied at exact dimensions. Trim on bleed ads is 1/8" from header, footer, face. Live matter must be at least 1/4" from trim for bleed ads (if applicable).
- Final trim size of magazines is 7 3/4" Wide x 10 3/4" Tall.
- Accepted media: CD; DVD (media returned only on request)
- Proofs: Supply PDF file proof or laser hard copies with colors indicated and any special instructions (please print out at 100%).

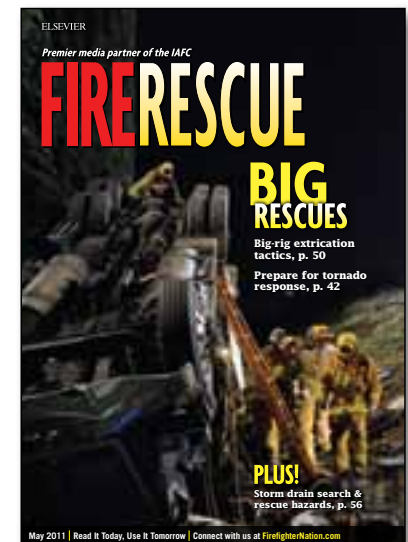
CAMERA READY ART

- Accepted format if providing camera-ready art or originals to scan: Transparencies, 35mm slides, photographic prints, matchprints, velox prints.

AD ART SHIPPING INSTRUCTIONS

- Sending art by Mail:
 - Production Department, Elsevier Public Safety
525 B Street, Suite 1800, San Diego CA 92101.
 - Please indicate on all materials advertiser name, contact info, publication and issue date.
- Sending art by Email: You may send .pdf or compressed .zip files no larger than 5mb to: jems.production@elsevier.com (JEMS) or frm.production@elsevier.com (FireRescue Magazine)
- Please indicate on subject line advertiser name, publication and issue date. Please indicate in message name of file(s) attached and contact info and if receipt verification is requested.
- Sending art by FTP: You may send files via FTP at www.jems.com/ftp. Please follow the instructions for logging in or setting up an account and posting files. Make sure to specify the issue date, publication, ad headline and advertiser name for each file. Indicate if you would like a proof and where to send along with any notes or messages to the ad coordinator.

[Click here for contact information:](#)



ELECTRONIC SPECS

General Requirements

- While advertisers have creative liberty designing their ads, Elsevier Public Safety reserves the right to decline any advertising; for example, ads mimicking “alert” windows or false computer message screens.
- Ads should not include fake form elements of other graphic symbols that mimic functionality that does not exist.
- Elsevier Public Safety reserves the right to ask for revisions or reject any advertising it deems, in its sole opinion, is not in keeping with its standards.
- Elsevier Public Safety reserves the right to reject advertising due to content, affect on users, distraction factors and other situations as determined by the staff.
- Elsevier Public Safety reserves the right to request adjustments to client-provided e-mail blasts, and if necessary may need to provide new creative.

For a detailed FirefighterNation.com Spec Sheet, please [click here](#).

IN THIS SECTION

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-

SALES CONTACTS

Contact Us Today for a Custom Integrated Advertising Package



ADVERTISING REPRESENTATIVE, EASTERN

Joe Skey
 (856) 673-4000
j.skey@firefighternation.com

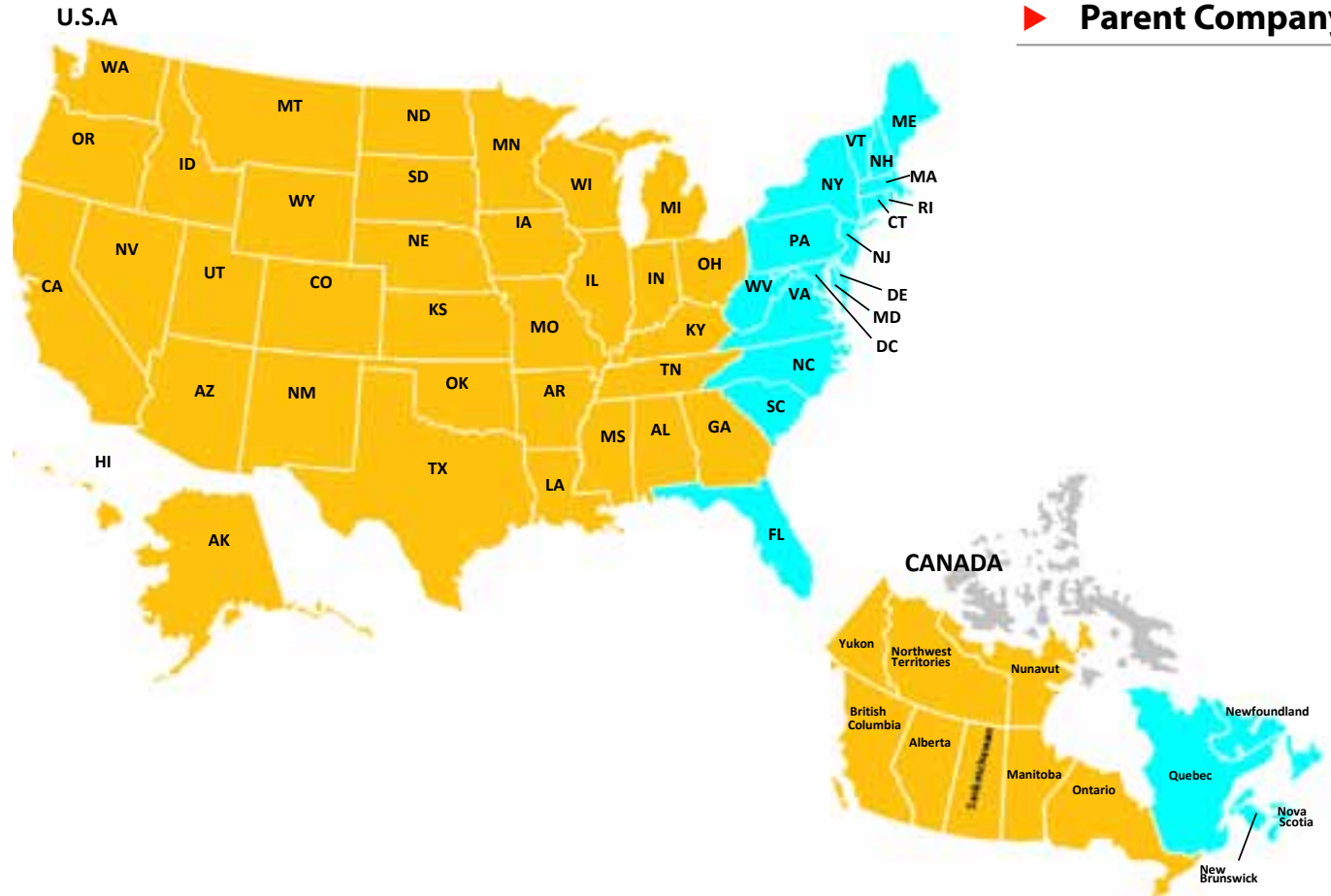


ADVERTISING DIRECTOR

Sheri Collins
 (520) 825-3770
s.collins@firefighternation.com

Western and Central Territory including Asia:
 Sheri Collins

Eastern Territory including Europe & Africa:
 Joe Skey



EPS INFORMATION

- ▶ **Sales Contacts**
- ▶ **Production Contacts**
- ▶ **Family of Products**
- ▶ **Parent Company**

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PRODUCTION CONTACTS

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FAMILY OF PRODUCTS

Leading the public safety market with publications, Web sites, conferences and custom publishing Elsevier Public Safety, headquartered in San Diego, is a business unit of Elsevier Inc., a world-leading publisher of scientific, technical and medical information products and services. Elsevier Public Safety serves professionals in fire-rescue, EMS, law enforcement and communications through publications, conferences and online products.

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FIRE RESCUE *FireRescue Magazine*
Always on Duty at FirefighterNation.com "Read it today, use it tomorrow" is the mission of FireRescue Magazine. A monthly publication, it presents solution-oriented content for structural and wildland firefighters and fire officers who rely on the magazine to translate cutting-edge information into solutions they can use on the job. Premier Media Partner of the International Association of Fire Chiefs and Fire-Rescue International.

FIRE FIGHTER NATION *FirefighterNation.com*
NEWS • TRAINING • COMMUNITY • FIRE RESCUE MAGAZINE Offering content, news and social and professional networking, FirefighterNation.com is the online home of *FireRescue Magazine*. The site gives fire professionals the content they want: news, feature stories, webcasts, video, blogs...and more.

JEMS *Journal of Emergency Medical Services (JEMS)*
THE JOURNAL OF EMERGENCY MEDICAL SERVICES JEMS, the most authoritative source of EMS information worldwide, is a monthly publication dedicated to the improvement of patient care in the prehospital setting. JEMS meets the needs of the EMS provider, instructor and administrator with news, clinical articles, industry surveys, product reviews and more.

EMS Insider *EMS Insider*
 For EMS administrators and executives, the EMS Insider newsletter provides monthly updates on important legislation, regulations, innovations and trends affecting the EMS industry.

EMS TODAY *EMS Today Conference and Exposition*
The JEMS Conference & Exposition For over 29 years, EMS Today has offered quality EMS continuing education to professionals from around the United States and the world. Each year, more than 4,100 people attend the conference and over 250 exhibitors demonstrate their products. Without a doubt, this is the one EMS conference everyone should attend each year.*

JEMS *JEMS.com*
COM JEMS.com is the leading online destination for EMTs, paramedics, and EMS administrators. The definitive online resource for EMS information, JEMS.com is the online home of the *Journal of Emergency Medical Services* and offers articles, news, expert columns, resources, employment opportunities and classified advertising. Twice a week, the JEMS.com eNews delivers news, articles and product information to EMS professionals via email

JEMS CE *JEMS CE*
CE JEMS CE is the online program from JEMS that offers a convenient and valid way for EMS personnel to earn CEH from leaders in EMS education.

LAW OFFICER *Law Officer*
TACTICS • TECHNOLOGY • TRAINING Law Officer's mission is "to provide the best in tactics, technology and training." Each month, Law Officer delivers practical columns and feature stories to help law enforcement personnel and departments be more effective and efficient.

LAW OFFICER *LawOfficer.com*
COM Backed by Law Officer's highly-qualified editorial team, LawOfficer.com features the tactics, technology and training needed by law enforcement professionals to stay safe on the job. The site features expert columnists, commentary, law enforcement news, product information and more.

PUBLIC SAFETY COMMUNICATIONS *Public Safety Communications*
COMMUNICATIONS The official magazine of the Association of Public Safety Communications Officials (APCO) International, Inc. A monthly publication, Public Safety Communications serves 9-1-1/dispatch centers and radio/field personnel. More information may be found at www.apcointl.org.



Elsevier is a global company headquartered in Amsterdam, The Netherlands, and has offices worldwide. The company is part of Reed Elsevier Group plc, a world-leading publisher and information provider. Operating in the science and medical, legal, education and business-to-business sectors, Reed Elsevier provides high-quality and flexible information solutions to users, with increasing emphasis on the Internet as a means of delivery. Reed Elsevier's ticker symbols are REN (Euronext Amsterdam), REL (London Stock Exchange), RUK and ENL (New York Stock Exchange).

*Publisher's Data: March 2011

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PARENT COMPANY

Reed Elsevier: Elsevier Public Safety is a Business Unit Within Elsevier

Reed Elsevier Group PLC is an international publisher and information provider delivering products and services to customers in major markets across the world.

Reed Elsevier employs 32,000 people worldwide.

The company's global divisions deliver leading scientific, technical and medical information to the academic, research, healthcare and public safety communities. Medical publications include The American Journal of Medicine and The Lancet.



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ADVANTAGE TO YOU:

We can draw on the resources of an international parent company that is leading the way in print and digital media ... and we are a self-contained business unit totally focused on public safety. You can be assured we are dedicated to the markets we serve and are proactive in developing solutions to meet their needs.