

Firewatch!

HEAT UP YOUR SALES!

How? By reaching NAFED's built-in audience of decision makers in the fire equipment distribution and maintenance industry.



2017 MEDIA KIT



Firewatch!

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Why Advertise in *Firewatch!*

- 1»** NAFED is the **only** national association that specifically serves the fire equipment distribution industry. *Firewatch!* is the definitive source of information for this audience.
- 2»** Four out of five of our readers are the decision makers at their companies. This means *Firewatch!* goes directly into the hands of individuals with the power to buy your products and install them in the field.
- 3»** By connecting with NAFED members, you connect with dedicated professionals who lead the premier companies in the fire equipment distribution industry.

Our Members Work With:

- » Portable fire extinguishers
- » Pre-engineered kitchen and industrial systems
- » Kitchen hoods and ducts
- » Hydrostatic testing equipment
- » Engineered systems
- » Fire alarm systems
- » Security systems
- » Sprinkler systems
- » First aid and safety supplies
- » Emergency/exit lighting and signs
- » Municipal fire equipment
- » Fire hose and standpipe systems

Our Readers

- 84%** » Fire equipment distributors in the United States, Canada, and several countries around the world
- 7%** » Manufacturers and suppliers
- 5%** » State fire marshals, local fire departments, and authorities having jurisdiction
- 2%** » Affiliated individuals, schools, code consultants, and insurance groups
- 2%** » Related trade associations and publications

2017 *Firewatch!* Ad Deadlines

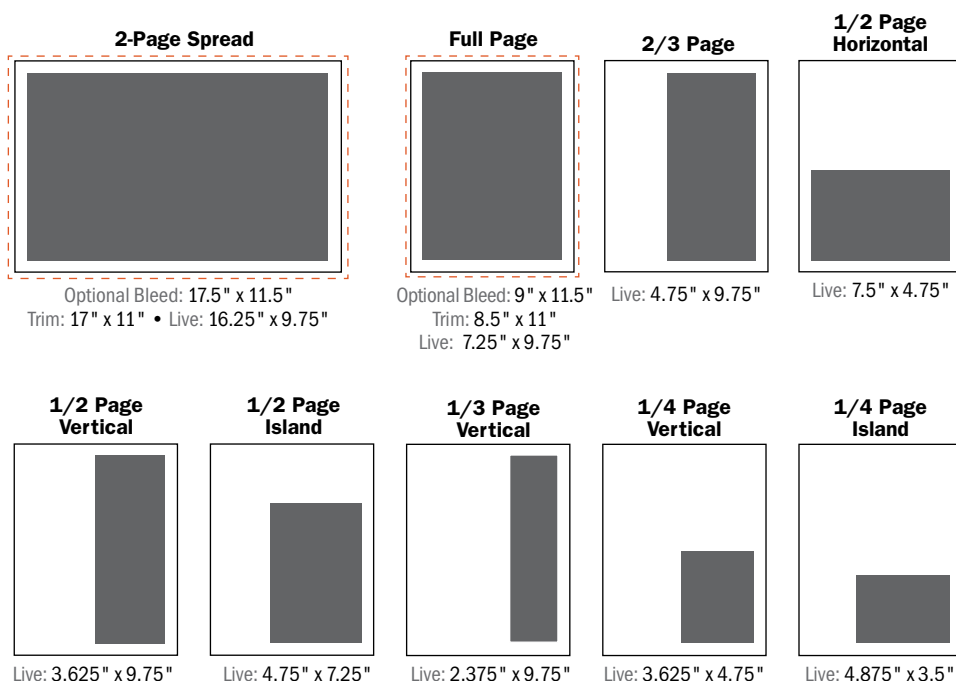
Issue	Contracts Due	Artwork Due	Projected Mail Date
March 2017 Vol 54 No 1	» January 20	» January 27	» February 27
June 2017 Vol 54 No 2	» April 14	» April 21	» May 22
September 2017 Vol 54 No 3	» July 14	» July 21	» August 21
December 2017 Vol 54 No 4	» October 13	» October 20	» November 20

Full-year contracts are due by the first contract deadline of the year, and no other insertion orders are necessary. Mail dates cannot be guaranteed.

Watch your sales catch on fire by reserving space in *Firewatch!* today.

Display Advertising Opportunities

Firewatch! Ad Dimensions



MECHANICS

- » Method of printing: sheet-fed offset
- » Cover stock: 80# cover, aqueous coated
- » Body stock: 60# text, gloss
- » Binding method: saddle-stitched
- » Recommended line screen: 175
- » Final trim: 8.5" x 11"

SPECIFICATIONS

Ads should be submitted as high-resolution digital files via e-mail or FTP. A fully embedded PDF is the suggested format. (Other formats may be acceptable—please contact ad manager.) Ads should be in CMYK mode and built in QuarkXpress, Illustrator, Photoshop, or InDesign. Images and scans should be saved in EPS or TIF format at 300 dpi (CMYK or grayscale). Ads should be sized at 100% and sent decompressed.

Rates

All rates are for black and white.

Size	Frequency Rate	
	1X	4X
2-Page Spread	\$ 1,375	\$ 1,300
Full Page	\$ 725	\$ 675
2/3 Page	\$ 625	\$ 600
1/2 Page	\$ 525	\$ 500
1/3 Page	\$ 500	\$ 475
1/4 Page	\$ 375	\$ 350

Full-Year Discount. Advertisers who commit to four consecutive issues receive a significant discount through the 4x rate.

Member Discount. NAFED members get a **10% discount!**

Color. A flat rate of **\$395** is added for all 4-color ads regardless of size. *Firewatch!* is printed in CMYK. Ads with Pantone/spot/specialty colors will NOT be accepted.

Special Positions. All special positions are fulfilled on a first-come, first-served basis. Please contact the ad manager to check availability. Inside front cover and inside back cover are an additional \$70. Outside back cover and center spread are an additional \$80.

***Firewatch!* Advertising Terms and Conditions**

- » Terms of payment: 30 days from billing date.
- » The publisher reserves the right to cancel or reject any advertising at any time, and to add the word “advertisement” at the top of any copy that in the publisher’s opinion simulates editorial matter and might be misleading to the reader.
- » The publisher will not be bound by conditions, printer or otherwise, appearing on order blanks or copy instructions when such conditions conflict with regulations set forth in this rate card.
- » Cancellations, changes, or corrections must conform to deadlines and closing dates. Cancellations after deadline are subject to payment in full.
- » Advertisers who contract for 4 issues at the 4X rate but later cancel their contract by the upcoming contract deadline will be charged the difference between the 1X and 4X rates for each applicable issue. Advertisers who have contracted insertions in multiple issues and cancel an insertion after an upcoming contract deadline will be charged in full for that insertion.
- » The publisher does not guarantee any given level of readership for an advertisement.
- » The publisher does not assume liability for the return of advertising printing materials unless specific written request is received. Materials will be stored by the publisher for twelve months.
- » Agreements, conditions, rates, rules, and/or regulations not set forth or described here or in current rate card will not be binding.
- » Charges for changes from original supplied layout and copy will be based on current composition rates.
- » The advertiser or advertising agency (if any) assumes liability for all content, including text and illustrations, of advertising published and also assumes responsibility for any claims arising therefrom made against the National Association of Fire Equipment Distributors, publisher, including all costs and attorney’s fees associated with investigating and defending such claims.
- » The publisher shall be under no liability, other than forfeiture of payment thereof, for its failure for any cause, to insert an advertisement. Advertisers/agencies must submit an insertion order for each contracted issue in order for ads to be placed.
- » When ad placement has been contracted and change of ad covered by such ad agreement is not received by respective closing date and/or a materials extension has not been requested and granted by respective closing date, ad run in previous issue will be inserted.
- » The publisher, advertiser, and advertising agency (if any) agree that this contract shall be subject to the laws and the jurisdiction of the state of Illinois. Any advertising agency agrees to be liable for payment for any advertisement placed in NAFED’s publications on behalf of any client. If for any reason the National Association of Fire Equipment Distributors is required to take action, legal or otherwise, to collect any outstanding accounts, the advertiser and the advertising agency (if any) shall pay all costs to recover such outstanding accounts, including reasonable attorney’s fees. Any disagreements that may arise shall be adjudicated in the courts located in Chicago, Illinois.

For more information, contact the ad manager at (312) 461-9600.



Firewatch! Magazine

2017 Display Advertising Insertion Order

Please reserve space for: member non-member

Company Name: _____

Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Billing address/contact (if different from left)

Company Name: _____

Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Select size and rate:	1-3 Issue Rate	4 Issue Rate	Price
<input type="checkbox"/> 2-page spread (17 x 11)	<input type="checkbox"/> \$1375	<input type="checkbox"/> \$1300	Rate Per Ad: \$
<input type="checkbox"/> Full-page (8.5 x 11)	<input type="checkbox"/> \$725	<input type="checkbox"/> \$675	
<input type="checkbox"/> 2/3-page vertical (4.75 x 9.75)	<input type="checkbox"/> \$625	<input type="checkbox"/> \$600	
1/2-page <input type="checkbox"/> island (4.75x7.25) <input type="checkbox"/> horizontal (7.5x4.75) <input type="checkbox"/> vertical (3.625x9.75)	<input type="checkbox"/> \$525	<input type="checkbox"/> \$500	
<input type="checkbox"/> 1/3-page vertical (2.375 x 9.75)	<input type="checkbox"/> \$500	<input type="checkbox"/> \$475	
1/4-page <input type="checkbox"/> vertical (3.625x4.875) <input type="checkbox"/> island (4.875x3.5)	<input type="checkbox"/> \$375	<input type="checkbox"/> \$350	

PLEASE CALCULATE PER ISSUE RATE FIRST. THIS IS THE AMOUNT YOU WILL BE INVOICED.

<p>Please check issue(s) of insertion:</p> <table border="0"> <tr> <td></td> <td style="text-align: center;"><u>Contract Due</u></td> <td style="text-align: center;"><u>Artwork Due</u></td> </tr> <tr> <td><input type="checkbox"/> March 2017</td> <td style="text-align: center;">Jan 20</td> <td style="text-align: center;">Jan 27</td> </tr> <tr> <td><input type="checkbox"/> June 2017</td> <td style="text-align: center;">Apr 14</td> <td style="text-align: center;">Apr 21</td> </tr> <tr> <td><input type="checkbox"/> September 2017</td> <td style="text-align: center;">July 14</td> <td style="text-align: center;">July 21</td> </tr> <tr> <td><input type="checkbox"/> December 2017</td> <td style="text-align: center;">Oct 13</td> <td style="text-align: center;">Oct 20</td> </tr> </table>		<u>Contract Due</u>	<u>Artwork Due</u>	<input type="checkbox"/> March 2017	Jan 20	Jan 27	<input type="checkbox"/> June 2017	Apr 14	Apr 21	<input type="checkbox"/> September 2017	July 14	July 21	<input type="checkbox"/> December 2017	Oct 13	Oct 20	<p>Color Fee: Add \$395 + \$ per ad</p>
		<u>Contract Due</u>	<u>Artwork Due</u>													
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	<input type="checkbox"/> September 2017	July 14	July 21													
	<input type="checkbox"/> December 2017	Oct 13	Oct 20													
	<p>Special Position Fee (please check for availability): <input type="checkbox"/> Inside Front Cover (\$70) <input type="checkbox"/> Inside Back Cover (\$70) <input type="checkbox"/> Outside Back Cover (\$80) <input type="checkbox"/> Center Spread (\$80)</p>	+ \$ per ad														
SUBTOTAL	= \$															
10% Member Discount	(Members only) x .90															
TOTAL PER ISSUE	= \$															
Number of insertions	x _____															
GRAND TOTAL for 2017	= \$															

For an additional checking copy, include recipient's company, name, and address:

I have read and agree to the *Firewatch!* rates, terms, and conditions.

_____ please print or type name of person authorizing insertion

Signed _____

Title _____

Date _____

Send to: NAFED
 Attn: Editor
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 Chicago, IL 60601
 Tel (312) 461-9600, Fax (312) 461-0777
 tamaram@nafed.org