



FIRE CHIEF

Rate Card



330 N. Wabash Ave., Ste. 2300 • Chicago, IL 60611
Phone: 312-595-1080 • Fax: 312-595-0295

Issued: September 2009
Effective: January 2010

www.FireChief.com

1. DISPLAY ADVERTISING RATES

Black & White Rates

	1x	3x	6x	9x	12x	18x
Full Page	\$5,645	\$5,380	\$5,050	\$4,720	\$4,265	\$3,785
2/3 Page	\$4,590	\$4,375	\$4,160	\$3,840	\$3,475	\$3,080
1/2 Island	\$4,265	\$3,870	\$3,651	\$3,415	\$3,095	\$2,760
1/2 Page	\$3,880	\$3,700	\$3,485	\$3,260	\$2,945	\$2,630
1/3 Page	\$3,260	\$3,120	\$2,940	\$2,730	\$2,470	\$2,215
1/4 Page	\$2,740	\$2,590	\$2,450	\$2,285	\$2,025	\$1,850
1/6 Page	\$1,770	\$1,680	\$1,625	\$1,420	\$1,370	\$1,185

4-Color Rates

Per page	\$1,900
Spread	\$3,450

2-Color Rates

Per page	\$560
Spread	\$1,060

Special Positions: Add 10% to space and color to guarantee premium positions within the magazine.

CLASSIFIED ADVERTISING (net, one inch minimum)

All classified rates are net. After first inch, advertising is billed in 1/2-inch increments.

Ads with border, per column inch: \$200

Additional color, per insertion \$60

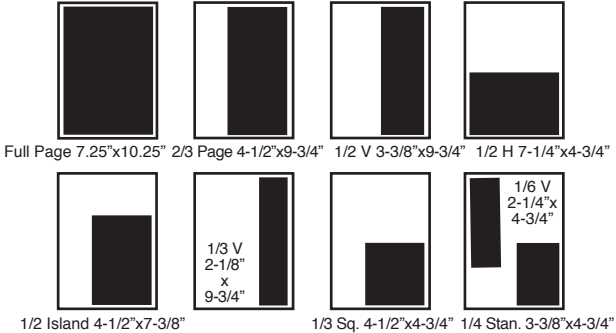
Contact Tim Janes, Classified Sales, at (303) 674-0577
tim.janes@penton.com.

SALES REPRESENTATIVES:

Greg Toritto Associate Publisher Sales: Upper Midwest Ph: (312) 840-8469 Fax: (312) 595-0295 greg@firechief.com	J. Andrew Van Sciver Sales: West Coast, Southwest, IN, MI, OH Ph: (805) 933-6634 Fax: (805) 525-1328 andy@firechief.com
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Rich Gluth, FF/EMT Regional Sales Manager Sales: East Coast Ph: (262) 245-1814 Fax: (913) 514-3710 rich@firechief.com	Tim Janes Sales: Classified Ph: (303) 674-0577 Fax: (913) 514-6390 tim.janes@penton.com
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Gregg Herring Group Publisher Ph: (770) 618-0333 gregg.herring@penton.com
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2. MECHANICAL REQUIREMENTS

a. PAGE SIZE WIDTH x DEPTH
Publication Trim Size: 7-3/4" x 10-3/4"

b. SPECIFICATIONS FOR BLEED
Single-page bleed: 8" x 11"
Two-page spread bleed: 15.75" x 11"

c. AD SPACE DIMENSIONS

2/3 Page Vertical	4 1/2" x 9 3/4"
2/3 Page Horizontal	7 1/4" x 6 5/8"
1/2 Page Vertical	3 3/8" x 9 3/4"
1/2 Page Horizontal	7 1/4" x 4 3/4"
1/2 Page Island	4 1/2" x 7 3/8"
1/3 Page Vertical	2 1/8" x 9 3/4"
1/3 Page Square	4 1/2" x 4 3/4"
1/4 Page Standard	3 3/8" x 4 3/4"
1/6 Page Vertical	2 1/4" x 4 3/4"

All live matter not intended to bleed should be kept 1/4" from trim. Spread ads should allow a total of 1/2" safety in gutter.

d. GENERAL SPECIFICATIONS
Printing Method: Web Offset • **Binding:** Perfect Bound
Ink: SWOP standard and four-color process

e. DIGITAL AD SPECIFICATIONS
Advertisers are strongly encouraged to submit advertising materials in a digital format prepared according to the following guidelines:
PDF Format: Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit www.pentonads.com. *Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)*
Preferred Applications: QuarkXpress™; Adobe Pagemaker®; Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.
Photos: 300 dpi, actual size, CMYK color model, .tif or .eps format; no JPEG compression.
Line Art/Text: 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

For complete preparation guidelines and file delivery information, please visit www.pentonads.com or contact Kim Blaski, Production Coordinator.

Fonts: When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

Lettering: Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

Color Tone Value: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

Color Mode: Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

Proofs: We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.). *Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.*

Media: Mac or IBM CD.

File Upload: Ads should be submitted to www.pentondigitalads.com. Please contact the publication Production Coordinator when files are submitted.

Space Unit Size in Inches: Space can be used only in the above sizes. Space exceeding size indicated in any direction is considered bleed except for gutter bleeds in spread.

Inserts: Contact advertising representative for rates, production specs and shipping instructions or visit www.pentonads.com. Two copies must be sent to FIRE CHIEF Advertising Coordinator. Inserts for more than one issue should be pre-packed in cartons with each issue labeled.

f. SHIPPING INSTRUCTIONS: Send all advertising contracts, insertion orders, materials, and correspondence to:

Production Department, FIRE CHIEF Magazine

Attn: Kim Blaski

9800 Metcalf, Overland Park, KS 66212

Ph: 913-967-1688, Fax: 913-514-3670

e-mail: kim.blaski@penton.com

3. GENERAL INFORMATION

SPECIAL POSITIONS: In addition to cover positions, special positions may be available. Contact your advertising sales representative for availability and to request a premium/special position. Exact position and charge must be indicated in space order and authorized by publisher. Positions are subject to availability and color capability.

INSERTS: Please contact your sales representative for complete costs, specs and shipping instructions.

COVER POSITIONS: (See published rates.) Available on the basis of a minimum six-time contract only. Can be cancelled only on a written 90-day notice prior to closing date.

LATE COPY POLICY: Advertisements not received by our advertising production department by closing date are not entitled to the privilege of review or revision by the Advertiser or its Advertising Agency.

COPY CHANGES: When change of copy is not received by closing date, copy furnished or run in previous issue will be printed at the sole discretion of the Publisher.

CONVERSION/HANDLING CHARGES: Conversion to Publisher's requirements will be billed at Publisher's cost

RATE POLICY AND CONTRACT PROVISIONS: All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication.

The Publisher reserves the right to reject any and all advertising,

which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication.

The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

AGENCY COMMISSION: 15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

SEQUENTIAL LIABILITY: Advertiser and Advertising Agency are jointly and severally liable for payment. The Publisher will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc..

CANCELLATION POLICY: Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

ERROR LIABILITY LIMIT: The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

SHORT RATE PROTECTION: Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

RATE CARD IN EFFECT: Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card. Publisher has the right to increase rates with prior notification to advertiser.

TERMS OF SALE: Net 30 (thirty) days from date of invoice. No cash discounts allowed. The Publisher will not accept any form of payment, which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

LINE OF CREDIT: Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of the Publisher, and no advanced notification is promised or implied.

PAST DUE ACCOUNTS: Orders may be held at the Publisher's sole discretion.

COLLECTION RELATED ISSUES: If the Publisher must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

JURISDICTION: Advertising Agencies and/or Advertisers agree that any legal action arising between the Publisher and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

NOTIFICATION TO PUBLISHER: If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the Publisher of this change within ten working days.

DEFINITIONS: As used in this section and rate card, "Publisher" shall refer to FIRE CHIEF and its parent company.

For complete preparation guidelines and file delivery information, visit www.pentonads.com or contact the Production Coordinator.