



FIRE
CHIEF

2010 MEDIA PLANNER

FIRE CHIEF is the only publication dedicated exclusively to chiefs and officers – the decision-makers. For more than 50 years, FIRE CHIEF has educated and informed. We consistently offer the highest-quality editorial content to help today's leaders operate effective departments that can handle any emergency. Whether it's a small, rural fire department with budget or retention problems, a suburban department suffering growing pains, or a metropolitan department facing national-level challenges, FIRE CHIEF is there for its readers with new ideas and solutions.

KEY SUBSCRIBERS

50,301 FIRE CHIEF SUBSCRIBERS

Source: FIRE CHIEF June 2009 BPA Worldwide Circulation Statement

Fire Chiefs	64.5%
Assistant Fire Chiefs & Commissioners	12.7%
Instructors & Training Officers	3.4%
Lieutenants, Captains & Other Officers	11.8%
Fire Marshals	2.4%
Safety Officers	1.0%
Presidents, Secretaries & Treasurers	0.1%
Fire Stations, Firefighters and Other Personnel	4.1%

FIRE CHIEF is read by more than 196,000 individuals each month.*

*Includes pass-along readership. Source: FIRE CHIEF Reader Profile Study 2009

One of every 3 FIRE CHIEF subscribers has been reading the magazine for more than 10 years.*

Source: FIRE CHIEF Reader Profile Study 2009

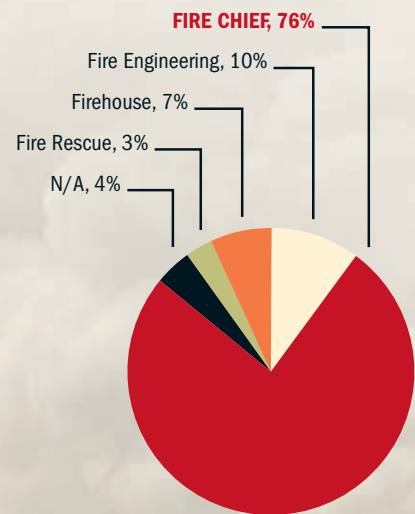
96% of FIRE CHIEF's 50,301 subscribers serve as a chief or officer.

Source: June 2009 BPA

MOST IN-DEPTH COVERAGE

Source: FIRE CHIEF Reader Profile Study 2009

Which of the following has the most in-depth coverage of management issues in the fire service?



“I have been a long time subscriber to FIRE CHIEF magazine, utilizing both the hard and electronic versions. The articles have been useful to me in many ways – they keep me apprised of current events that impact our industry, and I have been able to use the information in this publication for personal development as well as the development of my personnel and those who I mentor or coach.”

– Deputy Chief Duane M. Dodwell, MHRM, MBA, CFO
Support Services, Fairfax County (Va.) Fire and Rescue Department

PURCHASING POWER

POWERFUL DECISION-MAKERS

Source: FIRE CHIEF Reader Profile Study 2009

Of those involved in department purchasing, fire chiefs (94%) and assistant chiefs (83%) are **most likely to control the decision-making process.**

STRONG BUDGETS EQUAL STRONG ROI

Source: FIRE CHIEF Reader Profile Study 2009

Subscribers who are involved in department purchasing have an **average department budget of \$960,397.**

FIRE CHIEF SUBSCRIBERS TAKE ACTION

Source: FIRE CHIEF Reader Profile Study 2009

In the past year, **93% of FIRE CHIEF subscribers took action** after reading FIRE CHIEF, including:

- Visiting** an advertiser's Web site.
- Contacting** an advertiser by phone, fax or e-mail.
- Sending** in the reader service card.
- Recommending** a product or service to others.

FIRE STATIONS & STATION EQUIPMENT

51,950 U.S. fire stations

Source: NFPA U.S. Fire Department Profile through 2007

57% of subscribers' departments plan to **build or renovate a fire station in the next two years.**

In the next two years, subscribers' departments **plan to purchase:**

Computer Systems	41%	Station Appliances & Furniture	29%
Fitness Equipment	23%	Laundry Equipment	21%
Exhaust Removal Systems	19%	Training Towers	6%
		Lockers/Storage Racks	22%

Source: FIRE CHIEF Reader Profile Study 2009

See page 7 for information on FIRE CHIEF's station design supplement and conference.

92% of FIRE CHIEF subscribers are involved in selecting products and services for their departments.

Source: FIRE CHIEF Reader Profile Study 2009

IN THE NEXT TWO YEARS, FIRE CHIEF-SUBSCRIBERS' DEPARTMENTS PLAN TO BUY:

APPARATUS (ALL TYPES)	82%
Aerial Unit	19%
Ambulance	21%
Brush Truck	13%
Command Vehicle	16%
Fire/Rescue Boat	4%
Hazmat Truck	3%
Official Car	20%
Other	4%
Pumper	37%
Rescue/Pumper	14%
Rescue Unit	12%
Tanker	16%
Wildland Vehicle	7%

EQUIPMENT & SUPPLIES

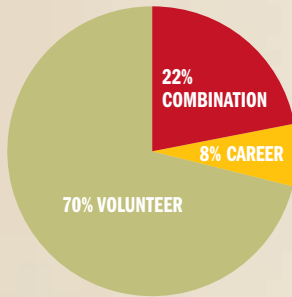
Chemical/Biological Detectors & Analyzers	13%
Communications Equipment (Incl. Radios)	60%
Computer Systems	41%
Decon Equipment	11%
EMS Equipment	54%
Exhaust Removal Systems	19%
Fire Pumps/Accessories	19%
Fitness Equipment	23%
Flashlights	40%
Foam/Foam Equipment	39%
Generators	22%
GIS/GPS	25%
Hazmat Clothing	13%
Hazmat Equipment	17%
Headset Communications	19%
Helmets	59%
Hoses	61%
Laundry Equipment	21%
Lockers/Storage Racks	22%
Nozzles/Monitors	50%
PASS Devices	16%
Rescue Equipment	47%
SCBA	35%
Scene Lighting	20%
Software	31%
Station Appliances/Furniture	29%
Stationwear	31%
Thermal Imagers/Components	31%
Training Materials	49%
Training Towers	6%
Turnout Gear	71%
Vehicle Lighting	24%
Ventilation Fans	18%
Wildland Tools/Equipment	24%

Source: Respondents with purchasing authority, FIRE CHIEF Reader Profile Study 2009

MARKET SNAPSHOT

FIRE CHIEF connects you to the purchasing power of the \$34 billion fire-service industry.

30,185
U.S. FIRE DEPARTMENTS



POPULATION PROTECTED

Population	Departments
250,000 or more	116
50,000 to 249,999	757
10,000 to 49,999	4,832
Under 10,000	24,480

Source: NFPA U.S. Fire Department Profile through 2007

Even when adjusted for inflation, **expenditures on fire protection have risen 146%** since 1980. There were \$34.2 billion direct expenditures related to fire protection in 2006.

Source: NFPA Fire Department Profile through 2007

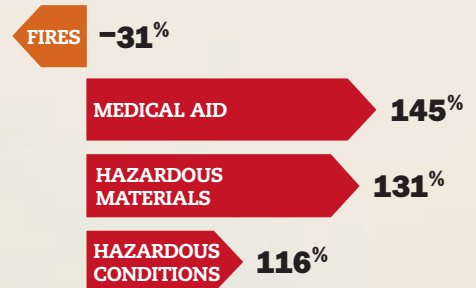
1,148,800
U.S. FIREFIGHTERS

Career Firefighters	323,350 (28%)
Volunteer Firefighters	825,450 (72%)

Source: NFPA U.S. Fire Department Profile through 2007

INCREASE/DECREASE IN RESPONSES 1986-2007

Source: NFPA U.S. Fire Department Calls



APPARATUS & STATIONS

Estimates for the 2005-2007 period indicate that U.S. fire departments operate:

- 68,050 pumpers
- 6,750 aerials
- 51,950 stations

Source: NFPA U.S. Fire Department Profile through 2007

44% of U.S. fire departments provide EMS.

Source: NFPA U.S. Fire Department Profile through 2007



URGENT COMMUNICATIONS

To reach the the most complete market of fire- and emergency-service professionals, consider advertising with FIRE CHIEF's sister publication, *Urgent Communications*. As the technology source for the mobile communications industry, *Urgent Communications* magazine connects you to public-safety communications end-users, dealers, private radio and wireless systems operators. For advertising information, contact Dennis Hegg, dennis.hegg@penton.com, 707-526-4377 or Andy Van Sciver, andy.vansciver@penton.com, 805-933-6634.

“FIRE CHIEF magazine continues to be a leader’s handbook. It keeps me in the mainstream of our trade, not on the periphery. Janet Wilmoth and the magazine staff recognize and stay engaged with the accelerating changes in our industry by offering a forum for the best contributors of our business. ... I look forward to each issue.”

— Chief Don Oliver, Wilson (N.C.) Fire/Rescue Services

WWW.FIRECHIEF.COM
 MARKET SNAPSHOT
 EVERY DEPARTMENT, EVERY LEADER
 3

LEAD GENERATION PROGRAM

Immediate. Actionable. Measurable. Accountable. At FIRE CHIEF, we know your advertising program must produce a measurable return on investment. This is where we rise above our competitors. Our goal is simple: to provide tangible response and return on investment for our advertisers.

PRINT ADVERTISING

Initiate leads and track results with your print advertisement via the URL printed with your ad and your assigned reader service number.

BENEFIT: Reach industry decision-makers directly and stimulate immediate interest in your products and services. FIRE CHIEF employs the latest lead-tracking technology, capable of measuring response to advertisers' Web sites and Reader Service Numbers.

CATEGORY LEADS FROM READER SERVICE

Receive information on potential buyers for specific product and service categories.

BENEFIT: Capture sales prospects from a qualified and targeted audience looking to buy. You build your prospect list knowing that the buying cycle often begins with a simple request for product-specific information.

CHIEF'S EXPRESS PRODUCT E-NEWSLETTER

Drive traffic to your company's Web site with Chief's Express, FIRE CHIEF's monthly product e-newsletter. Chief's Express is a free, bonus opportunity for FIRE CHIEF print advertisers.

BENEFIT: Interested prospects click on your product feature and are directed to your company's Web site. FIRE CHIEF will provide response data, including number of click-throughs, e-mail addresses of readers who have clicked through to your site and additional demographic information using FIRE CHIEF's unique database feature (optional). This data is extremely useful for prompt follow-up by your sales staff.

BUSINESS REVIEW LEAD AUDIT

FIRE CHIEF will provide advertisers with a comprehensive business review annually. This all-inclusive report will review FIRE CHIEF's performance and lead-generation results from all sources.

BENEFIT: Helps advertisers measure return on investment and creates a high level of accountability for FIRE CHIEF's performance.

BUYING-INTENTIONS TELEPHONE SURVEY

Every quarter, FIRE CHIEF conducts an original research survey of decision-making readers to ascertain their buying plans for the next six to 12 months. Leads generated by these studies are supplied to FIRE CHIEF advertisers for immediate results.

BENEFIT: FIRE CHIEF delivers prospects who are ready to buy. Positive buying responses from senior-level decision-makers give you a timely and direct edge over your competition. You receive direct contact information for your sales team within 48 hours of survey completion. Follow-up research has shown that up to 80% of decision-makers surveyed, in select categories, actually purchased the product they intended to buy. Make sure your sales representatives are the first to contact these prequalified prospects.

Receive complete information on potential buyers!



Each quarterly study includes 25 to 30 product categories. Some sample categories are:

- Aerials
- Pumpers
- SCBA
- Communications Equipment
- Rescue Equipment
- Thermal Imagers

Ask your representative how your company can be a part of this one-of-a-kind lead generation program!

JANUARY

EDITORIAL FOCUS

- 2010 Industry Forecast
- Fire/EMS Software
- Confined Space
- Apparatus Foam Systems

PRODUCT FOCUS

Decon Units & Shelters

ADVERTISER BONUS OPPORTUNITIES

- Two Ads for the Price of One
- Buying-Intentions Tele-Survey
- Chief's Express E-Newsletter

CONFERENCE DISTRIBUTION

- Fire-Rescue East

ADVERTISER DEADLINES

Reservations: 12/04/09
Materials Due: 12/11/09

FEBRUARY

EDITORIAL FOCUS

- Annual Buyers' Guide
- Decontamination
- Interior Structure Communications
- Laundry Equipment
- *In Service*: Apparatus Safety

PRODUCT FOCUS

Communications

ADVERTISER BONUS OPPORTUNITIES

- Buyers' Guide Enhancement Package
- Chief's Express E-Newsletter

CONFERENCE DISTRIBUTION

- Firehouse World
- IWCE (International Wireless Communications Expo)

ADVERTISER DEADLINES

Reservations: 1/04/10
Materials Due: 1/11/10

MARCH

EDITORIAL FOCUS

- Fireground Operations
- PASS & Accountability Systems
- Station Renovation
- Headset Communications
- Hazmat Vehicles

PRODUCT FOCUS

Station Furnishings & Appliances

ADVERTISER BONUS OPPORTUNITIES

- Ad Awareness Study
- Chief's Express E-Newsletter

CONFERENCE DISTRIBUTION

- READY!/Govsec
- Station Style Conference

ADVERTISER DEADLINES

Reservations: 2/05/10
Materials Due: 2/12/10

JULY

EDITORIAL FOCUS

- Rescue Operations
- CAFS
- High-Angle Rescue
- Ambulances

PRODUCT FOCUS

Thermal Imagers & PASS Devices

ADVERTISER BONUS OPPORTUNITIES

- FRI Exhibitor Pre-Show E-Newsletter
- FRI 1/6-page Exhibitor Showcase
- Buying-Intentions Tele-Survey
- Chief's Express E-Newsletter

CONFERENCE DISTRIBUTION

- Firehouse Expo
- APCO Communications

ADVERTISER DEADLINES

Reservations: 6/04/10
Materials Due: 6/11/10

AUGUST

EDITORIAL FOCUS

- Fire Department Management
- Stationwear Trends
- Extrication Training
- Ethanol Response
- *In Service*: Pumps, Controls & Accessories

PRODUCT FOCUS

EMS

ADVERTISER BONUS OPPORTUNITIES

- FRI Exhibitor Pre-Show E-Newsletter
- Chief's Express E-Newsletter

CONFERENCE DISTRIBUTION

- Department of Defense Conference
- Fire-Rescue International

ADVERTISER DEADLINES

Reservations: 7/02/10
Materials Due: 7/09/10

SEPTEMBER

EDITORIAL FOCUS

- Fireground Communications
- Ice Rescue
- Hazmat Response
- Training Towers
- Pumper Specification

PRODUCT FOCUS

SCBA & Compressors

ADVERTISER BONUS OPPORTUNITIES

- Chief's Express E-Newsletter

CONFERENCE DISTRIBUTION

- FAMA/FEMSA
- FDSOA Safety Forum

ADVERTISER DEADLINES

Reservations: 8/06/10
Materials Due: 8/13/10

APRIL

EDITORIAL FOCUS

- Training
- Turnout Gear
- Water Rescue
- Aerials

PRODUCT FOCUS

Personal Protective Equipment

ADVERTISER BONUS OPPORTUNITIES

- FDIC Exhibitor Pre-Show E-Newsletter
- FDIC 1/6-page Exhibitor Showcase
- Buying-Intentions Tele-Survey
- Chief's Express E-Newsletter

CONFERENCE DISTRIBUTION

- Fire Department Instructors Conference

ADVERTISER DEADLINES

Reservations: 3/05/10
Materials Due: 3/12/10

MAY

EDITORIAL FOCUS

- Volunteer Departments
- Public Education
- Fire-Based EMS
- Tankers & Tenders
- Interschutz Preview

PRODUCT FOCUS

Detectors & Analyzers

ADVERTISER BONUS OPPORTUNITIES

- 1/2-page College & University Spotlight
- Chief's Express E-Newsletter

CONFERENCE DISTRIBUTION

- Harrisburg Fire Expo
- New York State Association of Fire Chiefs

ADVERTISER DEADLINES

Reservations: 4/02/10
Materials Due: 4/09/10

JUNE

EDITORIAL FOCUS

- Disaster Management
- Thermal Imaging
- On-Scene Communications
- Regional Training Centers
- *In Service*: Command Vehicles

PRODUCT FOCUS

Rescue Tools

ADVERTISER BONUS OPPORTUNITIES

- Trade Satisfaction Study
- Chief's Express E-Newsletter

ADVERTISER DEADLINES

Reservations: 5/07/10
Materials Due: 5/14/10

OCTOBER

EDITORIAL FOCUS

- Apparatus Spotlight
- Driver Training
- Foam & Gels
- Pandemic Update
- Apparatus Decon

PRODUCT FOCUS

Pumps & Engines

ADVERTISER BONUS OPPORTUNITIES

- 1/2-page Apparatus Spotlight
- Buying-Intentions Tele-Survey
- Chief's Express E-Newsletter

CONFERENCE DISTRIBUTION

- IAFC VCOS Symposium in the Sun
- IAWF Fire Behaviors and Fuels Conference

ADVERTISER DEADLINES

Reservations: 9/03/10
Materials Due: 9/10/10

NOVEMBER

EDITORIAL FOCUS

- *Station Style* Design Awards
- Training Simulators
- Station Furniture
- Rescue Vehicles

PRODUCT FOCUS

Nozzles, Monitors & Hoses

ADVERTISER BONUS OPPORTUNITIES

- 1/2-page Fire Station Spotlight
- Chief's Express E-Newsletter

ADVERTISER DEADLINES

Reservations: 10/01/10
Materials Due: 10/08/10

DECEMBER

EDITORIAL FOCUS

- Hazmat Response
- Technical Rescue
- SCBA Update
- 911 Emergency Communications
- *In Service*: Apparatus in 2011

PRODUCT FOCUS

Scene Lighting & Generators

ADVERTISER BONUS OPPORTUNITIES

- Chief's Express E-Newsletter

CONFERENCE DISTRIBUTION

- FDSOA Apparatus Symposium

ADVERTISER DEADLINES

Reservations: 11/5/10
Materials Due: 11/12/10

CROSS-PLATFORM REACH

WILDFIRE.

As the official publication of the International Association of Wildland Fire, *Wildfire* magazine reaches more than 8,000 wildland-fire leadership professionals, including the managers, supervisors and decision-makers who purchase equipment, supplies and devices. Our readership also includes private-sector professionals, consultants, contractors and other service providers.

INSERVICE

In Service is a quarterly section that runs in FIRE CHIEF magazine and provides additional information on fleet management, apparatus specification and maintenance. The supplement serves supervisors, emergency vehicle technicians, maintenance officers, chief mechanics and independent contractors, in addition to chiefs and officers. It keeps readers abreast of new trends and changes to emergency apparatus.

PEELBACK ADS/FRONT COVER SPONSOR



Peelback ads are an exclusive, high-visibility advertising opportunity. Appearing on the bottom right corner of the front cover, your brand message will immediately and be seen repeatedly by over 50,000* FIRE CHIEF subscribers. Sold on a first-come, first-serve basis.

RATE: \$4,000 with purchase of a full-page print ad

LIST RENTAL

Target potential buyers of products and services in your market. Postal addresses are available to rent from our qualified subscriber lists, trade show attendees and book buyers.

ARTICLE REPRINTS

When your company, its products or people receive editorial coverage, spread the good news. Custom article reprints are high-quality reproductions of the original article reformatted to meet your special needs. You can add your company's logo, an advertisement, or brief marketing copy to create a one-of-a-kind paper or electronic promotional piece that will impress your clients and prospects.

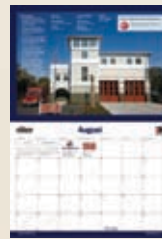
STATION STYLE

A new fire and emergency service facility is a major investment. FIRE CHIEF responds to this challenge with *Station Style*.



■ *Station Style's* annual coverage features articles covering needs assessment, architecture and construction.

■ *Station Style's* Design Award Program recognizes leading designs in fire stations across North America and is a design resource for fire chiefs and government officials.



■ *Station Style's* annual calendar is a year-long focus on public-safety facilities. Each month one department is featured on the high-quality, full-size wall calendar. The calendar is mailed with every December issue of FIRE CHIEF.

■ *Station Style Online* monthly electronic e-newsletter highlights trends, news and tips from experienced professionals in station design.



■ *Station Style's* Conference provides education on current trends and specific topics relating to public-safety facilities. The 2010 Station Style Conference will be held April 10-13, 2010, at the Sheraton Overland Park/Convention Center in Overland Park, Kan. The *Station Style* Conference offers a limited number of sponsorship opportunities and exhibitor tables. For more information, contact Editorial Director Janet Wilmoth at 312-840-8410 or janet@firechief.com.



“Thank you for hosting such a great conference. The value of the information I came back with has become even more apparent the more I go through my notes from the conference. I have also spoken with several of my mentor fire chiefs and they all thought that I came away with some really good content, so thank you. I plan on attending next year’s conference as well – I can’t imagine not attending now.”

– Bob Borson AIA, LEED AP, Associate Principal, Bernbaum Magadini Architects

WEB SITE ADVERTISING



FIRECHIEF.COM

Includes home page and ROS except for contracted Category Sponsorships

- **Leaderboard Banner** 728x90, **\$65 net cpm**
- **Boombox Banner** 336x280, **\$75 net cpm**
- **Tower** 120x240, **\$50 net cpm**
- **Above-Fold Square** 125x125, **\$40 net cpm**

FIRECHIEF.COM CATEGORY SPONSORSHIPS

Category landing pages quickly connect our readers with critical and timely news, commentary, research, and metrics on specific fire service topics. You can be the sole owner of all of the advertising real estate on a category page(s), exclusively positioning your brand alongside specific, relevant content.

Category Topics:

- EMS
- Leadership (Subcategories: Incident Command, Management & Administration, and Public Education)
- Rescue
- Health & Safety (Subcategory: Fitness)
- Hazmat (Subcategory: Disaster Management)
- Training (Subcategory: Apparel)
- Technology (Subcategories: Computers & Software and Communications)
- Apparatus
- Station Design
- Suppression (Subcategories: Tactics and Foam)

Ad Units include:

- **Leaderboard Banner** 728x90
- **Boombox Banner** 336x280
- **Square Banner** 125x125
- Rate: \$1,650 per month** (per category)

To reach fire chiefs and officers online, you need the source they use every day, FIRECHIEF.COM. Our robust suite of online offerings positions your brand, shortens sales cycles, measures results and drives ROI. Complement your print advertising program with FIRE CHIEF's versatile online products for a powerful, integrated marketing mix.

INTROSTITIAL

The Ultimate Exposure! The sponsor's "introductory" message appears as a welcome screen when a visitor enters the site. The flash, HTML or static image runs for approximately 7-10 seconds before redirecting to FireChief.com. Because of their size and prominence, introstitials typically generate very high response rates. To avoid burnout, each visitor sees the ad only once per day. 640w x 480h pixels

- Reserved on a weekly basis: Monday through Sunday; 100% exclusive
- **\$2,000 net/week** (10,000 weekly impressions estimated; no guarantee)

PEEL-BACK WEB ADS

Peel-back/dog-ear ads reveal a glimpse of your ad in the corner of the Web page. The rich media creative resides in the upper right corner of the site and "peels back" to reveal a secondary ad. Animated peel-back ads stimulate viewers to interact and explore, and they complement other ad formats for broader impact and awareness. Client must work with rich-media company like Pointroll, Eyeblaster or Visual Steel to develop and supply creative. **Note - Client pays rich-media fees.**

- Reserved on a weekly basis: Monday through Sunday; Exclusive
- **\$1,850 net/week** (23,000 weekly impressions estimated; no guarantee)

PODCASTS

Sponsor one of our existing podcasts or we'll work together to create a customized topic. We'll implement an aggressive marketing campaign for a seamless, powerful sales and marketing solution.

- 336x280 boombox Web ad displayed on player page
- 30-second commercial plug at beginning of podcast
- Dedicated e-mail blast to FIRE CHIEF subscriber opt-in e-mail list
- **Cost: \$4,500**



E-MAIL MARKETING

COMMAND POST NEWSLETTER

Weekly newsletter delivered to 20,000+ opt-in subscribers

- **Premier Top Position** (below Table of Contents) 468x60 banner with text, headline and URL: **\$1,155 net /month** (includes 4 issues)
- **Preferred Positions** (multiple placements throughout the body of the newsletter) 468x60 banner with text, headline and URL: **\$860 net /month** (includes 4 issues)
- **Chief's Choice Position** (placement within Janet's Notebook) 300x250 boombox ad: **\$2,220 net/month** (includes 4 issues)
- **Tower Banner Positions** (placement in the left column) 120x240 banner with text, headline and URL: **\$1,255 net /month** (includes 4 issues)

IN SERVICE ONLINE NEWSLETTER

Monthly newsletter delivered to 15,000+ opt-in subscribers who respond to the needs of apparatus decision-makers, emergency vehicle supervisors and technicians.

- **Premier Top Position** (below Table of Contents) 468x60 banner with text, headline and URL: **\$525 net** (One issue)
- **Preferred Positions** (multiple placements throughout the body of the newsletter) 468x60 banner with text, headline and URL: **\$365 net** (One issue)

STATION STYLE ONLINE NEWSLETTER

Monthly newsletter delivered to 25,000 opt-in subscribers and is dedicated to helping public-safety professionals navigate the station design process from start to finish.

- **Premier Top Position** (below Table of Contents) 468x60 banner with text, headline and URL: **\$1,145 net** (One issue)
- **Boombox Position** (placement within lead editorial) 300x250 boombox ad: **\$1,395 net** (One issue)
- **Preferred Positions** (multiple placements throughout the body of the newsletter) 468x60 banner with text, headline and URL: **\$970 net** (One issue)

CHIEF'S EXPRESS PRODUCT NEWSLETTER

On the first Monday of each month, FIRE CHIEF sends out a product-oriented e-mail blast to 21,000+ opt-in subscribers.

- 40-50 words of descriptive copy, brief headline, product photo, URL link to your Web site
- Cost: Value-added to current month FIRE CHIEF print advertiser; **\$500 net** to non-month advertiser

COMMAND POST EXTRA EDITORIAL NEWSLETTER

Sponsor an editorially driven newsletter on an agreed upon topic that will be written by FIRE CHIEF's editorial staff. Delivered to 30,000+ highly targeted subscribers.

- Cost: **\$4,250 net** per newsletter

CUSTOM ADVERTORIAL E-MAIL BLAST

An advertorial e-mail created exclusively for you. May include product releases and/or case studies. All content is provided by the sponsor and sent to 20,000+ targeted opt-in subscribers.

- Cost: **\$4,000 net** per newsletter

CUSTOM POSTCARDS

Your 600x400 e-postcard can be used to generate leads, kick-off a product launch, make a special offer, raise brand awareness, or drive traffic to your Web site. Delivered to 20,000+ targeted newsletter subscribers.

- Cost: **\$4,000 net** per postcard

WILDFIRE EXPRESS PRODUCT NEWSLETTER

On the 10th of every other month, FIRE CHIEF magazine sends out a product-oriented e-mail blast to 20,000+ FIRE CHIEF opt-in subscribers.

- 40-50 words of descriptive copy, brief headline, product photo, URL link to your website
- Cost: Value-add to current month Wildfire Express print advertiser; **\$500 net** to non-month advertiser



Command Post



Chief's Express



Wildfire Express

ONLINE LEAD GENERATION

WEBINARS

One-hour sponsored online event that allows participants to interact real-time with key industry leaders. A live Web broadcast with streaming audio provides the opportunity to discuss new solutions, best practices and actual case studies with a targeted audience.

FIRE CHIEF will provide:

- Complete production crew
- Leading industry expert to moderate the session
- Real-time polling and Q&A
- Attendee registration, monitoring and reporting. Leads delivered to your Inbox.
- Event archiving and online posting on FireChief.com for on-demand viewing
- Aggressive marketing campaign
- Cost: **\$10,000-15,000 net**

WHITE PAPER

White paper programs create return on investment by generating qualified leads and providing branding in front of your current and prospective customers. FIRE CHIEF's program includes:

- A white paper landing page on FireChief.com that includes an executive summary; 200 words of text, linking URL
- A short registration form that captures contact information, as well as three custom questions of your choice to help you qualify prospects
- An active marketing campaign that includes:
 - Run of site promotion on www.firechief.com (1 month)
 - One e-mail blast to FIRE CHIEF's 20,000 opt-in subscribers: 200 words of text, linking URL, company logo, applicable banner creative (ex: 468x60, 120x600)
 - All leads collected from the registration page
- Cost: **\$6,000 net** includes registration page; **\$4,000 net** without registration page

DIGITAL EDITION

With FIRE CHIEF's digital edition, your ads come to life! Every print ad will automatically appear in the digital edition but there are also many ways to enhance your ad with multimedia.

DIGITAL ADS HAVE MANY UNIQUE FEATURES:

- All ads are interactive with hotlinks to your Web site
- You can add audio, video or flash to any of your digital ads
- Pop-up blockers do not interfere with digital ads
- Readers can download onto their iPhones & view digital ad videos on the go.

- **Blow-In Ad:** Appears as an overlay on the front cover or on any page within the digital edition
630x473
Cost: **\$1,500**
- **Belly Band Ad:** A wide and narrow overlay appearing on the front cover
900x350
Cost: **\$1,500**
- **Video** (and multimedia replacement files): Can be placed on any page within the digital edition Flash Format video plays immediately upon viewing with no option to play on demand
Cost: **\$900**
- **Banner Ad:** Ad appears in Penton web viewer above the digital edition
728x90
Cost: **\$900**
- **Navigation Bar Sponsorship:** Advertiser logo with underlying URL link appears in navigation bar within the digital edition
130x45
Cost: **\$900**



FIRE CHIEF subscribers choose FireChief.com as the most valuable industry publication Web site.

Source: FIRE CHIEF Reader Profile Study 2009





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