

# FIRE CHIEF 2012 MEDIA PLANNER

A PREMIER  
MEDIA PARTNER



MONTH/ ADVERTISER DEADLINES	EDITORIAL FOCUS	IN SERVICE EQUIPMENT REVIEW	PRODUCT FOCUS	PODCAST	ADVERTISER BONUS OPPORTUNITIES	BONUS DISTRIBUTION	QUARTERLY WEBINARS
<b>JAN</b> Reservations: 12/13/11 Materials Due: 12/20/11	<ul style="list-style-type: none"> <li>Fire Dept Software</li> <li>Confined Space</li> <li>CBRN</li> </ul>	<ul style="list-style-type: none"> <li>Apparatus Foam Systems</li> <li>Compartments - Doors, Shelving and Lighting</li> </ul>	<ul style="list-style-type: none"> <li>Decon Units &amp; Shelters</li> </ul>	<ul style="list-style-type: none"> <li>Billing for Services</li> </ul>	<ul style="list-style-type: none"> <li>Two Ads for the Price of One</li> <li>Buying-Intentions Survey</li> <li>Chief's Express E-Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>New Chief Leadership Symposium</li> </ul>	Fire Station: The Design Build Concept
<b>FEB</b> Reservations: 1/21/12 Materials Due: 1/28/12	<ul style="list-style-type: none"> <li>Annual Buyers Guide</li> <li>Decontamination</li> <li>Communications</li> <li>Turn Out Gear</li> </ul>	<ul style="list-style-type: none"> <li>Apparatus Technology</li> <li>Scene Lighting</li> </ul>	<ul style="list-style-type: none"> <li>Communications Equipment</li> </ul>	<ul style="list-style-type: none"> <li>Rescue Technology Innovations</li> </ul>	<ul style="list-style-type: none"> <li>Buyers Guide Enhancement Package</li> <li>Chief's Express E-Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>IWCE Feb 22-23</li> <li>Executive Edge</li> </ul>	
<b>SUPPLEMENT: FOCUS ON FOAM</b>							
<b>MAR</b> Reservations: 2/18/12 Materials Due: 2/25/12	<ul style="list-style-type: none"> <li>Training Facilities</li> <li>Laundry Equipment</li> <li>Water Rescue</li> </ul>	<ul style="list-style-type: none"> <li>Pumper/Engine</li> <li>Apparatus and Wildland Pumps</li> </ul>	<ul style="list-style-type: none"> <li>Station Furnishing &amp; Appliances</li> </ul>	<ul style="list-style-type: none"> <li>Wildland Urban Interface</li> </ul>	<ul style="list-style-type: none"> <li>Ad Awareness Study</li> <li>Buying Intention Tele-Survey</li> <li>Chief's Express E-Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>Station Style Conference April 29-May 1</li> <li>Wildland Urban Interface</li> </ul>	Grant Writing
<b>APR</b> Reservations: 3/22/12 Materials Due: 3/29/12	<ul style="list-style-type: none"> <li>Building Ventilation</li> <li>PASS &amp; Accountability Solutions</li> <li>Headset Communications</li> </ul>	<ul style="list-style-type: none"> <li>Fire/Rescue Boats</li> <li>Aerial and Ground Ladders</li> </ul>	<ul style="list-style-type: none"> <li>Personal Protective Equipment</li> </ul>	<ul style="list-style-type: none"> <li>Detectors &amp; Analyzers</li> </ul>	<ul style="list-style-type: none"> <li>On the Road for FDIC E-newsletter</li> <li>1/6-page Exhibitor Showcase</li> <li>Chief's Express E-Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>FDIC April 19-21</li> <li>Fire Rescue Med</li> </ul>	
<b>MAY</b> Reservations: 4/20/12 Materials Due: 4/27/12	<ul style="list-style-type: none"> <li>Firefighter Rehab</li> <li>RIT/RIC Solutions</li> <li>Fire Service Software</li> </ul>	<ul style="list-style-type: none"> <li>Quints</li> <li>Water Supply Equipment</li> </ul>	<ul style="list-style-type: none"> <li>Detectors and Analyzers</li> </ul>	<ul style="list-style-type: none"> <li>Driver Training and Monitoring</li> </ul>	<ul style="list-style-type: none"> <li>Chief's Express E-Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>Harrisburg Fire Expo May 18-20</li> </ul>	
<b>JUN</b> Reservations: 5/20/12 Materials Due: 5/27/12	<ul style="list-style-type: none"> <li>Stabilization and Extrication</li> <li>CAFS</li> <li>High Angle Rescue</li> </ul>	<ul style="list-style-type: none"> <li>Pumps, Controls &amp; Accessories</li> <li>Power: Alternators &amp; Generators</li> </ul>	<ul style="list-style-type: none"> <li>Thermal Imagers &amp; PASS Devices</li> </ul>	<ul style="list-style-type: none"> <li>FRI Preview</li> </ul>	<ul style="list-style-type: none"> <li>On the Road to FRI E-Newsletter</li> <li>FRI 1/6-page Exhibitor Showcase</li> <li>Buying-Intentions Tele-Survey</li> <li>Chief's Express E-Newsletter</li> </ul>		

EVERY MONTH

CHIEF'S CLIPBOARD

VOLUNTEER VOICE

LEGAL MATTERS

TRAINING PERSPECTIVES

EMS VIEWPOINTS

# FIRE CHIEF 2012 MEDIA PLANNER (CONTINUED)



MONTH/ CLOSE DATE	EDITORIAL FOCUS	IN SERVICE EQUIPMENT REVIEW	PRODUCT FOCUS	PODCAST	ADVERTISER BONUS OPPORTUNITIES	BONUS DISTRIBUTION	QUARTERLY WEBINARS
<b>JUL</b> Reservations: 6/17/12 Materials Due: 6/24/12	<ul style="list-style-type: none"> <li>Fire Based EMS</li> <li>Extrication Training</li> <li>Station Design</li> </ul>	<ul style="list-style-type: none"> <li>Command Vehicles</li> <li>Ruggedized Computers &amp; In-Vehicle Systems</li> </ul>	<ul style="list-style-type: none"> <li>Accountability Systems</li> </ul>	<ul style="list-style-type: none"> <li>FRI Preview</li> </ul>	<ul style="list-style-type: none"> <li>On the Road to FRI E-Newsletter</li> <li>Chief's Express E-Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>Fire Rescue International July 31 thru August 4</li> <li>APCO Communications</li> </ul>	Apparatus Innovation
SUPPLEMENT: <b>CPSE</b>							
<b>AUG</b> Reservations: 7/21/12 Materials Due: 7/28/12	<ul style="list-style-type: none"> <li>Large Scale Disasters</li> <li>Thermal Imaging</li> <li>On-Scene Communications</li> </ul>	<ul style="list-style-type: none"> <li>Water Tankers/Tenders</li> <li>Bailout Systems</li> </ul>	<ul style="list-style-type: none"> <li>Stabilization and Extrication</li> </ul>	<ul style="list-style-type: none"> <li>Fire Station Flooring</li> </ul>	<ul style="list-style-type: none"> <li>Trade Satisfaction Survey</li> <li>Chief's Express E-Newsletter</li> </ul>		
<b>SEP</b> Reservations: 8/18/12 Materials Due: 8/25/12	<ul style="list-style-type: none"> <li>Communications and Accountability</li> <li>Ice Rescue</li> <li>Hazmat Detectors and Analyzers</li> <li>Training Towers &amp; Facilities</li> </ul>	<ul style="list-style-type: none"> <li>Aerials</li> <li>Lights &amp; Sirens</li> </ul>	<ul style="list-style-type: none"> <li>SCBA &amp; Compressors</li> </ul>	<ul style="list-style-type: none"> <li>Ventilation</li> </ul>	<ul style="list-style-type: none"> <li>Chief's Express E-Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>FAMA/FEMSA</li> </ul>	
<b>OCT</b> Reservations: 9/20/12 Materials Due: 9/27/12	<ul style="list-style-type: none"> <li>Apparatus issue</li> <li>Driver Training and Simulators</li> <li>Foams &amp; Gels for Structure Protection</li> </ul>	<ul style="list-style-type: none"> <li>Wildland Apparatus</li> <li>Exhaust Systems</li> </ul>	<ul style="list-style-type: none"> <li>Pumps &amp; Engines</li> </ul>	<ul style="list-style-type: none"> <li>Accountability</li> </ul>	<ul style="list-style-type: none"> <li>1/2-page Apparatus Showcase</li> <li>Buying-Intentions Tele-Survey</li> <li>Chief's Express E-Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>IAFC: VCOS Symposium in the Sun November 8-11, 2012</li> </ul>	Using Foam Effectively
<b>NOV</b> Reservations: 10/21/12 Materials Due: 10/28/12	<ul style="list-style-type: none"> <li>Station Style Design Awards</li> <li>Turnout Gear</li> <li>Station Furniture &amp; Appliances</li> </ul>	<ul style="list-style-type: none"> <li>Rescue Engines and Heavy Rescue Vehicles</li> <li>Flashlights</li> </ul>	<ul style="list-style-type: none"> <li>Nozzles, Monitors and Hoses</li> </ul>	<ul style="list-style-type: none"> <li>Innovations in Thermal Imaging</li> </ul>	<ul style="list-style-type: none"> <li>1/2-page Fire Station Spotlight</li> <li>Chief's Express E-Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>Station Style 2013 Spring 2013</li> </ul>	
<b>DEC</b> Reservations: 11/15/12 Materials Due: 11/22/12	<ul style="list-style-type: none"> <li>Hazmat Clothing &amp; Gear</li> <li>SCBA</li> <li>Dispatch &amp; CAD Solutions</li> </ul>	<ul style="list-style-type: none"> <li>ARFF</li> <li>Cab Safety Equipment</li> </ul>	<ul style="list-style-type: none"> <li>Scene Lighting, Towers and Generators</li> </ul>	<ul style="list-style-type: none"> <li>Laundry &amp; Turnout Care</li> </ul>	<ul style="list-style-type: none"> <li>Chief's Express E-Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>FDSOA Apparatus Symposium</li> </ul>	