



Firewatch! Magazine Classified Ad Placement Request Form

Company: _____

Advertiser/Agency has read and agrees to terms and conditions as listed on page 2 of this form.

Authorization: _____
SIGN HERE

Name: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Today's date: _____

*****Pre-payment is required for all ads.*****

*****Please DON'T use ALL CAPS.*****

Ad rates: NAFED member—\$35 for up to 40 words (.75 per additional word), per issue of *Firewatch!*
Photo—add \$35.

Non-member—\$45 for up to 40 words (1.00 per additional word),
per issue of *Firewatch!*
Photo—add \$45.

(Photos: Please provide photo to scan or hi-resolution JPG or TIF file. May be black & white or 4-color. Will appear no larger than 1.25 in. x 1.25 in., may appear smaller.)

**Please submit this form
along with TYPED ad copy
(you may email the copy to
tamaram@nafed.org).**

Please complete the following:

(contact NAFED with pricing questions)

I want to run a classified ad in the next issue of *Firewatch!*. (Please submit new form for each insertion.)

Total number of words in ad: _____

Photo included? _____

Total charge: \$ _____

Pre-Payment Required (please fill out this section)

- CHECK ENCLOSED AMEX
- VISA MASTERCARD

ACCOUNT NUMBER _____

SIGNATURE _____

NAME ON CARD _____

EXPIRATION DATE _____

*****DEADLINES*****

Ads received by the first Friday in January, April, July, and October will appear in the March, June, September, and December issues, respectively. Exceptions may be possible—please contact the editor.

Please FAX or MAIL to:

NAFED
122 S. Michigan Ave., Ste. 1040
Chicago, IL 60603
Tel (312) 461-9600
Fax (312) 461-0777
www.nafed.org

NAFED disclaims any and all responsibility for the accuracy and technical representations contained in any classified ad appearing in this section. Additionally, NAFED does not endorse, guarantee, or warrant any of the products and services or the safety of any such products and services bought or sold through ads placed in this section.

TERMS AND CONDITIONS

- Pre-payment is required.
- 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.
- The publisher does not guarantee any given level of readership for an advertisement.
- Agreements, conditions, rates, rules, and/or regulations not set forth or described here or in current rate card will not be binding.
- The advertiser or advertising agency (if any) assumes liability for all content 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. Agencies must submit a classified ad placement request 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 the 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.