

Firewatch!

HEAT UP YOUR SALES!

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



2019 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. 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 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

2019 *Firewatch!* Ad Deadlines

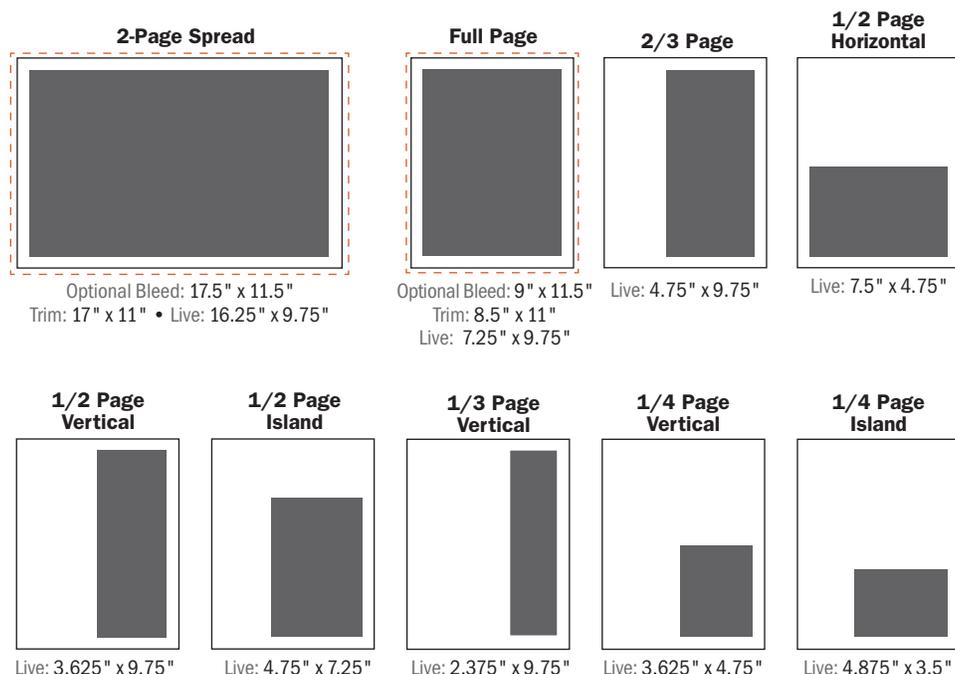
Issue	Contracts Due	Artwork Due	Projected Mail Date
March 2019 Vol 56 No 1	» January 18	» January 25	» February 25
June 2019 Vol 56 No 2	» April 19	» April 26	» May 28
September 2019 Vol 56 No 3	» July 19	» July 26	» August 26
December 2019 Vol 56 No 4	» October 18	» October 25	» November 25

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	\$ 1,425	\$ 1,350
Full Page	\$ 750	\$ 700
2/3 Page	\$ 650	\$ 625
1/2 Page	\$ 550	\$ 525
1/3 Page	\$ 525	\$ 500
1/4 Page	\$ 400	\$ 375

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 \$80. Outside back cover and center spread are an additional \$90.

***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.