Set your sales on fire by advertising in Firewatch!
WHY ADVERTISE IN FIREWATCH?

1. NAFED is the only association that specifically serves the fire equipment distribution industry. Firewatch! 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 Firewatch! goes directly into the hands of individuals with the power to buy your products and install them in the field.

3. By connecting with our association members, you connect with dedicated professionals who lead the premier companies in the fire equipment distribution industry.

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% Related trade associations and publications
- 2% Affiliated individuals, schools, code consultants, and insurance groups

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

2020 Firewatch! Ad Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Contracts Due</th>
<th>Artwork Due</th>
<th>Projected Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2020</td>
<td>January 17</td>
<td>January 24</td>
<td>February 24</td>
</tr>
<tr>
<td>Vol 57 No 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 2020</td>
<td>April 17</td>
<td>April 24</td>
<td>May 26</td>
</tr>
<tr>
<td>Vol 57 No 2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>September 2020</td>
<td>July 17</td>
<td>July 24</td>
<td>August 24</td>
</tr>
<tr>
<td>Vol 57 No 3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>December 2020</td>
<td>October 16</td>
<td>October 23</td>
<td>November 23</td>
</tr>
<tr>
<td>Vol 57 No 4</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

Reserve space today!
Display Advertising Opportunities

**Firewatch! Ad Dimensions**

<table>
<thead>
<tr>
<th>Size</th>
<th>Single issue rate</th>
<th>4-issue rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>$1,450</td>
<td>$1,395</td>
</tr>
<tr>
<td>Full Page</td>
<td>$800</td>
<td>$750</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$575</td>
<td>$550</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>$550</td>
<td>$525</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>$425</td>
<td>$400</td>
</tr>
</tbody>
</table>

**2020 Rates**

*All rates are for black and white.*

**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 mode. Ads with Pantone/spot/specialty colors will NOT be accepted.

**Special Positions.** All special positions are fulfilled on 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.

**Full-Year Discount.** Advertisers who commit to four consecutive issues receive a significant discount through the 4-issue rate.

For more information, contact the ad manager at (312) 461-9600.

**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 email 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 using reliable design software. 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. Two-page and full-page ads that are not built with a bleed will be adjusted per the discretion of the ad manager to allow for trim.
Terms of payment: Upon receipt of invoice.

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 4-issue rate but later cancel their contract by the upcoming contract deadline will be charged the difference between the single and 4issue 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.

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 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.

For more information, contact the ad manager at (312) 461-9600.
Please reserve space for:  □ member  □ non-member

Company Name: ____________________________________________
Contact: __________________________________________________
Address: __________________________________________________
City, State, Zip: ____________________________________________
Phone: ____________________________________________________
Fax: _______________________________________________________
E-mail: ___________________________________________________

Billing address/contact (if different from left)

Company Name: ____________________________________________
Contact: __________________________________________________
Address: __________________________________________________
City, State, Zip: ____________________________________________
Phone: ____________________________________________________
Fax: _______________________________________________________
E-mail: ___________________________________________________

Select size and rate:

<table>
<thead>
<tr>
<th>Size and Rate</th>
<th>1-3 Issue Rate</th>
<th>4 Issue Rate</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page spread</td>
<td>$1450</td>
<td>$1395</td>
<td></td>
</tr>
<tr>
<td>Full-page</td>
<td>$800</td>
<td>$750</td>
<td></td>
</tr>
<tr>
<td>2/3-page vertical</td>
<td>$700</td>
<td>$675</td>
<td></td>
</tr>
<tr>
<td>1/2-page island</td>
<td>$570</td>
<td>$550</td>
<td></td>
</tr>
<tr>
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<td>$550</td>
<td>$525</td>
<td></td>
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<td>$425</td>
<td>$400</td>
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Rate Per Ad: $____

PLEASE CALCULATE PER ISSUE RATE FIRST. THIS IS THE AMOUNT YOU WILL BE INVOICED.

Please check issue(s) of insertion:

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<td>Oct 16</td>
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Color Fee: Add $395 + $ per ad

Special Position Fee (please check for availability):

□ Inside Front Cover ($80)
□ Inside Back Cover ($80)
□ Outside Back Cover ($90)
□ Center Spread ($90) + $ per ad

SUBTOTAL = $

10% Member Discount (Members only) x .90

TOTAL PER ISSUE = $

Number of insertions x _______

GRAND TOTAL = $

For a checking copy, include recipient’s company, name, and address:

____________________________________________________________________________________

I have read and agree to the Firewatch! rates, terms, and conditions.

________________________________________________________

Signed

________________________________________________________

Title

________________________________________________________

Date

Send to: NAFED

Attn: Editor

180 N. Wabash Ave., Ste. 401
Chicago, IL 60601
Tel (312) 461-9600, Fax (312) 461-0777

tamaram@nafed.org

For more information, please contact the editor at (312) 461-9600 or tamaram@nafed.org.