

2021 MEDIA KIT



Firewatch

The Definitive Source for Fire Equipment Distributors



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.

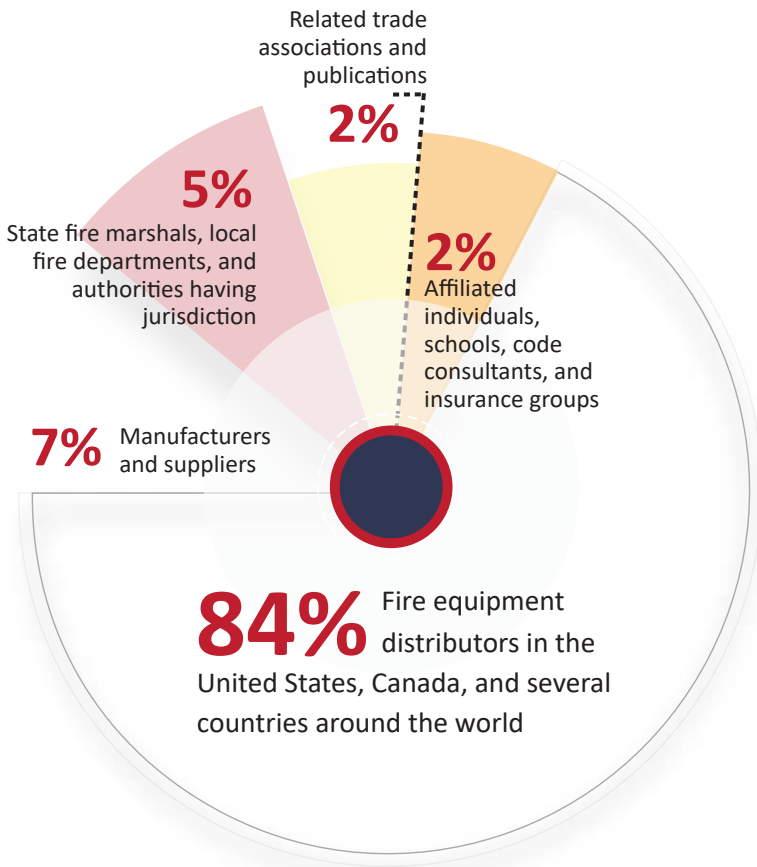
2. Four out of five of our readers are the decision makers at their companies. This means *Firewatch* goes directly into the hands of individuals with the power to buy your products and install them in the field.

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

Our 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



2021 Firewatch Ad Deadlines

Issue	Contracts Due	Artwork Due	Projected Mail Date
March 2021 Vol 58 No 1	January 15	January 22	February 22
June 2021 Vol 58 No 2	April 16	April 23	May 24
September 2021 Vol 58 No 3	July 16	July 23	August 23
December 2021 Vol 58 No 4	October 15	October 22	November 22

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

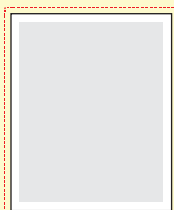
Firewatch Ad Dimensions

2-Page Spread



Optional bleed 17.5" x 11.5"
Trim 17" x 11" • Live 16.25" x 9.75"

Full Page



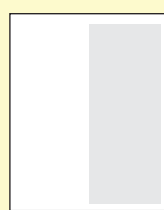
Optional bleed 9" x 11.5"
Trim 8.5" x 11"
Live 7.25" x 9.75"

1/2 Page Horizontal



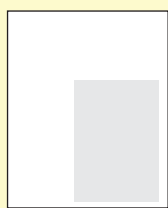
Live 7.5" x 4.75"

1/2 Page Vertical



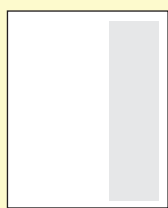
Live 3.625" x 9.75"

1/2 Page Island



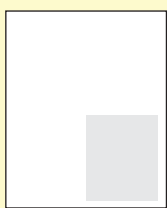
Live 4.75" x 7.25"

1/3 Page Vertical



Live 2.375" x 9.75"

1/4 Page Vertical



Live 3.625" x 4.75"

1/4 Page Island



Live 4.875" x 3.5"

2021 Rates

All rates are for black and white.

Size	Single issue rate	4-issue rate
2-Page Spread	\$ 1,450	\$ 1,395
Full Page	\$ 800	\$ 750
1/2 Page	\$ 575	\$ 550
1/3 Page	\$ 550	\$ 525
1/4 Page	\$ 425	\$ 400

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

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.

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

***Firewatch* Advertising Terms and Conditions**

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.



Firewatch! Magazine

2021 Display Advertising Insertion Order

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:	1-3 Issue Rate	4 Issue Rate	Price
<input type="checkbox"/> 2-page spread (17 x 11)	<input type="checkbox"/> \$1450	<input type="checkbox"/> \$1395	Rate Per Ad: \$
<input type="checkbox"/> Full-page (8.5 x 11)	<input type="checkbox"/> \$800	<input type="checkbox"/> \$750	
<input type="checkbox"/> 2/3-page vertical (4.75 x 9.75)	<input type="checkbox"/> \$700	<input type="checkbox"/> \$675	
1/2-page <input type="checkbox"/> island (4.75x7.25) <input type="checkbox"/> horizontal (7.5x4.75) <input type="checkbox"/> vertical (3.625x9.75)	<input type="checkbox"/> \$570	<input type="checkbox"/> \$550	
<input type="checkbox"/> 1/3-page vertical (2.375 x 9.75)	<input type="checkbox"/> \$550	<input type="checkbox"/> \$525	
1/4-page <input type="checkbox"/> vertical (3.625x4.875) <input type="checkbox"/> island (4.875x3.5)	<input type="checkbox"/> \$425	<input type="checkbox"/> \$400	

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

Please check issue(s) of insertion:			Color Fee: Add \$395	+ \$	per ad
	Contract Due	Artwork Due	Special Position Fee (please check for availability): <input type="checkbox"/> Inside Front Cover (\$80) <input type="checkbox"/> Inside Back Cover (\$80) <input type="checkbox"/> Outside Back Cover (\$90) <input type="checkbox"/> Center Spread (\$90)	+ \$	per ad
<input type="checkbox"/> March 2021	Jan 15	Jan 22	SUBTOTAL	= \$	
<input type="checkbox"/> June 2021	Apr 16	Apr 23	10% Member Discount	(Members only) x .90	
<input type="checkbox"/> September 2021	July 16	July 23	TOTAL PER ISSUE	= \$	
<input type="checkbox"/> December 2021	Oct 15	Oct 22	Number of insertions	x _____	
			GRAND TOTAL	= \$	

For an additional checking copy, include recipient's company, name, and address:

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

please print or type name of person authorizing insertion

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