



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: _____

RATES

NAFED member: \$35 for up to 40 words (.75 per additional word)
Photo—add \$35.

Non-member: \$45 for up to 40 words (1.00 per additional word)
Photo—add \$45.

Photos: Please provide photo to scan or hi-resolution JPEG file. May be black & white or 4-color.

I want to run a classified ad on the NAFED website and one issue of Firewatch. (Please submit new form for each insertion.)

Total number of words in ad: _____

Photo included? _____

Total charge: \$_____

Please Note:

Classified ads will be posted to NAFED's website within one week of reception of this placement form. The ad will run for three months after initial posting date.

The ad will appear in the most current upcoming issue of Firewatch!, unless item has sold before the print date.

Please submit typed ad copy to ensure clarity.

Please DON'T use ALL CAPS. We will not publish your ad in this format.

Contact NAFED with pricing questions.

Help wanted ads are not accepted at this time.

Pre-Payment Required (please fill out this section)

CHECK ENCLOSED
(payable to NAFED)

AMEX

VISA

MASTERCARD

ACCOUNT NUMBER _____

NAME ON CARD _____

EXPIRATION DATE _____

SIGNATURE _____

MAIL: NAFED, 180 N. Wabash Ave., Ste. 401, Chicago, IL 60601

FAX: (312) 461-0777

EMAIL: tamaram@nafed.org

CALL WITH QUESTIONS: (312) 461-9600

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.
- 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.