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Illinois Association of Fire Protection Districts

MEMO

To: Fire Call Advertiser / IAFFPD Associate Members
From: IAFFPD Publications Committee
Date: November 17, 2009
Re: 2010 Advertising for The Fire Call

As a company currently advertising in The Fire Call, you have the first opportunity to secure your placement in the 2010 issues. If your company commits to all four issues and submits a contract with payment for all four issues **by December 18**, a 10% discount may be deducted from the total advertising fee. This discount amounts to \$164.00 in savings for full-page color ads.

The IAFFPD is very proud of the positive feedback we continue to receive from our membership about The Fire Call. The Publication Committee strives to publish informative articles and monthly columns to benefit fire districts, and your company's product and/or services factor into accomplishing our quality objective.

The Fire Call distribution includes all members of the Board of Trustees, their attorneys, fire chiefs, and fire commissioners from 660 fire protection districts in Illinois, a total distribution of 3,450 fire service officials. The magazine follows a set of high quality print standards and design specifications structured to make your company look its very best. Please direct any questions or concerns regarding specification requirements to our graphic designer, Tamiko Kinkade (217-585-9065 or email tk@tkcpsolutions.com).

The enclosed contract must be completed and returned to the IAFFPD office (via fax, email or US Mail) prior to the respective deadlines to secure your company's submission order. Please keep in mind that advertising space is limited and will be accepted in the order received.

Advertising is open to all fire service organizations; however, priority placement is awarded to Associate Members. Your 2010 Associate Membership can be renewed along with your advertising commitment by updating and returning the Associate Membership renewal form with your \$200 dues payment.

Should you have any questions please feel free to contact Samantha Thomas at 800-524-6620. We look forward to hearing back from you by December 18.



The Fire Call

2010 Advertising Rates, Terms & Agreement

The Fire Call is the full-color quarterly publication of the IAFPD and averages 54-60 pages per issue. Its magazine style represents high-quality print standards and advertising is limited. Circulation exceeds 3,000 and includes Fire Protection District Representatives (Trustees, Fire Chiefs, Commissioners, Attorneys, and Administrative Personnel), and the Illinois Legislators.

Check the month(s) of insertion, color and size of your company's ad placement:

Issue Winter/February Spring/May Summer/August Fall/November
Artwork Due 12/22/09 3/22/10 6/22/10 9/22/10

Black & White Ad

- Full Page (\$275.00 per insertion)
 1/2 Page (\$200.00 per insertion)
 1/4 Page (\$140.00 per insertion)
 1/8 Page (\$110.00 per insertion)

OR **Full Color Ad**

- Full Page (\$410.00 per insertion)
 1/2 Page (\$330.00 per insertion)
 1/4 Page (\$275.00 per insertion)
 1/8 Page (\$225.00 per insertion)
--- Inside Front/Back Cover (\$550.00 per insertion) Sold
--- Outside Back Cover (\$650.00 per insertion) Sold
--- 2 Page Centerfold (\$1,200 per insertion) Sold

A 10% discount is offered on the total fee for contracts committed to all four 2010 issues and prepaid prior to Dec. 22, 2009.

Preferred Placement - Since space is limited and priority is granted to IAFPD Associate Members. To check your membership status, go online to the "Links" page on www.iafpd.org.

Closing Dates and Cancellations - All camera-ready copy is due by the dates indicated above. Payment must be submitted with contract. Refunds on cancellations will be issued upon 60 days notice of cancellation. If advanced payment has been made for multiple issues, Publisher may repeat previous advertisement when new copy is not provided by closing date.

The Illinois Association of Fire Protection Districts reserves the right to reject any ad submitted due to content or space limitations. Please type or print neatly:

Name of Company Advertising: _____

Company Contact Person _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ E-Mail _____

List the name and contact info for the person responsible for sending artwork to IAFPD:

Name: _____ Ph: _____ Email: _____

Advertiser's Signature _____ Full or Partial Payment Enclosed OR
 IAFPD to invoice after print run

Ck # _____ Amt \$ _____ Date Pd: _____ Visa/MC: _____ Exp: _____

Does the advertising payment include Associate Membership Dues(\$200)? ____ Yes ____ No

Send completed and signed contract to: IAFPD by December 22, 2009:

901 S. 2nd Street, Springfield, IL 62704

FAX: 217-525-6627 EMAIL: samantha@iafpd.org

The Fire Call

The official quarterly publication of the Illinois Association of Fire Protection Districts\

Advertisement Specifications

Revised November 09

Publication	Issue Theme or Special Focus	Copy/Artwork Deadline	Mail Date
Winter	Focus on EMS	Dec. 22	Feb. 1
Spring	Annual Conference, Equipment & Apparatus Issue	Mar. 22	May 1
Summer	Post-Conference	June 22	Aug. 1
Fall	Year-end Highlights	Sep. 22	Nov. 1

Advertisements:

Advertisement space must be secured with a signed contract one month prior to the issue mail date. Advertisements must follow the specification requirements noted below and questions on these specs can be directed to our Graphic Designer, Tamiko Kinkade (217-585-9065, tk@tkcpsolutions.com).

Size/Inches	Full Page	7.5" x 10"	8.75"X 11.25" with bleed
	Half Page	3.625" x 10" vertical	7.5" x 4.875" horizontal
	Quarter Page	3.625" x 4.875" vertical	2.25" x 7.5" horizontal

Digital Output Specs:

The following information is provided to you by *The Fire Call* magazine as a guideline when submitting digital files for advertisement in the publication.

We accept digital artwork ONLY! Files should be mailed (on CD) or emailed directly to Samantha Thomas at the IAFPD Office, samantha@iafpd.org. Please call IAFPD (800-524-6620) for specific instructions and an FTP site is available for large file uploads.

Trim Size: 8-1/2 x 11 inches

Bleeds are accepted on full page ads at no extra charge, but there must be at least 1/8" **on all sides**.

Acceptable File formats: Quark Xpress, Adobe (PageMaker, Illustrator, Photoshop, In-Design) EPS, TIF or JPEG.

High Resolution PDF files are acceptable if they meet the following criteria:

- All graphics must be in CMYK (not RGB).
- All fonts used should be embedded in the files. Bleeds should also be included (minimum of 1/8" on all sides).

Graphic Elements:

- Use TIF and EPS files. **Avoid** using PICT or GIF files.
- Photograph resolution of all line work images and must be **at least 300 dpi**
- Minimize use of crop, rotate, skew or scale of large pixel-based images in layout programs (re-crop or resize them in the programs which they were created and place at 100%)
- Internet images will print as low resolution images and are not preferred as they jeopardize the ad's quality.

Fonts:

- Provide all screen and printer fonts with files.
- Convert fonts in illustration programs to curves to increase output speeds and assure Font integrity



IAFPD Associate Membership Profile & 2010 Dues Renewal

Membership Year: Jan. 1 – Dec. 31, 2010
2009 Annual Dues: \$200.00
Payment Due: Jan. 1, 2010

In an effort to assure our database has your business' current information, please take a moment to provide a complete Company/Organization Profile below:

Company: _____
Contact Person: _____
Address: _____
City: State: Zip: _____
Phone: _____
Fax: _____
E-mail: _____
Website: _____

YES, please add our company website (or email) to www.IAFPD.org

Products/Services Offered:

Please indicate your company's interest and involvement for 2010

- Yes**, we plan to exhibit at the **67th Annual IAFPD Conference on June 10-13, 2010 in Peoria, IL**
- Yes**, we plan to enhance visibility of our company and its support to the IAFPD by sponsoring a conference session, function or other item of the conference. To acknowledge our support, the IAFPD may include our company logo to the home page of their website which averages 30 visitors per day.
- Yes**, our company will contribute to the IAFPD Foundation (501C³) to support the scholarship program awarding more than \$10,000 every year to Community Colleges and other programs that educate the next generation of the Fire Service. See enclosed form and issue separate check payable to the IAFPD Foundation. Your contribution will be acknowledged in the Winter issue of the Fire Call.

*Please keep a copy of this form for your records and include one with your 2010 dues and mail to:
For tax purposes, please issue payments for IAFPD Foundation donations*

Illinois Association of Fire Protection Districts
901 S. Second Street, Suite 201
Springfield, IL 62704

Payment Amount: \$200.00 Date Paid: _____ Check # _____ Visa M/C

Name on Card _____ Card # _____ Exp. _____