# THE FIRE CALL

The Illinois Association of Fire Protection Districts

**MAGAZINE FAST FACTS:**

**3000 Subscribers**

**Both print and online**

**Competitive Rates**

**Numerous high-impact advertising opportunities!**

***Our Readers Are Decision Makers***

Our members are responsible for **more than 600 Illinois fire protection districts** They have direct purchasing authority for programming, products, and services needed for:

- **Apparatus & Equipment Maintenance:** Fuel, specialized parts, and certified testing for fire engines, ladder trucks, and ambulances.
- **Station Utilities & Facilities:** Building, maintaining and energy costs
- **Dispatch & Communication:** Radios and commmication equipment
- **Professional Services:** Mandatory annual financial audits, legal counsel for board meetings, and third-party medical billing companies that collect ambulance fees.
- **Fleet Replacement**
- **Turnout Gear & SCBA:** Replacing expensive life-safety gear, which all has strict statutory expiration dates.

## Targeted Readership Base

**Reach Illinois Fire Protection District Decision-Makers**




IAFPD publications reach the elected officials, chiefs, administrators, and fire service professionals responsible for the day-to-day operations of fire protection districts across Illinois.

Our readers include Fire Protection District Trustees, Fire Chiefs, administrators, and other key decision-makers who have direct influence over district budgets, purchasing, equipment, services, and vendor selection.

These are the professionals who make decisions about fire apparatus, emergency equipment, technology, training, insurance, professional services, and other products and services essential to the fire service.
Advertising in an IAFPD publication puts your company directly in front of the people who make—or influence—purchasing decisions for their districts.

IAFPD readers are your customers, your prospects, and the decision-makers you want to reach.

## ILLINOIS FIRE PROTECTION DISTRICTS SPEND

$203.5 million annually

**on fire related products and services your company is marketing.**

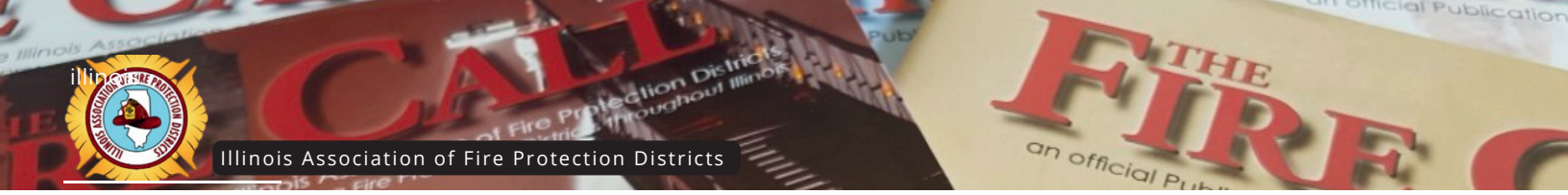
$25 - $45 M

annually on legal counsel, accountants, and auditors

$6.5 M - $11.5 M

on preventative health, physicals, and mental wellness.

**www.IAFPD.org**




## 2027 *The Fire Call* Magazine Deadlines & Editorial Content*

| | |
|---|---|
| **Winter Issues - Mails Feb.1**<br>Deadline:Jan.11, 2027 | **• Focus on EMS** |
| **Spring Issue - Mails May 1**<br>Deadline:April 12, 2027 | **• Annual Conference Equipment and Apparatus Issue** |
| **Summer - Mails Aug 1**<br>Deadline:July 5, 2027 | **• Post Conference** |
| **Fall Issue - Mails Nov 1**<br>Deadline:October 11,2027 | **• Year-end Highlights** |

*Tentative content - additional editorial may be announced prior to each issue deadline.

Contact Karrie Beneky 217-525-6620 | Karrie@iafpd.org

Advertisement space must be secured with a signed contract one month prior to the issue mail date.

## *Advertising Formats & Content*

We accept digital artwork ONLY! Files should be emailed directly to karrie@iafpd.org.
Please call IAFPD (217-525-6620) 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.

*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, tkcps@comcast.net).*

## Magazine Sizes & Rates

**Non-Member Companies add 10% to rates.**

**Save 5% when you when you pre-pay for all 4 issues**

| All listed rates are the advertising fee per issue. | Width x Height | 2027 Magazine Ad Rates Full Color | Black and White | 4 issues pre-paid |
|---|---|---|---|---|
| (A)Back Cover* | 7.5" x 10" - 8.75" X 11.25" with bleed | $670 | – | $2,168 |
| (B)Inside Cover* | 7.5" x 10" - 8.75" X 11.25" with bleed | $570 | – | $2,168 |
| (C)Inside Back Cover* | .7.5" x 10" - 8.75" X 11.25" with bleed | $570 | – | $1,345 $ |
| (D)Center Spread (2 pages)* | 7.5" x 10" - 8.75" X 11.25" with bleed | $1220 | – | 4,635 |
| (E)Full Page | 7.5" x 10" - 8.75" X 11.25" with bleed | $475 | $335 | $1805 / $1273 |
| (F)1/2 Page | 3.625" x 10" Vertical 7.5" x 4.875" Horizontal | $390 | $255 | $1482 / $969 |
| (H)1/4 Page | 3.625" x 4.875" Vertical 2.25" x 7.5" Horizontal | $335 | $ 195 | $1340 / $1273 |
| Preferred Page Placement | Select size and preferred page | Add $100 per issue to any rate, subject to availability. | | |

* Premium spaces available on a first-come, first-serve basis - please call for availability.

## Advertising Proportions




Advertising questions? Contact: Karrie Beneky, Advertising Coordinator
**Phone: 217-525-6620 | Email: Karrie@iafpd.org**




## The Fire Call 2027

The Fire Call is also available ONLINE at iafpd.org

Prepaid Advertising Discount Deadline:
Completed contracts and payment must be received by

**January 11, 2027, to be included in the Winter Issue**

### Full Color Ad

- ☐ Full Page ($475.00 per insertion)
- ☐ 1/2 Page ($390.00 per insertion)
- ☐ 1/4 Page ($335.00 per insertion)
- ☐ Inside Back Cover ($570 per insertion)
- ☐ Inside Front Cover ($570.00 per insertion)
- ☐ Outside Back Cover ($670.00 per insertion)
- ☐ 2 Page Centerfold ($1,220 per insertion)

Preferred Page Placement (add $100.00)

(_____) Page Preferred)

* Premium spaces available on a first-come, first-serve basis - please call for availability.

All IAFPD Associate Members receive an annual listing in the magazine, and all Annual Conference Exhibitors are featured in the Summer edition.

### Black and White Ad

- ☐ Full Page ($325.00 per insertion)
- ☐ 1/2 Page ($255.00 per insertion)
- ☐ 1/4 Page ($195.00 per insertion)

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

**Closing Dates and Cancellations** – All camera-ready copy is due by the dates indicated above. For one-time placements, payment should accompany the 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 the previous advertisement when new copy is not provided by the closing date.

***The IAFPD reserves the right to reject any ad submitted due to content or space limitations. Please complete all fields.***

***Issue placement*** ☐ ***Winter 1/11*** ☐ ***Spring 4/12*** ☐ ***Summer 7/5*** ☐ ***Fall 10/11***

**Name of Company Advertising**: _____

**Company Contact Person**: _____

**Address**: _____ **City**: _____ **State**: _____ **Zip**:_____

**Phone**: _____ **E-Mail**: _____

**Ad Contact Person**: _____ **Phone**: _____

**Email**: _____ **Advertiser's Signature**_____

☐ **Full Payment Enclosed** ☐ **IAFPD to invoice after print run**

**Visa/MC**: _____ **Exp**:_____ **CRV Code**: _____ **Billing Zip** _____

Advertising questions? Contact: Karrie Beneky, Advertising Coordinator
**Phone: 217-525-6620 | Email: Karrie@iafpd.org**