ONLINE OPPORTUNITIES

For Associate Members & Partners

Digital Advertising & Sponsorship Prospectus 2027

WEBSITE BANNER

IAFPD.org is the primary source for information to the 650 fire district members we serve. The website banner ad placement allows the company name, logo or special offer with access to their website right from IAFPD's home page.

Audience Reached:

Google analytics for Jan-Jun 2027 reported
20,132 website page views

Cost:

Banner Ad placement fee is $100.00 per month,
$250 for 3 consecutive months, or $400 for 5-month placement.
This ad option is limited to one company, for a six-month maximum placement.

WEBINAR SPONSOR

The newest education platform presents 4-6 live and recorded "hot topic" training programs to online fire service community. The IAFPD webinars invite program sponsorship and proper acknowledgment all announcement which are sent via email, shared on two Facebook feeds and posted on the online library. Sponsoring name/logo will appear in the webinar description and recognized during the live program

Audience Reached:

IAFPD online data analysis reports show above average open/click through rates for their online communications and social media posts used to promote the webinars

Cost:

$350.00 per webinar or $1,500 full year
The sponsorship is limited to one company per program and one-year maximum placement

E-BLASTS

IAFPD's semi-monthly electronic communication announces Association news, legislative action items, and upcoming event information to members with email address, which is approximately 2,250 contacts. For advertisers, this media places their company name, logo, website address and direct link in a designated section of the one-page newsletter.

Average distribution is 2,250 Illinois fire service contacts with above average open rates

Cost:

$50 per newsletter/e-blast

The IAFPD Facebook © page is intended to promote the happenings of the Association, its members and fire service partners. We urge you to find us, like our page, follow us so that we may share posts and good happenings about your business/organization.

Audience:

1,450+ followers, page has 1-3postsperday, average post is seen by500

Cost:

FREE to IAFPD membersand/forevent supporters
Specs: Posts and shares are limited/frequently and supportive information. IAFPD will not engage/innegative or controversial online discussions. Our intent is to help recognize and support those supporting IAFPD.

IAFPD ONLINE ADVERTISING ORDER, REQUIREMENTS, TERMS & CONDITIONS

Month(s) Posting: _____ **Total Fee:** _____

☐ Website ☐ Webinar ☐ E-Blast

Company/Org: _____ **Website:** _____

Primary Contact: _____ **Email:** _____

Authorized Signature: _____ **Phone:** _____

Specs: Advertising options are only available to IAFPD Associate members. Ad agreement, full payment and digital file must be submitted 10 days prior to month of the scheduled posting. The file, must be high resolution jpg format. Files are sent via email to: karrie@lafpd.org and may be subject to resizing or edits as needed for size, quality and content. Orders are processed on a first come, first served basis and those received after deadline will be scheduled for the next available month. No refunds. Payment is submitted and payable to **IAFPD, 1201 S. 6th Street, Springfield, IL 62703** (credit cards accepted on request by phone).