

Circulation
to over 3,000 FPD
Representatives



THE FIRE CALL

2025 Advertising Rates, Terms & Agreement

The *Fire Call* is the full-color quarterly publication of the IAFPD and averages 48-60 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 1/10/2025 Spring/May 4/11/2025 Summer/August 7/7/2025 Fall/November 10/10/2025
Artwork Due:

Full Color Ad

- Full Page (\$455.00 per insertion)
- 1/2 Page (\$370.00 per insertion)
- 1/4 Page (\$315.00 per insertion)

OR

Black & White Ad

- Full Page (\$315.00 per insertion)
- 1/2 Page (\$235.00 per insertion)
- 1/4 Page (\$175.00 per insertion)

- SOLD** Inside Back Cover (\$550.00 per insertion)
- SOLD** Inside Front Cover (\$550.00 per insertion)
- SOLD** Outside Back Cover (\$650.00 per insertion)
- SOLD** 2 Page Centerfold (\$1,200 per insertion)
- Preferred Page Placement (\$530.00)
(_____) Page Preferred

Special Member's Only Advertising Opportunity

- Fire Call Bundle (2 Full page and 2 half page full color ads) (\$1550.00/Member)

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 contract that indicates the issue your company wants to advertise. 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 IAFPD reserves the right to reject any ad submitted due to content or space limitations

Name of Company Advertising: _____

Company Contact Person: _____

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

Phone: _____ Fax: _____ E-Mail: _____

Ad Contact Person: _____ Phone: _____ Email: _____

Advertiser's Signature _____

- Full Payment Enclosed
- Bundled Advertising
- IAFPD to invoice after print run

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

Send completed and signed contract to IAFPD by January 10, 2025:
 1201 S. Sixth Street - Springfield, IL 62703
 EMAIL: karrie@iafpd.org

The Fire Call

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

Advertisement Specifications

Revised Oct. 2024

Publication	Issue Theme or Special Focus	Copy/Artwork Deadline	Mail Date
Winter	Focus on EMS	Jan.10	Feb. 1
Spring	Annual Conference, Equipment & Apparatus Issue	April 11	May 1
Summer	Post-Conference	July 7	Aug. 1
Fall	Year-end Highlights	Oct. 10	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, tkcps@comcast.net).

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 emailed directly to Karrie Beneky at the IAFPD Office, 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.

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 the use of crop, rotate, skew or scale of large pixel-based images in layout programs (re-crop or resize them in the programs in which they were created and place them 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.