



# THE FIRE CALL

## 2024 Advertising Rates, Terms & Agreement

Circulation  
to over 3,000 FPD  
Representatives

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 1/15/2024  Spring/May 4/15/2024  Summer/August 7/8/2024  Fall/November 10/12/2024  
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](http://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 15, 2024:**

1201 S. Sixth Street - Springfield, IL 62703

EMAIL: [karrie@iafpd.org](mailto:karrie@iafpd.org)