

CONTACT INFORMATION

Company _____
 Marketing Contact _____
 Job Title _____
 Phone _____ Fax _____
 E-mail _____ Website _____
 Mailing Address _____
 City _____ State _____ Zip _____

BILLING INFORMATION (Same)

Name _____
 Company _____
 Address _____
 City _____ State _____ Zip _____

I agree to the terms and conditions as defined in the Industrial Fire World media kit and am authorized to make purchases for my company.

Signature _____
 Name (Printed) _____
 Date _____ P.O. Box (if applicable) _____
 Total Ad Cost _____

Issue	Year	Ad Size/Type

Color	Run Article	Net Cost

TOTAL NET COST FOR EACH SELECTION

Insertion Ad _____
 Centerfold Special _____
 Hot Topics _____
 Banner Ad _____
 Start Month/Year _____
 End Month/Year _____
 Placement: Home Page Alternate Page
 Online Buyer's Guide* _____
 E-Blast Marketing _____
 Preferred Send Date(s) _____
 Other _____
 TOTAL NET COST _____

Remember to send your company logo and URL with online advertising selections.

***ONLINE BUYER'S GUIDE**
 Start Month/Year _____
 End Month/Year _____
 Key Words (Select options from www.fireworld.com)

- | | |
|--|---|
| <input type="checkbox"/> Fire Science Degree Program | <input type="checkbox"/> Training-Emergency Response |
| <input type="checkbox"/> Fire Suppression System | <input type="checkbox"/> Training-EMS |
| <input type="checkbox"/> Foam Testing | <input type="checkbox"/> Training-Hazmat |
| <input type="checkbox"/> Hose Loading Equipment | <input type="checkbox"/> Training-Industrial Exterior |
| <input type="checkbox"/> Large Capacity Monitors | <input type="checkbox"/> Training-Rescue |
| <input type="checkbox"/> Large Diameter Hose | <input type="checkbox"/> Training Resources |
| <input type="checkbox"/> Nozzles | <input type="checkbox"/> Training-Virtual Simulation |
| <input type="checkbox"/> PPE | <input type="checkbox"/> Water System Testing |
| <input type="checkbox"/> PPE Care & Maintenance | |
| <input type="checkbox"/> Rescue Equipment | |
| <input type="checkbox"/> Storage Tank Fires | |

CONTRACT & COPY REGULATIONS

- The publication of an advertisement in Industrial Fire World does not constitute, nor shall it be interpreted as, an endorsement of the product or service by Industrial Fire World. The publisher reserves the right to reject any advertising material that is not in keeping with the publication's standards. Advertisers and their agencies assume responsibility for any and all content of their advertisements. Industrial Fire World is not responsible for any copy errors, and material will be printed as received. A signed contract authorizes Industrial Fire World to contact the advertiser by phone, fax or e-mail.
- Contact IFW editor Anton Riecher at (979)690-7559 to make arrangements for late material.
- The prices indicated on all invoices are "net" and do NOT include any agency discounts. The publisher reserves the right to hold the advertising agency jointly responsible for payments due to the publisher. Any contract not fulfilled will be fully payable by the inserter. Payment is due to Industrial Fire World within 30 days of the invoice date. If payment is not received in 30 days, all discounts from the rate card price will be null and void at which time the entire amount becomes payable with 3% per month interest on the adjusted balance until full payment is received.
- The person completing, signing and submitting the contract has authority from the advertising company to place and purchase advertisement(s) with Industrial Fire World.

CANCELLATIONS

A contract may be cancelled 30 days prior to material due date. A discounted rate is given for signing a contract with multiple insertions. If one of more insertions are cancelled on a signed contract, a revocation of all previous discounts will be taken. For example, if a company only fulfills two out of three ads to run, they must pay Industrial Fire World any discounts given on the first two ads.

DIGITAL SPECIFICATIONS

Industrial Fire World only accepts advertising in the following formats:
FOR WEB
 All ads must be in either JPG, PNG, TIFF or PDF. The resolution submitted must be a minimum of 72 dpi (dots per inch).
FOR PRINT
 Images for print must be scanned at a minimum of 300 dpi (dots per inch). Other formats must be approved by our printer one week in advance. Additional charges may be incurred by the advertiser if printer-imposed changes requested by the advertiser after submitting ad material will involve additional costs. Industrial Fire World reserves the right to refuse advertising submitted in unusual or substandard publishing formats.



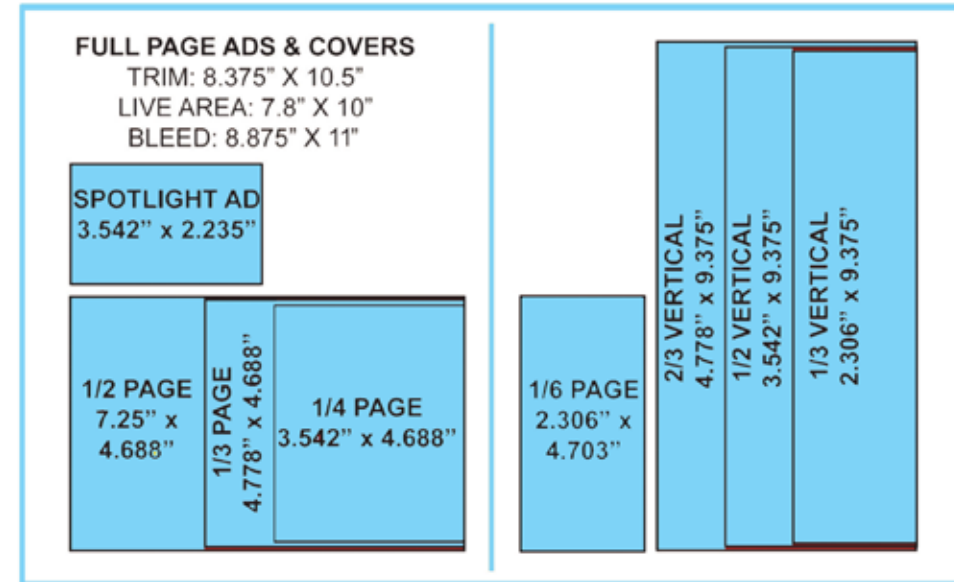
**2019/
2020
IFW
MEDIA
KIT**

2019/20

MEDIA KIT EDITORIAL CALENDAR

TWO-PAGE SPREAD

TRIM: 16.75" X 10.5" LIVE AREA: 15.5" X 10" BLEED: 17" X 11"



	Closing Date	Editorial Focus	Primary Product Features	Secondary Product Features	Bonus Distribution
Spring 2019	March 1, 2019 Mails in April	●Apparatus ●Fire Suppression	●Trucks & Accessories ●Foam ●CAFS ●New Products	●Personal Protection ●Fire Suppression	●FDIC International ●NFPA Conference/Expo ●XTREME Foam School
Summer 2019	June 1, 2019 Mails in July	●Electronics ●Fire Detection Systems	●Warning Systems ●Sensing Equip. ●Training ●Rescue	●Apparatus ●Electronics	●TEEX Industrial School ●FRI Conference
Fall 2019	September 1, 2019 Mails in October	●Major Incidents ●Innovation	●Rescue Tools & Equip. ●Computer Equip/ Programs	●Tools & Equipment ●Apparatus	
Winter 2020	December 1, 2019 Mails in January	●Personal Protective Gear ●Hazardous Materials	●PPE & SCBA Hazmat Resources	●Fire Suppression ●Tools & Equipment	
Spring 2020	March 1, 2020 Mails in April	●Apparatus ●Fire Suppression	●Trucks & Accessories ●Foam ●CAFS ●New Products	●Personal Protection ●Fire Suppression	●FDIC International ●NFPA Conference/Expo ●XTREME Foam School
Summer 2020	June 1, 2020 Mails in July	●Electronics ●Fire Detection Systems	●Warning Systems ●Sensing Equip. ●Training ●Rescue	●Apparatus ●Electronics	●TEEX Industrial School ●FRI Conference

PRINT AD RATES

FOUR COLOR

	1x	2-3x	4x
Cover 2	\$3,125	\$2,900	\$2,700
Cover 3	\$2,890	\$2,780	\$2,585
Cover 4	\$3,290	\$3,130	\$2,840
Centerfold*	\$5,000		
Full Page	\$2,825	\$2,525	\$2,425
2/3 Page	\$2,525	\$2,275	\$2,150
1/2 Page	\$2,175	\$2,075	\$1,975
1/3 Page	\$1,900	\$1,825	\$1,775
1/4 Page	\$1,725	\$1,625	\$1,570
1/6 Page	\$1,550	\$1,500	\$1,460
Spotlight**	\$500	\$400	\$300

Cover positions are only available in 4-color processing and are non-cancellable. All rates effective until further notice. Cost of alterations or repairs to printing material will be charged to advertiser.

*CENTERFOLD

Place your ad in the heart of IFW magazine with this 2-page spread option. Readers can easily remove this section of the magazine for handy access now or in the future. Overs can be ordered.

**SPOTLIGHT AD

Big results come from this 1/8-page ad with free color. Launch your advertising campaign with IFW for less than one cent per contact.

TWO COLOR

	1x	2-3x	4x
Full Page	\$2,650	\$2,360	\$2,250
2/3 Page	\$2,350	\$2,150	\$1,985
1/2 Page	\$2,000	\$1,900	\$1,800
1/3 Page	\$1,725	\$1,650	\$1,600
1/4 Page	\$1,550	\$1,450	\$1,395
1/6 Page	\$1,375	\$1,375	\$1,285

ONE COLOR

	1x	2-3x	4x
Full Page	\$2,535	\$2,235	\$2,135
2/3 Page	\$2,235	\$1,985	\$1,860
1/2 Page	\$1,885	\$1,785	\$1,685
1/3 Page	\$1,610	\$1,535	\$1,485
1/4 Page	\$1,435	\$1,335	\$1,280
1/6 Page	\$1,260	\$1,210	\$1,170

BLACK & WHITE RATES

	1x	2-3x	4x
Full Page	\$2,050	\$1,750	\$1,650
2/3 Page	\$1,750	\$1,500	\$1,375
1/2 Page	\$1,400	\$1,300	\$1,200
1/3 Page	\$1,125	\$1,050	\$1,000
1/4 Page	\$950	\$850	\$785
1/6 Page	\$775	\$725	\$685

E-BLAST MARKETING

Rent the IFW e-mail list for \$350 to reach hundreds of people who have requested digital information from Industrial Fire World. Provide IFW with HTML or the text and images for your e-blast and IFW will compose and send the message. Images for the e-blast must be in JPEG format.

MAIL LIST RENTAL

Reach specific categories, titles, regions and zip codes of IFW readers by renting our mailing list. A contract mailing house processes the mailing since we never release our mailing list. Let IFW know the weight and dimensions of the items you want to mail and the mailing house will provide an estimated mailing cost. Our fee is \$100 per \$1,000 names. (This price does not include mail handling fees or postage. Postage and processing are paid directly to the mailing house.) Contact IFW to request mailing list criteria.

ONLINE BUYER'S GUIDE

The IFW Online Buyer's Guide delivers quick results for industrial emergency response managers' product research by using unique categories targeting specialized areas of interest. The contract period is just 12 months listing and a logo for \$200. Additional key word category listings are \$20 each.

ONLINE AD MARKETING OPTIONS

Banner Ad

Banner ads require a minimum commitment of three months with full payment in advance.

Specifications

Resolution needs to be between 72 and 96 dpi. Static flash and animated banner ads are permitted. Submit ad based on dimensions below:

	Size	3 months	6 months
Half Page XL	1800w X 900h	\$1,000/mon	\$900/month
Half Billboard	450w X 450h	\$500/month	\$400/month
Billboard XL	1800w X 450h	\$800/month	\$700/month
Skyscraper	240w X 900h	\$700/month	\$600/month

Hot Topics (Virtual Expo Booth)

Exhibit your logo or product photo and share how or why you are addressing an industrial emergency responder issue in a brief story. Get feedback from our guests via email message or direct them to your designated web site. Our goal is to deliver a one-on-one connection with customers who can't always attend conferences and expositions. Price is only \$300 a week.

