

# Fire Engineering®

TRAINING THE FIRE SERVICE FOR 134 YEARS



**Contact Our Sales Team TODAY For Special Pricing**

Visit us online at [www.fireengineering.com](http://www.fireengineering.com)

Presented By:

**Fire Engineering**

Published By:

**PennWell**



# Fire Engineering®

## WHAT YOU NEED, WHEN YOU NEED IT.

The U.S. economic crisis has presented the fire and emergency response manufacturers and service providers with an unprecedented set of challenges. Faced with tightening budgets and strained resources, the fire service as a whole has been forced to take a sharp look at every aspect of operations – from training and staffing on the department side, to budget reductions on the supplier side.

**Your marketing dollars are more PRECIOUS THAN EVER BEFORE.**

For more than 134 years, *Fire Engineering* has embraced a mission of training the fire service with unequivocal editorial quality and relevance. Answering the hard questions of “Are we making the fire service better?” and “Are we truly providing the information that can save lives when every second counts?” are the very questions that drive what we do and determine the types of articles we publish.

We journalistically lead the fire service. And we live and breathe the topic of fire just like you do. It’s the basis of our readership and the reason why the fire service chooses *Fire Engineering* for their marketing, training, networking and information needs.

In 2012, see for yourself how *Fire Engineering* can assist you in meeting your brand marketing objectives. With a targeted group of products and information resources that directly reaches a fire audience of over 200,000, your investment in *Fire Engineering* translates into bottom-line results.

# PRINT MEDIA PRODUCTS

## FULL COLOR – FULL RUN ROP DISPLAY

(Rates are gross and entitled to 15% agency commission)

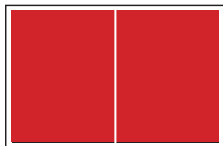
SIZE	1X	3X	6X	9X	12X	18X	24X
Full Page Spread	18,160	17,530	16,670	15,010	15,010	14,210	13,450
1/2 Page Spread	11,620	10,840	10,310	9,570	8,940	8,400	8,140
Full Page	9,070	8,770	8,330	7,890	7,510	7,110	6,730
2/3 Page	7,670	7,320	6,890	6,510	6,160	5,710	5,640
1/2 isl	6,450	6,110	5,650	5,400	5,150	4,920	4,730
1/3 Page	5,910	5,500	5,230	4,990	4,700	4,240	4,190
1/4 Page	5,460	5,040	4,750	4,530	4,390	4,190	4,070
1/6 Page	4,150	3,980	3,700	3,480	3,300	3,130	3,070

	12X
Cover 2 Premium	8,270
Cover 3 Premium	7,910
Cover 4 Premium	8,770

## DIMENSIONS

Trim Size: 8" x 10.75" Trim. | No charge for bleed.

All text, logos, borders and boxes that do not bleed should stay within the live area.



**FULL PAGE SPREAD**  
 Live Area: 15" x 9.75"  
 Trim: 16" x 10.75"  
 Bleed: 16.25" x 11"



**FULL PAGE**  
 Live Area: 7" x 9.75"  
 Trim: 8" x 10.75"  
 Bleed: 8.25" x 11"



**2/3 PAGE**  
 Live Area: 4.625" x 10"  
 Bleed: 5.25" x 11"



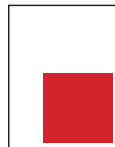
**1/2 PAGE ISLAND**  
 Live Area: 4.625" x 7.375"



**1/2 PAGE HORIZONTAL**  
 Live Area: 7" x 4.875"  
 Bleed: 8.25" x 5.5"



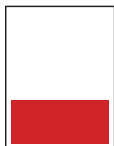
**1/2 PAGE VERTICAL**  
 Live Area: 3.375" x 10"  
 Bleed: 4.125" x 11"



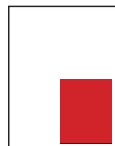
**1/3 PAGE SQUARE**  
 Live Area: 4.625" x 4.875"



**1/3 PAGE VERTICAL**  
 Live Area: 2.25" x 10"



**1/3 PAGE HORIZONTAL**  
 Live Area: 7" x 3.3125"



**1/4 PAGE**  
 Live Area: 3.375" x 4.875"



**1/6 PAGE**  
 Live Area: 2.25" x 4.875"

## **SPECIFICATIONS**

---

File names should consists ONLY of the following characters –

- any alpha or numeric
- space(s) or period (as long as they are not at the beginning or end of the name)
- hyphen
- underscore

Images should not be enlarged or reduced more than 10% in the page layout program. Any greater change should be done to the original image in its native application.

Document size should be created to the final trim size of the page/ad.

Use 9 points (no more/no less) of bleed off of the page.

The use of the transparency mode within a TIFF file is not recommended. It does not always create an accurate mask. Creating a mask in Photoshop is more accurate.

Significantly cropping an image within the page layout program is not recommended. It is much more efficient to crop the image in the native application and save it as a separate EPS file.

Do not use Font Styles from the Style menu other than – All Caps, Small Caps, Superscript, Subscript, and Superior. Use the appropriate Type 1 or TrueType font for styles such as Italic and Bold.

We do not accept TIFF/IT or JPEG files at this time.

No RGB images. All images should be CMYK and/or Pantone if needed.

## **SUPPLYING AD MATERIAL FOR PENNWELL MAGAZINES**

---

PennWell prefers ad material to be supplied as PDF's with PDF/X-1a format option. We also except ads built in these programs: Indesign, PageMaker, Quark, Illustrator, Freehand and Photoshop. Please supply all fonts, images, and artwork with ads supplied in these applications. All supplied material should be in CMYK color space and have fonts embedded in all graphics. PennWell does not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw. PennWell requires a high-resolution color proof of supplied ads to guarantee ad reproduction. This applies even on uploaded materials. If you do not supply this proof we cannot guarantee ad reproduction. For complete PennWell Specifications, see the "spec sheet" at our ad upload site: <http://digitalads.pennwell.com>

## **WAYS TO SEND AN AD ELECTRONICALLY**

---

### **UPLOAD TO OUR FTP SITE:**

Our FTP site will accept up to 250 MB. Please stuff or zip your files before sending and wait for your confirmation.

- 1) <http://digitalads.pennwell.com>
- 2) Select Fire Engineering from the scroll-down menu. Password: **No Password required**
- 3) Fill in the required information and then select upload ad.

### **SEND PHYSICAL MATERIAL TO:**

PennWell Corporation  
Attn: Ad Traffic/Fire Engineering  
1421 South Sheridan Road, Tulsa, Oklahoma 74112

# DIGITAL MEDIA PRODUCTS

## TARGETED TOPIC CENTER SPONSORSHIP & SITE SPONSORSHIP BANNERS

---

- Typically based advertising with 100% share of voice on the page, or run of site advertising available, and more
- Change your creative to keep message fresh
- Try 3 ads at once to hone your campaign to the market

## PRODUCT SHOWCASE E-NEWSLETTERS

---

- Monthly showcase of products in an interactive format
- Title, product description, logo, image, web address included
- All elements are hyper linkable to your website

## E-MAIL LIST RENTALS

---

- Align your message with the TRUSTED *Fire Engineering* name
- We will deploy your message in HTML to our readers
- Send important updates, collect user info, show new products
- All elements are hyper linkable to your website
- Exclusive to you

## FIRE ENGINEERING'S FDIC EXHIBITOR VIDEO SHOWCASE E-NEWSLETTERS

---

- Professional video team shoots up to 30 min. of video at your FDIC booth
- Your qualified person speaking about your company and demonstrating your products
- Immediately following FDIC, the footage is edited 2 – 3 minute professional video
- Your booth will be showcased in *Fire Engineering* FDIC Exhibitor e-Newsletter, on a special page on the *Fire Engineering* Website, on a special player on the FDIC News site (coverage of the event)
- Space is limited - We will only be offering 16 videos spots

## WEEKLY E-NEWSLETTER SPONSORSHIPS

---

- Online display ads with text link add-ons
- Delivered directly to 100% opt-in audience of 90,000 subscribers
- Inexpensive creative services available if needed

## VIDEO ADVERTISING

---

- Captive audience previews your video before previewing our premium content
- Post your video in our featured product videos section
- Your entire product or company video posted on a site devoted to teaching a premium audience of decision makers
- Mass-market you sales video to the fire service
- Post your video as a commercial at the beginning of our world class training videos

## ONLINE TRAINING SIMULATION SPONSORSHIPS

---

- Interactive flash simulations built around real-world scenarios
- Customized by the user to train/test their department in a safe environment
- Leads generated through 24/7/365 registration process posted for 1 year

## ONLINE PRODUCT CENTER / BUYERS GUIDE SPONSORSHIPS

---

- Sponsor your product category!
- Display your Products with full descriptions Video, press releases, logos, photo gallery, contact info, hyper linking, and more
- Interactive Product Tours available as an add on – (see adjacent)

## ONLINE TRAINING WEBCASTS

---

- Full contact lead generation
- Full year archive of the event ensures longevity of your message and lead generation
- Full promotion package delivered by *Fire Engineering*
- Topic Specific
- World-renowned *Fire Engineering* industry experts present 1 hour training online

## CUSTOM BUILT MICROSITES

---

- Custom content focused on a specialized subject that is timely and relevant to the fire service
- Sole sponsorship with custom deliverables like video, webcasts, interactive elements, YOUR product releases, YOUR company news and more
- Align your company with the editorial content *Fire Engineering* is known for delivering
- Separate yourself from your competition by becoming THE company that delivers premier information to the fire service

## TOPICALLY BASED CUSTOM ELECTRONIC SUPPLEMENTS

---

- Original articles written by *Fire Engineering* authors on a custom subject
- Delivered to 110,000 opt-in subscribers via email
- Sole sponsorship of the piece with multiple ads, product showcases, etc.
- All custom articles link to unique fireengineering.com pages
- Exclusivity of advertisements

## CUSTOM BUILT INTERACTIVE PRODUCT DEMOS/SIMULATIONS

---

- Educate your customers and highlight features of your product or service
- Great sales collateral that saves your sales force time and money
- Create a custom built animation or working model of your product and it's unique features!
- Cost effective!

**WEBSITE DISPLAY / BANNER ADS** Price (Gross)

Page Peels / Roadblock ads	\$3,150
Topic Center Sponsorships A or B Rotation	\$650 to \$3,000
ROS LeaderBoard	\$1,500
Article / Text Link Sponsorships	\$500 - \$3,000
Home Page Plus	\$1,800 - \$3,750
Sub Topics — A or B Rotation	\$1,600

**VIDEO** Price (Gross)

Video Advertising / Pre-Roll Video/12 mo.	\$2,940
---	---------

**WEBCASTS** Price (Gross)

Single Sponsor	\$10,500
----------------	----------

**WEEKLY E-NEWSLETTER** Price (Gross)

Premium	\$2,353
Top	\$1,647
Middle 1	\$1,176
Middle 2	\$765
Middle 3	\$518

**E-LIST RENTALS**

Custom Pricing:  
Ranges from \$90/M to \$300/M

**CUSTOM MICROSITES**

Custom Pricing	\$4,500
----------------	---------

**TRAINING SIMULATIONS SPONSORSHIP**

	\$12,000
--	----------

**PRODUCT CENTER** Price (Gross)

Product Category Sponsorships Banners	\$499 - \$1,500
Product e-Newsletter Showcases	\$675 - \$975



\* The 300x600 ad can also be broken into two 300x250 ads and one 300x100 ad.

# 2012 EDITORIAL CALENDAR

ISSUE	EDITORIAL FOCUS	ADVERTISER VALUE ADDED
<b>January</b> Closing: 12/7/11 Materials: 12/14/11	Prevention/Protection	2012 Buyers Guide <i>Bonus Distribution:</i> FDSOA Symposium Orlando, FL January 15-18, 2012
	<b>Buyer's Guide</b>	
<b>February</b> Closing: 1/6/12 Materials: 1/13/12	Apparatus	FREE Postcard Mailing for advertisers (2012 FDIC exhibitors only)
<b>March</b> Closing: 2/6/12 Materials: 2/13/12	Truck Company Operations	<i>Bonus Distribution:</i> FDIC Indianapolis, IN April 16-21, 2012 FREE Product Showcase (Print)
<b>April</b> Closing: 3/5/12 Materials: 3/12/12	Training	<i>Bonus Distribution:</i> FDIC Indianapolis, IN April 16-21, 2012
<b>May</b> Closing: 4/6/12 Materials: 4/13/12	Fire Technology	FREE Corporate Profile for 1/2 page and larger FE print advertisers <i>Bonus Distribution:</i> Pennsylvania Fire Expo Harrisburg, PA May 18-20, 2012
<b>June</b> (+ Supplement) Closing: 5/4/12 Materials: 5/11/12	Safety	FREE 1x email blast to portion of FDIC 2012 attendee list (FDIC 2012 exhibitors only)
	<b>Apparatus Supplement</b>	
<b>July</b> Closing: 6/5/12 Materials: 6/12/12	Officer Development	FREE Product Showcase (Print) <i>Bonus Distribution:</i> IAFC's FRI Show, Denver, CO August 3-4, 2012
<b>August</b> Closing: 7/6/12 Materials: 7/13/12	Leadership and Management	FREE Ad Readership Study for 1/2 page and larger FE print advertisers
<b>September</b> (+ Supplement) Closing: 8/6/12 Materials: 8/13/12	Rescue	FREE Product Showcase (Electronic)
	Supplement	
<b>October</b> Closing: 9/5/12 Materials: 9/12/12	Engine Company Operations	FREE Product Showcase (Print)
<b>November</b> Closing: 10/5/12 Materials: 10/12/12	Industrial/Haz Mat	FREE Product Showcase (Electronic)
<b>December</b> Closing: 11/5/12 Materials: 11/12/12	Health and Fitness	FREE Corporate Profile for 1/2 page and larger FE print advertisers

## SALES CONTACTS

### **Eric Schlett**

VICE PRESIDENT - FIRE GROUP

21-00 Route 208 South  
Fair Lawn, NJ 07410-2602  
USA

erics@pennwell.com

Main Phone Number: 973-251-5055

Fax Number: 973-251-5065

### **Joseph Porter**

NORTHEAST/MIDDLE ATLANTIC/  
MIDWEST TERRITORY ACCOUNT  
MANAGER

Jamison, PA 18929  
USA

joep@pennwell.com

Main Phone Number: 215-230-1950

Fax Number: 215-230-1951

Cell Number: 215-385-1550

### **Ted Billick**

WEST COAST SALES ACCOUNT  
MANAGER

Salt Lake City, UT 84117  
USA

tedb@pennwell.com

Main Phone Number: 801-262-1871

Fax Number: 801-262-3077

Cell Number: 310-463-6399

### **Tim Tolton**

SOUTHEAST SALES ACCOUNT  
MANAGER

287 Almira Place NE  
Atlanta, GA 30307  
USA

ttolton@pennwell.com

Main Phone Number: 678-974-2472

Fax Number: 678-974-2937

Cell Number: 404-277-3133

### **Tricia Ilacqua**

CLASSIFIEDS SALES MANAGER

South Grafton, MA 01560  
USA

triciai@pennwell.com

Main Phone Number: 509-981-7152

Fax Number: 877-742-8338

**“98% of Fire Engineering readers have taken action on products they have read about or seen in Fire Engineering’s media (either in ads or the editorial content)”**

- Source: “The Fire Service Market: Integrated Media Dynamics - 2011”; conducted by Martin Akel & Associates

**“95% of Fire Engineering readers have responded to magazine ads in the last 12 months”**

- Source: “The Fire Service Market: Integrated Media Dynamics - 2011”; conducted by Martin Akel & Associates

**Advertise With Fire Engineering—  
Scan this code using your  
Smartphone reader to watch  
the video.**

