



TRAINING THE FIRE SERVICE FOR 135 YEARS

For 135 years, *Fire Engineering* has been providing the fire service with the tools and information needed to perform the basic tenet of their jobs: to save precious lives. It is a task that is taken very seriously.

Fire Engineering serves firefighters and EMS specialists across the globe. The editorial team is committed to bringing your audience information from the country's leading experts in the fire industry. It is this drive to publish the most current information, along with editorial integrity for which *Fire Engineering* is known, that makes it one of the top fire training publications in the industry.

Average Paid Circulation: 52,641 (6/10 ABC)



ISSUE, CLOSING DATES & MATERIAL DEADLINES

| ISSUE | AD CLOSING | AD MATERIAL |
|-----------|--------------|---------------|
| Jan. 2012 | Dec. 7, 2011 | Dec. 14, 2011 |
| February | Jan. 6, 2012 | Jan. 13, 2012 |
| March | February 6 | February 13 |
| April | March 5 | March 12 |
| May | April 6 | April 13 |
| June | May 4 | May 11 |

| ISSUE | AD CLOSING | AD MATERIAL |
|-----------|-------------|--------------|
| July | June 5 | June 12 |
| August | July 6 | July 13 |
| September | August 6 | August 13 |
| October | September 5 | September 12 |
| November | October 5 | October 12 |
| December | November 5 | November 12 |



2012 CLASSIFIED ADVERTISING RATES

CLASSIFIEDS

| AD TYPE / SIZE | 1 Issue | 3 Issues* | 6 Issues* | 12 Issues* |
|--|---------|-----------|-----------|------------|
| Classified Word Ads | \$3.80 | \$3.60 | \$3.40 | \$3.20 |
| Cost per word - Minimum ad 12 words Yellow Tint Background: Additional %15 of total ad cost | | | | |
| Classified Display Ads | | | | |
| Cost per inch | \$262 | \$247 | \$232 | \$221 |
| (One inch minimum) Column width: 2 1/4" - available in 1/4" increments | | | | |
| One-sixth page | \$978 | \$920 | \$880 | \$834 |
| 2 1/5" W x 4 1/2" D (V) or 4 5/8" W x 2 3/8" D (H) | | | | |
| One-third page | \$1,854 | \$1,735 | \$1,658 | \$1,570 |
| 2 1/4" W x 9 1/4" D (V) or 4 5/8" W x 4 1/2" D (H) | | | | |
| One-half page | \$2,636 | \$2,482 | \$2,369 | \$2,240 |
| 7" W x 4 1/2" D (H) | | | | |

Black and White Ads: 15% Discount
Blind Box Service: (Email or U.S. Post Office) One-time \$30 fee.

WHERE TO FIND IT LISTING

A high-impact, cost-effective source to reach a customer base who values the critical information, products and services that only *Fire Engineering* can deliver! Published in each issue, allowing you year round delivery of your products and services.

| AD TYPE / SIZE | 1 Issue | 3 Issues* | 6 Issues* | 12 Issues* |
|------------------------------------|---------|-----------|-----------|------------|
| 2 1/2" Text Block with Logo | \$355 | \$335 | \$315 | \$295 |

FIRE ENGINEERING WEBSITE CLASSIFIED RATES

| Online Classified Listing | Standard | Featured+ |
|------------------------------|-------------|-------------|
| 11 Categories to Choose from | \$110/month | \$135/month |

*Featured Listings appear on front page of category selected.

Listings include the following options: title, description, video embed, phone, email, profile, website, condition, quantity, price, payment info., shipment info., and up to 10 pictures can be uploaded.

*Rates are per issue. Cancellation of advertising prior to the expiration of the contracted issue dates will affect the rate per issue. Advertising cost will be adjusted and billed to reflect the frequency rate earned. Advertising cannot be cancelled after the closing date of each issue.

COUNTING WORDS

(Regular Classified): Two initials are considered one word, each abbreviation is considered one word and figures consisting of a dollar sign and seven numerals or less are considered one word. If you use a post office box, P.O. is one word, Box is one word and the number is one word. Cities and states consisting of two words or more are considered one word: i.e. "New York City" or "Salt Lake City." Zip code is considered one word. When using Internet or email, address count as three words each. Telephone numbers with area codes are considered one word. No charge for normal punctuation.

CLASSIFIED STYLE

All ads are set solid with URL's and email addresses set in bold. The lead words of Career ads are set apart from the body copy in enlarged, bold caps. The lead words of other Classifieds are set in bold caps. Illustrations, special line breaks, and borders are not permitted.

DISPLAY SPECIFICATIONS

File types accepted: Adobe Photoshop Illustrator (when sending EPS files, save all texts as outlines). High resolution PDF file (distilled through Acrobat Distiller with fonts embedded). QuarkXpress or In-Design with resource files (logo, graphics) and screen/printer fonts (postscript fonts only, no true-type fonts) included. Color images in CMYK mode only (do not send RGB), black and white ads are set using black only, zero-100% (do not use a CMYK breakdown); 300 dpi resolution, saved as PDF, Tiff or EPS. Send ads via email to: tricia@pennwell.com If sending a file type other than Tiff or PDF, please send a PDF for proofing purposes or fax a copy of the ad to: 877-742-8338. Reproduction quality at the advertiser's risk if requirements are not met.

To schedule a classified, contact Tricia at: (774) 293-1525 • Cell: 508-981-7162 • Fax: (877) 742-8338 • triciai@pennwell.com

PENNWELL CORPORATE HEADQUARTERS

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