

# Firehouse®

CUSTOM IPAD APPS  
MARKET RESEARCH

MOBILE MARKETING  
PODCASTS CONTENT  
MARKETING  
A NEW YEAR. AN ALL-NEW FIREHOUSE.  
EMAIL CAMPAIGNS  
DISPLAY ADVERTISING  
VIDEOS EVENTS  
WEBCASTS

# 2012

## MARKETING PLANNER

Where The Fire Service Turns For Information



WHAT DO YOU EXPECT FROM YOUR MARKETING PROGRAM?

RESULTS. RETURN ON INVESTMENT. BRAND RECALL.  
LEAD GENERATION. BUSINESS GROWTH.



Through the power of the Firehouse brand and our unmatched combination of product platforms, your company, and the products and services you offer, are best positioned to be seen and acted upon when you partner with Firehouse.

Use the strength of Firehouse to promote your brand and products to the largest audience of fire service personnel with unmatched combination of product platforms.

**Market Reach**

**Print**

Total circulation.....83,538<sup>1</sup>

**Online**

eNewsletter/Email recipients ..... 100,000+<sup>4</sup>

Unique monthly website visitors ..... 492,752<sup>2</sup>

Registered forum users ..... 240,000<sup>3</sup>

Social media (Facebook, Twitter, LinkedIn) ..... 158,469+<sup>4</sup>

**Events**

Events ..... 20,000+<sup>5</sup>



**2012** A New Year. An All-New Firehouse

Evolving with a changing industry, Firehouse is continuing to innovate and invest to provide a growing range of integrated marketing solutions to maximize the engagement with your customers – our audience.

With an exciting new look, redesigned website, expanded e-business opportunities, and innovative mobile platforms, Firehouse is positioned better than ever to serve the changing needs of our audience and marketing partners.

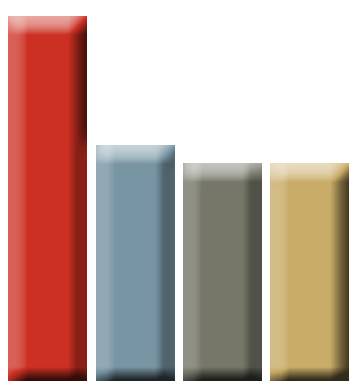
Times are challenging and marketing budgets are tight. Let us help you define your target audience and show how we can deliver your audience in the most cost-effective manner for optimal results.

Sources: 1. June 2011 BPA statements: Firehouse, Fire Chief, Fire Rescue and June 2011 ABC audit statement for Fire Engineering. 2. Omniture/HBXAnalytics 3. vBulletin 4. Publisher's own data 5. Expo's own data



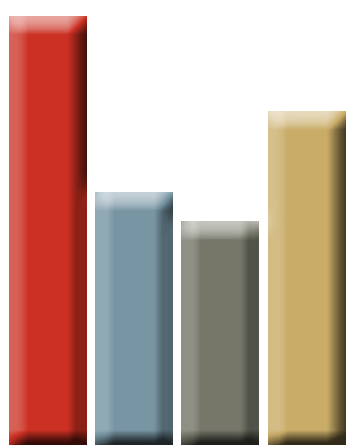
**FIREHOUSE®**  
 DELIVERS THE HIGHEST  
 QUALIFIED CIRCULATION

**Firehouse® – Highest  
 Qualified Circulation<sup>1</sup>**



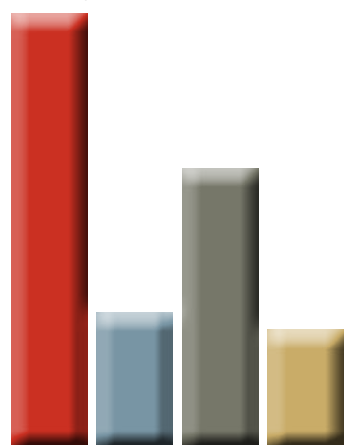
Firehouse® ..... 83,538  
 Fire Rescue ..... 54,113  
 Fire Engineering ..... 50,822  
 Fire Chief ..... 50,353

**Firehouse® – More  
 Chiefs & Officers<sup>2</sup>**



Firehouse® ..... 59,734  
 Fire Rescue ..... 35,931  
 Fire Engineering ..... 31,340  
 Fire Chief ..... 47,044

**Firehouse® – More  
 Firefighters/EMS Personnel<sup>3</sup>**



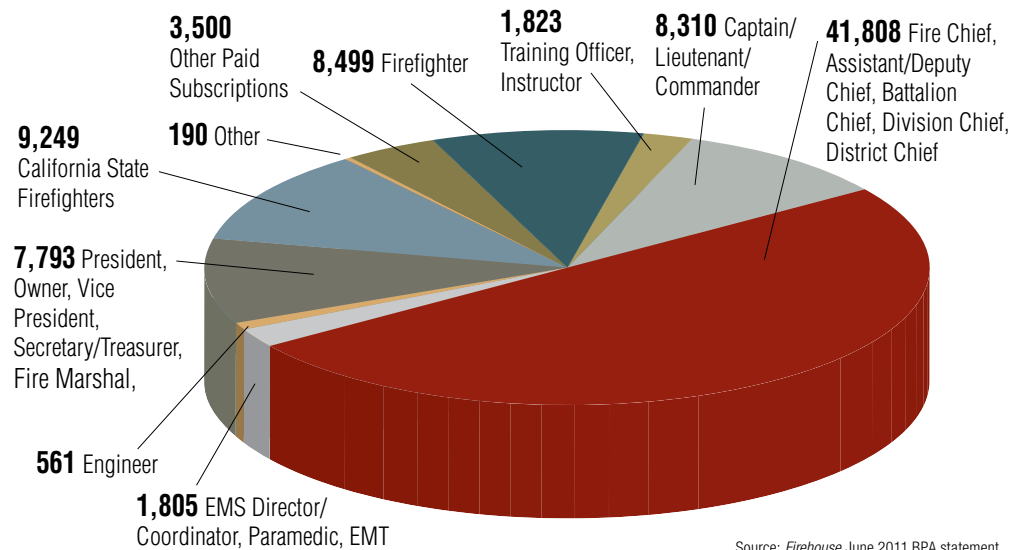
Firehouse® ..... 10,304  
 Fire Rescue ..... 3,704  
 Fire Engineering ..... 7,277  
 Fire Chief ..... 3,117

**83,538 TOTAL QUALIFIED CIRCULATION**

Firehouse® continues to maintain a decisive edge over the competition in circulation with not only the highest qualified circulation, but one that reaches more Chiefs and Officers - the primary purchase influencers - than any other trade publication in the industry - and at the Lowest Cost Per Reach.

Firehouse provides broad market coverage, while penetrating deep into the market.

We deliver your audience, so you can market with confidence.






Source: Firehouse June 2011 BPA statement

1. June 2011 BPA statements: Firehouse, Fire Chief, Fire Rescue and June 2011 ABC audit statement for Fire Engineering.  
 2. June 2011 BPA Firehouse, titles from paragraph 3a to include: Fire Chiefs, Assistant/Deputy Fire Chiefs, Battalion Chiefs, Division Chiefs, District Chiefs, President, Owner, Vice President, Secretary/Treasurer, Fire Marshal, Commissioner, Federal, State, and Local Fire Officials/City Mgrs, Training Officer/Instructor, Captain, Lieutenant/Commander. June 2011 BPA Fire Rescue, titles from paragraph 3a to include: Fire Chiefs/Fire Commissioners, Assistant Chiefs/Deputy Chiefs, Battalion Chiefs/District Chiefs/Shift Commanders, Company Officers, Supervisors, Training Officers/Instructors, State or Local Fire Marshals. June 2011 ABC Fire Engineering, titles from paragraph 3a to include: (1a) Chiefs, Assistant Chiefs, Fire Marshals, Commissioners and other Municipal Fire Officials, (1b) Fire Companies (1d) other Fire Officials, Federal, State and Local, including City Managers. June 2011 BPA Fire Chief, titles from paragraph 3a to include: Fire Chiefs, Fire department instructors/training officers, Assistant fire chiefs and fire commissioners, Presidents, secretaries and treasurers, Fire marshals, Safety officers, Lieutenants, captains & other fire officers.  
 3. June 2011 BPA Firehouse, titles from paragraph 3a to include: Firefighter, EMS Director/Coordinator, Paramedic, EMT. June 2011 BPA Fire Rescue, titles from paragraph 3a to include: Firefighters/Driver Operators, Paramedics, EMTs, First Responders. June 2011 ABC Fire Engineering, titles from paragraph 3a to include: (1c) Firefighters. June 2011 BPA Fire Chief, titles from paragraph 3a to include: Fire station brigade copies, firefighters and other personnel, EMS Coordinators



# OFFERING SOLUTIONS FOR TODAY'S BIGGEST CHALLENGES

Issue	Issue Highlights	Special Feature	Product Showcase
JANUARY	<b>Fire &amp; Emergency Apparatus</b> The Apparatus Architect Health & Fitness: Medical & Fitness Standards	<b>NEW! EXCLUSIVE:</b> <b>2012 Technology Overview</b>	Exercise Equipment/ Medical Monitors
FEBRUARY 	<b>NEW! Fire Chief Leadership Profile</b> Wildland Firefighting Training: Improvised & Homemade Explosives	<b>NEW! BEST PRACTICES:</b> <b>PIOs &amp; Fire Prevention Higher Education</b>	Public Education Products & Services
MARCH	<b>Combination Fire Department Run Survey</b> <b>Combination Fire Department Leadership</b> Emergency Communications	<b>NEW! Marketing Your Fire Department - Part 1</b> <b>TECHNICAL RESCUE</b>	Dress Uniforms & Stationwear
APRIL	<b>Firehouse® Heroism &amp; Community Service Awards</b> <b>NEW! Fire Chief Leadership Profile</b> Training: Structural Hazards The Apparatus Architect	<b>Higher Education</b>	Apparatus Cabs & Chassis
MAY	<b>NEW! Fire Chief Leadership Profile</b> <b>Fire Service Technology</b> <b>Volunteer &amp; Rural Firefighting</b> Health & Fitness: Hot-Weather Emergencies	<b>NEW! BEST PRACTICES:</b> <b>Recruitment &amp; Retention</b>	Hose & Nozzles/Monitors Hose Reels/Hose Fittings
JUNE	<b>National Run Survey – Fire Dept. Profiles</b> Fireground Operations	<b>NEW! BEST PRACTICES:</b> <b>Fire Prevention TECHNICAL RESCUE</b>	Mobile Communications
JULY 	<b>National Run Survey – Total Calls, Engine &amp; Ladder</b> <b>NEW! Fire Chief Leadership Profile</b> Training: Self-Rescue Procedures	<b>NEW! BEST PRACTICES:</b> <b>The New Fire Chief</b>	Personal Protective Equipment/ Rescue Ropes
AUGUST	<b>National Run Survey – Chiefs &amp; Specialty Units</b> <b>NEW! Fire Chief Leadership Profile</b> Emergency Communications The Apparatus Architect	<b>NEW! Marketing Your Fire Department - Part 2</b>  <b>Higher Education</b>	Wildland Firefighting Tools & Equipment
SEPTEMBER	<b>National Run Survey – Pay Scales &amp; Staffing</b> Fire Prevention/Fire Safety Education Wildland Firefighting	<b>TECHNICAL RESCUE</b>	Specialized Rescue Tools, Equipment & Supplies
OCTOBER 	<b>Volunteer Run Survey</b> <b>NEW! Fire Chief Leadership Profile</b> Volunteer Fire Department Leadership Health & Fitness: Preventing Heart Attacks & Strokes	<b>NEW! BEST PRACTICES:</b> <b>The New Company Officer</b>	Scene Lighting/ Fire Station Exhaust Systems
NOVEMBER	<b>Apparatus Showcase</b> The Apparatus Architect <b>Fire Service Technology</b>	<b>Apparatus Engineers:</b> <b>Keep Your Fleet in Service</b> <b>Higher Education</b>	Water & Ice Rescue Equipment & Supplies
DECEMBER	<b>NEW! TOP PRODUCT INNOVATIONS</b> Hazardous Materials Response Hazmat Training: Using Hazmat Detectors	<b>NEW! Marketing Your Fire Department - Part 3</b> <b>TECHNICAL RESCUE</b>	Gas Detectors

Tentative schedule as of  
9/24/2011; subject to change.



# Firehouse Responds to the Critical Needs

*Reach this loyal audience surrounded by the best content in the industry.*

Thought provoking and insightful content – breaking news, in-depth reporting, continuing education – sharing information. Firehouse provides the most comprehensive editorial coverage and educational training in the fire service. Our content creators and news staff are comprised of seasoned journalists, many having been active in the fire service for years.

Firehouse contributors and speakers are industry leaders with vast experience and personal insight that maximizes the reliability of the content and the engagement with the audience.

They understand the needs of today's firefighters and bringing them the latest technology and response strategies to perform their jobs efficiently and safely.



Harvey Eisner



Jeff Barrington



Peter Matthews



Steven Shaw



Elizabeth Friszell Neroulas



Paul Peluso



Susan Nicol Kyle



Ed Ballam



Heather Caspi

# 2012

## EDITORIAL CALENDAR

Bonus Distribution/ Value-Added Marketing	Deadlines
Apparatus Specification & Vehicle Maintenance Symposium Jan. 15-18, Orlando, FL	Insertions: Dec. 7 Materials: Dec. 14
 FIRE · RESCUE · EMS Feb. 19-23, San Diego, CA	Insertions: Jan. 4 Materials: Jan. 16
<b>Ad Readership Study</b>	Insertions: Feb. 3 Materials: Feb. 14
FDIC Show April 16-21, Indianapolis, IN	Insertions: March 5 Materials: March 14
Harrisburg Fire Expo May 18-20, Harrisburg, PA	Insertions: April 4 Materials: April 12
NYS Fire Chiefs Show June 13-16, Verona, NY	Insertions: May 3 Materials: May 14
 FIRE · RESCUE · EMS July 17-21, Baltimore, MD	Insertions: June 4 Materials: June 14
IAFC Show, Aug. 1-4, Denver, CO APCO International, Aug. 19-22, Minneapolis, MN	Insertions: July 5 Materials: July 13
<b>Ad Readership Study</b>	Insertions: Aug. 6 Materials: Aug. 15
 PRINT · ONLINE · LIVE Oct. 31-Nov. 2, New Orleans, LA	Insertions: Sept. 5 Materials: Sept. 14
<b>Holiday Gift Guide</b>	Insertions: Oct. 3 Materials: Oct. 15
<b>Top Product Innovations</b>	Insertions: Nov. 5 Materials: Nov. 14

## NEW FOR 2012

### • Best Practices

- Recruitment & Retention
- PIOs & Fire Prevention
- The New Company Officer

### • Marketing Your Fire Department

### • Fire Chief Leadership Profiles

### • Top Product Innovations

–Firehouse® editors select this years leading fire-rescue-EMS product introductions and upgrades.



## Since 1983

### Heroism & Community Service Awards

Sponsorship opportunities available for the largest program of its kind honoring firefighters from across the nation for heroic action and performing community service above and beyond the call of duty.

UNMATCHED AND  
INNOVATIVE ONLINE  
AND DIGITAL SOLUTIONS

THE MOST POWERFUL WEBSITE JUST GOT MORE POWERFUL

REDESIGNED FOR 2012 TO INCLUDE THE LATEST IN CONTENT  
AND ADVERTISING DELIVERY TECHNOLOGY AND THE MOST  
EFFECTIVE DESIGN FOR ENHANCED USER EXPERIENCE.



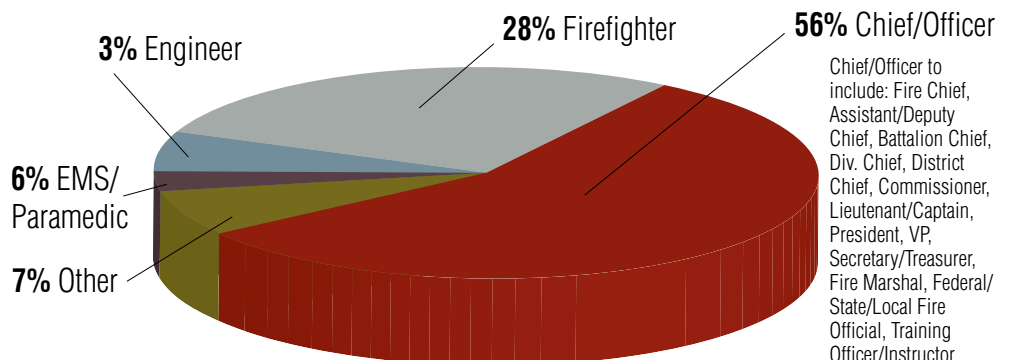
- Larger banner advertising positions that include the most responsive ad units.
- Contextual advertising and geographic targeting enable your message to be displayed adjacent to relevant content and delivered to a specific geographic area.
- Demographic and behavioral ad targeting designed to deliver your message to your most likely buyer profile.
- Rich Media allowing advertisers to utilize more engaging creative including Welcome Ads, Interstitials, Page Peels and Wallpaper units.
- Improved performance metrics to analyze the performance of your campaign.

### Engaging Content Delivers

- **492,792** unique monthly visitors<sup>1</sup>
- **77%** have a role in the purchasing process<sup>2</sup>
- **63%** serve populations greater than 10,000<sup>2</sup>
- **42%** visit Firehouse.com once a day/more than once a day<sup>2</sup>
- **72%** rate Firehouse.com as the most comprehensive industry website<sup>2</sup>
- **63%** have been influenced by or purchased products as a result of seeing an ad on Firehouse.com<sup>2</sup>

**Firehouse**.com

VISITOR PROFILE — **56%** ARE CHIEFS/OFFICERS<sup>2</sup>



Source: 1. Omniture/HBX Analytics 2. August 2011 Website Visitor Study

# Web Site Marketing

## Run of Site Banners

Impressions	Monthly Rate
728x90	\$1,900
300x250	\$1,900
160x600	\$1,700
120x90	\$1,260

Minimum buy: 50,000 impressions

## GeoTargeted ROS Banners

Impressions	Monthly Rate
728x90	\$810
300x250	\$750
160x600	\$660
120x90	\$495

Minimum buy: 30,000 Geo-targeted impressions

## Home Page Hot Product

Impressions	Monthly Rate
100x100 Hot Product Image	\$885

## Contextual Targeting - Topic Area Placements

### Flat Rate for placement in First Tier topic area

First Tier: Firefighter Safety, Emergency Vehicles & Ops (includes Apparatus Showcase)

Monthly Rate	
Top 728x90	\$1,600
Top 300x250	\$1,500
Both positions	\$2,500

## Premium Ads

Welcome Ads/Floating Ads	\$80 cpm
Page Peel	\$80 cpm
Background Advertising/"Ad Camo"-1 Day Flat Rate	\$3,000 per day

## Flat Rate for placement in Second Tier topic area

Second Tier: Careers, Fire Prevention & Investigation, Funding & Grants, Health & Wellness, Leadership & Command, Politics & Law, Rescue Special Ops, Strategy & Tactics, Technology & Communications, Training, Willand.

Monthly Rate	
Top 728 x 90	\$550
Top 300 x 250	\$550
Both positions	\$1,000

## Shop Section

Monthly Rate	
Premium Vendor	\$1,500
Featured vendor	\$750
Additional Sub Categories	\$750
	\$200



Leaderboard  
728 x 90

Top Banner  
300 x 250

Button  
120 x 90

Skyscraper  
160 x 600

Button  
120 x 90

Banner  
300 x 250

Homepage  
Hot Product  
100 x 100

Leaderboard  
728 x 90



# LET US CUSTOMIZE A PROGRAM TO ACHIEVE YOUR OBJECTIVES

A COMPREHENSIVE SUITE OF DIGITAL SOLUTIONS CONVERT CUSTOMERS INTO PROSPECTS.



## iPad App Sponsorship

- Align your brand with innovation and take a leadership position in the market.
- Target a potential new audience with fresh messaging in a highly engaging format.
- Unique content and presentation each edition, each month, and on demand.



## MyFirehouseTraining.com

Our e-learning website, launched in 2011, provides a new advertising opportunity for marketers to increase exposure in a highly educational and engaging interactive format.



## Podcasts

Sponsor these online 'radio' programs which discuss current events, from the latest news to product developments.

## Webcasts

Sponsorships are available to underwrite web-based training by fire and rescue experts. Sponsorship includes representation on pre-promotional materials and during the webcast, and in the archived version which stays on Firehouse.com for one year. A complete turn-key program with highly qualified lead generation.

## Featured Video

This exciting program promotes and features your video on Firehouse.com, in our eNews-letter, in the Video Library, and on our social media page. Push/Pull/SEO and social media in a single solution. Video creation services available if needed.



## Exclusive E-Mail Campaigns

Send a customized message directly to opt-in recipients who have asked to receive messages from our advertisers. Make new product announcements, invite customers to an event or trade show, and drive traffic to your website.

**Product Showcase Blasts** Feature your latest product in a shared e-mail message that showcases up to six products. Ideal for announcing a new product or feature a specially priced item.

**E-Newsletters** Your banner advertising on an e-Newsletter can have a link to your site and an e-mail link for subscribers to contact you directly.

**Online Buyer's Guide** Premium and Enhanced Listings in the industry's most comprehensive list of companies that serve this market enables buyers to find your company and products immediately.

## Digital Marketing Opportunities

Sponsorship	Rate
<b>Podcasts</b>	
Exclusive Sponsor of a Podcast	\$650
<b>Webcasts</b>	
Training Sponsor	\$8,900
Custom	\$10,000 & up
<b>E-mail Blasts</b>	
Exclusive Custom Blast	\$5,999
SLOT in Product Showcase Blast	\$950/slot
<b>eNewsletters</b>	
Daily eNewsletter Exclusive Sponsor - 728x90 position	\$1650/week
Weekly Jobs eNewsletter - 728x90	\$500/mailing
Tech Rescue- Quarterly	\$950/slot
Quarterly Topic Section Newsletters - Exclusive	\$500
*Must be purchased with Topic Sponsorship	
<b>Featured Job Listing</b>	\$650/mo.
<b>Video</b>	
Featured Video Package	\$2,500/week
Video in Firehouse Video Library	\$1,000/6 months
<b>Tablet App</b>	
Exclusive Advertising of Firehouse Tablet App	\$1,500 per ad limited opportunities available Call for pricing
Custom Tablet App	
<b>Online Buyer's Guide</b>	
Category Sponsor - 728x90 & 160x600 (on all category pages)	\$10,000/year
Sub Category Sponsor - 468 x 60 (Banner Ad positioned below the site masthead on each subcategory page and in rotation on the main category page included on page)	\$4,000/year
Enhanced Company Listing	\$1,000/year
Featured Product Category Sponsor	Call for pricing
<b>Mobile Firehouse.com Site</b>	
246x60 Banner + 25 word text message	Call for pricing
<b>My Firehouse Training</b>	Starting at \$500 per month





# Firehouse WORLD™

FIRE · RESCUE · EMS

**February 19-23, 2012**

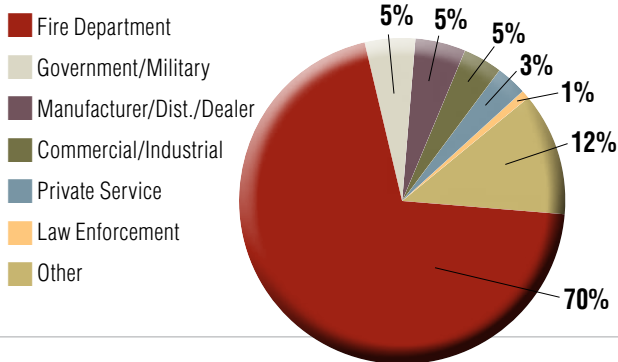
Celebrating 10 Years in San Diego!

**Make Your Presence in the Industry Known at Firehouse World**

## THE LARGEST FIRE EVENT ON THE WEST COAST.

Firehouse World remains the largest fire event on the West Coast and the perfect place for companies to establish relationships with their target audience.

### Types of Service Represented in 2011<sup>1</sup>



**More than half** of all attendees have a say in the purchasing decision.

**75% of our attendees** spent between 2-6 hours on the exhibit floor.

**72% of all attendees** either made a purchase at the show or intended on making one within 12 months of the show.

1. Expo division's own data based on registration information

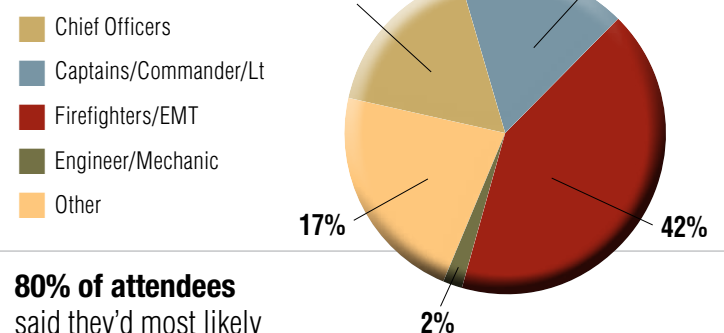
# FirehouseExpo

FIRE · RESCUE · EMS

**July 17-21, 2012, Baltimore, MD**

**The East Coast leader in education, training and exhibit displays.**

### Who Attended in 2011<sup>1</sup>



**80% of attendees** said they'd most likely be back in 2012

**82% of our attendees** spent between 2-6 hours on the exhibit floor

### WHAT WILL YOU GAIN BY EXHIBITING?

- Face-to-face sales opportunities with interested people who have come to you, with a relatively open mind, on your turf and in an environment hyper-conducive to talking and doing business
- Market visibility
- Awareness
- Branding
- Introduce new products
- Gain access & exposure to customers & prospects
- Gain media access & exposure
- Generate leads
- Close sales
- Do research
- Recruiting
- *And more!*

**It's more than just a booth – maximize your investment with additional marketing opportunities that set your company apart. New for 2012 Trade Show Mobile App – both events!**



# UNMATCHED PENETRATION WITH OPTIMAL ROI

## 2012 ADVERTISING RATES

Discounts available for increased schedules. Must commit by 1/31/12.

### 4/c Net Rates

Ad Size	1x	3x	6x	9x	12x
Full Page	7,415	7,090	6,765	6,630	6,285
2/3 Page	6,450	5,955	5,705	5,270	5,020
1/2 Page ls.	5,810	5,315	5,215	5,020	4,825
1/2 Page	5,665	5,190	5,090	4,900	4,710
1/3 Page	4,585	4,140	3,890	3,710	3,600
1/4 Page	4,435	3,835	3,685	3,500	3,265
2 pg. Spread	13,245	13,215	12,405	11,650	10,930

\*For black/white rates, deduct \$1,100 full page/\$600 fractional page

### Premium Positions

4-Color Only	
Back Cover .....	15% premium
Second Cover Spread .....	10% premium
Inside Back Cover .....	10% premium
Other Requested Positions .....	5% premium

### Classified Display

(per column inch)	
1 issue .....	\$300 per issue
3 or more issues .....	\$280 per issue
6 or more issues .....	\$260 per issue
12 or more issues .....	\$250 per issue
Color .....	\$50.00 per additional color

### Classified

1 issue .....	\$3.45 per word
3 or more issues .....	\$3.25 per word
6 or more issues .....	\$2.95 per word
12 or more issues .....	\$2.85 per word

### Marketplace

Four-color advertising at a cost-effective rate.	
Generate sales leads and build brand awareness.	
1x .....	\$1,135
3x .....	\$1,030
6x .....	\$970
12x .....	\$930

### Ad Sizes

1 page .....	8 x 11"
2/3 (full 2 columns) .....	4-5/8 x 10"
1/2 (horizontal) .....	7 x 4-7/8"
1/2 (vertical island) .....	4-5/8 x 7-1/2"
1/2 (vertical) .....	3-1/2 x 10"
1/3 (vertical) .....	2-1/4 x 10"
1/3 (horizontal) .....	7 x 3-1/8"
1/3 (square) .....	4-5/8 x 4-7/8"
1/4 .....	3-1/2 x 4-7/8"
Marketplace .....	3-1/8 x 4-1/8"
2-page Spread .....	16 x 11"

### Mechanical Requirements

Printed: Offset  
 Trim Size: 7-3/4" x 10-3/4", Live Matter: 7" x 10"  
 Binding Method: Perfect Bound  
 Colors Available: 4-color Process  
 Screen: Black 120; 2/C 120; 4-color 133

### Bleed

Full Pages & Covers .....

8 x 11"  
 (Keep live matter 1/2" from top, bottom and sides)

### Submission Of Ad Materials

Send ad materials for *Firehouse*® to:  
**Jean Rank**  
*Firehouse*® Magazine  
 3 Huntington Quadrangle, Suite 301N, Melville, NY 11747  
 (631) 963-6237  
[jean.rank@cygnuspub.com](mailto:jean.rank@cygnuspub.com)

For files larger than 5 MB, go to <http://webftp.cygnuspub.com>. Type in the name Jean Rank, then press continue. Fill in your name/subject/e-mail address/ and message. Press the browse button to attach your art file. Hit continue.

### Terms & Conditions

Production charges may be billed if applicable. The rates above are only guaranteed for the frequency herein. Changes and cancellations must be made in writing. No cancellations permitted after closing date. Contract frequencies not met may receive a short rate. Cygnus Business Media is not responsible for either the content or the opinions expressed within paid advertisements, or for any errors they may contain. Publisher reserves the right to reject any advertisement deemed unsuitable for publication. Recognized advertising agencies are allowed 15% of gross billing, provided account is paid in full within 30 days.





# MULTI-PRODUCT MARKETERS RECEIVE ADDITIONAL INCENTIVES



## Firehouse Heroism Awards & Community Service Program

Sponsorship opportunities available for the largest program of its kind honoring America's Bravest from across the country for heroic action. Sponsorship packages starting at \$950 for advertisers.



## Holiday Gift Guide

Generate over 280,000 impressions!<sup>1</sup>

November issue, plus two special holiday e-blasts.

### Holiday Gift Guide Advertising Rates

- 1/4 page + a slot in two e-mail blasts.....\$2,200 net
- 1/2 page + a slot in two e-mail blasts.....\$2,800 net
- Full page + a slot in two e-mail blasts .....\$4,000 net

### Technical Rescue

#### Special Section Marketing Opportunity within Firehouse®

4x in 2012

- 1/4 page + a slot in one Technical Rescue e-mail blast.....\$1,855
- 1/2 page + a slot in one Technical Rescue e-mail blast.....\$2,945
- Full page + a slot in one Technical Rescue e-mail blast.....\$4,015

#### Sponsorship of Buzz on Technical Rescue podcast

- Advertiser rate..... \$770 net per episode
- Non print-advertising rate..... \$1,030 net per episode

### 2012 Exhibit Space Pricing

## FirehouseExpo®

FIRE • RESCUE • EMS

\* Deposit must be received within 90 days of submitting this contract. A \$1.00 per square foot charge will be applied & re-invoiced to exhibitors with no deposit received after 90 days.

Space Requested	Renewal Pricing	Multi-Show or Advertiser Disc.	Multi-Show and Advertiser Disc.
100 - 500 sq. ft.	\$11.50 per sq. ft.	\$10.50 per sq. ft.	\$ 9.45 per sq. ft.
600 - 1000 sq. ft.	\$11.30 per sq. ft.	\$10.30 per sq. ft.	\$ 9.30 per sq. ft.
1000+ sq. ft.	\$10.80 per sq. ft.	\$ 9.80 per sq. ft.	\$ 8.80 per sq. ft.
1500+ sq. ft.	\$10.20 per sq. ft.	\$ 9.20 per sq. ft.	\$ 8.20 per sq. ft.
2000+ sq. ft.	\$ 9.20 per sq. ft.	\$ 8.15 per sq. ft.	\$ 7.15 per sq. ft.
3500+ sq. ft.	\$ 8.20 per sq. ft.	\$ 7.20 per sq. ft.	\$ 6.20 per sq. ft.

Multi-Show Discount applies to companies that exhibit in Firehouse Expo 2012 or EMS World Expo 2012. Advertiser Discount applies to companies purchasing display or interactive advertising in one or more Cygnus property in 2012. 50% exhibit space deposit due within 90 days of contract submission.

## Firehouse WORLD®

FIRE • RESCUE • EMS

### 2012 Exhibit Space Pricing

50% exhibit space deposit due 30 days after contract is submitted. If deposit is not received within 30 days, booth space will be released.

Space Requested	Renewal Pricing	Multi-Show or Advertiser Disc.	Multi-Show and Advertiser Disc.
100 - 399 sq. ft.	\$13.75 per sq. ft.	\$12.75 per sq. ft.	\$11.75 per sq. ft.
400 - 999 sq. ft.	\$13.00 per sq. ft.	\$12.00 per sq. ft.	\$11.00 per sq. ft.
1000 - 1999 sq. ft.	\$12.00 per sq. ft.	\$11.00 per sq. ft.	\$10.00 per sq. ft.
2000 - 2499 sq. ft.	\$10.75 per sq. ft.	\$ 9.75 per sq. ft.	\$ 7.75 per sq. ft.
2500 - 3999 sq. ft.	\$10.00 per sq. ft.	\$ 9.50 per sq. ft.	\$ 7.00 per sq. ft.
4000+ sq. ft.	\$ 7.65 per sq. ft.	\$ 6.65 per sq. ft.	\$ 5.65 per sq. ft.

Multi-Show Discount applies to companies that also exhibit in Firehouse World 2012. Advertiser Discount applies to companies that exhibit in both shows and have purchases over \$1,500 in display or interactive advertising in a Firehouse property between 7/1/11 & 6/30/12.

**75% OF B2B MARKETERS SAY MULTIMEDIA IS MORE EFFECTIVE THAN ONE PRINT TYPE; PRINT, ONLINE AND IN-PERSON EVENTS LED THE CROSS-MEDIA BUY.**

Outsell 2011 Marketing & Advertising Study

1. Publisher's own projection



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<sup>1</sup> Publisher's own data