



FIREHOUSE[®]

Proudly Serving America's Bravest

MEDIA PLANNER 2017

FIREHOUSE[®]

on the front lines



Firehouse has always been on the front lines and pulse of the industry, sharing lessons learned, new technology, strategy and tactics to educate and inspire. It is what fire service leaders expect from **Firehouse** to help them perform their jobs safely. **Firehouse** contributors and speakers are industry leaders with vast experience and personal insight that maximizes the reliability of the content and engagement with the audience.

It is also what our industry partners and clients expect. They trust **Firehouse** to deliver their message in a progressive environment with high visibility and responsiveness for optimal results.



“ Firehouse attracts the very best authors and leaders to carry out its mission. Its role as an information and opinion leader—whether through print, electronic, social media or other tools—challenges the fire service to be more effective. ”

— Dennis Compton



“ I am certain that the Firehouse future is bright because the energetic, young, yet very experienced and effective editor-in-chief is applying his usual positive and very enlightened approach that will continually push Firehouse in the right direction. ”

— Alan Brunacini



“ I have received several recognitions and awards, some national, in my career, but nothing has meant more to me than seeing my name in the list of contributing editors for Firehouse. ”

— Tim Szymanski



“ Today, besides the magazine itself, we have the online platform and the Firehouse conferences, all of which merge into a terrific source of information for firefighters of all ranks and from all types of departments. ”

— Curt Varone

“ Firehouse challenges the fire service to be more effective ”



“ Imagine how many firefighters' lives have been saved because of something they read in Firehouse and then remembered during a moment that could have gone either way. ”

— Gary Ludwig



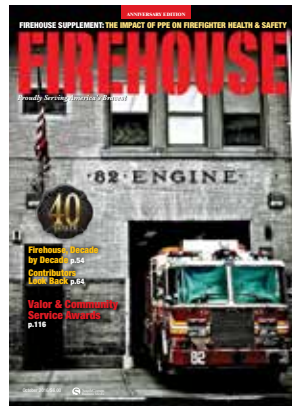
“ Throughout the years, Firehouse has steered us through, and even ushered in, many shifts and changes in our profession. Today we stand upon the cusp of another shift—one in which prevention is becoming an increasingly accepted part of daily fire department services and operations. ”

— Daniel Byrne



“ We need to keep tilling the soil of the fire service fields in order to turn up the latest new thoughts and ideas. This is just what Tim Sendelbach and the entire team are doing for Firehouse. ”

— Dr. Harry Carter



valued partnerships with leading industry organizations

- Southeastern Association of Fire Chiefs (SEAFCh)
- International Society of Fire Service Instructors (ISFSI)
- National Fallen Firefighters Foundation (NFFF)
- Center for Public Safety Excellence (CPSE)
- National Fire Protection Association (NFPA)
- Fire Department Safety Officers Association (FDSOA)
- Congressional Fire Services Institute (CFSI)
- UL Firefighter Safety Research Institute (UL-FSRI)
- Illinois Fire Service Institute (IFSI)
- Tennessee Fire Chiefs Association (TFCA)
- Tennessee Fire & Life Safety Inspectors Association
- National Fire Sprinklers Association (NFSA)
- National Volunteer Fire Council (NVFC)
- California Professional Firefighters (CPF)
- California State Firefighters Association (CSFA)
- International Association of Fire Chiefs (IAFC)
 - Safety, Health and Survival Section
 - Volunteer Combination Officers Section
- International Association of Fire Fighters (IAFF)
- Fire & Emergency Manufacturers & Services Association (FEMSA)

powered by **FIREHOUSE**

- Texas LODD Conference
- Metro Atlanta Fire Firefighters Conference (MAFFC)
- Scott Stair Climb

FIREHOUSE[®]

setting the vision



Setting the vision and leading the team is **Editor-in-Chief Tim Sendelbach**, a nationally recognized leader in the fire service. A 30-year student and educator of the fire and emergency services, Sendelbach provides editorial direction for *Firehouse Magazine*, Firehouse.com, Firehouse World and Firehouse Expo, all with the underlying purpose of serving America's bravest.

Firehouse Magazine and **Firehouse.com** offer subscribers top-quality content written by a variety of fire service leaders who understand the importance of staying current on new tactics and technologies. From the latest generation of forward-thinkers to the nationally recognized and accomplished trailblazers who connect with the long-time readership¹ of this great publication, Firehouse contributors always offer a fresh perspective on the critical topics that have the greatest impact on the fire service.

With an Editorial Advisory Board comprised of fire service leaders with the future of the fire service top of mind, Firehouse provides editorial leadership unrivaled by any other fire service publication or website.

Editorial Advisory Board

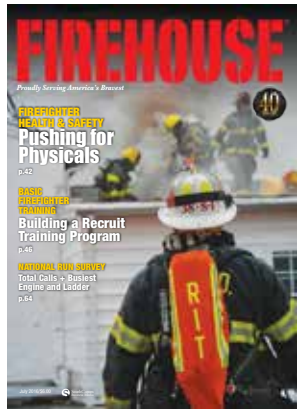
- Sarah Appgar:** Firefighter/EMT, Halesite (NY) Fire Department
- Paul Bourgeois:** Fire Chief, Superstition Fire & Medical District, AZ
- Brian Fennessy:** Fire Chief, San Diego Fire-Rescue Department
- Ed Hartin:** Fire Chief, Central Whidbey Island (WA) Fire & Rescue
- Charles Hood:** Fire Chief, San Antonio Fire Department
- Gavin Horn:** Research Program Director, Illinois Fire Service Institute
- Patrick Kenny:** Fire Chief, Western Springs (IL) Department of Fire & EMS
- Brian Schaffer:** Assistant Fire Chief, Spokane (WA) Fire Department
- John Sullivan:** Deputy Chief, Worcester, MA, Fire Department
- John Tippet, Jr.:** Deputy Chief of Operations, Charleston (SC) Fire Department
- Josh Waldo:** Deputy Fire Chief, Boseman (MT) Fire Department
- Janet Wilmoth:** Special Projects Director, Wilmoth & Associates
- Robin Zevotek:** Research Engineer, UL Firefighter Safety Research Institute

Firehouse Contributors

- Allen Baldwin:** Fire Chief, Winchester (VA) Fire and Rescue
- Marc Bashoor:** Fire Chief, Prince George's County (MD) Fire/EMS
- Robert Burke:** Hazardous Materials and Fire Protection Consultant
- Daniel Byrne:** Firefighter/Paramedic and Community Support Officer, Burton (SC) Fire District
- Harry Carter:** Fire Protection Consultant; Battalion Chief (ret.), Newark (NJ) Fire Department
- Michael Daley:** Lieutenant, Monroe Township (NJ) Fire District
- Bob Duemmel:** Deputy Coordinator for Special Operations, Monroe County, NY

- Vincent Dunn:** Deputy Chief (ret.), FDNY
- Barry Furey:** Emergency Communications Consultant; Former Director, Raleigh-Wake (NC) Emergency Communications Center
- Richard Gasaway:** Principal Consultant, Gasaway Consulting Group; Fire Chief (ret.), Roseville (MN) Fire Department
- Steven Gillespie:** Professor, Columbia Southern University
- Billy Goldfeder:** Deputy Fire Chief, Loveland-Symmes (OH) Fire Department
- David Griffin:** Captain, Charleston (SC) Fire Department
- Jonathan Hall:** Firefighter, City of Saint Paul (MN) Fire Department
- Gary Ludwig:** Fire Chief, Champaign (IL) Fire Department
- Ronald Moore:** Division Chief (ret.), McKinney (TX) Fire Department
- Steve Prziborowski:** Deputy Chief, Santa Clara County (CA) Fire Department
- Shane Ray:** President, National Fire Sprinkler Association; Volunteer Firefighter, Dutchess County, NY
- Kevin Roche:** Founder and Principal, FACETS Consulting; Fire Protection Engineer and Assistant to the Fire Chief (ret.), Phoenix Fire Department
- John Salka Jr.:** Battalion Chief (ret.), FDNY
- Tom Shand:** Consultant, Emergency Vehicle Response
- James Smith:** Deputy Chief (ret.), Philadelphia Fire Department
- Timothy Szymanski:** Public Education & Information Officer, Las Vegas Fire & Rescue
- Curt Varone:** Director, Legal and Liability Risk Management Institute (Fire Service Division); Deputy Assistant Chief (ret.), Providence (RI) Fire Department
- Charles Werner:** Fire Chief (ret.), Charlottesville VA, Fire Department
- Michael Wilbur:** CEO, Emergency Vehicle Response; Lieutenant (ret.), FDNY

power of print



Largest Audience of Decision-Makers

323,000+¹
Total Audience Reach
(Includes 3.0 pass-along readership)

87%²
Audience Impacts Purchasing Decisions

1. Firehouse 2016 June BPA statement (qualified circulation 80, 913) plus 3.0 pass-along readership (Firehouse 2016 August Readership Study)
2. 2016 August Readership Study

print

Print Advertising

- Display Advertising
- Marketplace & Classified Ads
- Holiday Gift Guide

Custom Print Options

- Bellybands
- Inserts
- Posters
- Gatefold and Double Gatefold Covers
- Fold-Out Tabs
- Business Reply Cards
- Post-it Notes
- Barn Door Covers
- Cover Stickers

- Cover Flaps
- Printed Polybags & Outserts
- Geo-Targeted Inserts and Display Ads
- Personalization with Custom Ink Jet Imaging
- Advertorials

Supplements

- Apparatus
- Station Design
- Fire Service Credentialing (CPSE)
- Cancer Risks & Prevention (Digital)
- Custom Print and Digital Supplements

Special Content Sections

- Technical Rescue
- Higher Education
- Apparatus Showcase
- Run Surveys

Print Advertising Works

Research Tells Us ...

Print advertising makes products more desirable

Paper readers comprehend and remember more

Reading on paper is slower and deeper

Paper-based reading benefits from more focused attention

Reading on paper is multisensory

Source: MPA

FIREHOUSE

print circulation

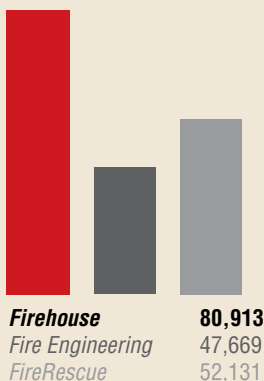
Firehouse delivers **26,090 MORE** print copies than its nearest competitor¹

323,652 Potential audience pass-along readership average of 3.0²

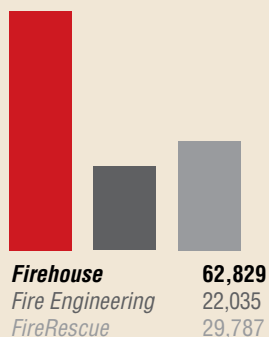
Firehouse continues to maintain a decisive edge over the competition in circulation, with not only the highest-qualified circulation, but also one that reaches more chiefs and officers than any other trade publication in the industry.

33,042 MORE chiefs and officers than its nearest competitor⁴

Firehouse – Highest Qualified Circulation³

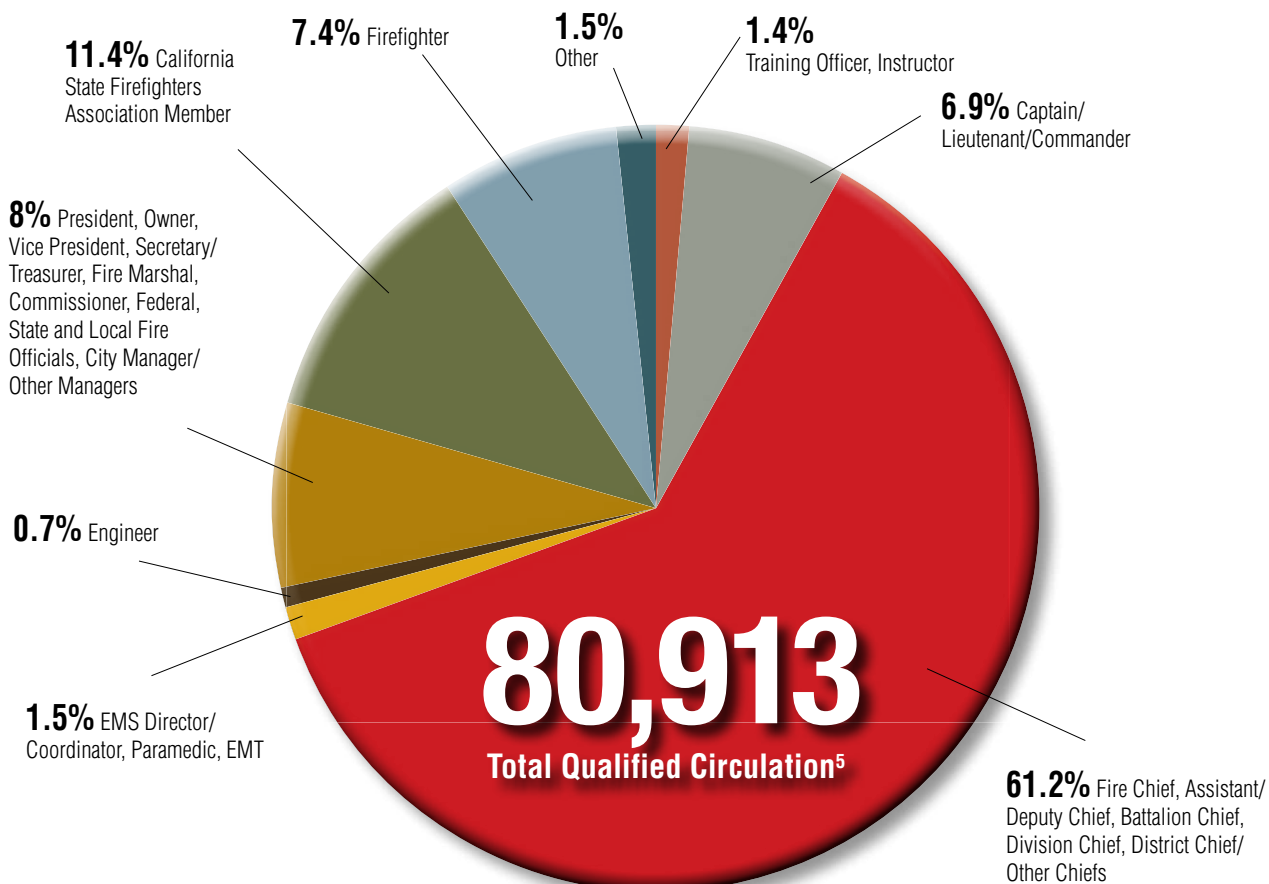


Firehouse – More Chiefs & Officers⁴



Connecting you to **MORE** decision-makers

Breakdown by Title/Rank⁵



1. Print Distribution: June 2016 BPA statement Firehouse 64,434; June 2016 BPA statement FireRescue 38,344; June 2016 audit statement: Fire Engineering 33,856.
2. Firehouse June 2016 BPA 80,913 circulation, plus pass-along – August 2016 Readership Study
3. Total Qualified Circulation: June 2016 BPA Firehouse, 80,913; June 2016 audit statement Fire Engineering, 47,669; June 2016 BPA FireRescue, 52,131.

4. June 2016 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, other Chiefs and other Managers. June 2016 audit statement Fire Engineering, titles from paragraph 3a to include: (a) Chiefs, Assistant Chiefs, Fire Marshals, Commissioners and other Municipal Fire Officials, (b) Fire Companies,

(c) Other Fire Officials, Federal, State, and Local, including City Managers. June 2016 BPA FireRescue, 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/Chiefs/Instructors, and Fire Marshals/Inspectors.
5. Firehouse June 2016 BPA

2017 editorial calendar

Issue	Issue Highlights	Special Features	Bonus Distribution/ Added Market Value	Print Deadlines	Regular Columns & Departments
January	International Innovations Fire & Emergency Apparatus Wildland Firefighting Strategy & Tactics		FDSOA Apparatus Symposium Jan. 16–18, Orlando, FL FireRescue East Jan. 19–21, Daytona Beach, FL	Insertions: Nov. 30 Materials: Dec. 7	As Firehouse Sees It For the Record Scuttlebutt Fire Politics Fire Studies Safety & Survival Close Calls University of Extrication EMS Chief Concerns Higher Education Technical Rescue On the Job Progress Report Hot Shots Research Corner Fire Law International Exchange Health & Wellness Fire Technology Leadership Lessons Command Post Fire Dispatch Hazmat Studies The Fire Service PIO Emergency Vehicle Operations Fire Prevention Apparatus Architect New Deliveries New Products The Fire Scene
February	Emergency Communications	HIGHER EDUCATION	FIREHOUSE WORLD  Feb. 5–9, San Diego, CA	Insertions: Jan. 3 Materials: Jan. 9	
March	Incident Command	TECHNICAL RESCUE	Ad Readership Study	Insertions: Feb. 1 Materials: Feb. 6	
April	Firefighter Training Fireground Technology	HIGHER EDUCATION COMBINATION FIRE DEPT. RUN SURVEY	FDIC April 27–29, Indianapolis, IN	Insertions: Mar. 2 Materials: Mar. 9	
May	Hazardous Materials Response	TECHNICAL RESCUE	Harrisburg Fire Expo May 19–21, Harrisburg, PA	Insertions: Mar. 31 Materials: Apr. 7	
June	Volunteer & Rural Firefighting	SUPPLEMENT: APPARATUS NATIONAL RUN SURVEY – Fire Dept. Profiles	NYSFC , June 14–17, Verona, NY MSFA , June 17–23, Ocean City, MD	Insertions: May 2 Materials: May 9	
July	Extrication	NATIONAL RUN SURVEY – Total Calls, Engine & Ladder	IAFC July 28–29, Charlotte, NC	Insertions: June 1 Materials: June 8	
August	Leadership	SUPPLEMENT: STATION DESIGN HIGHER EDUCATION NATIONAL RUN SURVEY – Chiefs, Stations & Specialty Units	CVVFA Aug. 3–5, McConnellsburg, PA	Insertions: June 30 Materials: July 7	
September	Wildland Firefighting Fire Prevention, Public Education & Safety	NATIONAL RUN SURVEY – Pay Scales/Staffing SUPPLEMENT: FIRE SERVICE CREDENTIALING	Ad Readership Study Firehouse Expo Pre-Show Package	Insertions: Aug. 3 Materials: Aug. 8	
October	Engine & Ladder Company Operations Firefighter Training	FIREHOUSE VALOR & COMMUNITY SERVICE AWARDS  TECHNICAL RESCUE VOLUNTEER RUN SURVEY	FIREHOUSE EXPO Package Oct. 16–21, Nashville, TN EMSWORLD EXPO Oct. 16–20, Las Vegas, NV	Insertions: Aug. 31 Materials: Sept. 8	
November	Apparatus Innovations	APPARATUS SHOWCASE STATION DESIGN AWARDS  HIGHER EDUCATION	Holiday Gift Guide	Insertions: Sept. 29 Materials: Oct. 10	
December	Firefighter Health & Fitness	DIGITAL SUPPLEMENT: CANCER RISKS/PREVENTION TECHNICAL RESCUE	Ad Readership Study	Insertions: Oct. 30 Materials: Nov. 7	

FIREHOUSE

print ad rates



4-Color Net Rates					
Ad Size	1x	3x	6x	9x	12x
Full Page	7,640	7,300	6,970	6,835	6,475
2/3 Page	6,645	6,135	5,880	5,430	5,170
1/2 Page Island	5,985	5,475	5,375	5,170	4,970
1/2 Page	5,840	5,350	5,240	5,050	4,855
1/3 Page	4,720	4,260	4,010	3,875	3,705
1/4 Page Vert.	4,570	3,950	3,800	3,605	3,365
2 Page Spread	13,645	13,615	12,780	12,005	11,260

Note: 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

Marketplace

Four-color advertising at a cost-effective rate
Generate sales leads and build brand awareness

1x	\$1,160
3x	\$1,050
6x	\$990
12x	\$935

Holiday Gift Guide November issue, plus Cyber Monday eBlast and social media



Net Advertising Rates

1/4 page + slot in the Cyber Monday eBlast	\$2,305
1/2 page + slot in the Cyber Monday eBlast	\$2,940
Full page + slot in the Cyber Monday eBlast	\$4,245

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 7-7/8" x 11"
(Keep live matter a half-inch from top, bottom and sides)

Classified Display (per column inch)

1 issue	\$305 per issue
3 or more issues	\$285 per issue
6 or more issues	\$265 per issue
12 or more issues	\$255 per issue
Color	\$50.00 per additional color

Classified

1 issue	\$3.50 per word
3 or more issues	\$3.30 per word
6 or more issues	\$3.00 per word
12 or more issues	\$2.90 per word

Submission of Ad Material

Go to WeTransfer.com

- Upload your file (up to 2GB) by clicking the "Add Files" button
- Enter the email address to which you are sending (LuAnn@Firehouse.com for print material; Treeves@Southcomm.com for digital material)
- Enter your email address and type a message to identify the material
- Click Transfer

You will receive a confirmation email that the file was successfully sent

For questions about print materials, contact LuAnn Hausz (800) 547-7377 ext. 1616
For questions about digital materials, contact Thea Reeves (800) 547-7377 ext. 1611

Ad Sizes

1 page full bleed	7-7/8" x 11"
2/3 full 2 columns	4-5/8" x 10"
1/2 horizontal	7" x 4-7/8"
1/2 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 vertical	3-1/2" x 4-7/8"
Marketplace	3-1/2" x 4-5/8"
Spread	15-3/4" x 11"

sponsorship programs



Special Programs & Sponsorships

- Valor & Community Service Awards
- EVT of the Year Award
- Station Design Awards
- Legends & Icons Hall of Fame
- Custom Programs



Value Added Opportunities

- Product of the Day
- Company/Product Releases
- Buyer's Guide Company Pages
- Buyer's Guide Product Listings (Descriptions, Images, Videos)
- Listing on Firehouse's Facebook Products & Innovations Page
- Ad Readership Studies



FIREHOUSE[®]

digital marketing solutions

600,000+¹
Unique Monthly Visitors

2,000,000+¹
Average Monthly Page Views

1,000,000+¹
Average Monthly Sessions

700,000+¹
Social Media Connections

79%²
Audience Impacts
Purchasing Decisions



digital

Banner Ads

- Run of Site
- Run of Channel
- Behavioral Targeting
- Expanded High Impact & Video Ads

Online Specialty Ads

- Wallpaper
- Digital Product Showcase Wallpaper
- Page Peel
- Welcome Ad

Buyer's Guide

- Exclusive Category Sponsorships
- Buyer's Guide Company Page Takeover
- "Request More Information" Lead Generation Form

Retargeting

- Retarget your site visitors across the Web
- Retarget Firehouse.com visitors across the Web or exclusively on Facebook (Audience Extension)

Custom E-blasts

- Full List of 100,000+ Emails¹
- Geo and Demo-targeting
- Triggered eBlast Follow-ups (Lead Nurturing)
- Lead Appending (Lead Profiler)

eNewsletter Sponsorships

- Newsday (Daily)
- Targeted Channel eNewsletters (Monthly)

Product Showcase eBlasts

Website Triggered Behavioral E-mail

Content Marketing

- Webcast Sponsorships
- Clarity Proprietary Digital Platform
- Industry Insights Blogs

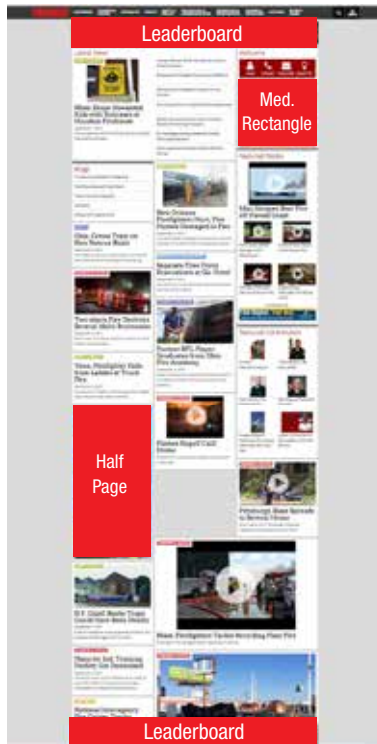
Video

- Featured Video
- TRACKtion Video
- Video Banner Ads
- Video Contests & Galleries
- Video Production Services

TRACKtion Lead Programs

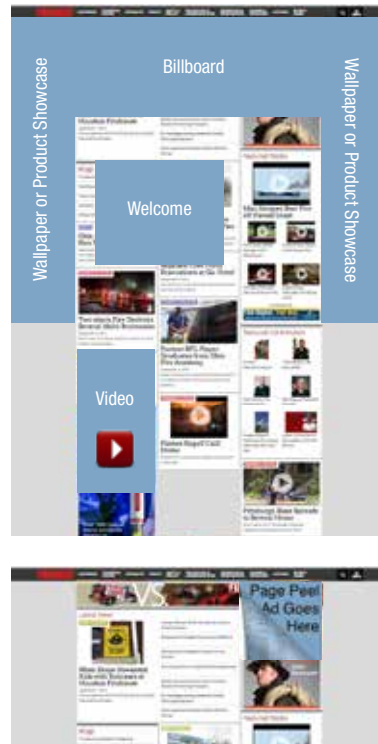
digital marketing solutions

MOST POPULAR BANNER ADS



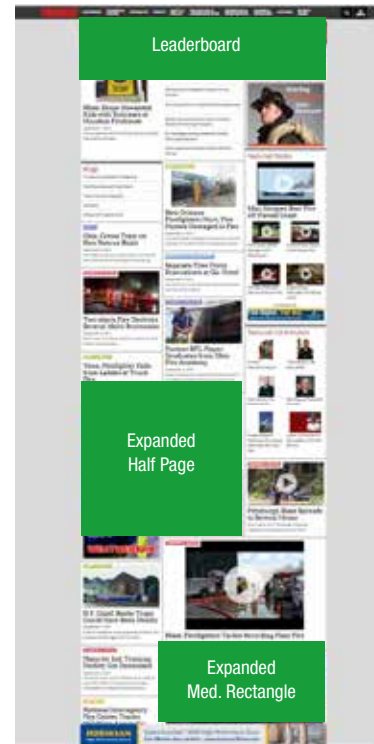
Leaderboard –
970 x 90, 728 x 90, 300 x 50
Medium Rectangle – 300 x 250
Half Page – 300 x 600

HIGH-IMPACT ADS



Welcome – 550 x 480
Wallpaper or Product Showcase –
1658 x 1058
Billboard – 970 x 250
Video – 300 x 250 or 300 x 600

EXPANDED ADS



Expanded Leaderboard –
970 x 90 expands to 970 x 180
Expanded Medium Rectangle –
300 x 250 expands to 600 x 250
Expanded Half Page –
300 x 600 expands to 600 x 600

website marketing

Online Advertising

Run of Site Banners	Impressions	Monthly Rate
Leaderboard	100,000	\$2,310
Medium Rectangle	100,000	\$2,310
Half Page	100,000	\$2,660

Run of Channel Banners	Impressions	Monthly Rate
Leaderboard	100,000	\$3,010
Medium Rectangle	100,000	\$3,010
Half Page	100,000	\$3,460

Geo-Targeted ROS Banners	Impressions	Monthly Rate
Leaderboard	30,000	\$950
Medium Rectangle	30,000	\$950

High-Impact Ads

Welcome Ad	\$93 cpm
Page Peel	\$93 cpm
Wallpaper Ad	\$3,480 per day
Billboard	Add 20% to Leaderboard pricing
Product Showcase	\$3,900 (100,000 impressions)
Video Banner Ad	Call for pricing

Expanded Ads

Leaderboard	Add 30% to banner ad pricing
Medium Rectangle	Add 30% to banner ad pricing
Half Page	Add 30% to banner ad pricing

retargeting

Retarget your site visitors across the Web

- Packages start at \$1,375 per month
- Minimum 3-month commitment

Retarget Firehouse.com visitors across the Web (Audience Extension)

- Packages start at \$1,375 per month
- Minimum 3-month commitment

Retarget Firehouse.com visitors exclusively on Facebook (Audience Extension)

- \$51 cpm
- Minimum 50,000 Facebook impressions
- Discounts for Firehouse.com advertisers

FIREHOUSE[®]

digital marketing solutions

new product of the day

Featured for one day across **Firehouse's** social media network reaching more than 700,000 followers, including two **Firehouse** Facebook pages and Twitter.¹

January	Apparatus Components
February	Thermal Imaging Cameras/ Respiratory Protection
March	Fire Department Software
April	Training Props/ Accountability Systems
May	Scene Lighting & Flashlights
June	Drafting/Water Supply
July	Radios & Dispatch Equipment/Fans & Ventilation Equipment
August	Fire Station Components & Design/ Station Living
September	Extrication Tools/Search & Rescue Tools
October	Personal Protective Equipment
November	Apparatus Cabs & Chassis
December	Hazmat Equipment

This is a bonus opportunity, space may be limited.

new clarity

Clarity Proprietary Digital Platform

Firehouse's Clarity digital platform allows marketers to convert their print and digital content and marketing collateral into user-friendly, cloud-based digital documents that are easily shared across marketing and social media channels. Clarity utilizes the most current Web technology—including links, interactive graphics and video—while providing readers with an intuitive platform that operates much like a digital magazine. Ask your sales rep for a demo.

rates

Webcasts

Sponsor a Firehouse Webcast	\$10,500
Custom Webcast	\$11,750

Industry Insights Blog

Two homepage blogs per month, written by your company experts
1 sponsorship available per month \$2,700/month

Featured Job Listing \$765/month

eBlasts

Exclusive Custom eBlast \$7,230
Ask about Behavioral-, Geo- and Demo-targeted eBlasts
100,000+ reach¹

Product Showcase eBlast \$1,120/slot
Six slots per eBlast; video now available
100,000+ reach¹

Lead Profiler Program
Turn eBlast clicks into actionable leads utilizing Firehouse's exclusive integrated database and Lead Profiler Program
\$615 setup fee per eBlast effort

Lead Nurturing
Automated follow-up communication to qualified eBlast recipients interested in your product
\$500 setup fee per eBlast effort

eNewsletter Exclusive Sponsorships

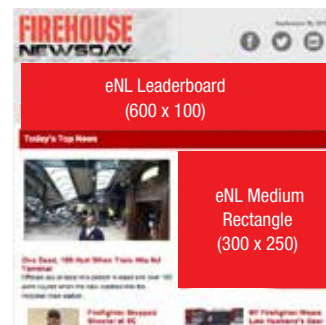
Daily Newsday \$1,930/week
eNL Leaderboard and eNL Medium Rectangle
100,000+ reach¹

Weekly Jobs Central \$585/mailling
eNL Medium Rectangle
25,000+ reach¹

Monthly Channel eNewsletters

eNL Leaderboard and eNL Medium Rectangle

Category	Reach ¹	Rate/issue
Leadership	17,000	\$1,900
Training & Tactics	100,000	\$3,250
Apparatus	17,000	\$2,450
Safety & Health	55,000	\$2,860
Technology & Communications	17,000	\$1,900
Prevention & Investigation	16,000	\$1,900
Careers & Education	15,000	\$1,900
Stations	30,000	\$2,450
Rescue	43,000	\$1,450



Video

Featured Video Package \$2,955/week
TRACKtion Video \$4,250–\$8,150
Video Banner Ads Call for pricing
Video Contest & Galleries Call for pricing
Video Production Services Call for pricing

1. Publisher's own data

digital marketing solutions

Buyer's Guide Category Sponsorships

Exclusive ad positions within the category
Leaderboard, Medium Rectangle and Half-Page Ads

Category	Rate
Apparatus	\$1,650
Apparatus Components	\$1,035
Arrival, Size-up, On-Scene Equipment	\$2,620
At The Station	\$800
Collectibles, Memorials, Plaques, Photography	\$300
Dispatch/Response/Communications	\$300
Outfitting Your Firefighter	\$1,030
Rescue & Special Ops	\$1,095
Training & Education	\$680

Company Page Takeover

Ensure your branding dominates your company landing page with background graphics and exclusive ad positioning

Includes Wallpaper, Leaderboard, Medium Rectangle and Half-Page Banner Ads

\$995 per year



FIREHOUSE ANALYTICS DATA DRIVEN. RESULTS FOCUSED.

Firehouse Analytics gives you a competitive advantage by transforming data into meaningful information and actionable market knowledge.

TRACKtion Leads

Combine direct marketing with social media and primary research to generate highly qualified leads that convert into sales.

- Use multiple marketing products to drive a unified message and generate leads
- Acquire contact information, demographics, research data and more
- Leverage social media

\$9,500, plus cost per leads

TRACKtion Video

Turn a video view into a sales lead through a targeted eBlast to our database.

- One week in Firehouse.com Featured Media box
- One week in Newsday eBlast
- Video archived for 6 months on Firehouse.com
- Facebook post on both Firehouse Facebook pages and one Twitter post
- Video engagement report
- Lead Profiler report

\$4,250; 50,000 eBlast recipients
\$8,150; 100,000 eBlast recipients

Lead Nurturing

Build relationships with interested prospects.

Further qualify a buyer who has expressed interest in your product with an automated follow-up eBlast that is designed to bring the interested party further down the sales funnel and a step closer to actual purchase. We can customize a program to suit your needs.

\$500 setup fee per eBlast effort

Lead Profiler

Turn clicks into contacts.

Firehouse Analytics will identify and provide you with demographics of who is responding to your marketing campaign utilizing our cutting-edge integrated database. Let us help you identify your best prospects.

\$615 setup fee per eBlast effort

Market Intelligence Report

An exclusive 360-degree view of your brand

A new business intelligence report that will reveal competitive strengths and weaknesses in products and marketing programs.

Data can be classified in four general areas of evaluation

- Brand Satisfaction
- Brand Awareness
- Brand Support
- Return on Investment

Measurements for these critical benchmarks will be based on primary research and actual performance by your company using Firehouse communication vehicles.

Engagement Report

Identify marketing strengths and weaknesses. Measure the exposure and engagement your brand receives from information consumed on our digital platforms, including news, articles, press releases, blog posts, videos, webcasts, white papers and more.

FIREHOUSE WORLD™

feb 5–9, 2017 • san diego, ca

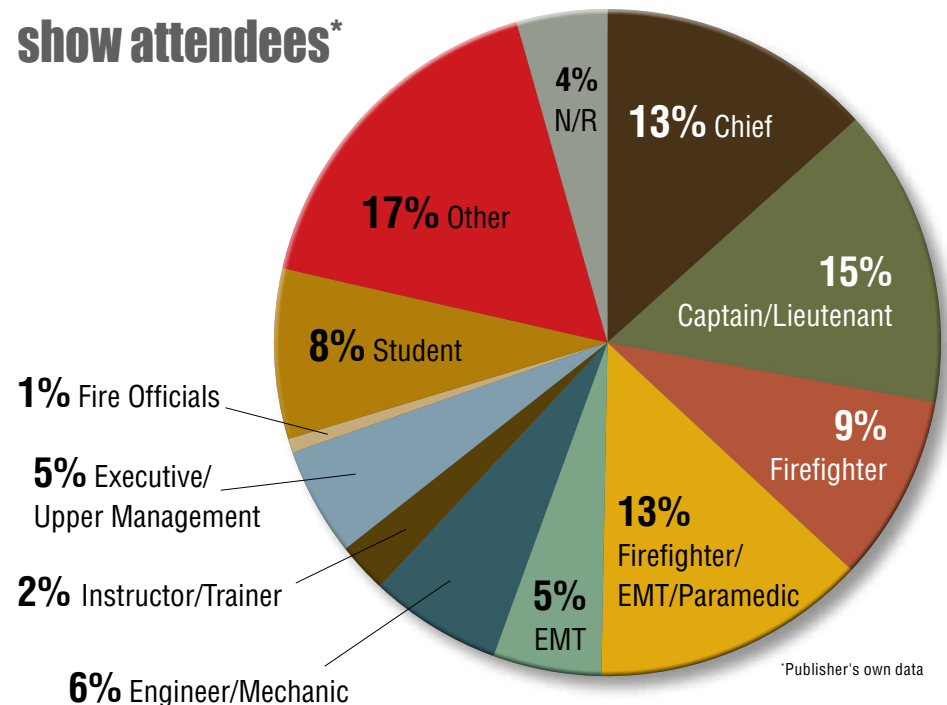


Firehouse World remains the leading fire service conference serving the Western United States, with a proven track record of providing cutting-edge education and training to the fire service. With over 10 years in San Diego, **Firehouse World** kicks off the year for the fire-service in the warm climate of San Diego each February.

Firehouse World continues to grow as the crucible for the fire-service nationally—and internationally—to provide the U.S. fire-service with the latest in firefighter safety, tactics, strategy and equipment.

Discounts available for Firehouse advertisers and FEMSA/FAMA members

show attendees*

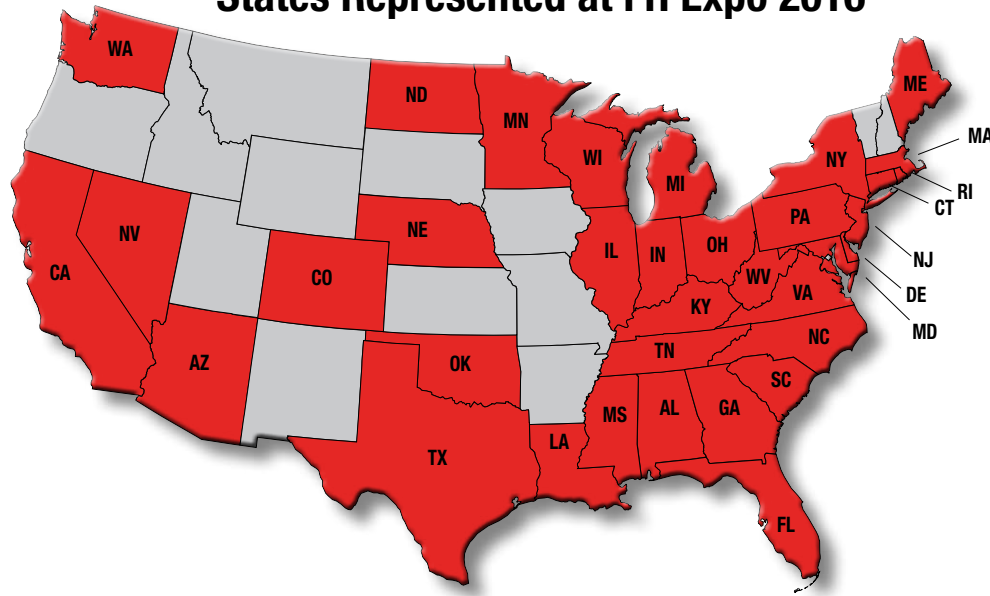


#FHWorld17

FIREHOUSE EXPO®

oct 16–21, 2017 • nashville, tn

States Represented at FH Expo 2016



Firehouse Expo turned the fire-service conference landscape on its head in 2016 with a move to Nashville, delivering two times the number of exhibitors and a **projected increase of 200% in attendance*** in its Music City debut. With the full support of the fire-service in the state of Tennessee, the newly announced partnership with Southeastern Fire Chiefs Association, and the excitement of the southeastern United States with the arrival of **Firehouse Expo**, the show will return to Music City in October of 2017.

Firehouse Expo will continue to provide the U.S. fire-service the education, experience and leadership necessary to grow the fire-service leaders of tomorrow.

Discounts available for Firehouse advertisers and FEMSA/FAMA members

To learn how your company can maximize your visibility at either show, contact Group Show Manager Brian Cassell at Brian.Cassell@firehouse.com

*Publisher's own data

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station design conference

may 3-5, 2017 • forth worth, tx



Why exhibit at the 2017 Station Design Conference?

The Firehouse 2017 Station Design Conference, May 3–5, 2017, in Fort Worth, TX, is a unique opportunity for sponsors and exhibitors to connect with public safety officials, fire chiefs, and municipal managers who are actively involved in fire station and facility design. Attendees are decision-makers interested in the latest trends, materials and equipment for public safety facilities. Sponsorships and exhibitors designed for maximum networking.

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