

How to Advertise in *NFPA Journal*

Use this section of the media kit to plan your access to the billion-dollar fire protection and life safety market served by *NFPA Journal*. For more information, including help with your media plan, contact your *NFPA Journal* sales representative.

NFPA Journal Rate Card #37

Black and White

UNIT	1 Time	3 Times	6 Times	9 Times	12 Times	18 Times
Full page	\$6,550	\$6,350	\$6,050	\$5,850	\$5,650	\$5,450
2/3 page	\$5,550	\$5,350	\$5,150	\$5,000	\$4,850	\$4,750
Island 1/2 pg.	\$5,150	\$5,000	\$4,850	\$4,750	\$4,600	\$4,450
1/2 page	\$4,350	\$4,200	\$4,050	\$3,950	\$3,850	\$3,750
1/3 page	\$3,650	\$3,550	\$3,450	\$3,350	\$3,250	\$3,150
1/4 page	\$3,350	\$3,250	\$3,150	\$3,050	\$2,950	\$2,850
1/6 page	\$2,650	\$2,550	\$2,450	\$2,350	\$2,250	\$2,150

NFPA Journal® is published bi-monthly by NFPA and reaches over 330,000 fire and life safety professionals.

Advertising Rates

The earned advertising rate is based on the total number of full and fractional advertising units used in *NFPA Journal* within a 12-month contract period. Combined frequencies are available. Call your *NFPA Journal* sales representative for information.

Color Rates (per page or fractional)

2 nd Color\$950
4-Color\$1,850
4-Color (spread)\$3,250
Cover 4Plus 35%
Cover 2Plus 30%
Cover 3 and page 1Plus 20%

Premium applied to earned frequency plus 4-color cost. Covers and page 1 are non-cancelable.

Special/Preferred or Special Request Positions

(Examples)

- Opposite Table of Contents
- Opposite Regular Columns
- Full-Page Ads Only, non-cancelable
- Cost: Earned frequency plus 15%

Inserts

Black-and-white page rate applies to each printed page, less the following discounts:

- 2 pages – 20%
- 4 pages – 25%
- 6 pages – 30%
- 8 pages – 40%

Backup charges and rates for special binding or handling are available on request. Insert copy must be submitted for approval before acceptance for publication.

Agency Commission

Net 30 days. 15% of gross billing allowed to accredited agencies. Commission applies to space, color, and position charges only. Agency commission disallowed after 45 days from unpaid invoices.

Classified Rates (Non-Commissionable)

Copy only (per column inch)\$300
Display (2 1/4" x 4 7/8")\$1,450

Closing date for copy is the 25th of the second month preceding issue date. For more information or to place your classified ad, contact:

Dorinda Ferguson
Advertising Operations Manager, NFPA
One Batterymarch Park
Quincy, MA 02169
(617) 984-7323, or fax (617) 984-7090.

Online Career Center at www.nfpa.org

Post job openings on the leading Internet job site for the fire and life safety industry. Access our entire resume database and receive and respond to resumes. NFPA has teamed up with Monster.com, the largest job listing site in the world, to provide the most current placement information, ensuring you fast access to the best opportunities. For more information, call Lynne Grant at (617) 984-7790 or fax (617) 984-7090.

Company Connections (Non-Commissionable)

A once-a-year opportunity in *NFPA Journal* for fire protection and life safety equipment manufacturers to promote their companies' web sites or announce their latest products. Published in the November/December issue, the closing date is August 23, 2005.

Rates:

NFPA Journal Advertisers \$850/each
 Non-Advertisers \$1,450/each
 Does NOT count toward display frequency.

Issue and Closing Dates

NFPA Journal is published bi-monthly and mailed during the first week of January, March, May, July, September, and November. Advertising insertion orders must be received by the following closing dates:

Issue	Closing Date
January/February 2005	November 29, 2004
March/April 2005	January 25, 2005
May/June 2005	March 25, 2005
July/August 2005	May 25, 2005
September/October 2005	July 25, 2005
November/December 2005	September 26, 2005

Individual insertion orders may not be canceled after the closing date.

Mailing and Shipping Instructions

Insertion orders, contracts, copy instructions, and all reproduction materials should be sent directly to:

Dorinda Ferguson
 Advertising Operations Manager
 Advertising Department, NFPA
 One Batterymarch Park
 Quincy, MA 02169
 Phone: (617) 984-7323
 Fax: (617) 984-7090
 E-Mail: dfergason@nfpa.org
www.nfpa.org

IMPORTANT INFORMATION CONCERNING ADVERTISING

NFPA reserves the right to accept or reject any advertisement submitted for publication in *NFPA Journal*. However, NFPA does not attempt to investigate or verify claims, including claims of compliance with NFPA codes and standards, made in advertisements appearing in *NFPA Journal*. The appearance of advertising in *NFPA Journal* in no way implies endorsement or approval by NFPA of any advertising claim of the advertiser or its product or services. NFPA disclaims any liability whatsoever in connection with advertising appearing in *NFPA Journal*.

Regional Sales Offices

NFPA Headquarters

Northeast/Mid-Atlantic

Merrie Lynch
CEL Associates, Inc.
61 Adams Street
Braintree, MA 02184
(781) 848-9306
(781) 848-2063 fax
adsalesml@nfpa.org

Southeast/Southwest

Blake & Michelle Holton
Holton Enterprises
724 Long Lake Drive
Oviedo, FL 32765
(407) 971-6286
(407) 971-8598 fax
adsalesbh@nfpa.org

West

Cynthia Louis
Louis Media Group
6730 Flagler Road
Ft. Collins, CO 80525
(970) 223-3911
(970) 223-3991 fax
adsalescl@nfpa.org

Midwest

Tom Fitzpatrick
T.F. Marketing Associates
276 North Water Street
Batavia, IL 60510
(630) 482-3394
(800) 729-4120
(630) 482-3396 fax
adsalestf@nfpa.org

Print Advertising

Dorinda Fergason
NFPA Journal Advertising
1 Batterymarch Park
Quincy, MA 02169
(617) 984-7323
(617) 984-7090 fax
dfergason@nfpa.org

Online Advertising

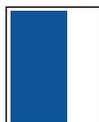
Lynne Grant
NFPA Journal Advertising
1 Batterymarch Park
Quincy, MA 02169
(617) 984-7790
(617) 984-7090 fax
lygrant@nfpa.org

NFPA Journal® Mechanical Requirements

Full page
7" x 10"



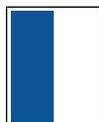
2/3 page
4 1/2" x 10"



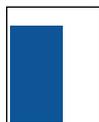
1/2 page horizontal
6 7/8" x 4 1/2"



1/2 page vertical
3 5/16" x 10"



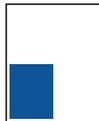
1/2 page island
4 1/2" x 7 1/2"



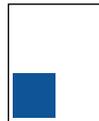
1/3 page vertical
2 1/8" x 9 7/8"



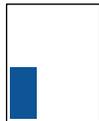
1/3 page square
4 1/2" x 4 7/8"



1/4 page
3 5/16" x 4 11/16"



1/6 page
2 1/4" x 4 7/8"



2 page spread with bleed
16 1/2" x 11 1/8"



Publication Trim Size:

8 1/8" x 10 7/8"

Bleed: Allow 1/8" printed bleed beyond trim of each edge.

Spreads: Keep line matter 1/4" from the gutter edge.

Halftones: 133-line screen recommended.

Printing: Web offset on coated stock.

Binding: Perfect.

Phone: (617) 984-7323

Fax: (617) 984-7090

E-mail: dfergason@nfpa.org

Monthly Online Advertising Rates (Non-Commissionable)

NFPA Journal Online Rates

Type	3-month rate	6-month rate	12-month rate
Home page skyscraper 120 X 600 premium positioning	\$2,700	\$5,000	\$9,000
Section page skyscraper 120 X 600	\$2,400	\$4,400	\$8,000
Home page vertical 120 X 240 premium positioning	\$1,800	\$3,300	\$6,200
Section page vertical 120 X 240	\$1,500	\$2,700	\$5,000
Home page button 120 x 90 premium positioning	\$1,200	\$2,200	\$4,100
Section page button 120 X 90	\$900	\$1,600	\$2,900

Digital Advertising Materials Requirements

Acceptable Media

Ads may be submitted using any of the following media formatted for Macintosh:

- 1.4 MB 3.5" floppy disk
- CD

Acceptable File Formats

- Quark XPress® on Macintosh platform
- Ads created in Adobe Illustrator® and Freehand® can be provided as EPS Files (be sure to include fonts) or save fonts as outlines
- PDF files

Specifications

- Documents must be set to *NFPA Journal's* mechanical requirements for ads.
- All pictures, photographs, illustrations, and logos must be included in TIFF or EPS file format, including nested images. If images include nested fonts, we require all font files, including screen and printer fonts. JPEG images are not acceptable.
- All color images must separate as C,M,Y,K. Remove RGB, Spot Colors, and Lab Colors from your color pallet before saving your file.

- All fonts must be included as both screen and printer fonts. Postscript fonts are required for each font used in the ad. TrueType® fonts are not acceptable.
- Laser proofs for black-and-white ads and color proofs for color ads must accompany all digital materials.
- Photographs should be 300 dpi in final size.
- Line art should be 1200 dpi in final size.

Don't

- Do not pick screen percentages under 3%.
- Do not save any images in Photoshop, Illustrator Freehand, etc., without converting to C,M,Y,K.
- Do not save images as TIFF files with "none" chosen as background color in picture box. Color should be 0% black.
- Do not use pseudo-commands (i.e., do not apply "style" to fonts).
- Do not make Quark EPS files.
- Do not set screens in Photoshop.
- Do not nest EPS files.

NOTICE CONCERNING ADVERTISING

Refer to the *NFPA Journal* 2005 media kit "Advertising" tab.

See reverse side for regional offices.

NFPA Journal®
Insertion Order

Please complete and mail or fax to:

Dorinda Fergason
 NFPA Advertising Department
 One Batterymarch Park
 Quincy, MA 02169
 Phone: (617) 984-7323 Fax: (617) 984-7090

Advertiser _____

Agency (if applicable) _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Phone _____ Fax _____

E-mail _____

NFPA Journal advertising placement(s)

Issue Date	Size	Color	Frequency	Gross Rate
January/February				
March/April				
May/June				
July/August				
September/October				
November/December				
Totals				

Name (please print) _____ Date _____

Signature (authorized agent) _____

Title _____

Phone _____ Fax _____

E-mail _____

Terms and Conditions

The publisher, NFPA, agrees, subject to the rates and other terms and conditions as defined in the *NFPA Journal*[®] media kit, to publish submitted advertising in *NFPA Journal*. By submitting advertising for publication in *NFPA Journal*, and as part of the consideration and to induce the NFPA to publish its advertisement, the advertiser and its agency, if there is one, each agree to the rates in the current rate card and to the following terms and conditions:

Payment Schedule

Net 30 days. 15% of gross billing allowed to accredited agencies for space, color, and position charges only. Agency discount disallowed after 45 days from unpaid invoice. Advertisers without established credit subject to approval.

Advertising Content and Acceptance

The advertiser and its agency shall have full responsibility for the content of its advertisements. Notwithstanding, the NFPA shall have the right, in its sole discretion, to reject advertising for any reason whatsoever.

Publication Not to Constitute Endorsement

The appearance of advertising in *NFPA Journal* does not in any way imply endorsement or approval by the NFPA of any advertising claims or of the advertiser, its products, or services. The advertiser and its agency shall not, either in *NFPA Journal* or elsewhere, claim or imply, directly or indirectly, any such NFPA endorsement or approval, nor shall they use the fact of advertising in *NFPA Journal* to market or promote any advertiser, or its products or services.

Indemnity

The advertiser and its agency shall indemnify and save harmless the NFPA against all loss, liability, damages, and expenses of whatever nature, including attorney's fees, arising out of the copying, printing, or publication of their advertising in *NFPA Journal*.

Limitation of Liability

The liability of the NFPA for any act, error, or omission, including those caused by its own negligence, for which it may be held legally responsible, shall not exceed the cost of the space ordered or occupied by the error. The NFPA shall not, in any event, be liable for any consequential damages, including lost income or profits.

Joint Liability

The NFPA shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for any indemnification required herein and for all other monies due and payable to the publisher.

Miscellaneous

Advertising that, in the opinion of the NFPA, is not easily distinguishable from the editorial shall be labeled "advertisement." Contracts may be canceled on 30 days written notice. Individual insertion orders may not be canceled after the closing date. On contracts not completed, the earned rate shall apply.

Whole Agreement

The rates and other terms and conditions set forth in the *NFPA Journal* media kit shall constitute the entire agreement between the NFPA and the advertiser and its advertising agency, if there is one. Unless expressly agreed to in writing by NFPA, no other terms and conditions in contracts, insertion orders, copy instruction, or otherwise shall apply or be binding on the NFPA.