The NFPA INTEGRATED MEDIA PLANNER for 2020

Use this Integrated Media Planner to choose from NFPA print and electronic publications, and other Association digital communications, to target your prospects at the right time.
This community—made up of members and nonmembers worldwide—trusts and depends on NFPA as a resource for news and information. They are a loyal audience for Association advertisers that serve their industry and can provide the products and services they need.

For more than 100 years, the National Fire Protection Association® (NFPA®) has been the world’s leading advocate for fire prevention and public safety, developing more than 300 consensus codes and standards intended to minimize the possibility and effects of fire and other hazards.

Today’s NFPA is a global research and knowledge organization that develops, collects, and delivers a broad spectrum of information aimed at top decision makers in the fire, electrical, and building safety industries. We have focused our efforts to help them do their jobs more easily and effectively.

Our Vision
We are the leading global advocate for the elimination of death, injury, and property and economic loss due to fire, electrical, and related hazards.

Our Mission
We help save lives and reduce loss with information, knowledge, and passion.

We’re passionate about making the world a safer place.

This is the National Fire Protection Association.
Your best way to promote your brand and your message.

**NFPA Journal®**

*50,000 readers strong*

The official voice of the National Fire Protection Association, the industry’s most trusted provider of fire, electrical, and building safety knowledge, is also its most effective marketing tool. NFPA Journal® readers control a huge portion of the industry’s buying power. They rate NFPA Journal as their “most useful publication when making purchase decisions.”

**NFPA Journal, an award-winning publication, delivers your target market**

In the last three years, NFPA Journal has won 15 Excel Awards, including six golds, from Association Media & Publishing, the nation’s largest and most influential membership organization for association magazines. Recognition has included best overall magazine, best design, best special issue, and best feature story. In addition, in 2018 NFPA Journal received the President’s Award for Journalism from the American National Standards Institute.
What our audience wants...

Every issue of NFPA Journal brings important coverage of fire, life safety, and electrical topics—information that is current, strongly researched, and accessible to a broad audience. The magazine helps readers understand the big picture, critical for success in any profession involving safety.

...our audience gets.

85% of NFPA Journal readers are involved in specifying, recommending, and approving product purchases. 84% of readers took one or more actions as a result of seeing an advertisement or article in NFPA Journal. 39% of NFPA Journal readership is unduplicated by other professional publications—proof that, even when budgets get tight, is the one publication the industry can’t do without.

Results delivered by NFPA Journal

48% Discussed an ad/article with someone else in the company
36% Referred an ad/article to someone else in the company by passing along a tear sheet, photocopy, or actual issue
44% Visited an advertiser’s website
31% Requested additional information from a company, sales representative, or distributor
18% Bought products or services advertised
16% [Totals 100; one hash line equals 4]
2020 NFPA Journal Editorial Calendar

**2020 Ad Rates & Specifications**

**Ad Rates**

<table>
<thead>
<tr>
<th>Format</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>18x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$9,200</td>
<td>$8,980</td>
<td>$8,640</td>
<td>$8,440</td>
<td>$8,200</td>
<td>$7,990</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$7,650</td>
<td>$7,470</td>
<td>$7,290</td>
<td>$7,190</td>
<td>$7,030</td>
<td>$6,860</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$6,740</td>
<td>$6,580</td>
<td>$6,410</td>
<td>$6,300</td>
<td>$6,190</td>
<td>$6,070</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$5,960</td>
<td>$5,860</td>
<td>$5,730</td>
<td>$5,620</td>
<td>$5,520</td>
<td>$5,400</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$5,620</td>
<td>$5,520</td>
<td>$5,400</td>
<td>$5,280</td>
<td>$5,170</td>
<td>$5,070</td>
</tr>
</tbody>
</table>

- These are full-color rates. Black and white rates are 25% off color rates.

**There is no ad rate increase for 2020**

### Ad Sizes

**Trim size (WxH)**

<table>
<thead>
<tr>
<th>Format</th>
<th>Trim size (WxH)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page spread</td>
<td>16.25&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>Full page</td>
<td>16.50&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>2/3 page</td>
<td>8.125&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>1/2 page</td>
<td>6.875&quot; x 4.5&quot;</td>
</tr>
<tr>
<td>1/3 page (square)</td>
<td>4.5&quot; x 4.875&quot;</td>
</tr>
<tr>
<td>1/3 page (vertical)</td>
<td>2.125&quot; x 9.4375&quot;</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3.3125&quot; x 4.5&quot;</td>
</tr>
</tbody>
</table>

**Bleed size (WxH)**

- 7" x 10" (x2)
- 7" x 10" (x2)
- 7" x 10" (x2)

**Live area size (WxH)**

- 16.50" x 11.125" (x2)
- 8.375" x 11.125" (x2)
- 7" x 10" (x2)

- 7" x 10" (x2)
- 7" x 10" (x2)
- 7" x 10" (x2)

**Mechanical Specifications**

- **Bleed:** Allow 1/8” bleed beyond trim.
- **Spreads:** Keep live matter 1/4” from gutter.
- **Printing:** Web off set on coated stock.
- **Binding:** Perfect.
- **File Format:** High resolution PDF files/4X-8 file with all fonts embedded and crop and bleed marks included.
- **Color images:** Must be converted to CMYK. —no spot colors.

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**Editors’ Note:**

- All information is tentative and subject to change. Find updates to the editorial calendar for each issue at [www.nfpa.org/advertising](http://www.nfpa.org/advertising)
NFPA Journal online opportunities

**BANNER AD (1)**
Measurements: 728 x 90, run of site.
File size limit: 40K
- One month: $1,900 net
- Three months: $3,900 net
- Six months: $6,450 net

**SKYSCRAPER AD (2)**
Measurements: 120 x 600 run of site.
File size limit: 40K
- One month: $1,450 net
- Three months: $3,200 net
- Six months: $4,950 net

**FEATURE AD (3)**
Measurements: 300 x 2500 run of site.
File size limit: 40K
- Two months: $3,200 net

**NFPA JOURNAL ONLINE**
NFPA’s award-winning publication draws qualified member and nonmember industry professionals to NFPA Journal Online.

**NFPA E-NEWLETTERS**
Recipients of NFPA’s opt-in e-newsletters are top decision makers in the fire, electrical, and building safety industry. NFPA sends out six (6) e-newsletters monthly to our subscribers.

- **JOURNAL UPDATE**
  - 21,916 monthly subscribers
  - $1,900 net

- **FIRE BREAK**
  - 8,019 monthly subscribers
  - $1,450 net

- **SAFETY SOURCE**
  - 37,021 monthly subscribers
  - $3,200 net

- **NEWS**
  - 97,597 monthly subscribers
  - $4,950 net

- **FIRE SPRINKLER INITIATIVE NEWS**
  - 30,039 monthly subscribers
  - $3,200 net

- **ELECTRICAL NEWS**
  - 96,358 monthly subscribers
  - $4,950 net

**Journal Update, Safety Source and Fire Sprinkler Initiative pricing:**

- **BANNER AD (1)**
  - Measurements: 600 x 90
  - Cost and Duration: $4,000 net 1 issue
  - $8,500 net 3 issues
  - $15,500 net 6 issues

- **BANNER AD (2)**
  - Measurements: 600 x 90
  - Cost and Duration: $2,250 net 1 issue
  - $5,100 net 3 issues
  - $7,600 net 6 issues

- **BANNER AD (3)**
  - Measurements: 600 x 90
  - Cost and Duration: $1,750 net 1 issue
  - $4,350 net 3 issues
  - $6,850 net 6 issues

**NFPA News and Electrical News pricing:**

- **BANNER AD (1)**
  - Measurements: 600 x 90
  - Cost and Duration: $2,500 net 1 issue
  - $5,600 net 3 issues
  - $9,290 net 6 issues

- **BANNER AD (2)**
  - Measurements: 600 x 90
  - Cost and Duration: $1,300 net 1 issue
  - $3,000 net 3 issues
  - $4,900 net 6 issues
NFPA ADVERTISING TERMS AND CONDITIONS:

By submitting advertising to the publisher, National Fire Protection Association® ("NFPA") for publication in NFPA® Journal® or the other publications described in this media kit, the advertiser and its agency agree to be bound by all terms and conditions set forth herein and in the NFPA Advertising Terms and Conditions, which are accessible to advertisers at nfpa.org/journal.

Advertising Content and Acceptance: All advertisements are accepted and published on the representation that the advertising agency and/or advertiser comply with applicable law, and are properly authorized to publish the entire content and subject matter thereof. The advertiser and its agency shall have full responsibility for the content of their advertisements. Notwithstanding, the NFPA shall have the right, in its sole discretion, to reject advertising for any reason whatsoever.

Indemnification: It is understood that, in consideration of the publication of advertisements, the advertiser and/or advertising agency will indemnify and hold the NFPA harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), failure to comply with applicable law, negligence and any and all other claims whatsoever based on the contents or subject matter of such publication.

Publication not to constitute Endorsement: The appearance of advertising in NFPA Publications does not mean in any way that the endorsement or approval by the NFPA of any advertising claims of the advertiser, its products or services. The advertiser and its agency shall not, either on NFPA Publications or elsewhere, claim or imply, directly or indirectly, any such NFPA endorsement or approval, nor shall they utilize the fact of advertising in NFPA Publications to market or promote any advertising claims of the advertiser.

Identification of Advertisements: The NFPA reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the NFPA sole judgment, too closely resembles editorial pages of the publication.

Agency Commission: 15% of the gross billing allowed to recognized agencies on space, display advertisement only (when provided account is paid within 60 days of invoice date). Supplied inserts are priced NET. Agency commission is not allowed on mechanical charges such as special binding, tipping, printer charges, handling, etc. Advertiser’s material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

Sequential Liability: Advertiser and advertising agency are jointly and severally liable for payment. The NFPA will not release the advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

Limitation of Liability: The liability of the NFPA for any act, error or omission, including those caused by the negligence, for which it may be held legally responsible shall not exceed the charge for the advertisement in question. Notwithstanding the foregoing, the NFPA assumes no liability whatsoever for errors in key numbers, the reader service section, advertisers’ index, or any type set by the NFPA for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not in control of the NFPA, or for the accuracy of any corrections or changes made to any advertiser’s materials.

Terms of Sale: Terms of sale are NET 30 days from date of invoice, No cash discounts.

Line of Credit: Advertiser’s line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of the NFPA and no advanced notification is promised or implied.

Collection Related Issues: The NFPA may notify the advertiser if advertiser’s agency has not paid within 30 days of invoice date. Additionally, the advertiser will be held responsible for payment in full if advertiser’s agency declares bankruptcy or otherwise does not pay within 92 days of invoice date. If the NFPA must refer an advertiser’s delinquent account to an attorney or collection agency, advertiser agrees to pay all reasonable attorneys or collection agency fees, court costs, and other collection costs in connection with the NFPA’s collection efforts.

Short Rate: Advertiser’s billing rate and invoices, may be appropriately adjusted, if within a 12 month contract period, they do not use the amount of space upon which their billings have been based.

Whole Agreement: The rates and other terms and conditions set forth in this 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 the NFPA, no other terms and conditions in contracts, insertion orders, copy instruction or otherwise shall apply or be binding on the NFPA.