

National Advertising Rates Black-and-White*

Size of Ad	1x	3x	6x	9x	12x	15x	18x
Full Page	\$6,010	\$5,545	\$4,990	\$4,885	\$4,395	\$4,075	\$3,730
2/3 Page Vertical	5,350	4,985	4,355	4,255	4,035	3,535	3,365
1/2 Page Island	4,890	4,490	4,225	3,995	3,540	3,365	3,165
1/2 Page Vertical, Horizontal	3,900	3,630	3,170	3,110	2,765	2,610	2,450
1/3 Page Square, Vertical	3,100	2,905	2,715	2,540	2,235	2,110	1,950
1/4 Page	2,510	2,370	2,185	2,010	1,780	1,715	1,615
1/6 Page	2,110	1,975	1,785	1,685	1,515	1,450	1,350

Four Color

In addition to earned black-and-white rates
 per fraction \$945
 per full page, 2/3, Island \$1,425
 per spread \$1,745

Color

In addition to earned black-and-white rates
 Standard SWOP
EXAMPLE:
 yellow, cyan, magenta, red or green
 per color per page
 or fraction \$595
 per color per spread \$650

Matched Color

In addition to earned black-and-white rates
EXAMPLE:
 PMS 315, matched in the four-color process
 per color per page or fraction \$575
 per color per spread \$700

Fifth or Special Color

In addition to earned four-color rates
EXAMPLE: Any PMS, fluorescent or metallic color
 per full page \$675
 per spread \$1,175

Bleed

No charge.

Cover and Preferred Position Rates

Covers are only available on a 12X insertion contract. Rates below are full-page, 4-color per issue.
 Covers - Second \$6,355
 Covers - Third \$6,250
 Covers - Fourth \$6,460

- Coupon ads not accepted for cover positions.
- Special positions as requested by advertiser: 20% extra over black-and-white earned rate.
- Covers and other premium positions are non-cancelable.
- Covers and preferred position charges are not agency-commissionable.
- Special positioning is limited to 1/3-page ad or larger.
- All special positioning subject to availability.

Classified Advertising Rates

	1x	3x	6x	12x	15x	18x
Word Ads						
30 words or less	\$110.00	\$105.00	\$100.00	\$95.00	\$90.00	\$85.00
Add'l word	\$3.75	\$3.70	\$3.65	\$3.60	\$3.55	\$3.50

Classified Display

	1x	3x	6x	12x	15x	18x
Per column inch	\$240.00	\$235.00	\$230.00	\$225.00	\$220.00	\$215.00

2 color: \$55.00
 4 color: \$130.00

Word ads are net no agency commission.
 Column Inch ads are commissionable.

Column width format:
 2-1/8" wide (1 column)
 4-1/4" (2 columns)
 6.8" (3 columns)
 Maximum height is 9"

\$50.00 per month additional to place your ad on
www.Fire-Rescue.com

PLACEMENT OF ADVERTISING

Interspersed, full pages rotated throughout the magazine.

ADVERTISER INDEX

The advertiser index is provided as a service for readers and advertisers. Publisher assumes no liability for errors.

SPACE RESERVATIONS/CANCELLATIONS

Cancellations of contract or insertion orders must be in writing before or on closing date of issue; none will be accepted after closing date. Canceling any portion of a contract voids all rate and position protection.

CONTRACT PROTECTION

When new rates are announced, advertisers currently under contract will be protected at the contract rate, provided all terms and conditions of the contract are met. Canceling any portion of a contract voids all rate and position protection.

AGENCY INFORMATION

An agency commission of 15% of gross billings on space and color charges to recognized ad agencies supplying electronic files or camera-ready artwork (if B&W) or film/files (if 4C). Withdrawn on accounts not paid within 30 days of invoice.

If the Agreement is executed on behalf of Advertiser by Agency, Agency represents that it has the authority to execute this Contract on behalf of Advertiser. Advertiser shall at all times be ultimately responsible for payments due under the Agreement.

EARNED RATES

Earned rates determined by the number of insertions within a 12-month period. A spread counts as two insertions, full page and fractional pages count as single insertions. Advertising by parent company and subsidiaries is combined to determine earned rate, as is advertising in other Elsevier Public Safety publications.

SHORT RATES

All contracts must be used within 12 months. Unfulfilled contracts will be short-rated to the earned rate: 1x, 3x, 6x, 9x, 12x or 15x as applicable.

* SALES TAX

Advertising and production rates do not include applicable sales tax.

CREDIT POLICY

New advertisers must prepay first ad. Credit may be established for future ads by submitting a completed credit application to Elsevier Public Safety. Invoice terms are net 30 days. Elsevier Public Safety has the right to revoke credit to advertisers or agencies with a balance due over 60 days.

FOR CONTRACT AND COPY REGULATIONS (TERMS & CONDITIONS) PLEASE GO TO Fire-Rescue.com