

CLASSIFIED RATES

		1X	3X	6X	12X
Full	6.75" x 9"	\$4,150	\$4,100	\$4,050	\$4,000
2/3V	4.437" x 9"	\$2,860	\$2,830	\$2,800	\$2,770
1/2H	2.125" x 9"	\$2,150	\$2,120	\$2,090	\$2,060
1/3rd	6.75" x 4.437"	\$1,515	\$1,490	\$1,465	\$1,440
1/4th	4.437" x 4.437"	\$1,150	\$1,120	\$1,090	\$1,060
1/6th	2.125" x 4.437"	\$795	\$775	\$750	\$725
1/12th	2.125" x 2.15"	\$395	\$375	\$350	\$325

CLASSIFIED ADVERTISING SALES REPRESENTATIVE

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FireRescue Magazine

Delivers the customers you need ... via print:

Total Audience per Issue

48,339 Average Qualified Circulation*

333,539 Additional Pass-along Readers**

= 381,878 Total Audience***

FireRescue Magazine Readers:**

96% ➔ say **FireRescue REACHES DECISION-MAKERS** in their organization

94% ➔ are **INVOLVED IN PURCHASING ACTIVITIES** for their organization

83% ➔ have **TAKEN ACTION** as a result of reading articles or ads in *FireRescue*

* June 2009 BPA Statement.

** Publisher's Data: Reader Survey, July 2008, Readex Research

*** Publisher's Data, July 2009

+ Publisher's Data, Average, January - June 2009