



## Advertising Rates 2011

	1x	3x	6x
Inside Front Cover	\$1,495	\$1,420	\$1,320
Inside Back Cover	\$1,495	\$1,420	\$1,320
Back Cover	\$1,750	\$1,630	\$1,565
Full Page	\$1,180	\$1,150	\$1,090
2/3 Page	\$1,025	\$965	\$800
1/2 Page (Island)	\$875	\$800	\$750
1/2 Page (Horizontal)	\$805	\$735	\$665
1/3 Page	\$635	\$580	\$520
1/4 Page	\$490	\$420	\$360

\*All rates are gross.

## Sizes

	Width	Depth
1 Page (Bleed)	8" x	11"
2/3 Page	4 1/2" x	9 3/4"
1/2 Page (Island)	4 1/2" x	7 3/8"
1/2 Page (Horizontal)	7 1/4" x	4 3/4"
1/3 Page	2 1/8" x	9 3/4"
1/4 Page	3 3/8" x	4 3/4"

Trim Size: 7 3/4" x 10 3/4"

Binding Method: Saddle Stitch

## Frequency & Closing Dates

Published bimonthly. See editorial calendar for closing dates. Cancellations and/or changes are not accepted after closing date.

## Requirements

**PDF FORMAT:** Advertisers are encouraged to submit PDF and PDF/X1-A files provided they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit [www.pentonads.com](http://www.pentonads.com). Please note: PDF files lack the ability to be edited or altered (e.g., phone number, address, etc.).

**PREFERRED APPLICATIONS:** Ad layouts should be created using Adobe InDesign®, QuarkXPress™ or Adobe Pagemaker®. If submitting application files, provide all supporting graphics and fonts.

**PROOFS:** We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (e.g., Kodak Approval, DuPont Digital Waterproof, Fuji FirstProof, etc.). Please note: Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.

**PHOTO ELEMENTS:** 300 dpi, actual size; CMYK color model; TIF or EPS format; no JPEG compression.

**LINE ART/TEXT:** 600 dpi minimum; CMYK color model; EPS or TIF format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

**COLOR TONE VALUES:** To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (e.g., C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

**COLOR MODE:** Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

**FONTS:** When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline; however, outlined text cannot be altered.

**LETTERING:** Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

**MEDIA:** Mac or PC CD, DVD or USB drive.

For complete guidelines and file delivery information, visit [www.pentonads.com](http://www.pentonads.com).

## Shipping Instructions

Space orders, insertion instructions, negatives or digital files, correspondence, proofs and copy should be addressed to: Shaun Kelly, Wildfire Magazine Ad Production Coordinator. See contact info below.

## Terms of Sale

**TERMS OF SALE:** Net 30 days from the date of the invoice.

**SEQUENTIAL LIABILITY:** Advertiser and advertising agency are jointly and severally liable for payment. Wildfire magazine will not release any advertising agency from liability even if a sequential liability clause is included in contract, insertion order, purchase order, etc.

**AGENCY COMMISSION:** Agency commissions are payable provided that the account is paid within our stated terms of sale.

**SHORT RATE PROTECTION:** Advertisers will be billed for lost frequency discounts if, within a 12-month period from date of the first insertion, they do not use the amount of space, which their billing rate was based.

## Contract and Copy Regulations

The Publisher reserves the right to reject any and all advertising that is not in keeping with the publication's standards, policies and practices. All agreements are subject to change due to strikes, fire, floods and other contingencies beyond the publisher's control. Advertisers and/or their agencies agree to indemnify the publisher against all expenses of any nature that may incur through the unauthorized use of names or pictures appearing in advertising copy, also, if any copyright infringements occur or if any copyright laws are violated.

## Advertising Contacts

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## Production Contacts

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# 2011 WILDFIRE<sup>®</sup> MEDIA PLANNER

# WILDFIRE



International Association  
of Wildland Fire  
[www.IAWFonline.org](http://www.IAWFonline.org)

# FIRE CHIEF

THE ONE MAGAZINE For Chiefs and Wildland Fire Management Leaders



## Wildfire Targets Your Marketing Message

Since 1991, *Wildfire* magazine has been entrenched in the evolving concerns and issues surrounding the wildland fire service. Wildland fires are the single-largest fire threat to communities, and the urban interface is at the greatest risk. *Wildfire's* core readers — chiefs and officers — are responsible for mitigating, managing and controlling these urban-interface fires.

### Wildfire Subscriber Demographics Job Titles and Functions

- 95% of *Wildfire's* subscribers are involved in purchases.
- *Wildfire* magazine is the official publication of the International Association of Wildland Fire, and every member of the IAWF receives each issue of *Wildfire* magazine.

(Source: Publisher's own data)

### 2009 Wildland Fire Statistics

- Number of Fires: 78,792
- Number of Acres Burned: 5,921,786
- 156% Increase in Acres Burned Over Prior Ten Year Average
  - 10-Year Average (2000-2009): 9,278,392
  - 10-Year Average (1990-1999): 3,323,558

(Source: National Interagency Fire Center)



# 87%

of *Wildfire* subscribers are fire chiefs and officers

### WildfireMag.com Web Site Advertising

WildfireMag.com is visited regularly by leaders from the wildland fire service who are looking for targeted information and news. The site also is visited by FIRE CHIEF magazine subscribers who are looking to enhance their knowledge of the urban-interface zone. The site offers a variety of cost-effective ways to reach customers in our industry who use the Internet and is optimized to drive traffic from the major search engines such as Google, Yahoo and Bing. Your advertisement on WildfireMag.com helps your company maximize its marketing message and drives key chiefs and officers to your Web site.

#### Online Advertising Options

<b>1</b> Leaderboard	728 x 90	\$460* Net
<b>2</b> Boombox	336 x 280	\$600* Net
<b>3</b> Square	125 x 125	\$395* Net

\*Guaranteed at 1/3 share-of-voice

	ISSUE FOCUS	FEATURE TOPICS	EQUIPMENT FOCUS	ADVERTISER BONUS OPPORTUNITIES	BONUS DISTRIBUTION	AD RESERVATIONS	MATERIALS DEADLINE
JAN/FEB	Urban Interface	Structure Triage Wildland Apparatus	Protective Gear (PPE)	Wildfire Express E-newsletter	International Wireless Communications Expo (IWCE)	11/18/10	11/28/10
MAR/APR	Structure Protection	Mapping Community Wildfire Protection Planning	Nozzles	Wildfire Express E-newsletter	Wildland Urban Interface (IACF) FDIC IAWF 11th Wildland Fire Safety Summit	1/27/11	2/3/11
MAY/JUN	Aviation	Brush Trucks Pack Round-up	Foams, Gels and Retardants	Wildfire Express E-newsletter	Harrisburg Fire Expo	3/31/11	4/7/11
JUL/AUG	Operations	Gels & Foams Communications	Skid Units/ Slip-Ons	Wildfire Express E-newsletter	APCO IAFC Fire Rescue International	5/26/11	6/2/11
SEP/OCT	Apparatus	Water Supply Protective Clothing Round-up	Hand Tools	Wildfire Express E-newsletter		7/28/11	8/4/11
NOV/DEC	<b>2012 Buyers' Guide</b>	Aircraft Operations Structure Protection	Wildland Packs	Wildfire Express E-newsletter		9/29/11	10/6/11

### Bonus Exposure for Print Advertisers

Increase traffic to your Web site! Advertisers in *Wildfire* magazine can be featured for **FREE** in the Wildfire Express e-mail newsletter. It is e-mailed directly to 20,000 *Wildfire* magazine and FIRE CHIEF magazine subscribers every other month. This product-focused e-newsletter includes an image of your product, 75-word description and your Web site link. To participate in Wildfire Express, you must be a display advertiser in *Wildfire* magazine during that same month.

### One-Stop Sponsorships

Finding all the information on the hottest fire service topics has never been easier. One-stop landing pages quickly connect our readers with critical and timely news, commentary, research and metrics on the most important fire service topics. And these focused, high-traffic pages open unique marketing opportunities for advertisers. You can be the sole owner of all of the advertising real estate on a one-stop page, exclusively positioning your brand alongside specific, relevant content.

#### One-Stop Topics:

- WUI
- Preplan
- Pub-Ed
- Tactics
- Command
- Technology
- Forestry

Exclusive position on one-stop landing page & articles linking from one stop. Rate: \$715 monthly (per category)

Top Leaderboard Banner	728 x 90	File size limit: 35k
Premium Boombox	336 x 280	File size limit: 30k

