

# W I S C O N S I N FIRE CHIEF



A PUBLICATION OF THE WISCONSIN STATE FIRE CHIEFS' ASSOCIATION



When making your marketing plans for 2009-2010, choose the Wisconsin Fire Chief. The deadline for the first 2010 issue is January 1, 2010. Contract for all four 2010 issues by December 1, 2009 and take an additional 10% discount off the four times rates.

The Wisconsin Fire Chief is published quarterly by the Wisconsin State Fire Chiefs' Association (WSFCA), an association of over 900 active and retired fire chiefs in the state of Wisconsin.

The Wisconsin Fire Chief was first published in 2007 and has received favorable reviews from readers. This publication presents a professional image and focuses on the content and issues of importance to Fire Chiefs in the state of Wisconsin.

The Wisconsin Fire Chief serves as the primary communication to members, legislators, related businesses and friends and supporters of Wisconsin's fire service professionals. This information rich publication is thoroughly read by WSFCA members. These readers are important decision-makers, and buyers on behalf of their communities, of fire management related products and services.

The publisher reserves the right to refuse any advertisement, which in his/her opinion does not serve the best interests of the Association.

All advertising must meet the established deadline and requirements for publication as shown on the requirements section. Placement may be requested but is not guaranteed. Advertising cancellations must be submitted in writing to the publisher prior to the material deadline. Cancellations will not be accepted after the closing deadline.

**For advertising information contact:**

Wisconsin State Fire Chiefs' Association

414-755-6291 • Fax: 414-276-7704

[info@wsfca.com](mailto:info@wsfca.com)

**Advertising Rates:** (15% to recognized advertising agencies)

**Wisconsin Fire Chief**

Quarterly Magazine - February, May, August & November

**MEMBERS**

	Color		Black & White	
	1x	4x*	1x	4x*
Full page	\$400	\$1,360	\$300	\$1,020
Half page	\$225	\$765	\$175	\$595
Third page	\$190	\$645	\$125	\$425
Quarter page	\$130	\$445	\$85	\$290

**NON-MEMBERS**

	Color		Black & White	
	1x	4x*	1x	4x*
Full page	\$600	\$2040	\$450	\$1530
Half page	\$340	\$1150	\$265	\$890
Third page	\$285	\$975	\$190	\$640
Quarter page	\$195	\$665	\$130	\$435

\*Four time contract advertisers will have the opportunity to advertise in the Membership Directory.

**\*Membership Directory 2010**

Published annually in June

	Color		Black & White	
	Member	Non-Member	Member	Non-Member
Full page	\$500	\$750	\$400	\$600
Half page	\$275	\$415	\$250	\$375
Third page	\$225	\$340	\$175	\$265
Quarter page	\$150	\$225	\$125	\$190

\*Space is limited. Four time contract advertisers for the Wisconsin Fire Chief Magazine will be given preference.

**2010 Publication Schedule:**

Magazine Publication Date	Deadline for Ads
February 2010	January 1, 2010
May 2010	April 1, 2010
August 2010	July 1, 2010
November 2010	October 1, 2010

Directory Publication Date	Deadline for Ads
June 2010	May 1, 2010

\*All dates subject to change without notice.

**Mechanical Requirements:**

All ads must be submitted electronically via email or on a CD. The Wisconsin Fire Chief will be designed on a Macintosh platform. Accepted software: print quality PDF files (preferred), Adobe Illustrator, Photoshop, and InDesign (CS 4). Fonts and linked graphics must be included with electronic files. Minimum 300 dpi on graphics and photos. Ads not supplied properly may incur additional charges. Ads not sized properly will be scaled proportionately to fit.

Ad Sizes	Vertical (W x H)	Horizontal (W x H)
Trim Size	8 1/2" x 11"	
Full page (float)	8" x 10 1/2"	N/A
Full page (bleed) *	8 1/2" x 11" *	N/A
Half page	3 3/4" x 10"	8" x 4 3/4"
Third page	2 1/2" x 10"	8" x 3 1/2"
Quarter page	3 3/4" x 4 3/4"	N/A

\*Bleed Ads need to allow an additional 1/8" on all sides for trimming.

Please submit all ads as high-resolution or print quality .pdf files to Jon Brunner at [brunner@svinicki.com](mailto:brunner@svinicki.com).

If interested in advertising in the Wisconsin Fire Chief, complete the information below and send to the WSFCA office:

6737 W. Washington St., Suite 1300 • Milwaukee, WI 53214  
 Phone: 414-755-6291 • Fax: 414-276-7704 • E-mail: [info@wsfca.com](mailto:info@wsfca.com)

**Contact Information:**

Send invoice here

Company name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

- or -

Send invoice here

Advertising Agency (if applicable): \_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Wisconsin Fire Chief Magazine**

- Member       Non-Member
- Color       B&W
- Full Page       1/2 Page       1/3 Page       1/4 Page
- 1 issue       2 issues       3 issues       4 issues
- February       May       August       November

Total advertising amount for magazine \$ \_\_\_\_\_  
(see advertising rates above)

**Membership Directory 2010**

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- Member       Non-Member
- Color       B&W
- Full Page       1/2 Page       1/3 Page       1/4 Page

Total advertising amount for magazine \$ \_\_\_\_\_  
(see advertising rates above)

**Payment:**

\$ \_\_\_\_\_ total amount for WSFCA magazine and directory

- Check payable to WSFCA enclosed
- Please bill me as each issue is published
- Please bill my (circle one) Master Card or Visa
- Card number: \_\_\_\_\_ Exp. Date \_\_\_\_\_
- Cardholder name: \_\_\_\_\_
- Cardholder signature: \_\_\_\_\_