



**Information**

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**FASNY**

**430 E. Genesee St., Suite 203**

**Syracuse, NY 13202**

**Phone (800) 293-1002**

**Fax (315) 471-2240**

**[Info@thevolunteerfirefighter.com](mailto:Info@thevolunteerfirefighter.com)**

# The Volunteer FIREFIGHTER

The Official Publication of the Firemen's Association of the State of New York



## Information

*The Volunteer Firefighter™* is the official magazine of The Firemen's Association of the State of New York (FASNY), printed bimonthly. What does this mean? Excellent opportunities for advertisers! Take advantage of great rates and FASNY's dedicated readership of over 100,000.

*The Volunteer Firefighter™* strives to bring topical, educational and entertaining information to the volunteers throughout New York State. The magazine offers feature articles and columns directly relating to the emergency services, editorial content such as related Web sites, legislation, how-to articles, real-life experiences, and more.

Your advertising dollars directly support the production and distribution of *The Volunteer Firefighter™*, one of the only publications on which volunteers depend for information, education, and training specific to their industry.

Nearly 50,000 copies are delivered to key decision-makers in New York State. Marketing your product or service in *The Volunteer Firefighter™* is the best way to connect with New York firefighters on a regular basis.

### If your product relates to:

- Fire Police
- EMS/Medical
- Emergency Response
- Hazardous Materials
- Dispatchers
- Insurance Companies
- Tools & Equipment
- Convention Centers
- Alarm Systems
- Transportation
- Heavy Equipment
- Education
- Emergency Lighting
- Training Equipment
- Safety Gear
- Disaster Relief
- Valves & Gauges
- Leasing & Loans
- Sirens
- Monitors & Radio Communication
- Technology

Online advertising is also available on FASNY.com which receives an average of 10,000 unique visitors each month.

## Mission Statement

“To maintain, support, and serve the volunteer fire service of New York, its firefighters, and the public they protect through education, legislation, communication, recognition and community service.”

FASNY provides information on fire prevention, fire suppression, fire police, fire chiefs, fire training, legislation, civil service, fire department operations, fire districts, fire protection districts and maintains the Firemen's Home and the Museum of Firefighting in Hudson, New York.

*The Volunteer Firefighter™* serves as the conduit for FASNY to disseminate this information to the volunteer services throughout and across New York State.

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# The Volunteer FIREFIGHTER



The Official Publication of the Firemen's Association of the State of New York

## Ad Rates

### Full Color

Frequency	1 Time	3 Times	6 Times
Full Page	\$1,800	\$1,600	\$1,400
1/2 Page	\$1,100	\$800	\$700
1/4 Page	\$725	\$650	\$550
Back Cover	\$2,500	\$2,000	\$1,800
Inside Covers	\$2,000	\$1,800	\$1,500
2-Page Spread	\$3,500	\$3,000	\$2,000

### Black & White

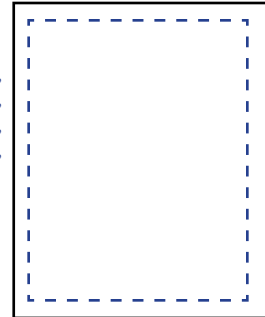
Frequency	1 Time	3 Times	6 Times
Full Page	\$1,450	\$1,200	\$900
1/2 Page	\$1,000	\$750	\$600
1/4 Page	\$600	\$525	\$410
Back Cover	N/A	N/A	N/A
Inside Covers	N/A	N/A	N/A
2-Page Spread	N/A	N/A	N/A

**\*All prices are per placement and are for print-ready artwork (pdf files preferred)**

InDesign Files, tiff and eps files also accepted.  
Please include fonts or embed or outline for such files.

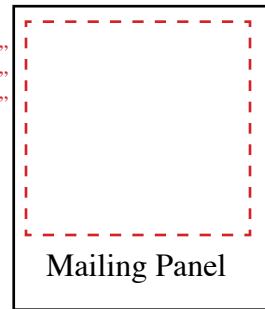
## Ad Sizes

Trim size: 8.5" x 11"  
Live area: 7.5" x 9.5"  
Non-bleed: 7.5" x 9.5"  
Bleed minimum: .125"



Full Page

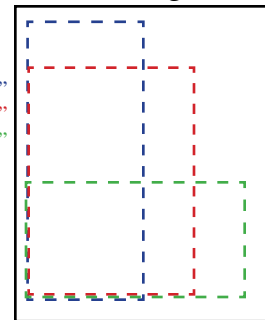
8.5" x 9.3125"  
Live area: 7.5" x 8.5625"  
Bleed minimum: .125"



Mailing Panel

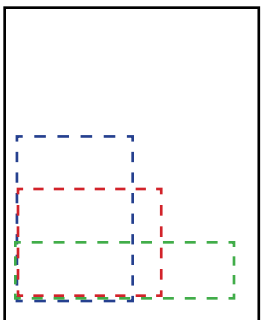
Back Page

3.625" x 9.5"  
4.9375" x 6.375"  
7.5" x 4.625"



1/2 Page

3.625" x 4.625"  
4.9375" x 3.625"  
7.5" x 2.25"



1/4 Page



## Advertising Specs

# Advertising Information

### Closing Dates and Cancellation Charges

**Deadlines:** Space reservations and materials for print-ready ads are due by the 1st of the month prior to the publication month. Space reservations and materials for non-print-ready ads are due the 1st of the month two months prior to publication. *The Volunteer Firefighter™* reserves the right to refuse any advertisement for any reason.

**Cancellation Costs:** No cancellation will be accepted after the space closing date or you will be billed the contracted rate for your space.

### Billing Information

**Credit:** Advertising charges are to be pre-paid until credit is established. Initial ad is always pre-paid.

**Terms:** Invoices are payable upon receipt. Interest at the rate of 1.5% per month will be charged on outstanding account balances 30 days past due. Digital charges, costs of artwork, and file conversion charges are not commissionable. Make checks payable to FASNY.

**Cash Discounts:** 3% discount if an entire schedule is pre-paid.

**Agency Commission:** 15% of gross billing to recognized advertising agencies on space, color, bleed and position when an account is paid within 30 days (see “terms” above for exceptions).

### Additional Charges

**Premiums:** Apply to preferred and requested positions – add 15% to posted earned rate. Premiums are on a first-come basis. Final charges are subject to inspection of submitted digital, print-ready art. Additional charges will apply if text or copy changes are required.



## Advertising Information Continued

### Technical Data

**PDFs:** Print-ready high resolution PDF files are preferred for full color ads. Minimum 1/8" for ad bleeds. All images should be at 300 dpi, and fonts should be embedded.

**Disks:** *The Volunteer Firefighter™* is composed in the latest version of Adobe InDesign on Macintosh computers. Any file submitted electronically must either be composed in Adobe InDesign or importable into Adobe InDesign (pdf, eps, tif, etc.). All fonts (screen and post script) and high-resolution artwork must accompany the ad. CDs and DVDs are acceptable media. There will be an additional \$100 minimum charge for any other file formats or media that need to be converted.

**Artwork:** A minimum charge of \$100 will be added for assembling extra elements or altering your ad and an earlier deadline will be in effect. 300 dpi artwork accepted. Ad prices (on next page) reflect cost for digital, print-ready art, submitted either electronically or on CD and/or DVD. Any ad submitted that needs to be altered in any way is subject to an additional minimum \$100 charge.

**Borders:** We reserve the right to add borders to any ad too small, or which "floats" in its reserved space unless otherwise specified and agreed to. Any ad deemed significantly oversized will be run in the next larger ad size space and will be billed accordingly.

**Storage:** Any CD/DVD will be stored for 12 months and then destroyed unless prior return instructions are received in writing. Include a SASE for a return of your materials.

**Graphics & Design Services:** Available and quoted on request.