

THE MAGAZINE OF EFFECTIVE COMPARTMENTATION

Life Safety DIGEST

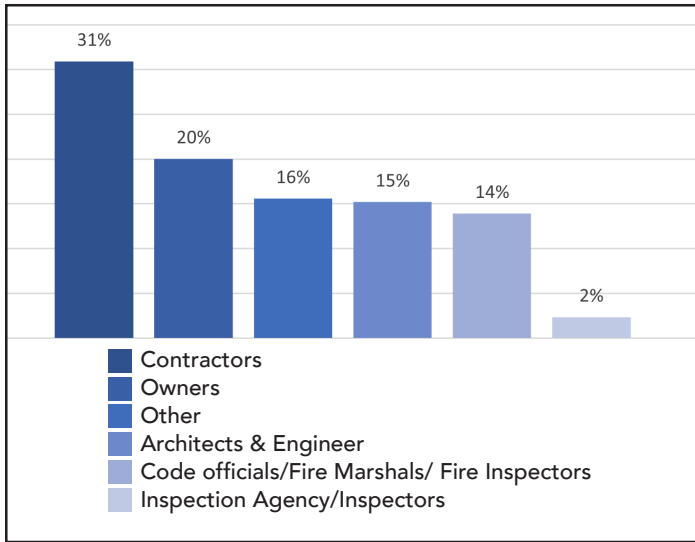
Print + Digital Planning Guide 2023



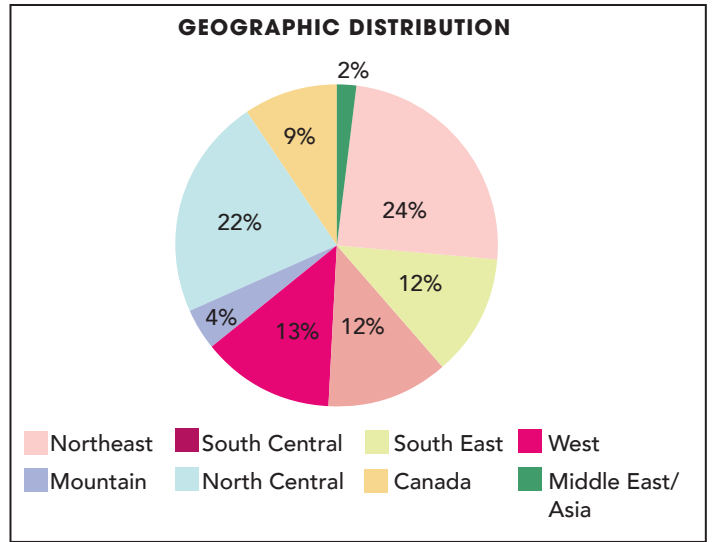
FEATURE YOUR PRODUCTS AND SERVICES IN FRONT OF KEY INFLUENCERS AND PURCHASERS OF FIRE AND LIFE SAFETY SYSTEMS.

We offer a hand-picked circulation targeted at those specific groups of greatest interest to those involved with life safety services – Contractors, Special Inspection Agencies, Architects/Specifiers, key government Code Officials, Fire Marshals, Fire Inspectors, Healthcare and Educational Facility Directors, and Building Owners and Managers. Our combined print and digital circulation reaches over 16,000 individuals worldwide who buy or influence the use of firestopping and fire-resistance-rated and smoke-resistant materials and systems, and who have asked to receive our magazine.

OUR READERS ARE KEY INFLUENCERS:



OUR READERS ARE WORLDWIDE DECISION MAKERS:



16,000
Subscribers worldwide



Bonus distribution at Tradeshows such as: ICC, CONSTRUCT, IFMA, FCIA Events, & More

QUARTERLY PUBLICATION- EDITORIAL CALENDAR

ISSUE	SPRING	SUMMER	FALL	WINTER
Editorial Focus	Educational Buildings	Healthcare Facilities	High-Rise Buildings	Industrial and Multi Family Buildings
Ad Close	February 10, 2023	May 11, 2023	August 11, 2023	November 10, 2023
Art Due	February 17, 2023	May 18, 2023	August 18, 2023	November 17, 2023
Delivered	March, 2023	June, 2023	September, 2023	December, 2023

Additional Print Opportunities: Outserts and Belly Bands
Contact cathy@FCIA.org for details.

TO ADVERTISE

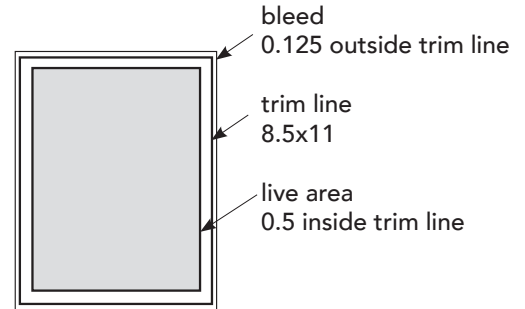
Phone: +1-708-202-1108 • Email: cathy@FCIA.org • Website: www.FCIA.org

PRINT ADVERTISING SPECIFICATIONS

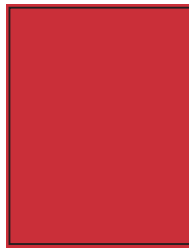
SIZE SPECIFICATIONS

AD SIZE	TRIM SIZE	BLEED SIZE	LIVE AREA
Full Page	8.1875 X 10.875	8.3125 X 11	8.0625 X 10.625
1/2 Page	8.1875 X 5.4375	8.3125 X 5.5	8.0625 X 5.3125
1/4 Page	3.5 X 4.75	n/a	3.5 X 4.75

Full-page ads are intended to bleed off the page (see example)



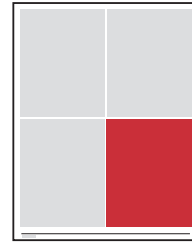
- Please include an additional 0.125 of bleed on each side of the page
- Keep all important information at least 0.5" from the trim line



Full Page (add bleed)



1/2 Page Horizontal



1/4 Page vertical

PRINT ADVERTISING FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed, outline or include all fonts and graphics.
- Full-page cover and ads must include a .125" bleed around the entire page and important content should be at least .5" away from the trim.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).
NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small. Graphics pulled from websites are generally too small to use.
- All colors should be created as CMYK process colors.



All advertisers receive **FREE** inclusion at www.FCIA.org/LifeSafetyDigest.

All advertisers receive a **FREE** click through ad with their listing.

Premium positions available. Contact Cathy@FCIA.org for rates.

DIGITAL ADVERTISING

LEADERBOARD/ RIGHT SIDE SKYSCRAPER

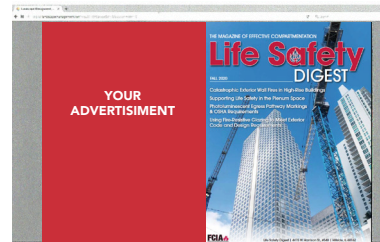
Leaderboard and skyscraper ads are premium placement digital ads. Featured on each page for the entirety of the issue, these ads link to a URL, making them a dynamic engagement for a captive audience. Up to 2 ads per location can be rotated per issue.



EXAMPLE RIGHT SIDE SKYSCRAPER

PRESENTATION PAGE

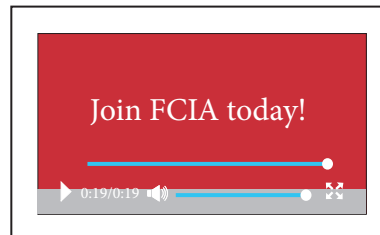
Be the first thing ALL readers see when they navigate to the online magazine. A full-page Presentation Page ad features your message with link alongside the issue cover with premium first-look placement. Limit 1 per issue.



EXAMPLE PRESENTATION PAGE

INTERSTITIAL AD

This full page pop-up ad can appear anywhere in the digital magazine. The pop-up window links to your custom URL and can contain video placement as well. This ad can only be viewed 1 time per reader within an issue so make the most of this high profile advertising opportunity.



Contact FCIA for additional digital advertising alternatives such as video, slide shows, and animation.



ADVERTISE WITH FCIA.ORG

Advertise on www.FCIA.org to get your message out to an audience of professionals from around the globe, all interested in the fire and life safety industry.

Or, include your company's message with the FCIA E-newsletter, distributed digitally at least six (6) times per year to more than 10,000 professionals worldwide and published at FCIA.org, with secondary circulation numbers far exceeding that.

FCIA WEBSITE ADVERTISING OPPORTUNITIES NON-CONTRACTOR ONLY

AD SIZE	
360 x 200 px	Home Page – Approximately 25,000+ pageviews/yr
300 x 200 px	FCIA E-Newsletter – Primary Distribution 10,000+/issue Sponsor – Header
150 x 300 px	E-Newsletter Sponsor – Body
400 x 100 px	E-Newsletter Sponsor – Footer

INSERTION ORDER

4/C DISPLAY ADVERTISING RATES / PRINT MAGAZINE

AD SIZE	MEMBER 1X	MEMBER 4X*	NON-MEMBER 1X	NON-MEMBER 4X*
Full Page	\$1725	\$1590	\$2295	\$2125
1/2 Page	\$1265	\$1215	\$1690	\$1620
1/4 Page	\$1020	\$980	\$1360	\$1315

*Price Per Issue

DIGITAL RATES

AD SIZE	MEMBER 1X	MEMBER 4X*	NON-MEMBER 1X	NON-MEMBER 4X*
Leaderboard Skyscraper Digital Only	\$ 995	\$920	\$1250	\$1155
Presentation Page Digital Only	\$1500	\$1390	\$ 1875	\$ 1735
Interstitial Ad	\$1250	\$1150	\$1565	\$1450

*Price Per Issue

PACKAGE PRICING AVAILABLE FOR JOINT PURCHASE OF PRINT AND DIGITAL ADS. CONTACT CATHY@FCIA.ORG.

FCIA.ORG RATES (NON-CONTRACTOR)	3 MO	6 MO	12 MO
Home Page			
Member	\$ 500	\$ 800	\$ 1,000
Non-Member	\$ 4,500	\$ 4,800	\$ 5,000
FCIA E-NEWSLETTER RATES (NON-CONTRACTOR)			
Header Sponsor			
Member	\$ 500	\$ 800	\$ 1,000
Non-Member	\$ 3,500	\$ 3,800	\$ 4,000
Body / Footer Sponsor			
Member	\$ 300	\$ 500	\$ 700
Non-Member	\$ 3,300	\$ 3,500	\$ 3,700

ADVERTISER NAME: _____ AGENCY CONTACT NAME: _____

CONTACT: _____

ADDRESS: _____

CITY _____ STATE/POV. _____ ZIP/POSTAL CODE: _____

ISSUE	PRINT	DIGITAL	AD RATE FOR EACH	ISSUE	PRINT	DIGITAL	AD RATE FOR EACH
<input type="checkbox"/> SUMMER 23	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> FALL 23	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
<input type="checkbox"/> SPRING 23	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> WINTER 23	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
PRINT NAME: _____				SIGNATURE: _____			

General Policies

- Cancellations must be received in writing not less than ten (10) days in advance of closing date.
- Cancellation of this contract before expiration shall result in billing adjustment to the highest earned rate.
- Simulation of Publication Format - The publisher reserves the right to reject any advertisement and to designate as advertising any advertisement resembling editorial matter.
- Publisher's Protective Clause - Advertisers and their agencies assume liability for all content (including text, representation, and illustrations) of advertisement printed, and assume responsibility for any claims arising here from being made against the publisher.
- Publisher Error - The publisher's liability for any error will not exceed the cost of printing for the page(s) in question.