

THE MAGAZINE OF EFFECTIVE COMPARTMENTATION

# Life Safety DIGEST

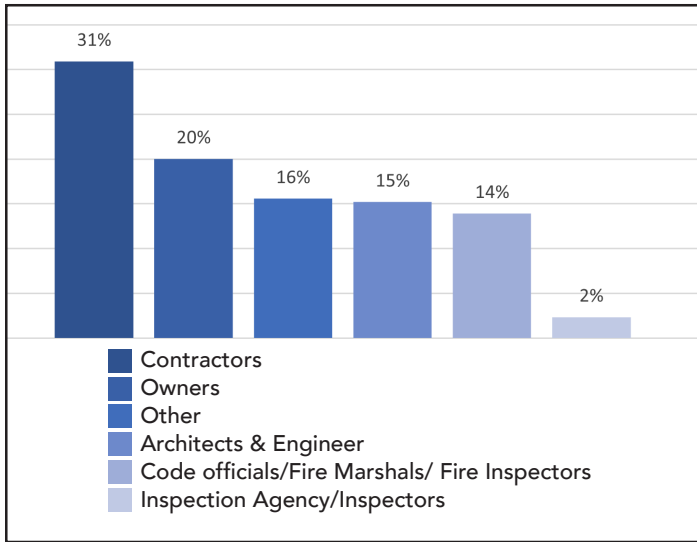
Print + Digital Planning Guide 2021



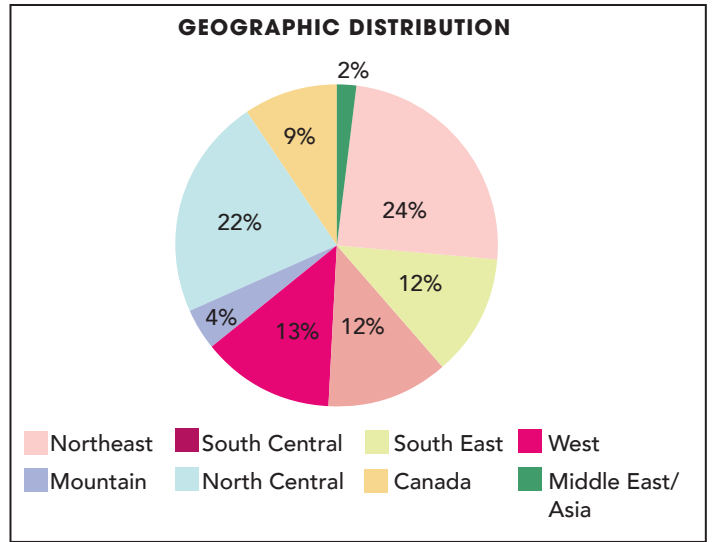
### FEATURE YOUR PRODUCTS AND SERVICES IN FRONT OF KEY INFLUENCERS AND PURCHASERS OF FIRE AND LIFE SAFETY SYSTEMS.

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
<b>Editorial Focus</b>	<b>Educational Buildings</b>	<b>Healthcare Facilities</b>	<b>High-Rise Buildings</b>	<b>Industrial and Multi Family Buildings</b>
Ad Close	February 5, 2021	May 14, 2021	August 20, 2021	November 17, 2021
Art Due	February 12, 2021	May 21, 2021	August 27, 2021	November 24, 2021
Delivered	March, 2021	June, 2021	September, 2021	December, 2021

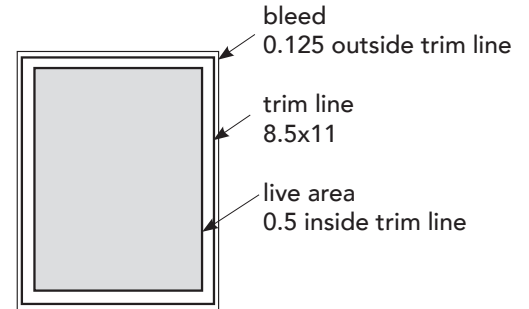
**Additional Print Opportunities: Outserts and Belly Bands**  
Contact [cathy@FCIA.org](mailto:cathy@FCIA.org) for details.

## PRINT ADVERTISING SPECIFICATIONS

### SIZE SPECIFICATIONS

AD SIZE	TRIM SIZE	BLEED SIZE	LIVE AREA
Full Page	8.1875 X 10.875	8.5 X 11.125	7.25 X 9.75
1/2 Page	7.25 X 4.5	8.5 X 5.5	7.25 X 4.5
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)



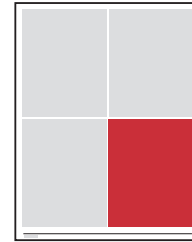
- Please include an additional 0.125 of bleed on each side of the page
- Keep all important information at least 0.5" from the trim line



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](http://www.FCIA.org/LifeSafetyDigest).**

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

Premium positions available. Contact [Cathy@FCIA.org](mailto:Cathy@FCIA.org) for rates

## DIGITAL ADVERTISING

### LEADERBOARD

Leaderboard ads are premium placement digital banner ads. Featured at the top of each page for the entirety of an issue, Leaderboard Ads link to a URL, making them a dynamic engagement for a captive audience. Limited availability per issue.



EXAMPLE LEADERBOARD

### PRESENTATION PAGE

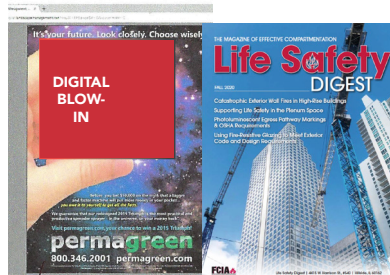
Be the first thing ALL readers see when they navigate to the online magazine. A full-page Presentation Page ad features your message with link alongside the issue cover with premium first-look placement. Limit 1 per issue.



EXAMPLE PRESENTATION PAGE

### DIGITAL BLOW-IN PRINT ADVERTISERS ONLY

Supplement your print ad with a Digital Blow-In ad. The pop-up window is tied to your print ad and appears over the content, allowing you to customize your message further. Digital Blow-In ads also link to a URL.



EXAMPLE BLOW-IN

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



### ADVERTISE WITH FCIA.ORG

Advertise on [www.FCIA.org](http://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](http://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
100x400 px	FCIA E-Newsletter – Primary Distribution 10,000+/issue Sponsor – Header
150x300 px	E-Newsletter Sponsor – Body
100x400 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 Digital Only	\$ 995	\$920	\$1250	\$1155
Presentation Page Digital Only	\$1500	\$1390	\$ 1875	\$ 1735
Blow-In Digital Only	\$450	\$415	\$565	\$525

\*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
<b>FCIA E-NEWSLETTER RATES (NON-CONTRACTOR)</b>			
<u>Header Sponsor</u>			
Member	\$ 500	\$ 800	\$ 1,000
Non-Member	\$ 3,500	\$ 3,800	\$ 4,000
<u>Body / Footer Sponsor</u>			
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 21	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> FALL 21	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____
<input type="checkbox"/> SPRING 21	<input type="checkbox"/>	<input type="checkbox"/>	\$ _____	<input type="checkbox"/> WINTER 21	<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.