

# 2010 NFPA Journal® Buyers' Guide

More print opportunities  
to connect with NFPA Members



**Now including  
the complete  
NFPA CODES &  
STANDARDS  
DIRECTORY!**

- Increases the number of pass-along readers among your prime buying audience.
- Gets your product message into the hands of qualified NFPA buyers at a vital point of sale.
- Adds to the amount of time influential readers will spend with this valuable publication.



National Fire  
Protection Association®

[www.nfpajournal.org](http://www.nfpajournal.org)

# 2010 NFPA Journal Buyers' Guide and NFPA Codes & Standards Directory

The premiere reference for professionals in search of fire and life safety products and services

New for 2010, the *Buyer's Guide and the NFPA Codes & Standards Directory* — the industry's most respected code information source — will be printed as one publication. This comprehensive volume contains more than 100 pages of new content. And it puts your product message in the hands of qualified NFPA buyers every time they have a codes and standards development question.

## FREE value-added bonuses with purchase of a minimum 1/4-page display ad

- **Boldface listing** — Your company name is printed in boldface in the manufacturer's directory.
- **Cross-referenced product categories** — Your product categories are also referenced under your manufacturer's listing.
- **Ad page numbers** — Your ad page number is printed in boldface in your listing to increase your ad's exposure.
- **Logo** — Your company logo is displayed with your listing for instant corporate identification — a \$300 savings!
- **Multiple categories** — Your listing may appear in up to 25 product categories.
- **Call Out Box** — You'll receive one free "Call Out Box" in the category or subcategory of your choice — a \$400 value!

## Dominate your most vital Categories and Subcategories with attention-grabbing "Call Out Boxes"

Make it easy for potential buyers to find your company. "Call Out Boxes," located within the Product Directory of the *Buyers' Guide*, feature your four-color logo, website address, phone number, and page number of your display advertisement — in all the Categories and Subcategories that you select.

**PUBLICATION DATE**—February 2010.  
**ADVERTISING CLOSING**—December 18, 2009.  
**MATERIALS DUE**—December 28, 2009.



Purchase additional "Call Out Boxes" at these cost-effective rates:

First additional box	\$400 net each
2-6 boxes	\$300 net each
7 and more boxes	\$200 net each

"Call Out Boxes" are available only to *Buyers' Guide* advertisers of 1/4 page or larger. "Call Out Boxes" will be listed alphabetically.

## NFPA JOURNAL ONLINE BUYERS' GUIDE:

For inquiries regarding the Online Buyers' Guide please contact:

**Matt Alexander**  
Sales Manager  
MultiView, Inc  
P 972-402-7011  
E [malexander@multiview.com](mailto:malexander@multiview.com)

## Print Advertising Rates

UNIT	4-COLOR	B&W
Full page	\$10,970	\$9,640
2/3 page vertical	\$9,630	\$8,220
1/2 page island	\$8,170	\$6,670
1/2 page horizontal	\$7,010	\$5,450
1/2 page vertical	\$7,010	\$5,450
1/3 page square	\$5,380	\$3,720
1/3 page vertical	\$5,380	\$3,720
1/4 page	\$4,750	\$3,050

### SPECIAL OPPORTUNITIES

	4-COLOR	B&W
2-Page Spread	\$21,590	\$19,280
Inside Front Cover	\$12,510	NA
Inside Back Cover	\$11,570	NA
Back Cover	\$14,400	NA
Section tabs (per side)	\$12,510	NA
Logos*	NA	\$300

\*Logos are free to Buyers' Guide display advertisers and \$300 per logo for non-display advertisers. This offer is available for Manufacturers and Consultants listings. Terms are pre-paid and non-commissionable, and no other discounts apply. Please e-mail high-resolutions (300 dpi) digital logo to: [dfergason@nfpa.org](mailto:dfergason@nfpa.org)

### MECHANICAL SPECIFICATIONS:

**PUBLICATION TRIM SIZE**—8-1/8" x 10-7/8".

**BLEED**—Allow 1/8" bleed beyond trim.

**SPREADS**—Keep live matter 1/4" from gutter.

**HALFTONES**—133-line screen recommended.

**COLOR PROOF**—Required.

**PRINTING**—Web offset on coated stock.

**BINDING**—Perfect.

### DIGITAL ADVERTISING MATERIAL REQUIREMENTS:

**Acceptable Media**—Ads may be submitted on CD formatted for Macintosh.

**FTP Transfers**—Call for instructions.

**Terms and Conditions**—Refer to back cover.

### ACCEPTABLE FILE FORMATS:

PDF files/X1-A preferred.

Ads created in Adobe Illustrator and Freehand can be provided as EPS files with all fonts created as outlines. Be sure to include fonts or save fonts as outlines.

Ads created in Adobe Photoshop can be provided as EPS or TIFF files with resolution of 300 dpi.

### SPECIFICATIONS:

- All color images must be separated as CMYK.
- All fonts must be included as both screen and printer fonts. TrueType fonts are not acceptable.
- Laser proofs for black and white ads and color proofs for color ads must accompany all digital materials.

PUBLICATION TRIM SIZE: 8 1/8" x 10 7/8"

FULL PAGE 7" x 10"	2 SPREAD PAGE 16 1/2" x 11 1/8"	1/2 PAGE ISLAND 4 1/2" x 7 1/2"	1/2 PAGE HORIZONTAL 6 7/8" x 4 1/2"	1/2 PAGE VERTICAL 3 5/16" x 10"
1/3 PAGE VERTICAL 2 1/8" x 9 7/8"	1/3 PAGE SQUARE 4 1/2" x 4 7/8"	2/3 PAGE 4 1/2" x 10"	1/4 PAGE 3 5/16" x 4 1/2"	

### ADVERTISING MATERIALS:

For questions please contact:

**Dorinda Fergason**  
Advertising Operations Manager  
*NFPA Journal*  
1 Batterymarch Park  
Quincy, MA 02169  
P 617-984-7323  
F 617-984-7090  
E [dfergason@nfpa.org](mailto:dfergason@nfpa.org)

# NFPA® Sales Contacts

These representatives will help you put the power of *NFPA Journal* behind your marketing message

## NEW ENGLAND/ MID-ATLANTIC

(CT, DC, DE, MA, MD, ME, NH,  
NJ, NY, PA, RI, VT)

### Merrie Lynch

CEL Associates II, Inc.  
20 Park Plaza, Suite 517  
Boston, MA 02116  
T 617-357-8190  
F 617-357-8194  
E adsalesml@nfpa.org

## SOUTHEAST & SOUTHWEST

(AL, AR, FL, GA, KY, LA, MS, NC,  
NM, OK, SC, TN, TX, VA, WV)

### Blake & Michelle Holton

Holton Enterprises  
724 Long Lake Drive  
Oviedo, FL 32765  
T 407-971-6286 (8558-Michelle)  
F 407-971-8598  
E adsalesbh@nfpa.org  
adsalesmh@nfpa.org

## WEST COAST

(AZ, CA, NV, UT)

### Patrick Jagendorf

7202 South Marina Pacifica Drive  
Long Beach, CA 90803  
T 562-795-9134  
F 562-795-8242  
E adsalespj@nfpa.org

## NATIONAL SALES DIRECTOR

### Bill Mello

1 Batterymarch Park  
Quincy, MA 02169  
T 617-984-7543  
F 617-984-7090  
E bmello@nfpa.org



National Fire  
Protection Association®

www.nfpajournal.org

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1 Batterymarch Park, Quincy, MA 02169

## Terms and Conditions:

By submitting advertising to the publisher, National Fire Protection Association ("NFPA"), for publication in *NFPA Journal* or the other publications described in this media kit (the "NFPA Publications"), the advertiser and its agency, if there is one, each agree to the rates in this media kit and to the following other terms and conditions:

**Advertising Content and Acceptance:** All advertisements are accepted and published entirely on the representation that the advertising agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. The advertiser and its agency shall have full responsibility for the content of their advertisements. Notwithstanding, the NFPA shall have the right, in its sole discretion, to reject advertising for any reason whatsoever.

**Indemnification:** It is understood that, in consideration of the publication of advertisements, the advertiser and/or advertising agency will indemnify and hold the NFPA harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), negligence and any other claims whatsoever based on the contents or subject matter of such publication.

**Publication not to constitute Endorsement:** The appearance of advertising in NFPA Publications does not in any way imply endorsement or approval by the NFPA of any advertising claims of the advertiser, its products or services. The advertiser and its agency shall not, either in NFPA Publications or elsewhere, claim or imply, directly or indirectly, any such NFPA endorsement or approval, nor shall they utilize the fact of advertising in NFPA Publications to market or promote any advertising claims of the advertiser, its products or services.

**Identification of Advertisements:** The NFPA reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the NFPA sole judgment, too closely resembles editorial pages of the publication.

**Agency Commission:** 15% of the gross billing allowed to recognized agencies on space, color, and position only, provided account is paid within 30 (thirty) days of invoice date. Supplied inserts are priced NET. Agency commission is not allowed on mechanical charges such as special binding, tipping, printer charges, handling, etc. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

**Sequential Liability:** Advertiser and advertising agency are jointly and severally liable for payment. NFPA will not release the advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

**Limitation of Liability:** The liability of the NFPA for any act, error or omission, including those caused by its own negligence, for which it may be held legally responsible shall not exceed the charge for the advertisement in question. Notwithstanding the foregoing, the NFPA assumes no liability whatsoever: for errors in key numbers, the reader service section, advertisers' index, or any type set by the NFPA; for any failure to publish or circulate all or any part of the publication issue or issues due to strike, work stoppages, accidents, fires, acts of God or any circumstance not in control of the NFPA; or for the accuracy of any corrections or changes made to any advertiser's materials.

**Terms of Sale:** Terms of sale are NET 30 (thirty) days from date of invoice. No cash discounts allowed.

**Line of Credit:** Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of NFPA and no advanced notification is promised or implied.

**Collection Related Issues:** NFPA may notify the advertiser if advertiser's agency has not paid in full within 90 days of invoice date. Additionally, the advertiser will be held responsible for payment in full if advertiser's agency declares bankruptcy or otherwise does not pay within 120 days of invoice date. If NFPA must refer advertiser's delinquent account to an attorney or collection agency, advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the NFPA's collection efforts.

**Short Rate:** Advertiser's billing rate and invoices, may be appropriately adjusted, if within a twelve month contract period, they do not use the amount of space upon which their billings have been based.

**Whole Agreement:** The rates and other terms and conditions set forth in this media kit shall constitute the entire agreement between the NFPA and the advertiser and its advertising agency, if there is one. Unless expressly agreed to in writing by the NFPA, no other terms and conditions in contracts, insertion orders, copy instruction or otherwise shall apply or be binding on the NFPA.