

SprinklerAge

2010 Media Kit

Rates effective January 1, 2010. For additional information about advertising, call 214-349-5965 x126, email advertising@firesprinkler.org or visit <http://www.firesprinkler.org/sprinkleragesite/index.htm>. *Sprinkler Age*, the official publication of the American Fire Sprinkler Assn., is published monthly & mailed mid-month.

Terms and Commissions

- Terms: Net 30 days from date of invoice.
- The publisher reserves the right to hold the advertiser and/or its advertising agency jointly liable for payment due, and for any collection fees that result from collection of a delinquent payment.
- A first-time advertiser in *Sprinkler Age* that is not an AFSA member must pre-pay the first ad and provide credit references in order to establish credit. Based on payment history, subsequent ads will be billed in the regular monthly billing cycle.
- A 15 percent agency commission applies to space, color and position charges only. To qualify for the agency commission, the ad must be provided print-ready as specified by the electronic file requirements, and must include all corrections and/or changes.

Contract and Copy Regulations

- Publication of an advertisement in *Sprinkler Age* does not constitute and shall not be interpreted as an endorsement of the product or service by the American Fire Sprinkler Association.
- The publisher reserves the right to reject any advertisement. Advertisers and their agents assume responsibility for the content of their advertisements. Advertising not easily distinguishable from editorial must be labeled "Advertisement."
- All verbal instructions must be confirmed with *Sprinkler Age* in writing by fax or email within five days. Contracts may be canceled on 30 days written notice only. Individual insertion orders may not be canceled after the closing date.
- On contracts not completed, the earned rate at time of cancellation will apply.
- If no monthly instructions are received from the contract advertiser by an issue's deadline, most recent ad will be used for that issue.
- The publisher reserves the right to cancel scheduled advertising and apply the earned rate to ads published in cases where overdue payments exceed 90 days.
- Publisher reserves the right to charge up to 2 percent per month interest on invoices over 30 days past due.

Circulation

Sprinkler Age reaches more than 4,000 readers involved in the fire sprinkler industry:

- 59% Fire Sprinkler Contractors (Owners, managers, designers, installers, sales, etc.)
- 17% Authorities Having Jurisdiction (Fire Chiefs, officers, marshals, commissioners, inspectors, etc.)
- 13% Engineers, architects, consultants, safety officers, etc.
- 6% Equipment manufacturers, suppliers, distributors
- 5% Educational, health care facility administrators, agencies and other interested individuals, etc.

Readership

Sprinkler Age readers have purchasing authority.

- 67% Approve
- 19% Specify
- 14% Recommend

Advertising Rates

The earned advertising rate is based on the total number of full and fractional advertising units used in *Sprinkler Age* within a 12-month contract period beginning with the month of the first insertion. In cases where the advertising contract rolls over into the following year, the new rate (if any) will become effective January 1 unless the majority of the contract’s insertions were placed in the previous year.

Black and White Page Rates

Unit	1 Time	3 Time	6 Time	12 Time *
Full page	\$1349	\$1212	\$1082	\$922
2/3 page	905	853	769	654
Island 1/2 page	679	650	593	540
1/2 page	675	644	572	520
1/3 page	474	452	392	345
1/4 page	361	343	312	283
1/6 page	273	260	229	211

* Twelve-time frequency advertisers automatically receive a free link on Sprinkler Age’s Web site, and those who run 12 consecutive, full-page color ads will receive one free banner ad on the AFSA Web site. (See page 3 for details as well as other marketing opportunities.)

Color Rates

Standard colors are red, blue, green, yellow, and orange.

Publisher may use 4-color screens to approximate standard color.

Standard color	\$190
PMS / Matched color	\$400
4-color process (per page or fractional page)	\$510
Metallic inks	Rates on request

Cover Position

Rates include full-page space with four-color process. Non-cancelable.

Position	1 Time	3 Time	6 Time	12 Time
2nd cover	N/A	N/A	N/A	\$1730
3rd cover	\$2054	\$1903	\$1850	\$1632
4th cover	N/A	N/A	N/A	\$1869

Special/Preferred Position

Center Spread	\$125
Favored Positions (Page 3, Opposite Table of Contents, President’s Report/Chairman’s Message, & New Products)	\$125
Other Guaranteed Positions & Continuous Pages	\$100

Inserts

Black and white page rate applies, less the following discounts:

2 pages = 20%	4 pages = 20%	8 pages = 20%
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Backup charges and rates for special binding or handling are available on request.

Insert copy must be submitted for approval prior to acceptance for publication.

For shipping instructions and quantity requirements, contact *Sprinkler Age*.

Closing Dates

Sprinkler Age is published monthly and mailed during the middle of the month. Advertising insertion orders and material must be received by the following closing dates. Insertion orders and material received past the applicable due date is not guaranteed for insertion in the issue requested. Individual insertion orders may not be canceled after the closing date.

2010 Issue	Editorial Calendar	Closing Date	Bonus Distribution
January	2009 Review & 2010 Forecast	Dec. 1, 2009	
February	Industry Evolution	Jan. 1, 2010	
March	Education & Training	Feb. 1, 2010	
April	Design/Build: Contractual Issues	March 1, 2010	
May	Inspection, Testing & Maintenance: NFPA 25	April 1, 2010	NFPA Convention
June	International	May 1, 2010	
July	Residential Systems	June 1, 2010	
August	AHJs & Fire Service (and Fire Safety Education)	July 1, 2010	IAFC Convention
September	Protection of Storage (and AFSA Convention)	Aug. 1, 2010	AFSA Convention
October	Awareness & Action: Public Education	Aug. 22, 2010	
November	Legislation (with annual legislative review)	Oct. 1, 2010	
December	System Layout	Nov. 1, 2010	

Please note: The September issue will be distributed at the AFSA Convention Sept. 29 – Oct. 3, 2010 in Providence, R.I.

Additional Advertising/Marketing Opportunities

- Advertisers who commit to run 12 consecutive, full-page color ads will receive one still banner ad on the AFSA's Web site. Banner ads will posted until the end of the calendar year in which the ads are contracted, and will be rotated with each "hit." Banner ads are an incentive only and are not for sale. The ad is the advertiser's responsibility to provide. No animation. Actual banner ad size is 385 pixels W x 69 pixels D.
- Twelve-time frequency advertisers automatically receive a free link on *Sprinkler Age's* Web site.

- Article(s) may be submitted for consideration in *Sprinkler Age*, with priority given to advertisers and/or AFSA members. Articles must be exclusive, meaning *Sprinkler Age* has first right of refusal before it can be submitted to another publication. Preferable articles are technical in nature, address a common issue, and are *not* "advertorial" in nature. *Sprinkler Age* reserves the right to edit and/or refuse any article(s) submitted. Send submissions to D'Arcy Montalvo at dmontalvo@firesprinkler.org for consideration.
- *Sprinkler Age* includes People, Product and Industry News sections published as space allows. News submitted for these sections is subject to editing and is considered on a first-come first-served basis, with priority given to *Sprinkler Age* advertisers and/or AFSA members. Please send press releases to advertising@firesprinkler.org for consideration.
- AFSA hosts an annual convention and exhibition each fall to introduce the latest technology in the fire sprinkler industry. Our show, which boasts the largest industry exhibit in the nation, offers exposure to the most contractor companies and generally sells out well in advance. So, reserve your exhibit space early by contacting Marlene Garrett at mgarrett@firesprinkler.org or by calling 214-349-5965 ext. 118.
- The Ultimate Fire Sprinkler Guide is the database dedicated to fire sprinkler contractors, driving them directly to your company and the products & services you sell. Our members include all those contractors, manufacturers, suppliers & Authorities Having Jurisdiction who purchase specialized products and services like yours every year. Online advertising opportunities are available through Multiview at <http://afsa.multiview.com/index.php> or by calling 800-816-6710.

Material Requirements

All advertising material must be submitted in electronic format according to the instructions specified below. Please feel free to call the *Sprinkler Age* advertising department at (214) 349-5965 if you have any questions.

Mechanical Requirements

Ad size	Width	Depth
Full page	8 1/2"	11"
Full page (w/ bleed)	8 5/8"	11 1/8"
2/3 page	4 3/4"	10"
1/2 page island	4 3/4"	7 3/8"
1/2 page horizontal	7 1/4"	4 7/8"
1/2 page vertical	3 1/2"	10"
1/3 page horizontal	7 1/4"	3"
1/3 page vertical	2 1/4"	10"
1/3 page square	4 3/4"	4 7/8"
1/4 page	3 1/2"	4 7/8"
1/6 page vertical	2 1/4"	4 7/8"

Publication Trim Size: 8 1/2" x 11"

Bleed: 1/8" printed bleed beyond trim of each edge

Image Area: 7 1/4" x 10"

Spreads: keep line matter 1/4" from the gutter edge

Screens: 175 line screen. Scans should be minimum 300 dpi

Printing: offset lithography on coated stock

Binding: saddle-stitch

Electronic files are deleted one year after last placement.

Electronic File Requirements

Images	All images must be high-resolution, minimum 300 dpi. Images must be provided in addition to layout file (i.e., no embedded images only).
Fonts	Include both screen and printer fonts. List all fonts used and font types (type 1, TT, etc.), including imbedded. Please do not use attributes on the fonts (i.e. bold, italic).
Color specifications	4/color ads must be created in CMYK format, <i>not</i> RGB.
Support files	All files that have been imported into the document must be supplied with the file to be output if you want these imported files to be imaged at high resolution.
Page layout document	Quark, Pagemaker or InDesign
Bleeds	If job bleeds, bleed must be exactly 1/8" on all three trim sides and up to the spine.
Set of lasers/color proofs	Lasers and color proofs should be output from final version of files at 100 percent. Please include a hard copy printout of the contents of the disk. Advertiser and/or agency must provide a printed proof (color proof where applicable) or digital PDF image for checking accuracy. <i>Sprinkler Age</i> cannot guarantee proper appearance of an ad without a proof provided by the advertiser and/or agency for comparison.

Software supported by electronic prepress department:

Adobe Pagemaker 4.2 - 7.0 (Win and Mac)
 Adobe Photoshop 10.0 – CS4 (Win and Mac)
 Adobe Illustrator 13.0 – CS4 (Win and Mac)
 Adobe InDesign 5.0 – CS4 (Win and Mac)
 Adobe Acrobat 9.0 – Pro, Reader and Distiller
 Adobe Type Manager Deluxe 4.0

Freehand 10.0 (Mac)
 Marksware Flightcheck 3.3 (Win and Mac)
 Preps 5.1.4 Imposition Software (Mac)
 QuarkXPress 4.04 - 6.11 (Windows and Mac)
 Quark Passport 4.04 - 6.0 (Mac)
 Symantec Suitcase 10.0 (Mac)

If you have a version not listed above, please call our printer Branch Smith Printing at (817) 882-4110 to find out if it is supported.

If you are submitting a PDF file of the job, please see page titled "Saving PDF Files for Sprinkler Age" for detailed instructions or call Branch-Smith Printing directly at (817) 882-4110 prior to saving the file. However, electronic ad files should be submitted directly to *Sprinkler Age* staff. Call (214) 349-5965 for FTP information.

Mail ad material to:

Sprinkler Age Magazine
 Attn: Advertising Department
 12750 Merit Drive, Suite 350
 Dallas, Texas 75251

Remittance address for all payments:

American Fire Sprinkler Association
 c/o Wells Fargo Bank
 P.O. Box 200201
 Dallas, TX 75320-0201

Sprinkler Age Magazine Contract (Sign and return for all orders. Fax to 214-343-8898.)

Advertiser Information (Company name will be listed in Sprinkler Age Advertiser Index as indicated below.)

Advertiser Contact: _____ Contact Email: _____

Advertiser Co. Name: _____

Advertiser Address: _____

Advertiser City/State/Zip: _____

Advertiser Phone/Fax: _____

Advertiser Website: _____

Agency Information (If other than in-house)

Agency Contact: _____ Contact Email: _____

Agency Co. Name: _____

Agency Address: _____

Agency City/State/Zip: _____

Advertiser Phone/Fax: _____

SEND ALL INVOICES TO (circle appropriate billing recipient): ADVERTISER AGENCY

Frequency: (check one)

1X 3X 6X 12X

Ad Page Size:

1 Page 1/2 Page Vertical 1/3 Page Vertical 1/4 Page 1/6 Page Vertical
 1/2 Page Horizontal 1/3 Page Horizontal
 1/2 Page Island 1/3 Page Box

Color (specify desired color for one-, two- and PMS-matched colors):

B/W
 4 color Process
 Black & One Color (**circle one:** Red, Blue, Orange, Yellow, Green) Matched PMS Color _____
 Black & Two Colors (**circle two:** Red, Blue, Orange, Yellow, Green) Matched PMS Color _____

Position: (see rate card for pricing)

2nd Cover 3rd Cover 4th Cover
 Center Spread Favored Position Guaranteed Position Continuous Pages

2010 Insertion Dates: (circle issues in which ad should appear)

Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct.* Nov. Dec.

* **PLEASE NOTE:** October will be our 2009 convention issue. It will be distributed at the AFSA Convention Oct. 14-18 in San Diego.

2011 Insertion Dates:

Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

AMOUNT SUMMARY PER AD:

Page Rate _____ + Color Rate _____ + Position Rate (if applicable) _____ = Gross Amount _____

Gross Amount _____ - Agency Discount (15 percent) _____ = Net Amount _____

I have read the Sprinkler Age Media Kit and agree to the terms stated therein.

Signature: _____

Date: _____