DELIVERING TO YOUR TARGET MARKET

ADVERTISING OPTIONS INCLUDE

- Sprinkler Age Magazine
- Sprinkler Age Digital Edition
- NEW: ITM Connection eNewsletter
- Tech Update eNewsletter
- Education News eNewsletter
- Contractor Network eNewsletter

CONTACT:
Rebecca Herring
(214) 349-5965, ext. 134
rherring@firesprinkler.org
firesprinkler.org/advertising
Description

Sprinkler Age, the official publication of the American Fire Sprinkler Association, is published bi-monthly. The printed copy and digital copy are both distributed the first week of the month of publication.

Terms and Commissions

- Rates effective January 1, 2022.
- **Terms:** Payment due upon receipt.
- 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.
- 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.

Readership

Sprinkler Age readers have purchasing authority.

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

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 AFSA.
- 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 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 insertion order instructions are received from the contract advertiser by an issue’s deadline, the 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.
- The advertiser represents and warrants that advertising is not false or misleading, does not contain any untrue, defamatory, harmful, abusive, vulgar or obscene materials, is in compliance with all applicable laws, does not infringe upon the rights of any other party, including but not limited to copyrights, trademarks, privacy rights, moral rights, trade secrets, patents and other rights. The advertiser also warrants and represents that it has the unrestrictive and exclusive rights to use all such material.

Circulation

More than 4,000 readers via digital and print

- 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.
## Mechanical Requirements

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>8 1/2&quot;</td>
<td>11&quot;</td>
</tr>
<tr>
<td>Full page (w/ bleed)</td>
<td>8 5/8&quot;</td>
<td>11 1/8&quot;</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4 3/4&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>4 3/4&quot;</td>
<td>7 3/8&quot;</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7 1/4&quot;</td>
<td>4 7/8&quot;</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3 1/2&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2 1/4&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/3 page square</td>
<td>4 3/4&quot;</td>
<td>4 7/8&quot;</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3 1/2&quot;</td>
<td>4 7/8&quot;</td>
</tr>
<tr>
<td>1/6 page vertical</td>
<td>2 1/4&quot;</td>
<td>4 7/8&quot;</td>
</tr>
</tbody>
</table>
## Full Color Ad Rates

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$2100</td>
<td>$1960</td>
<td>$1815</td>
<td>$1630</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$1610</td>
<td>$1550</td>
<td>$1455</td>
<td>$1315</td>
</tr>
<tr>
<td>Island 1/2 page</td>
<td>$1350</td>
<td>$1320</td>
<td>$1245</td>
<td>$1190</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1345</td>
<td>$1315</td>
<td>$1230</td>
<td>$1175</td>
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<tr>
<td>1/3 page</td>
<td>$1120</td>
<td>$1090</td>
<td>$1025</td>
<td>$970</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$990</td>
<td>$975</td>
<td>$930</td>
<td>$895</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$890</td>
<td>$875</td>
<td>$830</td>
<td>$795</td>
</tr>
</tbody>
</table>

* Advertisers who run 12 full-page color ads in a 12-month period will receive the option to embed a video in one issue of the digital edition (a $100 value). See page 3 for details and additional opportunities.

## Spot Color Ad Rates

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1750</td>
<td>$1595</td>
<td>$1450</td>
<td>$1265</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$1240</td>
<td>$1185</td>
<td>$1090</td>
<td>$965</td>
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<tr>
<td>Island 1/2 page</td>
<td>$990</td>
<td>$965</td>
<td>$890</td>
<td>$830</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$985</td>
<td>$950</td>
<td>$870</td>
<td>$810</td>
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<tr>
<td>1/3 page</td>
<td>$760</td>
<td>$730</td>
<td>$665</td>
<td>$615</td>
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<tr>
<td>1/4 page</td>
<td>$630</td>
<td>$605</td>
<td>$570</td>
<td>$540</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$530</td>
<td>$515</td>
<td>$485</td>
<td>$460</td>
</tr>
</tbody>
</table>

Black and white ad with your choice of one (1) standard color - red, blue, green, yellow, or orange. Publisher may use 4-color screens to approximate standard color. Add $190 each for second and third process color. PMS and metallic inks rates are available upon request.

## Black/White Ad Rates

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1535</td>
<td>$1380</td>
<td>$1230</td>
<td>$1045</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$1025</td>
<td>$970</td>
<td>$875</td>
<td>$745</td>
</tr>
<tr>
<td>Island 1/2 page</td>
<td>$775</td>
<td>$745</td>
<td>$675</td>
<td>$620</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$770</td>
<td>$735</td>
<td>$655</td>
<td>$595</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$540</td>
<td>$515</td>
<td>$450</td>
<td>$395</td>
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<td>1/4 page</td>
<td>$415</td>
<td>$385</td>
<td>$355</td>
<td>$325</td>
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<tr>
<td>1/6 page</td>
<td>$315</td>
<td>$300</td>
<td>$275</td>
<td>$245</td>
</tr>
</tbody>
</table>

## Cover Position

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front cover (2nd)</td>
<td>--</td>
<td>-</td>
<td>$2025</td>
</tr>
<tr>
<td>Inside back cover (3rd)</td>
<td>$2335</td>
<td>$2000</td>
<td>$1920</td>
</tr>
<tr>
<td>Back cover (4th)</td>
<td>-</td>
<td>-</td>
<td>$2140</td>
</tr>
</tbody>
</table>

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

## Special/Preferred Position

- Center Spread + $150
- Favored Positions + $175
  - Page 3, Opposite Table of Contents, President’s/Chairman’s Message, and Flashpoint
- Other Guaranteed + $125

## Inserts

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

- 2 pages = 20%; 4 pages = 20%; 8 pages = 20%

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.

## Discounts

- Membership Discount = 15% off of the gross for creative AFSA members
- Spread Discount = $200 off of the gross of two full page adjoining ads.

## Closing Dates

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.
Editorial Calendar

*Sprinkler Age* is published bi-monthly and mailed mid-month. Advertising insertion orders and material must be received by the following closing dates, should the closing date fall on a weekend, the creative/insertion order is due the following Monday. 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. All materials subject to approval. Please send advertising insertion orders and material to advertising@firesprinkler.org.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Focus</th>
<th>Space Deadline</th>
<th>Material</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>NFPA 25/Inspection, Testing &amp; Maintenance</td>
<td>11/15</td>
<td>12/1</td>
<td></td>
</tr>
<tr>
<td>Mar/Apr</td>
<td>Obstructions to Sprinkler Discharge</td>
<td>1/15</td>
<td>2/1</td>
<td></td>
</tr>
<tr>
<td>May/Jun</td>
<td>Air Supplies for Fire Protection</td>
<td>3/15</td>
<td>4/1</td>
<td><strong>NFPA Conference &amp; Expo</strong>&lt;br&gt;Boston, MA</td>
</tr>
<tr>
<td>Jul/Aug</td>
<td>Special Occupancies and Other NFPA Standards</td>
<td>5/15</td>
<td>6/1</td>
<td></td>
</tr>
<tr>
<td>Sept/Oct</td>
<td>Special Sprinklers</td>
<td>7/15</td>
<td>8/1</td>
<td><strong>AFSA41</strong>&lt;br&gt;Las Vegas, NV</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>Hydraulic Calculations</td>
<td>9/15</td>
<td>10/1</td>
<td></td>
</tr>
</tbody>
</table>
Advertiser Information (Company name will be listed in Sprinkler Age advertiser index as indicated below.)
Advertiser Contact: ______________________________ Email: ______________________________
Company Name: ______________________________
Address: ______________________________________
City/State/Zip: ______________________________________
Phone/Fax: ______________________________________
Website: ______________________________________

Agency Information (If other than in-house)
Agency Contact: ______________________________ Email: ______________________________
Agency Name: ______________________________
Address: ______________________________________
City/State/Zip: ______________________________________
Phone/Fax: ______________________________________

Send all invoices to (circle appropriate billing recipient): ADVERTISER AGENCY
Billing Contact: (if different) ______________________________ Email: ______________________________

Frequency (check one) ___ 1X ___ 3X ___ 6X ___ 12X

Ad Page Size
___ 1 Page ___ 1/2 Page Vertical ___ 1/3 Page Vertical ___ 1/4 Page
___ 1/2 Page Horizontal ___ 1/3 Page Box ___ 1/6 Page Vertical
___ 1/2 Page Island

Color
___ B/W ___ Black + One Spot Color (circle: Red, Blue, Orange, Yellow, Green)
___ Full Color (4-Color Process) ___ Matched PMS Color

Position (See rate card for pricing)
___ 2nd Cover ___ 3rd Cover ___ 4th Cover
___ Center Spread ___ Favored Position ___ Guaranteed Position ___ Continuous Pages

Add ons
___ Embedded video in digital edition (add $100 per insertion) Indicate issue(s): ______________________________

2022 Insertion Dates (Circle issues in which ad should appear)

2023 Insertion Dates (Circle issues in which ad should appear)

AMOUNT SUMMARY PER AD
Page Rate ___________ + Position/Add on (if applicable) ___________ = Gross Amount ___________
Gross ___________ - Agency Discount (15 percent) ___________ = Net Amount ___________

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

Signature: ______________________________ Date: ______________________________

Sign and return for all orders. Email to advertising@firesprinkler.org.
eNewsletter Advertising

EDUCATION NEWS
LeaderBoard (600 x 90 pixels) .................................................. $1,100 ...................... 1 Issue
2nd LeaderBoard (600 x 90 pixels) ......................................... $950 ...................... 1 Issue
Button (300 x 300 pixels) ......................................................... $800 ...................... 1 Issue
Circulation: 4900 Published: Bi-Monthly Avg. Open Rate: 22%
Demographics: Member Contractors, including training coordinators and those who have been or are currently enrolled in AFSA training courses.
Description: Bi-monthly enewsletter with articles highlighting upcoming AFSA educational events and educational opportunities within the fire protection industry.

CONTRACTOR NETWORK
LeaderBoard (600 x 90 pixels) .................................................. $900 ...................... 1 Issue
2nd LeaderBoard (600 x 90 pixels) ......................................... $800 ...................... 1 Issue
Button (300 x 300 pixels) ......................................................... $700 ...................... 1 Issue
Circulation: 1100 Published: Bi-Monthly Avg. Open Rate: 35%
Demographics: Member Contractor Company Owners or Owner’s Representative
Description: Bi-monthly enewsletter specifically for AFSA Contractor members that discusses business, legal, and labor issues.

TECH UPDATE
LeaderBoard (600 x 90 pixels) .................................................. $3,000 .......................... 13 Issues
2nd LeaderBoard (600 x 90 pixels) ......................................... $2,750 .......................... 13 Issues
Button (300 x 300 pixels) ......................................................... $2,500 .......................... 13 Issues
Circulation: 2800 Published: Weekly Avg. Open Rate: 36%
Demographics: Member Contractor Owners and Technical/Design Contacts
Description: Weekly eNewsletter includes technical notices and code updates including code committee action as well as information about code and design-related issues. It is written by AFSA's Technical Services Department.

SPRINKLER AGE DIGITAL EDITION EMAIL
LeaderBoard (600 x 90 pixels) .................................................. $900 ...................... 1 Issue
2nd LeaderBoard (600 x 90 pixels) ......................................... $800 ...................... 1 Issue
Button (300 x 300 pixels) ......................................................... $700 ...................... 1 Issue
Circulation: 1300 Published: Bi-Monthly Avg. Open Rate: 50%
Demographics: by Direct Request
Description: Monthly email to the subscribers of Sprinkler Age digital edition.

ITM CONNECTION
LeaderBoard (600 x 90 pixels) .................................................. $1,800 .......................... 3 Issues
2nd LeaderBoard (600 x 90 pixels) ......................................... $1,600 .......................... 3 Issues
Button (300 x 300 pixels) ......................................................... $1,400 .......................... 3 Issues
Circulation: 3000 Published: Monthly Avg. Open Rate: 31%
Demographics: Contractors, those who have been or currently are enrolled in AFSA training programs, training coordinators.
Description: Monthly newsletter discussing ITM-based notices and updates. It is written by AFSA’s Technical Services Department.
Advertiser Information (Company name will be listed in Sprinkler Age advertiser index as indicated below.)
Advertiser Contact: __________________________________________ Email: ________________________________
Company Name: ____________________________
Address: ___________________________________________________________________________________________
City/State/Zip: __________________________________________ Phone/Fax: ________________________________
Website: ___________________________________________________________________________________________

Agency Information (If other than in-house)
Agency Contact: __________________________________________ Email: ________________________________
Agency Name: ____________________________
Address: ___________________________________________________________________________________________
City/State/Zip: __________________________________________ Phone/Fax: ________________________________

Send all invoices to (circle appropriate billing recipient): ADVERTISER AGENCY
Billing Contact: (If different) __________________________________________ Email: ________________________________

2022 Insertion Dates
Put 1st and 2nd choices in which ad should appear. Space is sold on a 1st come, 1st served basis. All reservations subject to confirmation. See rate card for pricing. Non-members add 20% to published rate.

Education News
Leaderboard (600 x 90 pixels) ___ Jan ___ Mar ___ May ___ Jul ___ Sep ___ Nov
2nd Leaderboard (600 x 90 pixels) ___ Jan ___ Mar ___ May ___ Jul ___ Sep ___ Nov
Button (300 x 300 pixels) ___ Jan ___ Mar ___ May ___ Jul ___ Sep ___ Nov

Contractor Network
Leaderboard (600 x 90 pixels) ___ Feb ___ Apr ___ Jun ___ Aug ___ Oct ___ Dec
2nd Leaderboard (600 x 90 pixels) ___ Feb ___ Apr ___ Jun ___ Aug ___ Oct ___ Dec
Button (300 x 300 pixels) ___ Feb ___ Apr ___ Jun ___ Aug ___ Oct ___ Dec

Tech Update
Leaderboard (600 x 90 pixels) ___ 1st Qtr ___ 2nd Qtr ___ 3rd Qtr ___ 4th Qtr
2nd Leaderboard (600 x 90 pixels) ___ 1st Qtr ___ 2nd Qtr ___ 3rd Qtr ___ 4th Qtr
Button (300 x 300 pixels) ___ 1st Qtr ___ 2nd Qtr ___ 3rd Qtr ___ 4th Qtr

Digital Edition Email
Leaderboard (600 x 90 pixels) ___ Jan/ Feb ___ Mar/Apr ___ May/Jun ___ Jul/Aug ___ Sep/Oct ___ Nov/Dec
2nd Leaderboard (600 x 90 pixels) ___ Jan/ Feb ___ Mar/Apr ___ May/Jun ___ Jul/Aug ___ Sep/Oct ___ Nov/Dec
Button (300 x 300 pixels) ___ Jan/ Feb ___ Mar/Apr ___ May/Jun ___ Jul/Aug ___ Sep/Oct ___ Nov/Dec

ITM Connection
Leaderboard (600 x 90 pixels) ___ 1st Qtr ___ 2nd Qtr ___ 3rd Qtr ___ 4th Qtr
2nd Leaderboard (600 x 90 pixels) ___ 1st Qtr ___ 2nd Qtr ___ 3rd Qtr ___ 4th Qtr
Button (300 x 300 pixels) ___ 1st Qtr ___ 2nd Qtr ___ 3rd Qtr ___ 4th Qtr

AMOUNT SUMMARY PER INSERTION
Position 1: Rate _____________ + Non-Members (Add 20 percent) _____________ = Net Amount _____________
Position 2: Rate _____________ + Non-Members (Add 20 percent) _____________ = Net Amount _____________

Signature: ____________________________ Date: __________________________

I have read the Sprinkler Age Media Kit and agree to the terms stated therein. Advertiser must be a member in good standing at time of reservation to receive member rates. If membership is kept not current during the advertising period for any reason, invoice will be calculated at non-member rates. Sign and return for all orders. Email to advertising@firesprinkler.org.
Send Emails to AFSA Contacts

Want to send a customized email blast to thousands of AFSA members and contacts? We have made that possible with our Sponsored Emails! These emails are endlessly customizable for the advertiser. Send AFSA the HTML for an existing email to have it exactly tailored, or send a PDF of the desired email to be recreated by AFSA. Then select the desired audience to best fit the message! The blast can be to all contacts nationwide. It’s also possible to target just contractors, AHJs, and more. Customization can be tailored as specifically as contractors in just one geographical region or as broad as all members and prospects. Just send us the content and the desired audience and we will handle the rest!

Pricing

<table>
<thead>
<tr>
<th>Unit</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email to AFSA Members</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

Emails can be distributed to any demographics you choose!
Sponsored Email

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

Advertiser Contact: ___________________________  Email: ___________________________
Company Name: ________________________________________________________________
Address: _______________________________________________________________________
City/State/Zip: __________________________________________________________________
Phone/Fax: _____________________________________________________________________
Website: _______________________________________________________________________

**Agency Information** *(If other than in-house)*

Agency Contact: ___________________________  Email: ___________________________
Agency Name: ________________________________________________________________
Address: _______________________________________________________________________
City/State/Zip: __________________________________________________________________
Phone/Fax: _____________________________________________________________________

Send all invoices to *(circle appropriate billing recipient):  Advertiser  Agency*

Billing Contact: *(If different)____________________________ Email: ______________________

**Credit Card Payment Information**

<table>
<thead>
<tr>
<th>Card Number</th>
<th>Name on Card</th>
<th>CCV</th>
<th>Exp. Date</th>
</tr>
</thead>
</table>

**Insertions** *(Circle the month in which you would like to send your Sponsored Email.)*

Jan  Feb  March  April  May  June  July  Aug  Sept  Oct  Nov  Dec

**AMOUNT SUMMARY PER EMAIL**

Rate = $2,500 + Number of Emails _______ = Total ______________

AFSA reserves the right to reject any advertisement. Advertisers and their agents assume responsibility for the content of their advertisements. All advertisement space is subject to availability.

The ADVERTISER represents and warrants that the advertising provided is not false and misleading, does not contain any untrue, defamatory, harmful, abusive, vulgar or obscene materials, is in compliance with all applicable laws, does not infringe upon the rights of any other party, including but not limited to copyrights, trademarks, privacy rights, moral rights, trade secrets, patents and any other rights. The ADVERTISER also warrants and represents that it has the unrestrictive and exclusive right to use all such materials.

ADVERTISER will indemnify and hold harmless AFSA and its agents from any liability arising from or based on the content of ADVERTISER’S advertising material, including attorneys fees for the defense of any such claims against AFSA.

Advertisement(s) in or on any of its official media channels do not constitute and shall not be interpreted as an endorsement of the product or service by AFSA.

This Contract and schedule herein constitute the entire Contract and understanding of the parties related to the subject matter hereof and supersede all prior and contemporaneous agreements, negotiations, contracts and understandings between the parties both oral and written. The terms of this Contract shall apply to parties hereto and any of their successors or Assigns.

*I have read and agree to the terms stated above.*

Signature ___________________________  Date ___________________________

Sign and return for all orders. Email to advertising@firesprinkler.org or fax to 214-343-8898.
Reach thousands of readers on SprinklerAge.com by purchasing a Sponsored Blog Post!

Sponsored posts include a blog post with an embedded video or image(s) and utilize copy provided by the advertiser. Blogs can be custom tailored by the advertiser to fit any message making a sponsored blog post a great advertising option for occasion.

Posts are not only shared on our blog, but are also posted to the official AFSA Twitter, Facebook and LinkedIn page giving the advertiser greater exposure. With over 7,000 “Likes” on Facebook, 3,900 Twitter followers and over 8,900 followers on LinkedIn, blog posts provide a large audience for announcements, product releases and much, much more.

AFSA’s site averages 11,000 monthly visitors, and takes advantage of SEO on all its posts. AFSA only publishes one sponsored post per day allowing each post the chance to stand out individually. Sponsored posts should not be considered endorsements, and blogs that do not allow for clear and conspicuous disclosures will not be accepted.

**Pricing**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Medium</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored blog post</td>
<td>SprinklerAge.com</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

Max: one blog post per day
Advertiser Information  (Company name will be listed in Sprinkler Age advertiser index as indicated below.)
Advertiser Contact: Email: 
Company Name: 
Address: 
City/State/Zip: 
Phone/Fax: 
Website: 

Agency Information  (If other than in-house)
Agency Contact: Email: 
Agency Name: 
Address: 
City/State/Zip: 
Phone/Fax: 

Send all invoices to (circle appropriate billing recipient): Advertiser  Agency
Billing Contact: (If different) Email: 

Credit Card Payment Information

Card Number  Name on Card  CCV  Exp. Date  Billing Zip Code

Insertions  (Circle the month in which you would like your Sponsored Blog Post to be published)
Jan  Feb  March  April  May  June  July  Aug  Sept  Oct  Nov  Dec

Date to Appear (if known): ___________________________

AMOUNT SUMMARY PER POST
Rate = $2,500 + Number of Posts _____ = Total _____________

AFSA reserves the right to reject any advertisement. Advertisers and their agents assume responsibility for the content of their advertisements. All advertisement space is subject to availability.

The ADVERTISER represents and warrants that the advertising provided is not false and misleading, does not contain any untrue, defamatory, harmful, abusive, vulgar or obscene materials, is in compliance with all applicable laws, does not infringe upon the rights of any other party, including but not limited to copyrights, trademarks, privacy rights, moral rights, trade secrets, patents and any other rights. The ADVERTISER also warrants and represents that it has the unrestricted and exclusive right to use all such materials.

ADVERTISER will indemnify and hold harmless AFSA and its agents from any liability arising from or based on the content of ADVERTISER’S advertising material, including attorneys fees for the defense of any such claims against AFSA.

Advertisement(s) in or on any of its official media channels do not constitute and shall not be interpreted as an endorsement of the product or service by AFSA.

This Contract and schedule herein constitute the entire Contract and understanding of the parties related to the subject matter hereof and supersede all prior and contemporaneous agreements, negotiations, contracts and understandings between the parties both oral and written. The terms of this Contract shall apply to parties hereto and any of their successors or Assigns.

I have read and agree to the terms stated above.

Signature ___________________________ Date ___________________________

Sign and return for all orders. Email to advertising@firesprinkler.org.
Reach AFSA Webinar Audiences with Pre-Event Advertising!

One of AFSA's most popular member benefits is access to its multitude of educational webinars. Webinar topics run the gamut from the technical, like information modeling, sprinkler pipe corrosion, NFPA updates and OSHA awareness, to business management topics, like succession planning and legal issues.

Five minutes prior to the start of each webinar, there are ten 30-second advertiser blocks available. Advertisers can choose to create a slide or video, or have the creative staff at AFSA create a slide on their behalf.

**Metrics**
Number of Attendees..................................................... 100 to 00
Avg. Contractor Companies in Attendance ............................96

**Pricing**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Medium</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-second block</td>
<td>Advertiser-Created Slide</td>
<td>$500</td>
</tr>
<tr>
<td>30-second block</td>
<td>Advertiser-Created Video</td>
<td>$500</td>
</tr>
<tr>
<td>30-second block</td>
<td>AFSA-Created Slide</td>
<td>$750</td>
</tr>
</tbody>
</table>

Max: Two (2) 30-second blocks per advertiser

We can accept the following files: *.mov; *.mpg; *.avi; *.flv; *.f4v; *.mp4; *.m4v; *.wmv; *.vob; *.mob; *.3gp;
Training Room
Wall Decals

Put Your Logo Where Everyone Will See It!

At AFSA headquarters in Dallas, Texas, we are educators. Throughout the year, students are regularly in our training room, whether it's during our Beginning Fire Sprinkler System Design School (held 7 times per year) or our ITM Technical Training (held 3 times per year). As many as 20 students at a time from companies all over the country come to study in our offices, and our recently remodeled training room is the perfect venue for exposure. With a removable 3’x 3’ wall decal of your company’s logo on the wall in our offices, your company’s name is guaranteed to be remembered by everyone who passes through our training room.

Pricing

<table>
<thead>
<tr>
<th>Unit</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Wall Logo Decal</td>
<td>$600/year</td>
</tr>
</tbody>
</table>

Displayed for one calendar year from date of purchase
Advertiser Information

Advertiser Contact:  __________________________________________ Email: __________________________________________
Company Name:  __________________________________________
Address:  __________________________________________
City/State/Zip:  __________________________________________
Phone/Fax:  __________________________________________
Website:  __________________________________________

Agency Information (If other than in-house)

Agency Contact:  __________________________________________ Email: __________________________________________
Agency Name:  __________________________________________
Address:  __________________________________________
City/State/Zip:  __________________________________________
Phone/Fax:  __________________________________________

Send all invoices to (circle appropriate billing recipient):  ADVERTISER  AGENCY

Billing Contact: (If different)  __________________________________________ Email: __________________________________________

Credit Card Payment Information

__________________________  ____________________________  ____________  ____________________________
Card Number  Name on Card  CCV  Exp. Date

AMOUNT SUMMARY PER DECAL

Ad Rate _______________ + Number of Decals __________ = Total Amount _______________

AFSA reserves the right to reject any advertisement. Advertisers and their agents assume responsibility for the content of their advertisements. All advertisement space is subject to availability.

The ADVERTISER represents and warrants that the advertising provided is not false and misleading, does not contain any untrue, defamatory, harmful, abusive, vulgar or obscene materials, is in compliance with all applicable laws, does not infringe upon the rights of any other party, including but not limited to copyrights, trademarks, privacy rights, moral rights, trade secrets, patents and any other rights. The ADVERTISER also warrants and represents that it has the unrestricted and exclusive right to use all such materials.

ADVERTISER will indemnify and hold harmless AFSA and its agents from any liability arising from or based on the content of ADVERTISER'S advertising material, including attorneys fees for the defense of any such claims against AFSA.

Advertisement(s) in or on any of its official media channels do not constitute and shall not be interpreted as an endorsement of the product or service by AFSA.

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Signature:  ____________________________  Date:  ____________________________

Sign and return for all orders. Email to advertising@firesprinkler.org or fax to 214-343-8898.
Material Requirements
Advertising material must be submitted in electronic format according to the instructions specified below. Please feel free to call the Advertising department at (214) 349-5965 ext. 134 if you have any questions.

Electronic File Requirements
Preferred Format
High resolution PDFs.

For help converting your file to PDF, see sprinklerage.firesprinkler.org/prepress. If your artwork file is over 10MB, call (214) 349-5965 ext 134 or email advertising@firesprinkler.org for FTP information.

Other Formats
We also accept Adobe InDesign, Photoshop and Illustrator files but all linked or embedded images and fonts must be packaged with the layout file.

Images
All images must be high-resolution, minimum 300 dpi. Images must be provided in addition to layout file unless PDF. (i.e., no embedded images only).

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.

Fonts
Include both screen and printer fonts. List all fonts used and font types (type 1, TT, etc.), including embedded. Please do not use attributes on the fonts (i.e. bold, italic).

Color specifications
4/color ads must be created in CMYK format, not RGB. PMS colors must be from the Pantone C swatch books (C stands for coated) and cannot be CVC, U or M. Ads who do specify PMS matched color will be converted to CMYK process and approximated.

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. Sprinkler Age cannot guarantee proper appearance of an ad without a proof provided by the advertiser and/or agency for comparison.

File submission
All electronic ad files should be submitted directly to Sprinkler Age staff. Please send print ready art to advertising@firesprinkler.org.

Payment:
American Fire Sprinkler Assn.; c/o Wells Fargo Bank; P.O. Box 200201; Dallas, TX 75320-0201
FREE Exposure Opportunities

Sprinkler Age Feature Articles
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 News Sections
Sprinkler Age includes People, Product and Industry News sections published as space allows. News submitted 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. Send press releases to advertising@firesprinkler.org for consideration.

Enhanced Digital Edition
Videos - Advertisers may purchase video enhancements to their ad in the digital edition of Sprinkler Age for $100 per video per issue. Videos should be submitted in FLV format. All videos are subject to review and advertisers should indicate where in their ad the video should be placed. Please contact advertising@firesprinkler.org for additional details.

Links - All advertisers automatically receive a free clickable link in their ad in Sprinkler Age’s digital edition.

Additional Opportunities

AFSA: Convention, Exhibition & Apprentice Competition
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 North America, offers exposure to the most fire sprinkler contractor companies and generally sells out well in advance. So, reserve your exhibit space early. Contact Marlene Garrett, CMP at mgarrett@firesprinkler.org or by calling 214-349-5965 ext. 118.

The Ultimate Fire Sprinkler Guide
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. Contact Multiview at afsa.multiview.com or by calling 800-816-6710.

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