



**American Fire
Sprinkler Association**

Media Kit 2022

Print. Online. Mobile.

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

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firesprinkler.org/advertising



Media Kit 2022

Sprinkler Age Print Edition

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 unrestricted 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. |



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Sprinkler Age

Print Edition

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 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" |

Full page
8 1/2" x 11"
Full page (w/ bleed)
8 5/8" x 11 1/8"

1/6 page
vertical
2 1/4" x 4 7/8"

1/2 page vertical
3 1/2" x 10"

1/2 page island
4 3/4" x 7 3/8"

2/3 page
4 3/4" x 10"

1/3 page
vertical
2 1/4" x 10"

1/4 page
3 1/2" x 4 7/8"

1/3 page square
4 3/4" x 4 7/8"

1/2 page horizontal
7 1/4" x 4 7/8"



**American Fire
Sprinkler Association**

Media Kit 2022

Sprinkler Age

Print Edition

Full Color Ad Rates

| | 1x | 3x | 6x | 12x * |
|---|--------|--------|--------|--------|
| Full page | \$2100 | \$1960 | \$1815 | \$1630 |
| ² / ₃ page | 1610 | 1550 | 1455 | 1315 |
| Island ¹ / ₂ page | 1350 | 1320 | 1245 | 1190 |
| ¹ / ₂ page | 1345 | 1315 | 1230 | 1175 |
| ¹ / ₃ page | 1120 | 1090 | 1025 | 970 |
| ¹ / ₄ page | 990 | 975 | 930 | 895 |
| ¹ / ₆ page | 890 | 875 | 830 | 795 |

* 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

| | 1x | 3x | 6x | 12x |
|---|--------|--------|--------|--------|
| Full page | \$1750 | \$1595 | \$1450 | \$1265 |
| ² / ₃ page | 1240 | 1185 | 1090 | 965 |
| Island ¹ / ₂ page | 990 | 965 | 890 | 830 |
| ¹ / ₂ page | 985 | 950 | 870 | 810 |
| ¹ / ₃ page | 760 | 730 | 665 | 615 |
| ¹ / ₄ page | 630 | 605 | 570 | 540 |
| ¹ / ₆ page | 530 | 515 | 485 | 460 |

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

| | 1x | 3x | 6x | 12x |
|---|--------|--------|--------|--------|
| Full page | \$1535 | \$1380 | \$1230 | \$1045 |
| ² / ₃ page | 1025 | 970 | 875 | 745 |
| Island ¹ / ₂ page | 775 | 745 | 675 | 620 |
| ¹ / ₂ page | 770 | 735 | 655 | 595 |
| ¹ / ₃ page | 540 | 515 | 450 | 395 |
| ¹ / ₄ page | 415 | 385 | 355 | 325 |
| ¹ / ₆ page | 315 | 300 | 275 | 245 |

Cover Position

| | 1x | 3x | 6x |
|--------------------------|--------|--------|--------|
| Inside front cover (2nd) | -- | - | \$2025 |
| Inside back cover (3rd) | \$2335 | \$2000 | \$1920 |
| Back cover (4th) | - | - | \$2140 |

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

Positions & Continuous Pages

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.



**American Fire
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Media Kit 2022

Sprinkler Age

Print Edition

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.

| Issue | Editorial Focus | Space Deadline | Material | Bonus Distribution |
|----------|--|----------------|----------|---|
| Jan/Feb | NFPA 25/Inspection, Testing & Maintenance | 11/15 | 12/1 | |
| Mar/Apr | Obstructions to Sprinkler Discharge | 1/15 | 2/1 | |
| May/Jun | Air Supplies for Fire Protection | 3/15 | 4/1 | NFPA Conference & Expo Boston, MA June 6-9 |
| Jul/Aug | Special Occupancies and Other NFPA Standards | 5/15 | 6/1 | |
| Sept/Oct | Special Sprinklers | 7/15 | 8/1 | AFSA41 Las Vegas, NV Oct. 15-19 |
| Nov/Dec | Hydraulic Calculations | 9/15 | 10/1 | |



Sprinkler Age

Print Edition

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)

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

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

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

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.



**American Fire
Sprinkler Association**

E-Newsletter Advertising

eNewsletter

Price

Run

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. | | |



AFSA39 & NAC Postponed in the Interest of Safety

After thoughtful consideration, the American Fire Sprinkler Association's (AFSA) Board of Directors has announced that AFSA39: Convention, Exhibition & Apprentice Competition scheduled for September 13-16 at the Hilton Bonnet Creek in Orlando will not take place this year. In addition, the 2020 National Apprentice Competition has been cancelled. Read more [here](#).

Save the Date! AFSA's 40th anniversary will coincide with AFSA40 which will be held September 18-21, 2021 at the JW Marriott Hill Country in San Antonio, Texas, with 2022's marquee event scheduled for the Bellagio Las Vegas and AFSA42 returning to the Hilton Bonnet Creek in Orlando in 2023. For more information, visit firesprinkler.org.

Leaderboard



NEED HELP WITH A TECHNICAL ISSUE? ASK US ONLINE OR CALL (214) 349-0965.

Location of Residential Sprinklers with Beamed Ceilings—NFPA 13D

You have asked the following question: "In a room 25 ft x 25 ft and a flat ceiling with beams that are 8 in., 10 in., and 12 in. deep, can the sprinklers be placed on the bottom of the beam? The beam pockets are 4 ft x 4 ft. We are being told that this isn't allowed by the ceiling pocket rule?"

In response to your question, We have reviewed NFPA 13D, 2016 edition that you indicated as the applicable standard. Our informal interpretation is that sprinklers are placed under the beams.

It is not an uncommon mistake to attempt to apply the ceiling pocket restrictions to beamed construction or to wood joist construction for that matter. This is understandable since the space between the structural members is literally a pocket. What they need to understand is that beam and joist assemblies are

2nd Leaderboard



E-Newsletter

Advertising Contract

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.



**American Fire
Sprinkler Association**

Media Kit 2022

AFSA

Sponsored Emails

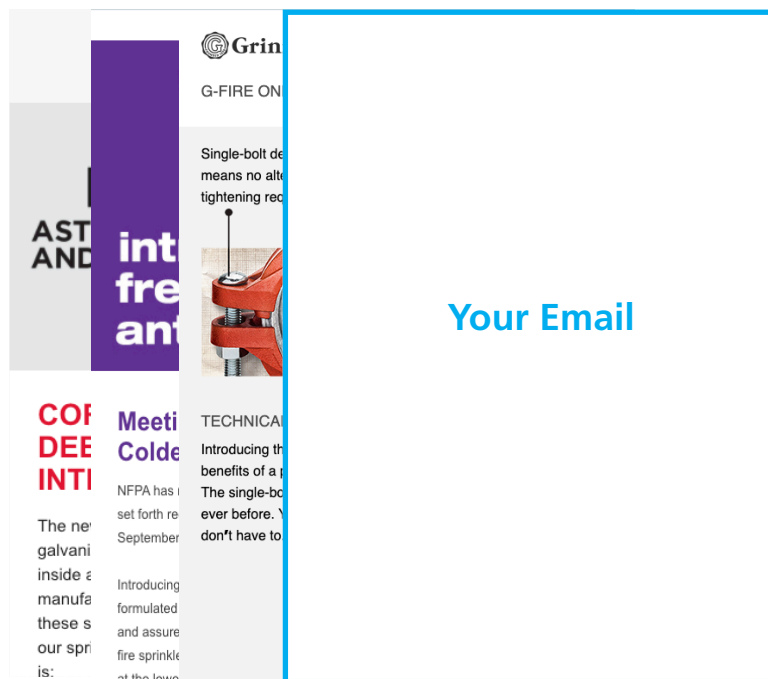
Send Emails to AFSA Contacts

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!

**Emails can be
distributed to any
demographics you
choose!**

Pricing

| Unit | Rate |
|-----------------------------|---------|
| Email to AFSA Members | \$2,500 |





**American Fire
Sprinkler Association**

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

Card Number

Name on Card

CCV

Exp. Date

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 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 or fax to 214-343-8898.



Media Kit 2022

Sponsored Blog Post +Social Share

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.



AFSA Manager of ITM Technical Training John Johnson, CFPS teaching ITM students about types of systems and their components.

REGISTER NOW FOR FALL 2021 ITM CLASS

2 weeks ago Education, Featured Articles, Industry Leave a comment

Grow Your Company to Include ITM Services

Are you looking to expand your services and grow your business? AFSA's Inspection, Testing, and Maintenance (ITM) Inspector Development Program can help you develop that aspect of your company! Graduates of AFSA's ITM program lead the way and outperform national average exam scores on both NICET Level I and Level II I&T exams. Test results show that AFSA students have a 91-percent NICET exam pass rate versus the national average of 63 percent! The program is facilitated by AFSA's Manager of ITM Technical Training John T. Johnson, CFPS, who has worked in the fire protection and fire suppression industries for over 30 years.

Professionalize the role of your inspection team with AFSA's comprehensive 20-month program that provides a blended learning environment teamed with a robust curriculum created by top industry leaders. The program is a high-impact, dynamic program that strives to treat

RELATED ARTICLES



Introducing AFSA's Two NEW Three Day Training Courses!

2 weeks ago



Who's WHO in Apprenticeship

3 weeks ago



Pricing

| Unit | Medium | Rate |
|---------------------|----------------------------|---------|
| Sponsored blog post |SprinklerAge.com..... | \$2,500 |

Max: one blog post per day



American Fire
Sprinkler Association

Sponsored Blog Post

+Social Share Contract

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.



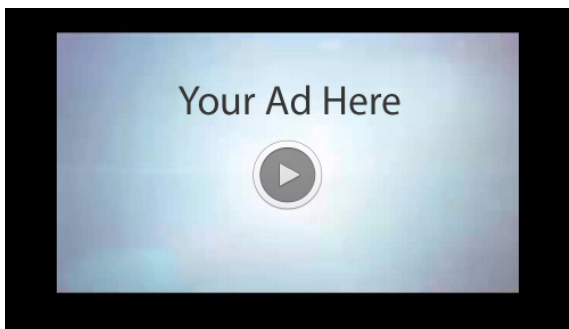
**American Fire
Sprinkler Association**

Media Kit 2022

AFSA

Webinar Advertising

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 Attendance96

Pricing

| Unit | Medium | Rate |
|-----------------------|--------------------------------|-------|
| 30-second block..... | Advertiser-Created Slide | \$500 |
| 30-second block | Advertiser-Created Video | \$500 |
| 30-second block | AFSA-Created Slide | \$750 |

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

| Unit | Rate |
|---------------------------|------------|
| One Wall Logo Decal | \$600/year |

Displayed for one calendar year from date of purchase





Training Room Decal

Contract

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.

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.

Signature: _____ Date: _____

Sign and return for all orders. Email to advertising@firesprinkler.org or fax to 214-343-8898.



**American Fire
Sprinkler Association**

Media Kit 2022

Sprinkler Age

Print Edition

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



Sprinkler Age

Additional Opportunities

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.

***Sprinkler Age* Digital Edition**

Sign-up for the FREE digital edition of *Sprinkler Age* at sprinklerage.com/subscribe.

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.

Watch your email for bonus opportunities throughout the year!





SprinklerAge

Print + Digital Edition

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