



**American Fire
Sprinkler Association**

Media Kit 2024

PRINT. ONLINE. MOBILE.

DELIVERING TO YOUR
TARGET MARKET



ADVERTISING OPTIONS INCLUDE

- *Sprinkler Age* Magazine
- *Sprinkler Age* Digital Edition
- ITM Connection eNewsletter
- Tech Update eNewsletter
- Contractor Network eNewsletter
- Sponsored Emails

CONTACT:

(214) 349-5965, ext. 134
advertising@firesprinkler.org
firesprinkler.org/advertising



**American Fire
Sprinkler Association**

Media Kit 2024

SPRINKLER AGE PRINT EDITION

Description

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

Terms and Commissions

- Rates effective January 1, 2024.
- **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 prepay 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 or AFSA Member Discount applies to the gross amount. To qualify for the Agency or AFSA Member Discount, 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 4,700 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.



**American Fire
Sprinkler Association**

Media Kit 2024

SPRINKLER AGE PRINT EDITION

Full Color Ad Rates

	1x	3x	6x
Full page	\$2205	\$2060	\$1905
² / ₃ page	1690	1630	1530
Island ¹ / ₂ page	1420	1385	1245
¹ / ₂ page	1410	1380	1310
¹ / ₃ page	1175	1145	1075
¹ / ₄ page	1040	1025	975

Black/White Ad Rates

	1x	3x	6x
Full page	\$1610	\$1450	\$1290
² / ₃ page	1075	1020	920
Island ¹ / ₂ page	815	780	710
¹ / ₂ page	810	735	690
¹ / ₃ page	565	540	475
¹ / ₄ page	435	405	375

Cover Position

	1x	3x	6x
Inside front cover (2nd)	\$2585	\$2235	\$2125
Inside back cover (3rd)	\$2450	\$2100	\$2015
Back cover (4th)	\$2715	\$2360	\$2245

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

Special/Preferred Position

1. **Center Spread** + \$160
2. **Favored Positions** + \$185
 - Page 3
 - Opposite Table of Contents
 - President's/Chairman's Message
 - Flashpoint
3. **Other Guaranteed Positions & Continuous Pages** + \$130

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

- **Agency or AFSA Member Discount** = 15% off of the gross. To qualify, the ad must be provided print-ready as specified by the electronic file requirements, and must include all corrections and/or changes. Agency Discount is only available for an external agency and not in-house agency. Member must be in good standing with all invoices paid to receive the discount. The agency and member discount can not be combined. Only one discount applies per advertiser.
- **Pre-Pay Discount** = 10% off for print ads paid in advance to publication.
- **Spread Discount** = \$200 off of the gross of two full page adjoining ads.



**American Fire
Sprinkler Association**

Media Kit 2024

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.
email to: advertising@firesprinkler.org

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 including embedded. Please do not use attributes on the fonts (i.e. bold, italic).

Color specifications

4/color ads must be delivered in CMYK format, not RGB.

Bleeds

If job bleeds, bleed must be exactly 1/8" on all four sides including the spine.

Proofs

Advertiser and/or agency must provide a digital proof (color proof where applicable) 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:

- *As of July 18, 2022, there will be an automatic 3% convenience fee added to all payments made by credit card.
- All payments made by check can be mailed to:
American Fire Sprinkler Assn.; c/o Wells Fargo Bank; P.O. Box 200201; Dallas, TX 75320-0201



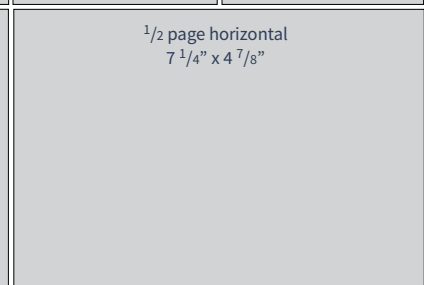
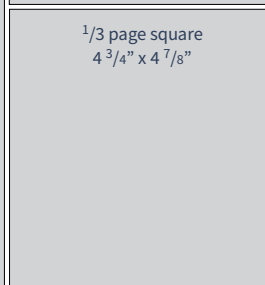
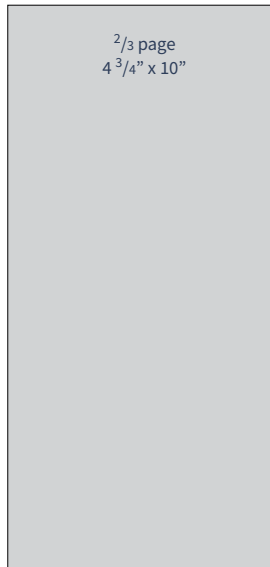
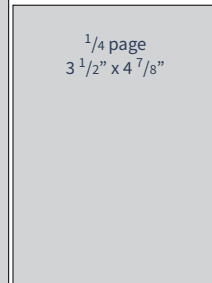
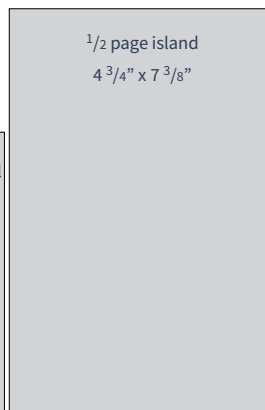
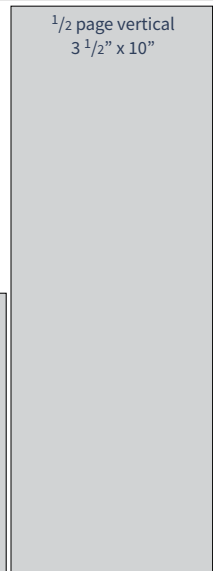
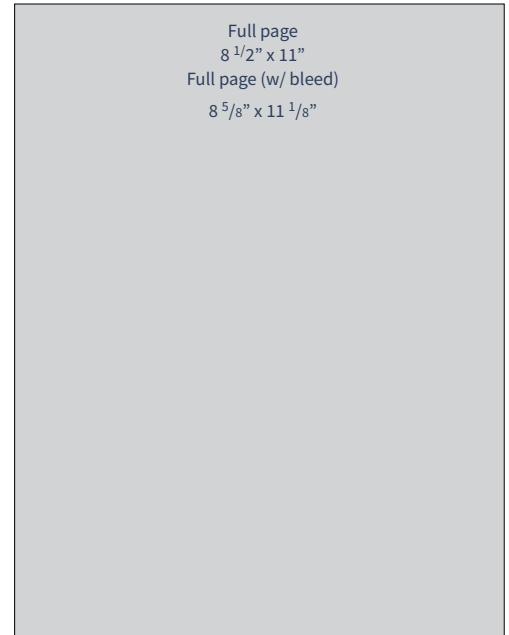
**American Fire
Sprinkler Association**

Media Kit 2024

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"





**American Fire
Sprinkler Association**

Media Kit 2024

SPRINKLER AGE PRINT EDITION

Closing Dates

Advertising insertion orders and material must be received by the deadlines listed in the Editorial Calendar below. 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.

Issue	Editorial Focus	Space Deadline	Material Deadline	Bonus Distribution
Jan/Feb	Facility Managers	11/15	12/1	NFMT Conference & Expo Baltimore, MD March 12-14
Mar/Apr	Hand Calculations	1/15	2/1	
May/Jun	NFPA Standards	3/15	4/1	NFPA Conference & Expo Orlando, FL June 16-18
Jul/Aug	Special Hazards	5/15	6/1	ASHE Conference Anaheim, CA July 21-24
Sept/Oct	Updates to the Sprinkler Standards	7/15	7/15	AFSA43 Denver, CO Sept. 17-21 SFPE Conference & Expo Louisville, KY Oct. 6-8 ASPE Convention & Expo Columbus, OH Oct. 18-23
Nov/Dec	Hazard Classification	9/15	10/1	FireTECH Conference & Expo; Stillwater, OK (OSU) Nov. (TBD)



**American Fire
Sprinkler Association**

Media Kit 2024

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 world's largest industry exhibit, 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.





SPRINKLER AGE PRINT CONTRACT

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

Advertiser Contact: _____ Email: _____

Company Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Website: _____

AGENCY (If other than in-house)

Agency Contact: _____ Email: _____

Agency Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Website: _____

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

Billing Contact: (If different) _____ Email: _____

Frequency (check one) 1X 3X 6X

Ad Page Size

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

Color

B/W Full Color (4-Color Process)

Position (See rate card for pricing)

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

2024 Insertion Dates (Circle issues in which ad should appear)

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

2025 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 or Member Discount (15 percent, if applicable)	= Net Amount

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 2024

E-NEWSLETTER ADVERTISING

eNewsletter

CONTRACTOR NETWORK

Price	Run
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: 6,650	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)	\$3,003	13 Issues
2nd LeaderBoard (600 x 90 pixels)	\$2,756	13 Issues
Button (300 x 300 pixels)	\$2,509	13 Issues
Circulation: 2,260	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: 1,050	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)	\$1,602	3 Issues
Button (300 x 300 pixels)	\$1,500	3 Issues
Circulation: 2,000	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.



Finalists Announced for 29th Annual National Apprentice Competition

For the 2022 National Apprentice Competition, AFSA received nearly 200 applications. Of those submitted, 136 applicants were eligible to compete in Phase 1 of the competition, which entails an online, 100-question multiple-choice exam. Congratulations to these apprentices and their employers who will be well represented this year in Las Vegas at AFSA's Convention, Exhibition, and Apprentice Competition.

Leaderboard



NEED HELP WITH A TECHNICAL SUBJECT? ASK TECH SERVICES!
Submit questions on the www.afsa.org (preferred), email techservices@afsa.org, or call (714) 349-9463.

Sign of the Times

*You asked the following question: Is a hydraulic code name plate required for a pipe schedule system designed in accordance with the 1973 edition of NFPA 13?

The following is in response to your question based on AFSA's Technical Review of NFPA 13, Standard for the Installation of Sprinkler Systems, 2022 edition, and NFPA 26, Standard for the Inspection, Testing, and Maintenance of Water-Based Fire Protection Systems, 2020 edition.

The 1973 edition of NFPA 13 required nameplate data to be located on a clearest of the water control valve for the appropriate system. There was no requirement to provide a pipe schedule nameplate in this edition. New installations would not require the nameplate until the 2022 edition is adopted in that jurisdiction. Currently pipe schedule systems are limited to right and wrong, based on occupancy for new installations.

2nd Leaderboard



E-NEWSLETTER ADVERTISING CONTRACT

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

Advertiser Contact: _____ Email: _____

Company Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Website: _____

AGENCY (If other than in-house)

Agency Contact: _____ Email: _____

Agency Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Website: _____

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

Billing Contact: (If different) _____ Email: _____

2024 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.

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/June ___ Jul/Aug ___ Sep/Oct ___ Nov/Dec

2nd Leaderboard (600 x 90 pixels) ___ Jan/ Feb ___ Mar/Apr ___ May/June ___ Jul/Aug ___ Sep/Oct ___ Nov/Dec

Button (300 x 300 pixels) ___ Jan/ Feb ___ Mar/Apr ___ May/June ___ 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 _____

Position 2: Rate _____

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 2024

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 to your specifications. HTML code must be under 600 px wide, and all resources must be listed within coding. HTML code cannot reference another directory for the css, must be inline within the HTML file, and must link to a working hosted url. 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!

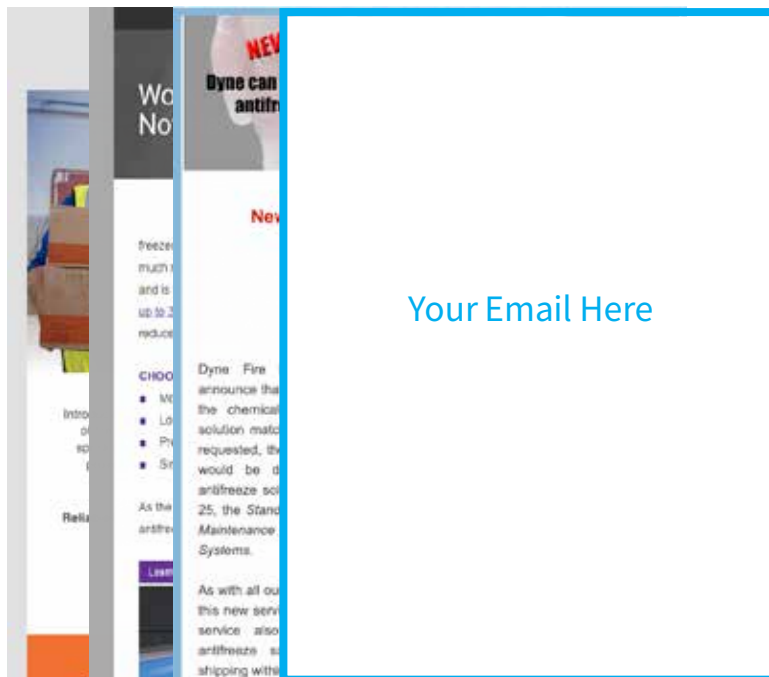
**Emails can be distributed
to any demographics
you choose!**

Pricing

Unit

Rate

Email to AFSA Members\$2,500





SPONSORED EMAIL CONTRACT

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

Advertiser Contact: _____ Email: _____

Company Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Website: _____

AGENCY (If other than in-house)

Agency Contact: _____ Email: _____

Agency Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Website: _____

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

Billing Contact: (If different) _____ Email: _____

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 x 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.



Media Kit 2024

SPONSORED BLOG POST

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. Posts can be custom tailored by the advertiser to fit any message making a sponsored blog post a great advertising option for the occasion.

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 posts that do not allow for clear and conspicuous disclosures will not be accepted.

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

Max: one blog post per day



The packed exhibit hall featured 43 exhibitors.

SACRAMENTO VALLEY CHAPTER TRADE SHOW CELEBRATES TEN YEARS

June 10, 2022 | Association News, Chances, Education, Featured Articles, Industry | Leave a comment

Event Brings Industry Together

The Sacramento Valley Chapter of the American Fire Sprinkler Association (AFSA) held its 10th Annual Training & Trade Show on March 10, 2022, at Thunder Valley Casino Resort in Lincoln, California. In the morning, AFSA Vice President of Engineering & Technical Services John August Denhardt, P.E., FSFPE, presented a seminar on NFPA 13, *Standard for the Installation of Sprinkler Systems*. Afterward, the show floor opened, hosting 43 exhibitors from all over the United States and Canada. The show's location was moved from its original location in Pano Hall to the Buffet Hall due to renovations and could only accommodate a smaller group of exhibitors than in past years. Still, attendance was over 500 with contractors, designers, EITs, apprentices, office administrators, and fire personnel.

"It was a fantastic day," says Denhardt. "We had an

RELATED ARTICLES



May/June Technical Challenges

June 20, 2022



Construction Industry in Crisis

June 29, 2022





SPONSORED BLOG POST

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

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

AGENCY (If other than in-house)

Agency Contact: _____ Email: _____
Agency Name: _____
Address: _____ City/State/Zip: _____
Phone: _____ Website: _____

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

Insertions Date or Month to Appear (if known): _____

AMOUNT SUMMARY PER POST

Rate = \$2,500 X 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 2024

AFSA WEBINAR ADVERTISING

Reach AFSA Webinar Audiences by becoming a Webinar Sponsor!



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 is a 30-second advertiser block available. Advertisers can choose to create a slide or video, or have the creative staff at AFSA create a slide on their behalf. Sponsorship of webinars includes a 30-second advertising block, company logo displayed in 3 AFSA marketing emails, and 4 social media posts with company tagging—a great value!

Metrics

Number of Attendees..... 100 to 350
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: One (1) sponsor per webinar.

We can accept the following files: *.mov; *.mpg; *.avi; *.flv;
*.f4v; *.mp4; *.m4v; *.wmv; *.vob; *.mob; *.3gp; *.mkv; *.xvid



WEBINAR CONTRACT

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

Advertiser Contact: _____ Email: _____

Company Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Website: _____

AGENCY (If other than in-house)

Agency Contact: _____ Email: _____

Agency Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Website: _____

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

Billing Contact: (If different) _____ Email: _____

Ad Medium (30-Second Block)

Advertiser-Created Video Advertiser-Created Slide AFSA-Created Slide

Insertions (Approx. twelve webinars per year. Circle the month(s) in which your ad should appear. Approx. dates and topics will be announced closer to time)

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

AMOUNT SUMMARY PER WEBINAR

Ad Rate _____ + Number of 30-second blocks _____ = 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 2024

SUBSCRIBE PRINT + DIGITAL EDITION



Print + Digital Edition

Reading Sprinkler Age magazine anytime, anywhere just got easier. Subscribe to the digital edition to have a link to the online-version of the magazine emailed directly to you, and access Sprinkler Age's industry-leading content around-the-clock.

Your digital edition will include all content in the print edition of Sprinkler Age, plus bonus content online. It's the fast, easy way to have Sprinkler Age with you to read and peruse, no matter where you are. Best of all, it's FREE!

**Subscribe online at
sprinklerage.com/subscribe/**

FEATURES

- Library:** Store all downloaded issues to your personal library. Plus, you can download a PDF for offline-reading.
- Cover:** Go directly to the latest issue.
- Contents:** Pull up the scroll navigation to see the table of contents in any issue you are reading and browse articles
- Share:** Share articles with your friends on Facebook, Twitter and other apps installed on your device.
- Search:** Search articles to find what you're looking for.
- Latest News:** Connect to SprinklerAge.com

AFSA values your privacy.
Your personal information will not be sold or shared, and you may unsubscribe at any time.