

WILDFIRE[®]

For Chiefs and Wildland Fire Management Leaders



**2007
MEDIA PLANNER**

WILDFIRE

For Chiefs and Wildland Fire Management Leaders

ADVERTISING RATES 2007

	1x	3x	6x
Inside Front Cover	\$1,340	\$1,270	\$1,185
Inside Back Cover	\$1,340	\$1,270	\$1,185
Back Cover	\$1,570	\$1,465	\$1,405
Full Page	\$1,065	\$1,035	\$980
2/3 Page	\$920	\$865	\$710
1/2 Page (Island)	\$785	\$720	\$670
1/2 Page (Horizontal)	\$725	\$660	\$605
1/3 Page	\$575	\$525	\$465
1/4 Page	\$435	\$380	\$325

*All rates are gross.

SIZES

	Width		Depth
1 Page (Bleed)	7 7/8"	x	10 3/4"
2/3 Page	4 1/2"	x	9 3/4"
1/2 Page (Island)	4 1/2"	x	7 3/8"
1/2 Page (Horizontal)	7 1/4"	x	4 3/4"
1/3 Page	2 1/8"	x	9 3/4"
1/4 Page	3 3/8"	x	4 3/4"

Trim Size: 7 7/8" x 10 3/4"

Binding Method: Saddle Stitch

Frequency & Closing Dates

Published bimonthly. See editorial calendar for closing dates. Cancellations and/or changes are not accepted after closing date.

Wildfiremag.com

Wildfiremag.com is visited regularly by leaders from the wildland fire service looking for general information and news. The site is also visited by Fire Chief magazine subscribers looking to enhance their knowledge of the urban-interface zone. The site offers a variety of cost-effective ways to reach people in your industry who use the Internet.

Online Advertising Options

- 728x90 Leaderboard \$39 CPM Net
- 336x280 Boombbox \$49 CPM Net
- 125x125 Square \$33 CPM Net

Category-specific One-Stops include all three sizes on one page for \$825 net. Categories include WUI, Preplan, Pub-Ed, Tactics, Command, Technology and Forestry.

Requirements

PDF Format: Advertisers are encouraged to submit PDF and PDF/X1-A files provided they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit www.prismb2bads.com. Please note: PDF files lack the ability to be edited or altered (e.g., phone number, address, etc.).

Preferred Applications: Ad layouts should be created using QuarkXpress™, Adobe Pagemaker® or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.

Proofs: We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (e.g., Kodak Approval, DuPont Digital Waterproof, Fuji FirstProof, etc.). Please note: Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.

Photo Elements: 300 dpi, actual size; CMYK color model; TIF or EPS format; no JPEG compression.

Line Art/Text: 600 dpi minimum; CMYK color model; EPS or TIF format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

Color Tone Values: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (e.g., C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

Color Mode: Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

Fonts: When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline; however, outline text cannot be altered.

Lettering: Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

Media: Mac or IBM CD, Zip 100, floppy.

For complete preparation guidelines and file delivery information, please visit www.prismb2bads.com.

Shipping Instructions

Space orders, insertion instructions, negatives or digital files, correspondence, proofs and copy should be addressed to: Beth Manley, Wildfire Magazine Ad Production Coordinator, 9800 Metcalf Avenue, Overland Park, KS 66212; ph: 913-967-1831; fax: 913-967-1629; e-mail: bmanley@prismb2b.com.

Terms of Sale

Terms of Sale: Net 30 days from the date of the invoice.

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

Agency Commission: Agency commissions are payable provided that the account is paid within our stated terms of sale.

Short Rate Protection: Advertisers will be billed for lost frequency discounts if, within a 12-month period from date of the first insertion, they do not use the amount of space, which their billing rate was based.

Contract and Copy Regulations

The Publisher reserves the right to reject any and all advertising that is not in keeping with the publication's standards, policies and practices. All agreements are subject to change due to strikes, fire, floods and other contingencies beyond the publisher's control. Advertisers and/or their agencies agree to indemnify the publisher against all expenses of any nature that may incur through the unauthorized use of names or pictures appearing in advertising copy, also, if any copyright infringements occur or if any copyright laws are violated.

WILDFIRE

FIRE
CHIEF

Target Your Marketing Message

Wildland fires are the fastest-growing fire threat, and the urban-interface zone is at the greatest risk. The chief officers and wildland forest leaders responsible for mitigating, managing and controlling this quick-moving fire threat make up the majority of *Wildfire* subscribers. They are very involved in the purchasing process as both influencers and decision-makers.

Wildfire Subscriber Demographics*

Each issue of *Wildfire* focuses on the demands of leaders responsible for managing and controlling wildland fires. Our readers are the top decision-makers and leaders who have influence over purchasing equipment, supplies and contracted services. They include fire chiefs, governmental agencies, private-sector professionals, consultants and contractors.

- 63.9% Fire Chief
- 16.1% Assistant Chief
- 3.3% Battalion/Division Chief
- 7.2% Other Officer
- 4.6% Captain/Lieutenant
- 4.9% Other Title
- 1.6% Firefighter

* Other Officer comprises Training Officer, Safety Officer, Fire Commissioner and Fire Marshal
 ** Other Title comprises President/Secretary, Treasurer, EMS Coordinator and EVT/Mechanic

83.3%

of our readers are Fire Chiefs
 (includes Assistant Chiefs
 and Battalion/Division Chiefs)

BONUS EXPOSURE

Wildfire Express E-newsletter

Free to advertisers, *Wildfire's* product e-newsletter is e-mailed to more than 30,000 *Fire Chief* e-newsletter subscribers on the 10th of every other month. This product-focused e-newsletter includes an image of your product, a brief headline, and your Web site link. To participate in *Wildfire Express*, you must be a display advertiser of any size in any of our print products during that same month.

FIRES, ACREAGE BURNED

Number of Fires (2005)*

66,552

10-Year Average (1996-2005)*

90,465

Acres Burned (2005)*

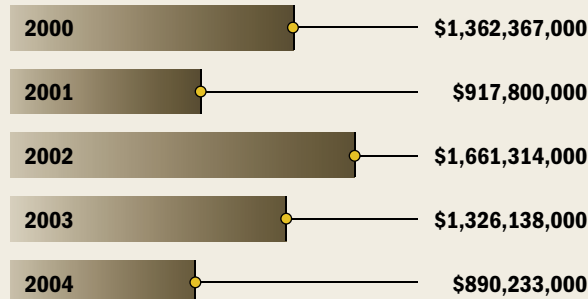
8,686,753

10-Year Average (1996-2005)*

5,447,618

MARKETPLACE

Suppression Costs for Federal Agencies*



\$8.4 Billion

Spent over a five-year period

Total Structures Lost*



14,723

Structures lost in a five-year period

* Source: National Interagency Fire Center
 ** Preliminary data as of 8/14/2006

2007 WILDFIRE EDITORIAL CALENDAR

	JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE
Focus	Urban Interface	Safety & Training	Community Awareness
Feature Topics	Modeling Tools Water Supply Suppression Technologies	Wildland Apparatus Round-up Unified Command All-Risk Training	Structure Protection Planning Aircraft Operations Mapping Software
Equipment Focus	Overhead Equipment	Communications	Base Camp Operations
Bonus Distribution	Wildfire 2007	FDIC	
Ad Reservations	1/3	3/1	5/2
Materials Due	1/10	3/7	5/9
	JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
Focus	Operations	Restoration	Technology
Feature Topics	Aviation Training Resource Management Incident Command	Prescribed Fire Use Grant Programs Community Impact Modeling	Wildland Pumpers Thermal Imaging Buyers' Guide
Equipment Focus	Suppression Tools	Wildland Apparatus	Protective Gear
Bonus Distribution	Fire-Rescue International		
Ad Reservations	7/2	9/3	11/2
Materials Due	7/9	9/7	11/8

Did you know?

93%

of subscribers involved in purchasing are personally involved in authorizing fire department purchases.

Source: Fire Chief Reader Profile Study

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WILDFIRE

FIRE CHIEF