



Texas Fire Chiefs Association

The Voice of Leadership of the Texas Fire Service

Target the **second-largest** fire protection market in the country.

The TFCA Advantage

- Since 1997, TFCA membership has **more than quadrupled in members.**
- We reach **100% of the fire chiefs in the state of Texas.**
- The fire protection market in Texas is the **second-largest** in the country.
- The employment of firefighters is expected to grow **faster than the average for all occupations through 2014.**

Who We Are

For more than 20 years, the Texas Fire Chiefs Association has served the citizens of Texas by actively participating in the advancement of the fire service through positive leadership, the sharing of information and active legislative involvement.

Why Advertise?

Our 2012 communication pieces will be distributed to industry decision-makers with purchasing power from every fire department in the state, including:

- **Fire chiefs**
- **Administrative department heads**
- **Second-in-command to the fire chief**

With TFCA, your company will enjoy additional exposure at Southwest Fire Rescue, TFCA's annual trade show produced in partnership with the Texas Association of Fire Educators.

Contact your Naylor account representative today to secure your advertising presence!

For more information, please contact:

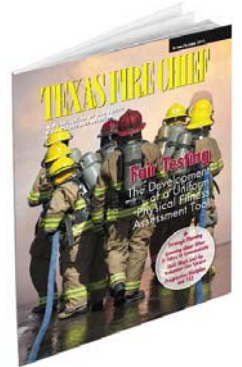
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Connecting you with TFCA members throughout the year.

Texas Fire Chief PRINT EDITION

Published twice a year, the magazine informs our members about the latest industry news and trends, legislative challenges, association information and product and service suppliers.

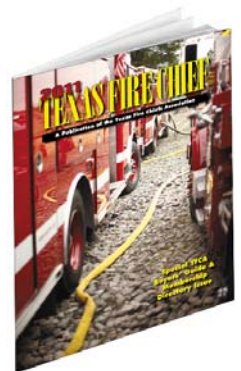


Texas Fire Chief DIGITAL EDITION

In addition to print, *Texas Fire Chief* is also available to members in a fully-interactive digital version. Extend your print advertising investment with the unique benefits of digital media.

Buyers' Guide & Membership Directory

Our annual directory connects TFCA members with the product and service providers they need. This popular networking tool and purchasing guide is used throughout the year by members across the state.



To learn more about TFCA, visit:

www.texasfirechiefs.org

Texas Fire Chief biannual magazine Annual Buyers' Guide & Membership Directory



Net Advertising Rates

All magazine rates include an eLink in the digital edition of the magazine.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates	1x	3x
Double Page Spread	\$ 4,484.50	\$ 4,304.50
Outside Back Cover	\$ 3,694.50	\$ 3,604.50
Inside Front or Inside Back Cover	\$ 3,414.50	\$ 3,324.50
Full Page	\$ 2,714.50	\$ 2,624.50
2/3 Page	\$ 2,554.50	\$ 2,474.50
1/2-Page Island	\$ 2,374.50	\$ 2,294.50
1/2 Page	\$ 2,184.50	\$ 2,114.50
1/3 Page	\$ 1,834.50	\$ 1,784.50
1/4 Page	\$ 1,644.50	\$ 1,604.50
1/6 Page	\$ 1,494.50	\$ 1,464.50
1/8 Page	\$ 1,304.50	\$ 1,374.50

Black-and-White Rates	1x	3x
Full Page	\$ 1,839.50	\$ 1,749.50
2/3 Page	\$ 1,679.50	\$ 1,599.50
1/2-Page Island	\$ 1,499.50	\$ 1,419.50
1/2 Page	\$ 1,309.50	\$ 1,239.50
1/3 Page	\$ 959.50	\$ 909.50
1/4 Page	\$ 769.50	\$ 729.50
1/6 Page	\$ 619.50	\$ 589.50
1/8 Page	\$ 529.50	\$ 499.50

Special Advertising Sections:



Surrounded by a colorful background, the following specialized sections highlight your products and services:

- Emergency Medical Marketplace
- Architects Marketplace
- Training Marketplace

Product & Service Showcase



Do you have a new product you would like to introduce to TFCA members? Use our Product & Service Showcase to launch your newest, never-before-seen products into the market.

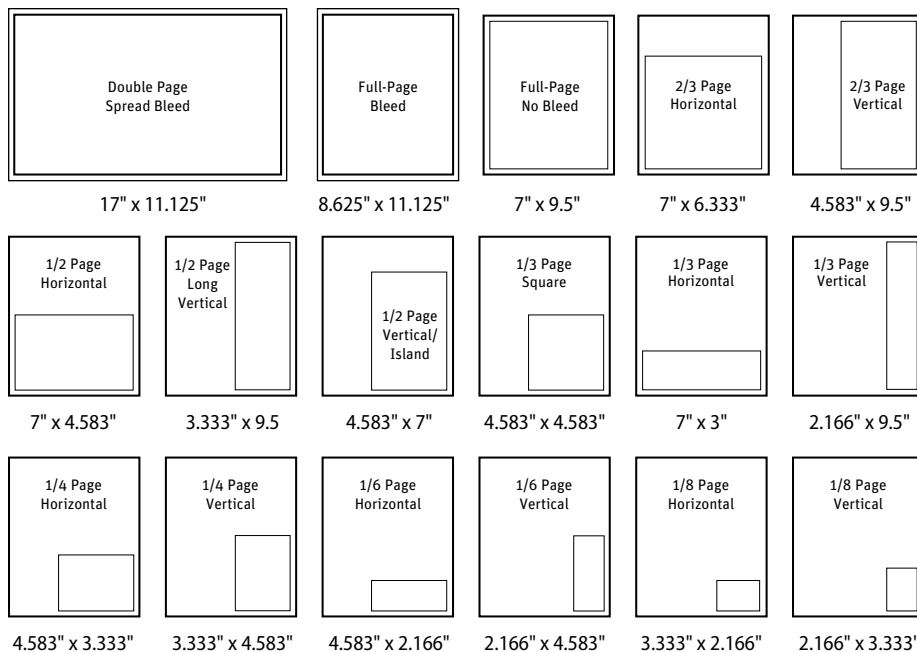
Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). TXF-B0112 (L/R TXF-B0110 9/4/09)





Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor Web site at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.



Texas Fire Chiefs Association

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Texas Fire Chiefs Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of TFCA.

- Air Cleaning Technologies, Inc.
- Aluminum Trailer
- Bauer Compressors, Inc.
- BFI Products, Inc.
- BRW Architects
- C.E. Niehoff & Company
- Certified Ambulance Group, Inc.
- Continental Girbau, Inc.
- Dalmatian Fire Equipment, Inc
- DCS Solutions LLC/DBA MagneGrip South
- Disaster Management Systems, Inc. (DMS)
- EmCert.com
- Emergency Services Training Institute
- Ferrara Fire Apparatus, Inc.
- Fire Instructor Testing Software
- Firecom
- Firehouse Software
- Frazer, Ltd
- Hale Products, Inc.
- Hall-Mark Fire Apparatus-Texas
- Hoyt Breathing Air Products
- Humat, Inc.
- Hydra-Shield Manufacturing, Inc.
- IFSTA/Fire Protection Publications
- Kirkpatrick Architecture Studio
- Knox Company
- Leader North America, Inc.
- LifeQuest
- Lone Star College- Kingwood Fire Science
- MatJack/Indianapolis Industrial Products, Inc.
- MDI
- Mike Pietsch, PE, Consulting Services, Inc.
- Mobile Training Tower/Riverside Metal Craft, Inc.
- National Association of Fire Investigators
- National Fire Fighter Corporation
- National Fire Protection Association
- Nicol Hose Hook Co.
- Northwest Communications
- Pellerin Laundry Machinery Sales Company
- Penn Well Corporation
- Phos-Chek/ICL Performance Products LP
- Plas-Mac, Inc.
- PolyBilt Body Company, LLC.
- Robotronics, Inc.
- S.E. International, Inc.
- Safety Vision LLC
- San Antonio Ambulance Sales, Inc.
- Sharp Testing Services, Inc.
- Siddons-Martin Emergency Group
- Silver Towne Mint
- Southern Fire Service & Sales, Inc.
- Southwest Solutions Group
- STIHL/Blue Mountain Equipment
- Surrey Fire Safety House
- Sutphen Corporation
- Tait Radio Communications
- TMLIRP
- Trace Analytics, LLC
- TRI Air Testing
- Turbo Flare USA
- US Digital Design
- VFIS of Texas
- Vital Alternator
- Westex Welding Company
- Wheeled Coach Industries
- Wiginton Hooker Jeffry, PC-Architects
- Wildfirer Environmental USA
- Witmer Public Safety Group, Inc.



Texas Fire Chief biannual magazine Annual Buyers' Guide & Membership Directory

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|---|---|--|
| <input type="checkbox"/> Alert & Notification Systems | <input type="checkbox"/> Exhaust Extraction | <input type="checkbox"/> Pumps |
| <input type="checkbox"/> Alternators | <input type="checkbox"/> Fire Apparatus Services | <input type="checkbox"/> Rapid-Entry Systems |
| <input type="checkbox"/> Ambulances | <input type="checkbox"/> Fire Extinguishers | <input type="checkbox"/> Reflective Materials |
| <input type="checkbox"/> Architects | <input type="checkbox"/> Fire Hose & Water Systems | <input type="checkbox"/> Rescue Vehicles |
| <input type="checkbox"/> Aerial Device Safety Inspection | <input type="checkbox"/> Fire Protection & Inspection | <input type="checkbox"/> Retarders |
| <input type="checkbox"/> Associations | <input type="checkbox"/> Fire Rescue Saws | <input type="checkbox"/> Self-Contained Breathing Apparatus Systems |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Fire Safety Products | <input type="checkbox"/> Signals |
| <input type="checkbox"/> Automatic Foam-Injection Systems | <input type="checkbox"/> Fire Service Selection Procedures | <input type="checkbox"/> Smoke Alarms & Fire Extinguishers |
| <input type="checkbox"/> Batteries | <input type="checkbox"/> Fire Training Facilities | <input type="checkbox"/> Snow Chain Systems |
| <input type="checkbox"/> Boots | <input type="checkbox"/> Fire Trucks | <input type="checkbox"/> Software |
| <input type="checkbox"/> Burn-Free Products | <input type="checkbox"/> Fireworks Manufacturers | <input type="checkbox"/> Sorbents |
| <input type="checkbox"/> Camera & Monitoring Systems | <input type="checkbox"/> Foam Nozzles & Proportioners | <input type="checkbox"/> Specialty Tools |
| <input type="checkbox"/> Caps | <input type="checkbox"/> Foams & Foam Fire Fighting Equipment | <input type="checkbox"/> Spill-Control Products |
| <input type="checkbox"/> Carbon Monoxide Detection | <input type="checkbox"/> Footwear | <input type="checkbox"/> Splints |
| <input type="checkbox"/> Chemical-Protective Clothing | <input type="checkbox"/> FR Fabric Manufacturers | <input type="checkbox"/> Standards/Certification Testing |
| <input type="checkbox"/> Colleges | <input type="checkbox"/> Fundraising | <input type="checkbox"/> System Management |
| <input type="checkbox"/> Communication Equipment | <input type="checkbox"/> Gas Monitors | <input type="checkbox"/> Traffic Control & Products |
| <input type="checkbox"/> Compressor Systems | <input type="checkbox"/> Generator Systems | <input type="checkbox"/> Training |
| <input type="checkbox"/> Concrete Cutting Equipment | <input type="checkbox"/> Gloves | <input type="checkbox"/> Training Mannequins |
| <input type="checkbox"/> Confined Space Rescue | <input type="checkbox"/> Head Protection | <input type="checkbox"/> Transmissions |
| <input type="checkbox"/> Credit Unions | <input type="checkbox"/> High-Output ALTS Manufacturers | <input type="checkbox"/> Tires |
| <input type="checkbox"/> Crisis Planners | <input type="checkbox"/> Hose Products | <input type="checkbox"/> Turnout Gear - Cleaned, Repaired, Refurbished |
| <input type="checkbox"/> Custom-Built Tankers | <input type="checkbox"/> Inflatable & Rigid Hill Boats | <input type="checkbox"/> Uniforms & Accessories |
| <input type="checkbox"/> Defibrillators | <input type="checkbox"/> Information Systems | <input type="checkbox"/> Unions |
| <input type="checkbox"/> Detection Alarms | <input type="checkbox"/> Insurance | <input type="checkbox"/> Used Fire Trucks |
| <input type="checkbox"/> Dry Hydrants | <input type="checkbox"/> Laundry Systems | <input type="checkbox"/> Vehicle Accessories |
| <input type="checkbox"/> Duty Books | <input type="checkbox"/> Lighting | <input type="checkbox"/> Vehicle Tanks |
| <input type="checkbox"/> Emblems & Garments | <input type="checkbox"/> Load Boosters | <input type="checkbox"/> Ventilation |
| <input type="checkbox"/> Emergency Medical | <input type="checkbox"/> Organizational Systems | <input type="checkbox"/> Voice & Data Recorders |
| <input type="checkbox"/> Emergency Vehicles | <input type="checkbox"/> Protective Apparel | <input type="checkbox"/> Water Systems |
| <input type="checkbox"/> EMS Supplies | <input type="checkbox"/> Protective Covers | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Engines | <input type="checkbox"/> Public Safety Radio Communication | |
| <input type="checkbox"/> Exercise Systems | | |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20.00 = \$ _____

Initial: _____ Date: _____





Texas Fire Chief biannual magazine – digital edition

Digital Edition – www.naylornetwork.com/txf-nxt/

In addition to print, *Texas Fire Chief* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Extend your print advertising investment with the unique benefits of digital media:

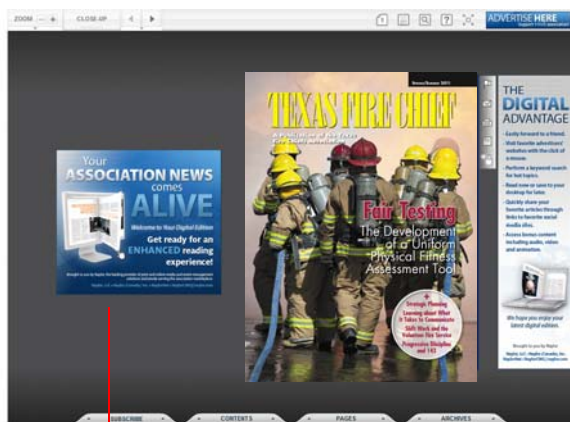
- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via e-mail and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

Ad Positions



eSponsorship | \$999.50 per issue

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

eLink | *Included in display ad rates*

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate e-mail address. Additional fees apply where noted.

eToolbar | \$499.50 per issue

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

eSkyscraper | \$849.50 per issue

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

Ad "Jolt" Upgrade | \$299.50

Transform your static print advertisement into an attention-grabbing animated message. The digital edition of the magazine offers dynamic capabilities not available in the print version.





Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Digital Edition

eSponsor

- 550 x 480 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video no longer than one minute in duration

eSkyscraper

- 200 x 783 pixels
- JPG only (no animation)

eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button)
- JPG only (no animation)

eNewsletter

Vertical Banner

- 120 x 240 pixels
- JPG only (no animation)

Online Buyers' Guide

Page Peel

- 75 x 75 pixels for small peel corner
- 500 x 500 pixels for full peel
- JPG only (no animation)

Spotlight Tile

- 125 x 125 pixels
- JPG, GIF or Flash/SWF* accepted

Digital Edition Guidelines

- Minimum 18pt type (depending on font style) should be used for clarity.
- Avoid any ActionScript that can affect the NXTbook engine, such as `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setTimeinterval`.
- **Note: Do not add and Web links or URLs;** we will create the links so they can be tracked on our system.
- Files should be compressed as much as possible.

Vertical Banner

- 120 x 240 pixels
- JPG, GIF or Flash/SWF* accepted

*Online Buyers' Guide/Online Directory Flash Guidelines

- Publish or export .SWF file for Flash Player 9 and ActionScript 2.0
- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation

- Create a proper ActionScript 2.0 button as follows:

1. Symbol type needs to be "button"
2. Set action script code exactly as below:

```
on (press) {  
    getURL(url, "_blank");  
}
```

NOTE: Do not type your intended URL in the code.

The purpose of setting up your Flash creative like this is so that we can control the landing page. Please supply the URL to your Naylor account executive.