



# 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 - **growing from 150 members to over 650** in 2009.
- We represent **100% of the fire chiefs in 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 2010 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** and those **second-in-command** to the fire chief or department head.

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 space!**

**For more information, please contact:**

### Norbert Musial

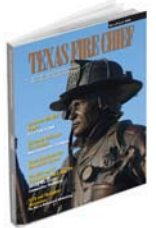
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Naylor, LLC  
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NMusial@naylor.com



## IN PRINT AND ONLINE

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.

### Online Buyers' Guide



This interactive resource is available to visitors 24 hours a day, 365 days a year. With just a few clicks of the mouse, viewers can drill down to find the products and services they're searching for.

### The Friday Report eNewsletter



Whether in the office or on the go, members and non-member subscribers can stay informed of the latest industry developments and association news.

# 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
<b>Double Page Spread</b>	\$ 4,244.50	\$ 4,074.50
<b>Outside Back Cover</b>	\$ 3,554.50	\$ 3,464.50
<b>Inside Front or Inside Back Cover</b>	\$ 3,284.50	\$ 3,194.50
<b>Full Page</b>	\$ 2,594.50	\$ 2,504.50
<b>2/3 Page</b>	\$ 2,444.50	\$ 2,364.50
<b>1/2-Page Island</b>	\$2,274.50	\$ 2,204.50
<b>1/2 Page</b>	\$ 2,104.50	\$ 2,044.50
<b>1/3 Page</b>	\$ 1,744.50	\$ 1,704.50
<b>1/4 Page</b>	\$ 1,574.50	\$ 1,534.50
<b>1/6 Page</b>	\$ 1,434.50	\$ 1,404.50
<b>1/8 Page</b>	\$ 1,354.50	\$ 1,334.50

### Black-and-White Rates

	1x	3x
<b>Full Page</b>	\$ 1,719.50	\$ 1,629.50
<b>2/3 Page</b>	\$ 1,569.50	\$ 1,489.50
<b>1/2-Page Island</b>	\$1,399.50	\$ 1,329.50
<b>1/2 Page</b>	\$ 1,229.50	\$ 1,169.50
<b>1/3 Page</b>	\$ 869.50	\$ 829.50
<b>1/4 Page</b>	\$ 699.50	\$ 659.50
<b>1/6 Page</b>	\$ 559.50	\$ 529.50
<b>1/8 Page</b>	\$ 479.50	\$ 459.50

### Special Advertising Sections:



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

- Emergency Medical Marketplace
- Architects Marketplace
- Training Marketplace

### New Product Spotlight



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

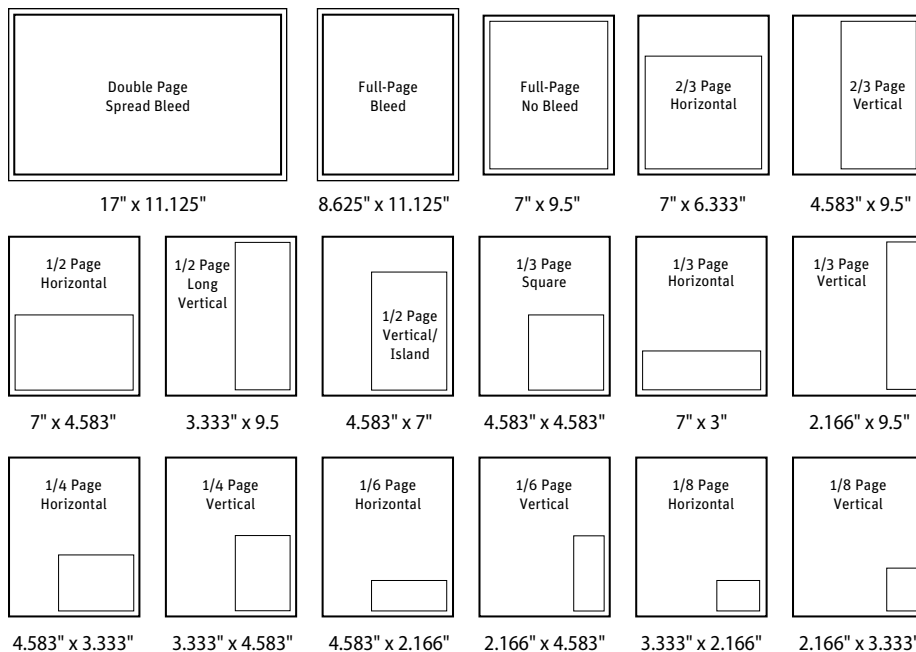
Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors 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-B0110 (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](http://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 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: \_\_\_\_\_

