

# MSFCA Publication Advertising



Minnesota State Fire Chiefs Association (MSFCA) is a professional, member-driven organization, committed to representing the interests of fire departments, chiefs, command staff, officers and firefighters throughout the great State of Minnesota.

The publisher reserves the right to refuse any advertisement, which in his/her opinion does not serve the best interests of the Association.

All advertising must meet the established requirements for publication shown on the requirements section. Placement may be requested but is not guaranteed. Advertising cancellations must be submitted in writing to the publisher prior to the deadline. Cancellations will not be accepted after the closing deadline.

## Minnesota Fire Chief Magazine

This full-color, quarterly printed periodical is one of MSFCA's primary communication vehicles among its readership. More than 200 individuals in the organization sign up just to receive this benefit. Along with sharing association news and proving critical educational material to keep Minnesota's fire service leadership up-to-date with the important information needed to administer a modern fire department and to provide effective fire protection for their communities, it's one of the most visible ways for companies to showcase their products and services.

Technical Specifications: Content due as full-color (CMYK), 300dpi, print-ready image file. Preferred file types: .pdf or .jpg. Add 1/8" on all sides for full bleed.

### Submission Deadlines:

- Q1 Winter Content/Ads - December 1
- Q2 Spring Content/Ads - March 1
- Q3 Summer Content/Ads - June 1
- Q4\* Fall Content/Ads - September 1

\*The fourth-quarter issue dually serves as the onsite conference program and annual directory for the association. Issue is mailed and handed out onsite at the Annual Conference.



MAGAZINE	SIZE	MEMBER	NON MEMBER
Full Page	8.25" wide x 10.75" tall	\$800	\$1,000
Half Page	8.25" wide x 5.375" tall -or- 4.125" wide x 10.75" tall	\$400	\$500
Quarter Page	4.125" wide x 5.375" tall	\$200	\$250

## MSFCA E-Newsletter

Distributed monthly this electronic message will connect recipients directly to the MSFCA website and while it conveys some important educational information to readers, this more frequent delivery method will be the primary source of event information, award deadlines, and timely association news.

Technical Specifications: Full-color (RGB) images below 100k max file size are accepted. Preferred file types: .gif, .png or .jpg. Link to company to be provided upon submission.

Submission Deadlines: The first of the month it will be distributed (i.e. January issue content due January 1).

E-NEWSLETTER	SIZE	MEMBER	NON MEMBER
Full Banner	468 wide x 50 tall = pixels	\$500	\$625
Half Banner	234 wide x 50 tall = pixels	\$250	\$312.50
Small Ad	100 wide x 100 tall = pixels	\$100	\$125

**For more advertising information contact:**  
**Minnesota State Fire Chiefs Association**  
**Call: 800-743-0911 • Email: office@msfca.org**

*If interested in advertising, please fill out the form on the back page. →*

# MSFCA Advertising Request Form



If interested in advertising, complete the information below and send to the MSFCA office:

6737 W Washington St, Ste 4210 Milwaukee, WI 53214

Phone: 800-743-0911 E-mail: office@msfca.org

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## Contact Information:

Company name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

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## Minnesota Fire Chief Magazine

→  Member  Non-Member

→  Full Page  1/2 Page  1/4 Page

→  1 issue  2 issues  3 issues  4 issues

→  Q1 – Winter Issue  Q2 – Spring Issue  Q3 – Summer Issue  Q4 – Fall Issue

→ Total advertising amount for magazine \$ \_\_\_\_\_  
(see advertising rates on reverse side)

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## Minnesota E-Newsletter

→  Member  Non-Member

→  Full Banner  Half Banner  Small Ad

→  January  February  March  April  May  June  July  August  September  October  November  December

→ Total advertising amount for e-newsletter \$ \_\_\_\_\_  
(see advertising rates on reverse side)

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## Payment:

\$ \_\_\_\_\_ total amount for Magazine and E-Newsletter

Check payable to MSFCA enclosed

Please bill me as each issue is published

Please bill my credit card

Card number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CSV: \_\_\_\_\_

Cardholder name: \_\_\_\_\_

Cardholder signature: \_\_\_\_\_