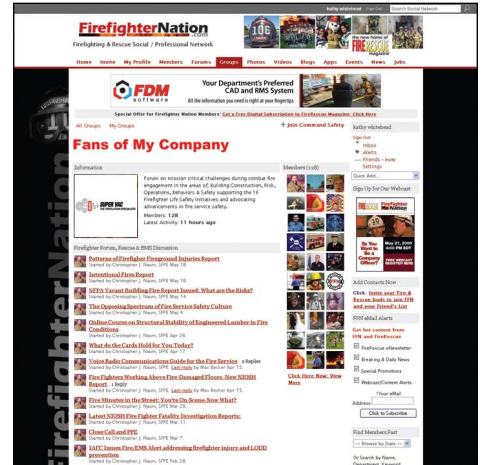


## Converse with your customers and prospects like never before!

Sponsor your own Fan Group on FirefighterNation.com—and get real-time feedback about your products. Better yet, steer the conversation via this very popular social networking site. The group is all yours, no sharing with other sponsors! Get your product information in front of those firefighters who will not only be using your products but deciding whether or not to purchase them.

### Your Fan Group Sponsorship includes:

- A group page including your company's logo, description (up to 1,000 characters), contact information, and up to three images with short descriptions—plus up to 10 links to your Web site or other destinations such as your Facebook and MySpace pages. This information can be updated each month.
- A group discussion board to interact with customers and potential customers, which can be moderated by company representatives ... get live with your client base! No anonymous posts ... real people asking and discussing your company and its products.
- An incoming RSS feed of your company's news/press releases (from your Company's Web site or other sources)
- An invite to your company's existing customer base and prospects to become 'Fans' of your group on FirefighterNation.com
- A regular rotation with other Fan Groups on Firefighter Nation's Home Page and Interior Pages
- An announcement as a New Fan Group in the Monthly Firefighter Nation Featured Groups Bulletin
- A Featured Fan Group posting in FireRescue/Firefighter Nation eNewsletters (2x for a Six Month and 5x for Annual commitment)—includes your company's icon, company name and link to Become a Fan.
- A text-based e-mail to all Fans of the company on FFN 1x monthly (1500 characters with links)
- The search engine benefit of having your profile with links to your company on the well-trafficked FirefighterNation.com
- The ability to post a widget with your Twitter or other social media feed(s)
- Your company name/Fan Group included in a Firefighter Nation ad in *FireRescue Magazine* monthly during run (6 or 12 months)



## CONTACT US TODAY

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### With Annual Commitment:

- One Placement in Firefighter Nation Product Bulletin (\$750 Value) which is emailed to 40,000 opt-in readers.
- One Product Placement in Two Firefighter Nation eNewsletters (\$300 Value) which is emailed to 40,000 opt-in readers.

**Cost:** \$400/month, minimum six-month commitment (10% off for Annual agreements)