

The FireRescue Microsite...

Microsites are a great way to create a targeted destination for niche content or product lines for the fire-rescue professional. They can serve jointly as an excellent brand marketing tool as well as a lead generation vehicle to drive new customers. The micro site experience can be richer, more inviting, more experiential, and more emotional than can online experiences pasted within the typical data-oriented corporate site.

We'll partner with you to develop a 360-degree, 24/7 online destination that meets your company's goals and needs – and most importantly budget. We can feature original and archived content, unique Web features and opt-in newsletters. Microsites are also great for targeting a specific audience with information or brand messaging that will appeal to their demographics and psychographics.

Since not all of our clients will need the functionality listed –and some may need more – the scope and pricing of your Microsite may vary. Whether your campaign needs are simple or comprehensive, FireRescue can assist you in developing a fully integrated online and offline marketing program that drives your business forward. Each microsite includes full site development, editorial support and promotion via the FireRescue home page and site-wide navigation/links, e-mail efforts and more.

CONTACT US TODAY

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Let Us Customize Your Program

| | Tier 1 Microsite | Tier 2 Microsite | Tier 3 Microsite |
|---|---|---|--|
| Branding Options | Co-Branded with FireRescue | Co-Branded with FireRescue or Client Only Branding | Co-Branded with FireRescue or Client Only Branding |
| Customization Microsite Template | No, within FireRescue Site Template | Custom Home Page and Up to 5 Inside Page Templates -- or within FireRescue Site | Custom Home Page and Up to 10 Inside Page Templates -- or within FireRescue Site |
| Articles from FireRescue Magazine/ Archives | Up to 10 Related to Microsite Topic plus New Articles | Up to 25 Related to Microsite Topic plus New Articles as Published | Up to 50 Related to Microsite Topic plus New Articles as Published |
| Unique Editorial from FireRescue Staff | 1 New Column, Blog or Article Monthly | 3 New Columns, Blogs or Articles Monthly Added Throughout Month | 1 New Columns, Blogs or Articles Weekly Plus 3 Additional Per Month |
| Webcasts with User Registration Download | Optional Add-On | 1 Per Year on Microsite Topic Marketed to All or Segment of FireRescue List | 3 Per Year on Microsite Topic Marketed to All or Segment of FireRescue List |
| Ability for Client to Post Columns, Blogs, Podcasts, White Papers, Case Studies and Other Content | Up to 5 Content Components Included | Yes, Unlimited | Yes, Unlimited |
| Lead Generation Forms for Downloads , Promotions or Microsite Registration | Yes | Yes | Yes |
| Custom Registration Data Collection | Base User Registration with Up to 10 Typical Demographic Fields | Base Registration Fields Plus 2-5 Custom Questions | Base Registration Fields Plus 6-10 Custom Questions |
| Survey/Polling within Microsite | Yes, 1 Each Monthly | Up to 3 Monthly | Up to 5 Monthly |
| E-Mail Survey to Full or Segment of FireRescue Audience? | Optional Add-On | Yes, Once Annually | Yes, Twice Annually |
| Forum | No | Yes | Yes |

| | Tier 1 Microsite | Tier 2 Microsite | Tier 3 Microsite |
|--|--|---|---|
| Reporting | Real-Time via Google Analytics | Real-Time via Google Analytics and Monthly Summary Report | Real-Time via Google Analytics and Monthly Summary Report |
| Search & Search Engine Optimization | Yes | Yes | Yes |
| Video | Post Up to 5 Videos via Upload or Embed | Post Up to 25 Videos via Upload or Embed | Unlimited |
| Photo and Product Galleries | 2 Galleries, Up to 25 Photos/Products Each | 5 Galleries, Up to 50 Photos/Products Each | Unlimited |
| Print Ad in FireRescue Magazine to Promote Microsite | Optional Add-On | 1/3 Page Quarterly | Full Page to Announce Microsite, 1/2 Page Quarterly |
| Newsletter | Optional Add-On | Template Creation, Sent Quarterly to Segment of FireRescue e-mail list and Microsite List | Template Creation, Sent Monthly to Segment of FireRescue e-mail list and Microsite List |
| Training on Adding Content | N/A | Yes | Yes |
| Banner Ads to Promote Microsite | Yes, Minimum 25,000 Impressions Monthly | Yes, Minimum 50,000 Impressions Monthly | Yes, Minimum 100,000 Impressions Monthly |
| Link to Microsite | Yes | Yes | Yes |
| Promotion in FireRescue E-Mail Newsletter | Yes, Quarterly Link Included | Yes, Bi-Monthly Link Included Plus Quarterly Banner Ad | Yes, Monthly Link & Text Promo Included Plus Bi-Monthly Banner Ad |
| Pricing | | | |
| Minimum Commitment | 6 Months | 12 Months | 12 Months |
| Set Up | \$10,000 | \$15,000 | \$20,000 |
| Monthly Site Management, Editorial & Marketing | \$5,000 | \$7,500 | \$10,000 |
| Monthly Content Posting, Uploading and General Support | 5 Hours | 10 Hours | 20 Hours |