

### 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.

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### CONTACT US TODAY

Joe Skey

(856) 673-4000

[joe.rhmedia@verizon.net](mailto:joe.rhmedia@verizon.net)

### 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
<b>Pricing</b>			
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