

### The FireRescue E-blast...

With our sponsored e-mail products, your message will get into the in-boxes of over 40,000\* fire-rescue professionals. The e-mail's message, branding and content are exclusive to you, the sponsor. Drive traffic to your home page, a specific section or product within your Web Site, a lead generation form—whatever is best for you.

Our readers are looking to learn about your new products, where your booth is located at an upcoming trade show, your new services and company announcements. E-blasts are also a great way to conduct a survey or a contest. Our reporting will tell you how many emails were sent, opened, clicked, and forwarded. And, we can also send a targeted secondary mailing to just those professionals who expressed interest in the initial mailing.

**STOP BY MOTOROLA BOOTH #2620 WHILE AT FRI**

See our broad portfolio of solutions that help you perform your job safely, efficiently and effectively. Enter to win a MINITOR V™ voice pager.

**At the booth you will:**

- See APX™, Motorola's next generation F25 radio featuring seamless multi-band interoperability, T-grip design with wide control top, rugged housing to meet the demands of extreme environments, and enhanced audio performance. [www.motorola.com/APX](http://www.motorola.com/APX)
- See our wireless broadband vehicle equipped with the latest computing devices, data applications and video solutions. Learn more about staying seamlessly connected while increasing situational awareness during an incident or disaster response.
- Learn how Fireground Accountability can help you track personnel and manage working assignments so you can focus on your response strategy.
- Discover the new portable repeater that provides enhanced coverage and rapid, on-the-go communications when and where you need it most.

**See it all in booth #2620**

And don't forget to enter for a chance to win a MINITOR V voice pager while visiting our exhibit.

Learn more about how Motorola can help keep your personnel safe.

**Download Now**

Click here to download a complete copy of the *DisasterReady* Brochure.

Motorola values your privacy. For more information on our Privacy Policy, please visit <http://www.motorola.com/legal> in any Motorola's form of use. Please visit here if you would like to unsubscribe from receiving future promotional e-mails from Motorola, Inc. Please direct any questions concerning Motorola's privacy policies to [privacy@motorola.com](mailto:privacy@motorola.com). Motorola, Inc. Sales Production Office 6000 W. Algonquin Road, Floor 4 Schaumburg, IL, USA 60190 [unsubscribe@motorola.com](mailto:unsubscribe@motorola.com)

Please note: we routinely clean our lists, deliver the e-blast in both text and HTML versions, run the draft email through spam filters and limit the frequency of the list. These steps ensure that you receive the highest delivery and open rates!

Our rates are extremely competitive. Our prices start at \$4,000 per distribution. And, if you are also a print advertiser you are entitled to a deep discount.

Come give us a try!

## CONTACT US TODAY

Cindi Richardson  
eMedia Sales Representative,  
Western Territory  
Phone: 661-297-4027  
Fax: 661-297-6490  
[cindirichardson@sbcglobal.net](mailto:cindirichardson@sbcglobal.net)

\*Source: Publisher's Own Data, February 2009