

## The FireRescue E-Newsletter...

With our sponsored e-newsletter, your message will get into the in-boxes of over 40,000\* fire-rescue professionals. These professionals depend on us for need-to-know information. This is a great way to reach decision-makers and influencers every week! Advertise to make sure they are also up-to-date on what your company has to offer.

When we're sold out, we're sold out. We limit the number of advertisers in each newsletter. This guarantees your company a prominent ad position.

Our reporting will tell you how many emails were sent, opened, clicked, and forwarded. Please note: we routinely clean our lists, deliver our newsletters in both text and HTML versions, run our drafts through spam filters and limit the frequency of our mailings. These steps ensure the highest delivery and open rates!

Our pricing is extremely competitive. Our prices start at \$150 net per distribution. And, if you are also a print advertiser you are entitled to a deep discount.

Come give us a try!

Leaderboard Ad  
728 x 90

Text Link Ad

The screenshot displays the FireRescue e-newsletter interface. At the top, there's a banner for '5.11 TACTICAL SERIES NEW STATION WEAR FROM 5.11 TACTICAL'. Below this, a navigation bar includes 'Subscribe', 'Advertise', 'Reader Service', 'Buyer's Guide', and 'About Us'. The main content area features several articles and advertisements. A 'Text Link Ad' is highlighted, showing a link to 'FIRE SCIENCE DEGREES ONLINE' from The College Network. A 'Product Image' is also highlighted, showing a pink fire truck. A 'Rectangle Ad' is highlighted, showing a 'F.I.E.R.O. Fire Station Design Symposium' advertisement. Other visible content includes 'Think Pink' (a breast cancer awareness campaign), 'Called into Question' (a story about firefighter abilities), 'The Elusive "Heroic" Rescue' (a story about a firefighter rescuing a dog), and 'New Products' (5.11 Tactical's new shirts and a Rolling Tough shirt). A 'Special Offer' section at the bottom right promotes a 'FREE Baseball Cap!' for subscribers. The footer contains information about The National Fallen Firefighters Foundation.

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

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