

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!

CONTACT US TODAY

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Leaderboard Ad
728 x 90

The screenshot displays the FireRescue e-newsletter interface. At the top, there is a banner for '5.11 TACTICAL SERIES NEW STATION WEAR FROM 5.11 TACTICAL'. Below this, the newsletter title 'FIRE RESCUE' is prominently displayed with the date 'September 30, 2008'. Navigation links for 'Subscribe', 'Advertise', 'Reader Service', 'Buyer's Guide', and 'About Us' are visible. The main content area includes a 'Text Link Ad' for 'FIRE SCIENCE DEGREES ONLINE' from The College Network, a 'Product Image' for a pink fire truck, and a 'Rectangle Ad' for 'F.I.E.R.O. FIRE RESCUE SYMPOSIUM'. Other sections include 'Fire Service News', 'Think Pink' (a breast cancer awareness campaign), 'Fire Operations' (a piece on firefighter abilities), 'From the Pages of FireRescue' (a 'Heroic' rescue story), and 'New Products' (5.11 Tactical's new shirts). A 'Special Offer' section promotes a 'FREE Baseball Cap!' for subscribers. At the bottom, there is a footer for 'The National Fallen Firefighters Foundation'.

*Source: Publisher's Own Data, February 2009