

2010 BUYER'S GUIDE



Listing of Categories

Act now to ensure your company is listed in *FireRescue Magazine's 2010 Buyer's Guide* and on *FirefighterNation.com's* online Buyer's Guide! Use this form to indicate which product categories you would like your company included in. The first three product categories are FREE; additional categories are just \$50 each.

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To ensure your listing appears as you would like it to, please follow these simple instructions:

1. Fill out the section for Company Listing.
2. Select your FREE products & services categories—you receive 3 FREE. Refer to page 4 for the categories.
3. Complete the sections on Pages 2 and 3 to order additional items; sign the Insertion Authorization.
Please be sure to fill out payment information

Company Index

Every company in the *FireRescue Magazine 2010 Buyer's Guide* will be listed alphabetically in this index along with the category numbers of their listings.

Basic Company Listing

This is your company information as it will appear in the *FireRescue Magazine 2010 Buyer's Guide* and on *FirefighterNation.com's* online Buyer's Guide.

PLEASE PRINT OR TYPE CLEARLY!

Under which alphanumeric character should your company be listed? (e.g; "A" or "5") _____

Company name or acronym _____

Address _____

City/State/ZIP _____

Telephone number _____

Fax number _____

E-mail address (Will appear in print only) _____

Web site address (Will appear in print only) _____

Select your Products and/or Services Categories from the list on page 4 and write the **Category Number(s)** below.
You may choose up to three categories free of charge.

First 3 listings are FREE, additional listings are \$50.00 each

HOW TO RETURN YOUR LISTING

Fax to: 619/699-6722. E-mail to: L.Tucker@Elsevier.com.
For questions call Lisa Tucker at 760/846-3339.

FireRescue Magazine and FirefighterNation.com Buyer's Guide Order Form

FireRescue Magazine PRINT OPTIONS		Price	# of categories	TOTAL
<input type="checkbox"/>	Basic Company Listing Company name, address, phone and fax numbers along with e-mail and Web address in a single classification.	FREE	<u>up to 3</u>	\$ <u>0.00</u>
<input type="checkbox"/>	Boldface - Company Listing Make sure your company stands out by having your category listing appear in boldface in the Company Listing section.	\$100.00		\$ _____
<input type="checkbox"/>	Boldface - Category Listings Bold your company name in the Products & Services section to make them stand out.	\$50.00		\$ _____
<input type="checkbox"/>	Logo - Company Listing Section Add company logo to your category listing. 4 color process	\$250.00		\$ _____
<input type="checkbox"/>	Company Description - Company Listing Section Add a 65-word description to your company category listing.	\$250.00		\$ _____
<input type="checkbox"/>	Additional Category Listings Additional categories in the Products & Services section. (First 3 listings are free; additional listings are \$50 each)	\$50.00	_____	\$ _____

ONLINE OPTIONS		Annual Cost		
<input type="checkbox"/>	Basic Company Listing Company name, address, phone, and fax.	FREE	<u>up to 3</u>	\$ <u>0.00</u>
<input type="checkbox"/>	Enhanced Listing Email/Website Hot Link, Logo, & 65 Word Description	\$600.00		\$ _____
<input type="checkbox"/>	Product Bulletin An email distributed to 30,000 opt-in readers reflecting an image of your product and 50 words of text.	\$750.00		\$ _____
<input type="checkbox"/>	Additional Sub-Category (each) Additional Categories Basic or Enhanced Listing	\$120.00	_____	\$ _____

COMBO PACKAGES				
<input type="checkbox"/>	Combo Package A Includes company name, address, phone, fax and e-mail, web URL and 65-word company description plus 4/C logo in up to three categories (print only), plus boldface of company name in Products & Services section (print only) and one product bulletin mention; an email distributed to 30,000 opt-in readers reflecting an image of your product and 50 words of text.	\$950.00 (a \$1,300 value)		\$ _____
<input type="checkbox"/>	Combo Package B Includes company name, address, phone, fax, email, web URL, 65-word company description, plus 4C logo in up to three categories (print and online), plus boldface of company name in Product & Services section (print only), plus boldface of your complete listing in the Company Listing section and one product bulletin mention; an email distributed to 30,000 opt-in readers reflecting an image of your product and 50 words of text.	\$1250.00 (a \$2,000 value)		\$ _____

SUBTOTAL \$ _____

PRINT ADVERTISER CREDITS -Can only be used on FireRescue Magazine 2010 Buyer's Guide listings.

Display Advertisers in the *FireRescue Magazine 2010 Buyer's Guide* receive credit towards listings. Check the appropriate box below:

- A \$1000.00 credit toward upgrades with your **FULL-PAGE PRINT AD (SEPTEMBER ISSUE)**. - \$ _____
- A \$500.00 credit toward upgrades with your **1/2-PAGE PRINT AD (SEPTEMBER ISSUE)**. - \$ _____
- A \$350.00 credit toward upgrades with your **1/3-PAGE PRINT AD (SEPTEMBER ISSUE)**. - \$ _____
- A \$250.00 credit toward upgrades with your **1/4-PAGE PRINT AD (SEPTEMBER ISSUE)**. - \$ _____

TOTAL \$ _____

Company Description* *Company description is an additional \$250.00*

A 65-word description of your products and/or services can be added to your print and online version of the *FireRescue Magazine 2010 Buyer's Guide*. Provide your company description in the space below, attaching a separate sheet if necessary. PLEASE PRINT OR TYPE CLEARLY!

**Note: Please do not include any special characters (e.g., TM, ®) they will not be included in the printed piece.*

Logo

Company logo is an additional \$250 for 4-color.

A logo can be included with your company listing in the *2010 Buyer's Guide* and on *FirefighterNation.com*. Logo art should be supplied at 300dpi in CMYK in a TIFF or JPEG file format. Logo height should not exceed 1 1/4" and logo width should not exceed 2". Horizontal logo formats are preferred.

You may e-mail your logo to frm.production@elsevier.com.

Web & Email Address

Web URL: _____

Email address: _____

Insertion Authorization

If purchasing additional categories, boldface listing, company description, logo or hyperlink, please sign below to indicate your agreement to prices on the Order Form. This will serve as a binding contract. See Terms & Conditions on Fire-Rescue.com. For category listings, fill out authorization and Basic Company Category Listing section.

For clarification, contact: _____

Telephone: _____

Email _____

This form completed/authorized by: _____

Signature: _____

Date: _____

Checking the box below is not required for your listing to appear.

Please contact me about advertising

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Accountability

- 100 Accountability Systems
- 101 PASS Devices

Administration & Finance

- 200 Administrative & Billing Services & Systems
- 201 Leasing & Financial Services

Aircraft

- 300 Aircraft
- 301 Helicopters

Apparatus Accessories & Equipment

- 400 Accessories & Equipment
- 401 Air Conditioning
- 402 Alternators
- 403 Apparatus Doors
- 404 Apparatus Maintenance
- 405 Batteries & Battery Chargers
- 406 Brakes
- 407 Chains
- 408 Chassis Manufacturers
- 409 Corrosion Prevention
- 410 Electrical
- 411 Engines
- 412 Expansion Tanks
- 413 Gauges
- 414 Generators
- 415 In-Vehicle/Rear View Video
- 416 Monitors & Deckguns
- 417 Pump Controllers
- 418 Pumps
- 419 Refurbishers
- 420 Seating
- 421 Sirens & Alarms
- 422 Skid Units
- 423 Storage Systems
- 424 Suspension
- 425 SUV Equipment & Supplies
- 426 Tanks
- 427 Tool Mounting
- 428 Transmissions
- 429 Valves
- 430 Vehicle/Emergency Lights
- 431 Wheels

Apparatus & Vehicles

- 500 Aerials
- 501 Ambulances
- 502 Apparatus
- 503 Specialty Vehicles
- 504 Wildland & Wildland/Urban Interface Apparatus

Apparel

- 600 Boots & Footwear
- 601 Gloves
- 602 Incident Response Apparel
- 603 Outerwear
- 604 Uniforms
- 605 Vests
- 606 Cleaning/Repair Services

Associations/Organizations/Publications

- 700 Associations/Organizations
- 701 Publications

Audio-Visual Equipment & Video Equipment

- 800 Audio-Visual Equipment & Video Equipment

Awards, Jewelry & Gifts

- 900 Awards, Jewelry & Gifts

Board-Up/Salvage Covers

- 1000 Building and Structure Board Up
- 1001 Salvage Covers

Breathing Apparatus & SCBAs

- 1100 Air Compressors
- 1101 Compressed/Breathing Air Quality Testing
- 1102 SCBAs

Communications

- 1200 Batteries & Chargers
- 1201 Communication Interoperability
- 1202 Dispatch & Computer Aided Dispatch (CAD)
- 1203 Headsets
- 1204 Helmet Communications
- 1205 Intercoms
- 1206 Loudspeakers/PA Systems
- 1207 Radios
- 1208 Secure Communications
- 1209 Wireless Communications

Conferences & Trade Shows

- 1300 Conferences & Trade Shows

Consulting & Management

- 1400 Consulting & Management Svcs

Electronics & Computer Equipment

- 1500 AVL, GPS, Geographic Mapping
- 1501 Bar Code Equipment
- 1502 Computer Hardware
- 1503 Emergency Power Systems
- 1504 Emergency Response Software
- 1505 EMS Software
- 1506 Fire Mapping Software
- 1507 Flow Test Equipment/Software
- 1508 Incident Analysis Software
- 1509 Mobile Data
- 1510 Records Management Systems
- 1511 Risk Assessment Software
- 1512 Scheduling & Notification Software

EMS Supplies

- 1600 AEDs & Monitors
- 1601 CO Screening
- 1602 CPR
- 1603 EMS Supplies
- 1604 Immobilizers
- 1605 Oxygen Equipment

Firefighting Equipment & Supplies

- 1700 Deluge Systems
- 1701 Detectors/Extinguishing Systems
- 1702 Emergency Access Systems
- 1703 Equipment & Supplies
- 1704 Extinguishers & Extinguishing Agents
- 1705 Fire Prevention Products
- 1706 Fire Retardant Products/Gels
- 1707 Heat Detection
- 1708 Hydrants & Accessories
- 1709 Master-Stream Appliances
- 1710 Power Take-Off
- 1711 PPV Fans
- 1712 Standpipe & Sprinkler Systems
- 1713 Vacuum Wet/Dry
- 1714 Vapor Barriers
- 1715 Ventilation Equipment

Fire House Furnishings

- 5000 Furniture

Fire Stations/Buildings

- 1800 Alarm Systems

- 1801 Buildings
- 1802 Ejectors/Accessories
- 1803 Exhaust Removal
- 1804 Flooring
- 1805 Furniture
- 1806 Gate Openers
- 1807 Heaters
- 1808 Racks & Lockers
- 1809 Architecture/Design

Fire Station Supplies

- 1900 Cleaning Equipment/Supplies
- 1901 Cooking & Food
- 1902 Laundry Equipment/Supplies

Foam & Foam Equipment

- 2000 CAFS
- 2001 Foam & Foam Equipment

Fundraising

- 2100 Fundraising

Gas Detection

- 2200 Air Quality Testing/Gas Detectors

Gear Packs/Cases/Vests

- 2300 EMS Bags & Cases
- 2301 Hydration Packs
- 2302 Radio Vests
- 2303 USAR Bags
- 2304 Wildland Bags/Packs

Hazmat Equipment/Supplies

- 2400 Absorbents, Neutralizers
- 2401 Decontamination Equipment
- 2402 Hazmat Equipment
- 2403 Infection Control

Health, Fitness, Self Care

- 2500 Health, Fitness, Self Care

Hose

- 2600 Attack Hose
- 2601 Reels
- 2602 LDH

Incident Management

- 2700 Incident Command
- 2701 Scene Security
- 2702 Shelters
- 2703 Signs

Insurance

- 2800 Fire & Arson Investigation
- 2801 Insurance

Ladders

- 2900 Ladder Testing & Inspection Services
- 2901 Ladders

Lighting

- 3000 Flashlights
- 3001 Portable Lights
- 3002 Scene Lighting

Mass Casualty

- 3100 Emergency Response Tools
- 3101 Mass Casualty Incident Supplies/Tools

Nozzles

- 3200 Nozzles

Personal Protective Equipment

- 3300 Gas Masks
- 3301 Helmets

- 3302 Hoods
- 3303 Personal Heat Stress Monitors
- 3304 Protective Clothing/Gear
- 3305 Protective Eyewear
- 3306 Turnout Gear

Rapid Intervention Equipment

- 3400 Rapid Intervention Equipment

Recruitment

- 3500 Recruitment

Rehabilitation

- 3600 Hydration System, Personal
- 3601 Cooling Systems, Misters

Rescue Equipment & Training

- 3700 Confined Space Rescue Equipment
- 3701 Cribbing
- 3702 Extrication Equipment
- 3703 Ice Rescue/Equipment
- 3704 Lifting Bags
- 3705 Rescue Training
- 3706 Rope Rescue/Training
- 3707 Search Equipment

Shields & Accessories

- 3800 Badges & Patches
- 3801 Decals, Emblems & Insignia
- 3802 Helmet Shields

Specialty Items/Services

- 3900 Collectibles
- 3901 T-Shirts

Test & Certification Services

- 4900 Building Construction Components
- 4901 Other Products

Thermal Imagers

- 4000 Thermal Imagers

Tools

- 4100 Hand Tools
- 4101 Saws

Traffic Control

- 4200 Traffic Control

Training Products

- 4300 Books/Publications/Videos
- 4301 Child Safety Education
- 4302 Safety Education Products
- 4303 Smoke-Generating Systems
- 4304 Training Products
- 4305 Training Programs/Education

Water Rescue Equipment

- 4400 Water/Dive Rescue
- 4401 Watercraft

Water Supply

- 4500 Water Supply

Weather Equipment/Supplies

- 4600 Weather Equipment/Supplies

Wildland

- 4700 Contract Services
- 4701 Wildland Equipment & Supplies

WMD Equipment

- 4800 WMD Equipment

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