



FIRE RESCUE

MAGAZINE

2007 ADVERTISER BONUS SCHEDULE

These added-value opportunities are **FREE** when you run a $\frac{1}{2}$ - page or larger ad in the issues listed!

January, July, October & December: Web Site Promotion

We'll promote your Web site in our "Web Place" section via a screen grab. We'll shoot a 4-color copy of your homepage & promote it in this section along with your company name & Web address. A BIG hit & we do all the work!

February: Matching Advertorial

Buy 1, get 1 the same size FREE!

March: FREE listing on eResponse Web Page

We'll place your company name or product text listing with a link on our eResponse page, so you'll get additional viewers and hits.

April: FDIC Polybag

Place a 1 page insert in the polybag issues going to the show! Send 1200 pieces by 3/8/07 to: Publishers Press, Attn: Toni McKinley, 13487 S. Preston Hwy, Lebanon Junction, KY, 40150. Telephone: (877.793.1952). Mark package: FRM April FDIC Inserts

May: NY State Chiefs Polybag

Place a 1 page insert in the polybag issues going to the show! Send 600 pieces by 4/6/07 to: Publishers Press, Attn: Toni McKinley, 13487 S. Preston Hwy, Lebanon Junction, KY, 40150. Telephone: (877.793.1952). Mark package: FRM May NYSFC Inserts

June: Catalog/Literature Showcase

Highlight your catalog or sales literature with a photo and 50 words of copy. A great way to generate mailing lists and sales leads!

August: FRI (IAFC) Polybag

Place a 1 page insert in the polybag issues going to the show! Send 500 pieces by 7/6/07 to: Publishers Press, Attn: Toni McKinley, 13487 S. Preston Hwy, Lebanon Junction, KY, 40150. Telephone: (877.793.1952). Mark package: FRM August IAFC Inserts

September Buyer's Guide: FREE MONEY for listing upgrades

Receive a \$500 credit towards listing upgrades when you run a $\frac{1}{2}$ - page ad & \$1,000 when you run a Full Page . . . see Buyer's Guide Order form.

November: Free FireRescueMagazine.com Press Release

One press release to be posted on www.FireRescueMagazine.com/PR

PLEASE CALL WITH ANY QUESTIONS OR TO PLACE YOUR AD INSERTIONS!

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