



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

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# FIRE RESCUE

MAGAZINE

## 2009 ADVERTISER BONUS SCHEDULE

These added-value opportunities are **FREE** when you run a 1/2 - page or larger ad in the issues listed!

### January, May, October & December: Web Site Promotion

We'll promote your Web site in our "Web Place" section. Your company name & Web address will be listed, making it easier for readers to find you on the Web!

### February: Matching Ad/Advertorial

Buy 1, get 1 the same size FREE!

### March: FireRescue eNews Hotlink

We'll place your logo and a link in our *FireRescue* eNewsletter. Submit materials by 2/2/09.

### April: FDIC Show Issues Polybag Insert

Supply us with your printed 1-page insert (single or double-sided, any color) and we'll insert it into the polybag issues going to the show! Send 1200 pieces by 3/3/09 to: Publishers Press, Attn: Toni McKinley, 13487 S. Preston Hwy, Lebanon Junction, KY, 40150. Telephone: (877.793.1952). Mark package: FRM April FDIC Inserts.

### June: Catalog/Product Showcase

Generate mailing lists and sales leads! We'll highlight the cover of your catalog/product literature or your product with a photo and 50 words of copy. Submit materials by 5/4/09.

### July: Firehouse Show Issues Polybag Insert

Supply us with your printed 1-page insert (single or double-sided, any color) and we'll insert it into the polybag issues going to the show! Send 500 pieces by 6/3/09 to: Publishers Press, Attn: Toni McKinley, 13487 S. Preston Hwy, Lebanon Junction, KY, 40150. Telephone: (877.793.1952). Mark package: FRM July Firehouse Inserts.

### August: FRI (IAFC) Show Issues Polybag Insert

Supply us with your printed 1-page insert (single or double-sided, any color) and we'll insert it into the polybag issues going to the show! Send 500 pieces by 7/1/09 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: Buyer's Guide Listing Upgrades

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

### November: FREE Press Release

One press release to be posted on our Web site. Submit materials by 10/2/09.