

NATIONAL ADVERTISING RATES BLACK-AND-WHITE*

Size of Ad	1x	3x	6x	9x	12x	15x	18x
Full Page	\$5,350	\$4,935	\$4,440	\$4,350	\$3,910	\$3,625	\$3,320
2/3 Page Vertical	4,760	4,440	3,875	3,790	3,590	3,145	2,995
1/2 Page Island	4,350	3,995	3,760	3,555	3,150	2,995	2,815
1/2 Page Vertical, Horizontal	3,470	3,230	2,820	2,770	2,460	2,320	2,180
1/3 Page Square, Vertical	2,760	2,585	2,415	2,260	1,990	1,875	1,735
1/4 Page	2,230	2,110	1,945	1,790	1,585	1,525	1,440
1/6 Page	1,875	1,760	1,590	1,500	1,350	1,290	1,205

Four Color

In addition to earned black-and-white rates per fraction \$895
per full page, 2/3, Island \$1,350
per spread \$1,650

Color

In addition to earned black-and-white rates Standard SWOP
EXAMPLE:
yellow, cyan, magenta, red or green
per color per page \$595
or fraction \$650
per color per spread \$650

Matched Color

In addition to earned black-and-white rates or on closing date of issue; none will be accepted after closing date.
EXAMPLE:
PMS 315, matched in the four-color process
per color per page or fraction \$575
per color per spread \$700

Fifth or Special Color

In addition to earned four-color rates
EXAMPLE: Any PMS, fluorescent or metallic color
per full page \$675
per spread \$1,175

Bleed

No charge.

Cover and Preferred Position Rates

Covers are only available on a 12X insertion contract. Rates below are full-page, 4-color per issue.
Covers - Second \$5,840
Covers - Third \$5,740
Covers - Fourth \$5,940
■ Coupon ads not accepted for cover positions.
■ Special positions as requested by advertiser: 20% extra over black-and-white earned rate.
■ Covers and other premium positions are non-cancelable.
■ Covers and preferred position charges are not agency-commissionable.
■ Special positioning is limited to 1/3-page ad or larger.
■ All special positioning subject to availability.

Classified Advertising Rates

	1x	3x	6x	12x	15x	18x
Word Ads						
30 words or less	\$100.00	\$95.00	\$90.00	\$85.00	\$80.00	\$75.00
Add'l word	\$3.35	\$3.30	\$3.25	\$3.20	\$3.15	\$3.10

Classified Display

Per column inch \$215.00 \$210.00 \$205.00 \$200.00 \$195.00 \$190.00

2 color: \$55.00
4 color: \$130.00
Word ads are net no agency commission.
Column Inch ads are commissionable.

Column width format:

2-1/8" wide (1 column)
4-1/4" (2 columns)
6.8" (3 columns)
Maximum height is 9"
\$50.00 per month additional to place your ad on www.FireRescue1.com

Placement of Advertising

Interspersed, full pages rotated throughout the magazine.

Advertiser Index

The advertiser index is provided as a service for readers and advertisers. Publisher assumes no liability for errors.

Space Reservations/Cancellations

Cancellations of contract or insertion orders must be in writing before or on closing date of issue; none will be accepted after closing date. Canceling any portion of a contract voids all rate and position protection.

Contract Protection

When new rates are announced, advertisers currently under contract will be protected at the contract rate, provided all terms and conditions of the contract are met. Canceling any portion of a contract voids all rate and position protection.

Agency Information

An agency commission of 15% of gross billings on space and color charges to recognized ad agencies supplying electronic files or camera-ready artwork (if B&W) or film/files (if 4C). Withdrawn on accounts not paid within 30 days of invoice.

For contract and copy regulations please go to FireRescue1.com

If the Agreement is executed on behalf of Advertiser by Agency, Agency represents that it has the authority to execute this Contract on behalf of Advertiser. Advertiser shall at all times be ultimately responsible for payments due under the Agreement.

Earned Rates

Earned rates determined by the number of insertions within a 12-month period. A spread counts as two insertions, full page and fractional pages count as single insertions. Advertising by parent company and subsidiaries is combined to determine earned rate, as is advertising in other Elsevier Public Safety publications.

Short Rates

All contracts must be used within 12 months. Unfulfilled contracts will be short-rated to the earned rate: 1x, 3x, 6x, 9x, 12x or 15x as applicable.

* Sales Tax

Advertising and production rates do not include applicable sales tax.

Credit Policy

New advertisers must prepay first ad. Credit may be established for future ads by submitting a completed credit application to Elsevier Public Safety. Invoice terms are net 30 days. Elsevier Public Safety has the right to revoke credit to advertisers or agencies with a balance due over 60 days.

ADVERTISING PRODUCTION RATES*

Ad Building Rates

1/6 Vertical	\$85	1/2 Horizontal	\$175
1/4 Vertical	\$100	1/2 Island	\$175
1/3 Vertical	\$150	2/3 Vertical	\$200
1/3 Square	\$150	Full Page	\$250
1/2 Vertical	\$175	Spread	\$350

Base prices include image scanning from supplied original, typesetting, layout design and digital proof. Add \$50 per color to base price for spot colors.

Late Charges

Late Materials Charge	\$50	Blueline Charge	\$100
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For full list of production charges, please go to www.jems.com.

ADVERTISING DIMENSIONS

	2 Page Spread	Full Page	2/3 Page V	1/2 Page I	1/2 Page H
Non-Bleed	14" x 10"	7" x 10"	4 1/2" x 9 3/4"	4 1/2" x 7"	7" x 4 3/4"
Bleed	16 1/4" x 11 1/8"	8 1/8" x 11 1/8"	5 1/8" x 11 1/8"	5 1/4" x 7 3/4"	8 1/8" x 5 3/8"
Final Trim	15 3/4" x 10 7/8"	7 7/8" x 10 7/8"	5" x 10 7/8"	5 1/8" x 7 7/8"	7 7/8" x 5 1/4"

	1/2 Page V	1/3 Page Sq	1/3 Page V	1/6 Page V	1/4 Page V	"On the Market"
Non-Bleed	3 3/4" x 9 3/4"	4 1/2" x 4 3/4"	2 1/2" x 9 3/4"	2 1/8" x 4 3/4"	3 3/8" x 4 3/4"	3 3/8" x 2 1/4"
Bleed	4 1/8" x 11 1/8"					
Final Trim	4" x 10 7/8"					

Advertising Specs

DIGITAL FILES (preferred)

- Preferred file format: Adobe Acrobat PDF (CMYK, fonts embedded, & print optimized)
- Accepted application formats (Mac preferred): Quark XPress 6.1, Illustrator CS 11.0, Photoshop CS 8.0, InDesign CS 3.0.1.
- Accepted image formats: EPS, TIFF (Grayscale or CMYK & 300 DPI), PDF (CMYK and print optimized) or JPEG.
- Fonts (Macintosh only): Supply all screen and printer fonts including fonts used in EPS and PDF files.
- Dimensions: Ads must be supplied at exact dimensions. Trim on bleed ads is 1/8" from header, footer, face. Live matter must be at least 1/4" from trim for bleed ads (if applicable). Final trim size of magazines is 7 7/8" Wide x 10 7/8" Deep.
- Accepted media: CD ROM/RW; DVD (media returned only on request); 100MB Zip disk; 3.5" floppy.

- Proofs: Supply PDF file proof or laser hard copies with colors indicated and any special instructions (please print out at 100%).

FILM:

- Accepted format if supplying film negatives: 150 LPI; separations and registration centered; right reading, emulsion side down. Color matchprints required.

CAMERA READY ART:

- Accepted format if providing camera-ready art or originals to scan: Transparencies, 35mm slides, photographic prints, matchprints, velox prints.

Advertising Materials Delivery

AD ART SHIPPING INSTRUCTIONS

- Sending art by Mail: Production Department, Elsevier Public Safety, 525 B Street, Suite 1900, San Diego, CA 92101. Please indicate on all materials advertiser name, contact info, publication, and issue date.
- Sending art by Email: You may send compressed files

using Stuffit (preferred) or ZIP only no larger than 5MB to: jems.production@elsevier.com. Please indicate on subject line advertiser name, publication, and issue date. Please indicate in message name of files attached and contact info and if receipt verification is requested.

- Sending art by FTP: You may send files via FTP at www.jems.com/ftp. Please follow the instructions for logging in or setting up an account and posting files. Make sure to specify the issue date, publication, ad headline, and advertiser name for each file. Indicate if you would like a proof and where to send along with any notes or messages to the ad coordinator. Notify production department via email when file is uploaded jems.production@elsevier.com.

PRODUCTION DEPARTMENT CONTACT INFORMATION

- Ad Art Questions & Deadlines: **Production Director, 800-266-5367, extention 6569 or jems.production@elsevier.com.**