

# FIRE SERVICE

THE PUBLICATION OF THE FLORIDA FIRE CHIEFS' ASSOCIATION

JANUARY 2018

• VOLUME 26 NUMBER 2

## Rate Card

AD SIZE	1X	3X	6X	12X
<b>Full Page</b> (No Bleed 7.5" x 10")(With Bleed 8.75" x 11.25")	\$922	\$ 839	\$ 762	\$ 725
<b>1/2 Page</b> (Horizontal 7.5" x 4.875" or Vertical 3.625" x 10.0")	\$ 798	\$ 567	\$ 541	\$ 500
<b>2/3 Page</b> (Vertical 4.9375" x 10.0")	\$ 812	\$ 695	\$ 633	\$ 603
<b>1/3 Page</b> (Island 4.9375" x 4.875"; Horizontal 7.5" x 3.1667" or Vertical 2.375" x 10.0")	\$ 567	\$ 443	\$ 422	\$ 412
<b>1/4 Page</b> (1 Orientation 3.625" x 4.875")	\$ 469	\$ 427	\$ 407	\$ 391

**Florida Fire Service** is published monthly. Ad materials are due the first day of the month preceding the issue date.

**Mechanical Specs** – Trim Size: 8 1/2 X 11" with 1/2" margins on all sides.

**Binding:** Saddle Stitched - Colors: 4-Color Process

**Bleeds** - add 1/8" on all four sides for bleeds.  
Live matter should be kept 1/4" from the top,  
bottom and sides of trim.

### ACCEPTABLE PRINTING MATERIALS:

Preferred file format: Adobe Acrobat PDF  
(CMYK, fonts embedded, and press optimized)

### Ad Delivery Instructions:

E-Mail: Scott at [scott@ffca.org](mailto:scott@ffca.org)

Production Questions:

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