

FIRE SERVICE



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Rate Card

AD SIZE	Member Rates				Non-Member Rates			
	1X	3X	6X	12X	1X	3X	6X	12X
Full Page (No Bleed 7.5" x 10")(With Bleed 8.75" x 11.25")	\$922	\$ 839	\$ 762	\$ 725	\$1,150	\$1,045	\$950	\$900
2/3 Page (Vertical 4.9375" x 10.0")	\$ 812	\$ 695	\$ 633	\$ 603	\$1,015	\$870	\$790	\$750
1/2 Page (Horizontal 7.5" x 4.875" or Vertical 3.625" x 10.0")	\$ 798	\$ 567	\$ 541	\$ 500	\$1,000	\$700	\$675	\$625
1/3 Page (Island 4.9375" x 4.875"; Horizontal 7.5" x 3.1667" or Vertical 2.375" x 10.0")	\$ 567	\$ 443	\$ 422	\$ 412	\$710	\$550	\$525	\$515
1/4 Page (1 Orientation 3.625" x 4.875")	\$ 469	\$ 427	\$ 407	\$ 391	\$585	\$535	\$500	\$485

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 Leisen at scott@ffca.org Voice: (386) 717-0055