

# 1<sup>ST</sup> RESPONDER NEWSPAPER<sup>®</sup> 2010 Media Kit



FIRE LINE DO NOT CROSS

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*1st Responder Newspaper*

1 Ardmore Street, New Windsor, NY 12553

Phone: 845-534-7500 • Fax: 845-534-0055

[www.1strespondernews.com](http://www.1strespondernews.com)

## ADVERTISING RATES (per insertion/per edition)

AD SIZE	1X Rate (per insertion)	3X Rate (per insertion)	6X Rate (per insertion)	9X Rate (per insertion)	12X Rate (per insertion)
Full Page	\$1100	\$1050	\$1000	\$950	\$900
3/4 Page	\$810	\$785	\$760	\$735	\$710
1/2 Page	\$615	\$605	\$585	\$565	\$545
1/4 Page	\$370	\$360	\$350	\$340	\$330
1/8 Page	\$205	\$200	\$195	\$190	\$185
Business Card	\$115	\$110	\$105	\$100	\$95

## MULTIPLE ZONE INSERTION RATES

1-12 insertions per year:	Rate card prices apply
13-24 insertions per year:	10% discount of 12x rate
25-36 insertions per year:	15% discount of 12x rate
37-48 insertions per year:	20% discount of 12x rate

## CLASSIFIED ADVERTISING RATES

AD SIZE	1X Rate	3X Rate	6X Rate	9X Rate	12X Rate
Word Ads	\$50 per inch	\$45 per inch	\$40 per inch	\$35 per inch	\$30 per inch
Service Directory	\$70 per box	\$65 per box	\$60 per box	\$55 per box	\$50 per box

(Current regular advertisers can take advantage of advertising in our Service Directory for only an additional \$25)

**Advertising rates guaranteed through December 31, 2010.**

### Advertising Rates (4 / Color)

Full 4/color process is available for \$225.

### Special Advertising Rates

Premium locations are available for an additional 25%. Positioning on premium pages (back cover, centerfold, etc.) are 50% when guaranteed.

### Creative Composition / Service

Advertising with us is as easy as 1, 2, 3:

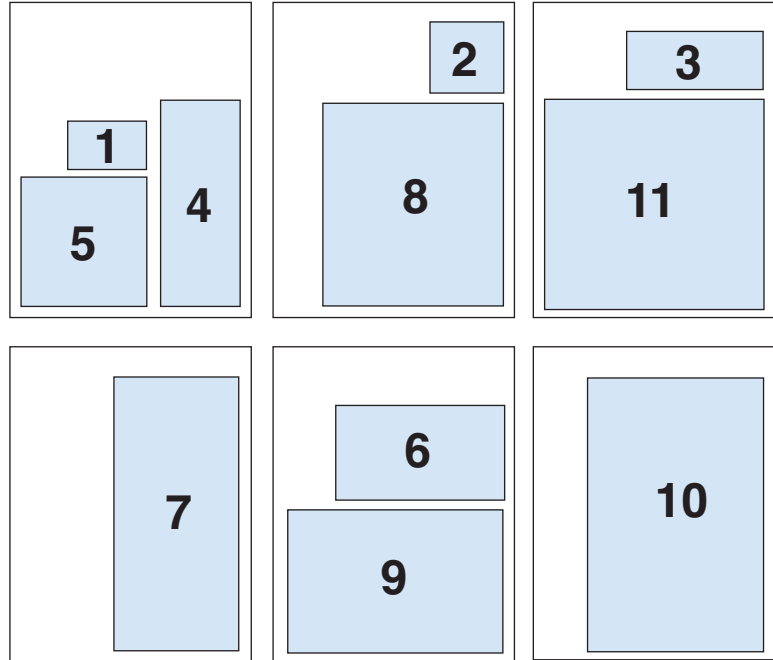
1. Place your ad with our Advertising department.
2. The Production department will call you to offer our creative services and assistance free of charge. We will work with you until the ad is exactly how you want it.
3. See your ad get the results you planned.

### Circulation

**Discover** the return on investment that we have been delivering to our advertisers since we published our first edition over seven years ago. Our newspaper's 45,000 readership in each edition we publish, provides unsurpassed penetration into the emergency services community. 1st Responder News is delivered in BUNDLES to every single fire department, substation, rescue squad and EMS crew in each state we service. These first responders are the backbone of our state and their status as solid citizens is attractive to businesses both in and out of the fire, rescue and EMS supply. Copies of 1st Responder News are also sent directly to the homes of key county and state officials in addition to our core comprehensive circulation to fire departments, substations, rescue squads and EMS facilities.

## ADVERTISING DIMENSIONS

Page Unit	Width & Depth
Service Directory	2" x 1"
#1 Business Card	4" x 1 1/2"
#2 1/8 Page	4" x 4"
#3 1/8 Page	6" x 2 1/2"
#4 1/4 Page	4" x 8 1/4"
#5 1/4 Page	6" x 6"
#6 1/4 Page	8" x 4"
#7 1/2 Page	6" x 11 1/4"
#8 1/2 Page	8" x 8 1/4"
#9 1/2 Page	10" x 6 1/2"
#10 3/4 Page	8" x 11 1/2"
#11 3/4 Page	10" x 9"
Full Page	10" x 12 3/4"



## Mechanical/Ad Specifications & Dimensions

Even though your advertisement can run any size you wish, we have put together a sizing grid that corresponds with our retail frequency rate card. If you would like to run an advertisement that is a different size than one shown below, charges will be determined by calculating cost per inch from the ad closest in size on the grid.

## Shipping Information

All advertising materials must be sent to 1st Responder News' production office at:

**1<sup>ST</sup> RESPONDER NEWSPAPER**

**1 Ardmore St.**

**New Windsor, New York 12553**

**Attn: Production Dept.**

**or you can e-mail them to us at [Advertising@1strespondernews.com](mailto:Advertising@1strespondernews.com)**

## Additional Information

For additional information or assistance regarding ad material extensions, copy changes, status of materials supplied, or mechanical specifications for gatefolds, insert cards, flyers, preprinted sections, please contact the Production Department.

## Additional Services Offered

1st Responder News' Creative Services department is available to all current and regular advertisers who need creative assistance in developing and creating ads, brochures, flyers, new release product sheets, press releases, etc. 1st Responder News is a full scale comprehensive service bureau capable of handling your desk top publishing needs from typesetting to film output to printing.

## What applications are acceptable for page layout?

The three most popular software packages designed for page layout in a commercial print environment are:

Quark Xpress • Adobe PageMaker • Adobe InDesign

Programs from the Microsoft Office collection are *not* fully capable of supporting all the necessary elements required to process information intended for high resolution imagesetters and platesetters used in commercial printing.

### Programs to avoid:

Microsoft Word, Publisher, PowerPoint and Excel

Any “Freeware” that may accompany new hardware

## What resolution do I scan my images?

When scanning photographs 200 dpi is needed for grayscale, 350 dpi is optimum for color. Monochromatic images (black and white, no gray) should be scanned at 1200 dpi. Images downloaded off the internet are generally *not* acceptable for print. Most website images are 72 dpi. When the resolution is increased to acceptable levels the size of the image shrinks to one third the original. Line screen is determined at output and not a concern unless you are providing film. Film should be supplied at 85 or 100 lpi.

## When saving images what file formats are acceptable?

Image applications allow the user to save images in several formats. Each has a specific use. When saving images for commercial printing use only EPS (encapsulated postscript) or TIFF (tagged image file format). The JPEG or GIF file formats, which are commonly found on the internet, are designed for that medium and are not intended for print applications.

### Avoid using the following formats:

GIF, BMP, WMF and static images

Static images are items that are copied in an image editing program and then pasted into a page layout program (a static image has no electronic link established resulting in low resolution or unexpected output). Insure all images are placed properly in a page layout application.

## What color space is ideal for images?

Only two color spaces should ever be used when saving images from the image editing software. Grayscale or CMYK color. CMYK images can only appear in 4-color forms and grayscale images appear on all black forms.

### Color spaces to avoid:

LAB Color, Indexed Color, RGB color

## What size is my page and what are my margin limitations?

Page size is 11 by 13.75 with half-inch margins on all sides. this results in an image area of 10 inches by 12.75 inches. All live material must fall within the image area.

## What do I need to include on my disk for optimal printing?

For proper output include all of the following:

Fonts • Images • Native Application files (Quark, Pagemaker, etc.)

All of these elements need to be present to avoid errors or unexpected results during production. PDF files are also acceptable.

## New England Edition

Issue .....	Deadline
January Issue .....	12/11/09
February Issue .....	01/08/10
March Issue (CT EMS Show) .....	02/05/10
April Issue .....	03/05/10
May Issue .....	04/16/10
June Issue (NE Chiefs Preview) .....	05/14/10
July Issue (New England Chiefs) .....	06/11/10
August Issue .....	07/16/10
September Issue .....	08/13/10
October Issue .....	09/10/10
November Issue .....	10/08/10
December Issue.....	11/05/10
January Issue .....	12/10/10

## New Jersey Edition

Issue .....	Deadline
January Issue .....	11/27/09
February Issue .....	01/01/10
March Issue .....	01/29/10
April Issue.....	02/26/10
May Issue .....	03/26/10
June Issue .....	04/23/10
July Issue .....	06/04/10
August Issue .....	07/02/10
September Issue (WW Preview) .....	07/30/10
October Issue (Wildwood).....	09/03/10
November Issue .....	10/01/10
December Issue .....	10/29/10
January Issue .....	12/03/10

## Pennsylvania Edition

Issue .....	Deadline
January Issue .....	12/04/09
February Issue .....	01/22/10
March Issue .....	02/19/10
April Issue .....	03/19/10
May Issue (Harrisburg Preview) .....	04/16/10
June Issue (Harrisburg Expo) .....	05/07/10
July Issue.....	06/18/10
August Issue .....	07/16/10
September Issue .....	08/20/10
October Issue .....	09/17/10
November Issue .....	10/15/10
December Issue.....	11/12/10
January Issue .....	12/17/10

## California Edition

Issue .....	Deadline
Firehouse World Issue (FH World) .....	02/12/10

## Ohio Edition

Winter Issue .....	01/29/10
Spring Issue.....	05/14/10
Summer Issue .....	07/30/10
Fall Issue .....	10/29/10

## New York Edition

Issue.....	Deadline
January Issue .....	12/04/09
February Issue .....	01/15/10
March Issue (Mega Show) .....	02/12/10
April Issue .....	03/12/10
May Issue.....	04/09/10
June Issue (NYS Chiefs Preview) .....	04/30/10
July Issue (NYS Chiefs) .....	05/28/10
August Issue .....	06/25/10
September Issue .....	07/23/10
October Issue.....	08/27/10
November Issue.....	09/24/10
December Issue (NY Commish) .....	10/22/10
January Issue .....	11/26/10

## Southeast Edition

Issue.....	Deadline
January Issue .....	12/18 /09
February (Fire Rescue East) .....	01/08/10
March Issue .....	02/19/10
April Issue .....	03/19/10
May Issue .....	04/23/10
June Issue .....	05/21/10
July Issue .....	06/18/10
August Issue .....	07/23/10
September Issue .....	08/20/10
October Issue .....	09/17/10
November Issue .....	10/15/10
December Issue .....	11/12/10
January Issue .....	12/17/10

## MidAtlantic Edition

Issue.....	Deadline
November/December Issue.....	12/11/09
January/February Issue.....	01/22/10
March/April Issue.....	03/12/10
May/June Issue .....	04/30/10
July/August Issue (Baltimore) .....	7/10/10
September/October Issue .....	9/11/10
November/December Issue.....	11/20/10

## Texas Edition

Winter Issue (SW Fire Rescue) .....	02/05/10
Spring Issue .....	05/21/10
Summer Issue (FH Central) .....	08/13/10
Fall Issue (TX EMS Conf) .....	11/05/10

## Special Theme Editions

April Issues (Apparatus) .....	03/26/10
July Issues (Fire Equipment).....	05/28/10
October Issues (Rescue) .....	08/27/10
January Issues (Command) .....	11/26/10



# ANNOUNCING:

## 1st Responder News'

### 2010 Special Editions:



**March (April Issues) Apparatus**  
Material Deadline: February 25th



**June (July Issues) Fire Equipment**  
Material Deadline: May 27th



**September (October Issues) Rescue**  
Material Deadline: August 26th



**December (January Issues) Command**  
Material Deadline: November 24th



**1<sup>ST</sup> RESPONDER  
NEWSPAPER<sup>®</sup>**

## Website Advertising Opportunities

**WE CAN OFFER YOU:**

- Banner Advertising
- Large (468 x 60)
- Side Banners
- Small (120 x 60)
- Medium (120 x 120)
- Vehicles for Sale
- Products & Services
- And Much More!

A presence on our website will put your company in front of America's firefighters and emergency medical workers. Don't pass up this great opportunity!

**Call Kathy today to find out current rates and availability!**

1st Responder News is the first newspaper to cover emergency service personnel on such an intimate basis. We give detailed coverage to the rescues, the events, the promotions, the problems, and the triumphs of each and every department in our coverage area. Many of our correspondents and photographers are firefighters and EMT's themselves, ensuring that our news coverage will always have that "insider angle." There is no better way to reach 30,000 first responders in each zone we cover with such a personal touch.

Our editorial mission is very simple; to provide first responders a forum in which they can read about and learn from their colleagues. We welcome submissions from all of our readers on unique rescues, large fires, mutual aid stories, new rescue and firefighting techniques, and anything that will be of interest to or benefit the brave men and women who place their own safety in jeopardy to assist others in their time of need.



### Action Shots:

Each month, we show the widest variety of spectacular fires and rescue pictures.

### Department Profiles:

Full-length articles on departments that have a storied history or extraordinary individuals who deserve recognition.

### Vendor Spotlight:

Each month, we feature various vendors, who stand out in the fire and ems community, with a brief company history.

### Art of Heroism:

Every month, we feature emergency service-related tattoos from around the country.



### Special Columns & Reviews:

Get a first look at new works designed specifically for the fire buff.

### New Vehicles:

We want to show the latest pumpers, ladders, ambulances, and other vehicles that departments are receiving.

### Policy Changes:

If the local, state, or federal government makes a change in the laws that affect emergency services, you'll see it here first.

## Plus Many Other Features!