

# Advertising Rates

**Binding Method:** Saddle stitch. **Magazine Trim:** 8-1/2" x 11"

## 2006 Display Advertising Rates

Size	Corporate 100 Rates		Non-Corporate 100 Rates		Width x Depth
	1X	4X	1X	4X	
Spread	\$5,740	\$5,390	\$6,170	\$5,790	Final size: 17" x 11" Trim: 8-1/2" x 11" Live Area: 16" x 10" Bleed: add 1/4" to final size
Full Page	\$3,640	\$2,970	\$3,920	\$3,200	Trim: 8-1/2" x 11" Bleed: 8-5/8" x 11-1/4"
Full Page, Cover	\$4,970	\$4,340	\$5,340	\$4,660	Trim: 8-1/2" x 11" Bleed: 8-5/8" x 11-1/4"
2/3 Page Vertical	\$2,870	\$2,550	\$3,090	\$2,740	4-1/2" x 9"
1/2 Page Island	\$2,650	\$2,350	\$2,850	\$2,530	4-1/2" x 7-1/2"
1/2 Page Horiz.	\$2,430	\$2,090	\$2,620	\$2,250	7" x 4-3/4"
1/3 Page Vertical	\$1,990	\$1,680	\$2,140	\$1,800	2-1/4" x 9"
1/3 Page Square	\$1,990	\$1,680	\$2,140	\$1,800	4-1/2" x 4-1/2"
1/4 Page	\$1,550	\$1,340	\$1,660	\$1,440	3-1/4" x 4-1/2"

**Essential material must be kept 1/4 inch from all trim areas.**

For Corporate 100 membership, please contact SFPE at 301-781-2910, x100 or email membership@sfpe.org

## Marketplace Advertising Rates

Ad Size	1X
2-1/4" x 3"	\$850
Additional vertical inch	\$200
Logo Spot & Listing	\$500

Maximum is 4 inches; thereafter, Display Rates apply. Classified ads are one-color only (black). To estimate length of a classified ad, assume 25 words per inch. Include headline and address in word count.

*Bleed: No charge • Classified Ad Typesetting: No charge.*

## Case Study Rates

1/2 Page and 4 month on web site	
Issue Advertisers/Corporate 100 Member	\$1,950
Non-Advertisers	\$4,000

## Online Media Rates

Website Rates					
Ad Type/Size	Size	Positions Available	1 Month	Three-Months	Twelve Months
Roadblock		1	\$2,000	N/A	N/A
Right Skyscraper Ad	160 x 600	3	\$ 750	\$2,000	\$6,000
Top Leaderboard Ad	468 x 60	3	\$ 600	\$1,500	\$4,800
Tile Ad	125 x 125	5	\$ 300	\$ 750	\$2,000
Text Ad (30 word max., placement in articles)		5	\$ 450	\$1,000	\$2,750
<b>E-Newsletter Rates</b>					
Sole Sponsorship Package		1	\$2,700	N/A	N/A
Includes: <i>Right Skyscraper Ad (160 x 600); Leaderboard Ad (468 x 60); Header listing Advertiser as Sponsor</i>					
Text Ad (30 word max., placement in articles)		3	\$ 500	\$1,200	\$4,000

## Webcasts - Call for details

All insertion orders, change notices, files, and proofs should be sent to:

**Penton Custom Media**  
The Penton Media Building  
1300 East 9th Street  
Cleveland, OH 44114-1503  
**Attention: Erik Lodermeier**  
**PH:** 216.931.9153  
**FAX:** 216.696.7668

If you would like to send your file over our FTP site, please contact Erik Lodermeier for more information.

# FIRE PROTECTION Engineering

## Ad Specifications

**Fire Protection Engineering** uses computer-to-plate technology for all printed material. Advertisers should supply digital files using the standardized file formats as listed below. All fonts and graphics must be included in the file.

**Platform:** Macintosh or PC accepted.

### Files Accepted:

- Press optimized PDF (*Prepress high-resolution*)
- Postscript files
- QuarkXPress
- Adobe Illustrator

**Fonts:** Please provide all fonts used in the file. TrueType fonts are not accepted. Postscript fonts preferred. Postscript fonts are made up of two distinct components—the screen font and the printer font.

*Please supply both components.*

**Graphics:** Color images need to be in CMYK format. Images should be saved in either TIFF or EPS format. All linked graphics need to be included in file. Convert text to paths whenever possible in artwork created in an illustration application. Minimum resolution required for images is 300 dpi for full-color artwork or grayscale and 1200 dpi for bitmap (*B&W/Line art*).

**Color:** Send all files in CMYK, RGB files must be converted to CMYK. If a PANTONE color is running, please specify the color with the order. **\*\*There is an extra charge to run a PANTONE color; it is considered a fifth color and requires a plate change on press.**

**Color Proofs:** Must be sent with the file. Kodak Approvals, matchprints, and color laser proofs are acceptable.



### Publishing Office

Penton Media, Inc.  
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# FIRE PROTECTION Engineering

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## For more information about SFPE, contact:



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# FIRE PROTECTION Engineering

media planning guide  
editorial calendar  
advertising rates

Your connection to  
the prime purchasing power  
of the fire protection engineering community

# FIRE PROTECTION Engineering

*Publisher's Advertising Policy: Advertiser and agency assume liability for all content of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. All copy is subject to the publisher's approval. The publisher reserves the right to reject any advertisement not in keeping with the standards of the publication.*

# What is Fire Protection Engineering?



Fire protection engineers use science and technology to protect people, property and businesses from destructive fires. They analyze how buildings are used, how fires start, how fires grow, and how fire and smoke affect people, buildings and property.

## Fire protection engineers use the latest technologies to:

- Design systems that control fires, alert people to danger and provide means for escape;
- Evaluate buildings to pinpoint the risks of fires and the means to prevent them;
- Conduct fire safety research on consumer products and construction materials;
- Investigate fires to discover how fire spreads, why protective measures failed, and how those measures could have been designed more effectively.

They work with architects and other engineers, state and local building officials and local fire departments to build and maintain fire safe communities. They make recommendations for cost-effective fire protection solutions to ensure that the structure, and the property and occupants contained within are adequately protected.

Because society demands that the buildings it occupies be fire safe, a significant portion of the cost of modern building construction is devoted to fire protection features.

### These features may include:

- Structural fire resistance
- Detection and suppression systems
- Egress systems
- Alerting systems
- Limitation of combustibles



The fire protection engineer ensures that these features all work together as a system to combat the single phenomenon – fire.

# What is Fire Protection Engineering Magazine?

Targeted exclusively to engineering professionals involved in the design and specification of fire protection systems and to allied professionals, **Fire Protection Engineering** is the quarterly publication of the Society of Fire Protection Engineers (SFPE).



## Who Reads Fire Protection Engineering?

Readers of **Fire Protection Engineering** are fire protection engineers and related professionals personally engaged in fire safety design and/or specification and product selection.

### Circulation

SFPE Members	4,300
Facility Managers, Safety Directors, Architects, and other Professionals interested in Fire Protection Engineering	9,500
<b>TOTAL</b>	<b>13,800</b>

### FPE Readers Are Involved

In the recent **2005 Fire Protection Engineering Readership Survey**, a large percentage of readers said they specify, authorize, recommend, or purchase the following products in the major categories below:

- Sprinkler Systems
- Smoke/Detectors
- Fire Suppressants
- Water Supply
- Consulting Services
- Fire Extinguishers
- Evacuation Systems
- Software
- Automated Control Systems
- Security Systems

### FPE Readers Take Action!

- 55% visited an advertiser website within 12 months of seeing an ad in the magazine
- 29% filed an ad for reference
- 27% requested a catalog or technical information
- 22% showed or sent an ad to a peer
- 20% took direct action and contracted a sales rep
  - 9% sent an email listed in an ad
  - 7% called an 800 number from an ad
  - 4% asked a sales rep to call them

### FPE Readers Take Action!

- 18% spend between \$100,000 and \$750,000 annually on fire protection products/services
- 22% spend more than \$750,000 annually

Source: SFPE 2005 Readership Survey.

### Areas covered include:

Building systems  
Codes & standards  
Education  
Egress  
Fire detection  
Fire dynamics  
Fire prevention  
Fire testing  
Hazardous materials  
Human behavior in fires  
Industrial fire protection  
Insurance  
Municipal fire protection  
Non water-based suppression  
Process safety  
R&D of hazard & risk analysis  
Registration and professional issues  
Smoke control  
Structural  
Transportation  
Water Supplies  
Water-based suppression

# Why Advertise In Fire Protection Engineering Magazine?

- Fire Protection Engineering exclusively targets engineering professionals involved in the design and specification of fire protection systems.
- Fire Protection Engineering reaches almost 14,000 fire protection engineers and allied professionals who specify, authorize, recommend and/or purchase fire protection systems.
- Fire Protection Engineering is published four times a year, providing effective frequency and economical reach.

- Fire Protection Engineering blankets the entire market, influencing key engineers involved in new construction, renovation, repair, replacement, and service in residential, commercial, institutional, and industrial markets.
- According to the magazine's 2005 Readership Survey, over **63%** of its readers found Fire Protection Engineering magazine to be the most useful publication to their jobs.

### Market Served

Fire Protection Engineering provides an exceptional advertising vehicle for suppliers of fire protection equipment and systems, consulting and engineering services, computer hardware and software, insurance, information and training services.

### Fire protection engineering professionals specify, purchase and approve the following:

- Alarm/Detection Systems
- Pumps/Controls/Valves
- Building Components/Materials
- Security Products/Services
- Electrical Products
- Sprinklers/Sprinkler Systems
- Extinguishing Systems
- Testing Equipment/Training
- Manual Extinguishing Equipment
- Storage Systems

### 2006 Issues and Closing Dates

Issue	Space Closing	Material Closing	Editorial Focus
Winter	Jan. 2, 2006	Jan. 9, 2006	Storage Occupancy
Spring	March 7, 2006	March 10, 2006	Balanced Fire Protection
Summer	June 7, 2006	June 14, 2006	High Rise
Fall	Sept. 12, 2006	Sept. 12, 2006	Commissioning Buildings
Special Edition	Sept. 12, 2006	Sept. 12, 2006	Career Connections

### Emerging Trends E-Newsletter Issues and Closing Dates

Issue	Space Closing	Material Closing	Editorial Focus
February	Jan. 2, 2006	Jan. 9, 2006	Advances in sprinkler technology
March	March 3, 2006	March 6, 2006	Advances in fire alarm technology
May	May 3, 2006	May 8, 2006	Fire resistance
June	June 5, 2006	June 6, 2006	Water supplies
August	Aug. 3, 2006	Aug. 7, 2006	Clean agents
September	Aug. 31, 2006	Sept. 4, 2006	Retrofit of addressable fire alarm systems
November	Nov. 3, 2006	Nov. 6, 2006	Firestopping
December	Dec. 4, 2006	Dec. 5, 2006	Photoluminescent path lighting

