

# Life Safety Digest

The Magazine of Effective Compartmentation



## 2011 Media Kit



Maximize market exposure in a one-of-a kind publication.

*An established, national, quarterly magazine, Life Safety Digest educates hand selected, key industry purchasers, specifiers, and enforcement professionals.*

*Life Safety Digest's message that properly Designed, Installed, Inspected, Maintained and Managed Effective Compartmentation, Firestopping and Supporting Construction Industries products, systems and services are ready, reliable, and reasonably priced protecting fire and life safety in buildings.*

**Reach key targets in every  
Major Metropolitan Area  
US and Canada  
(Also distributed Internationally)**

**Approximately 9,000 companies/  
jurisdictions and 25,000+ readers per  
issue, who specify and buy products  
and services worldwide!**

**Life Safety Digest** is brought to you by those who believe in **Total Fire Protection**, including fire resistance rated effective compartmentation and the supporting construction, sprinklers, alarms and detection, plus occupant education for fire and life safety. **Life Safety Digest** is produced by the Firestop Contractors International Association, a group of over 275 firestop contractors, manufacturers and associate members from all over the U.S., Canada, UAE and many international locations.

**FCIA** presents the **Firestopping and Effective Compartmentation** story to those involved in the specification, contracting and code development processes to further the connection of Passive Fire Protection and Life Safety in buildings.

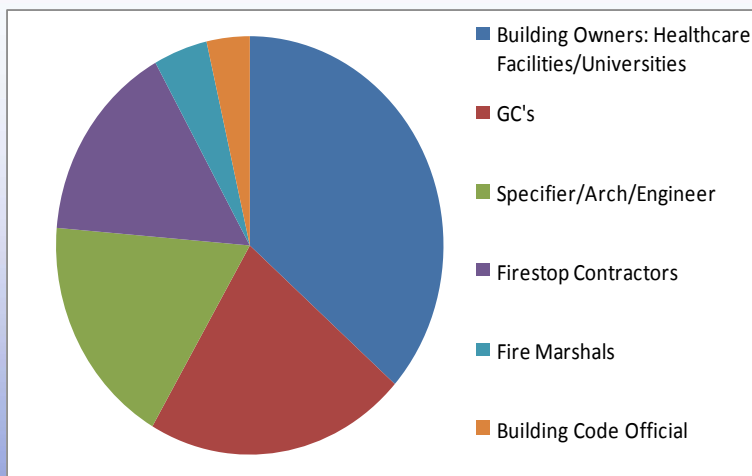
### Increase Quality Leads & Market Share

Life Safety Digest's **hand-selected circulation of key decision makers** provides a prime audience of building code officials, fire marshals, specifiers-architects, engineers, building owners (healthcare Organizations, universities, others), specialty firestop contractors and general contractors.

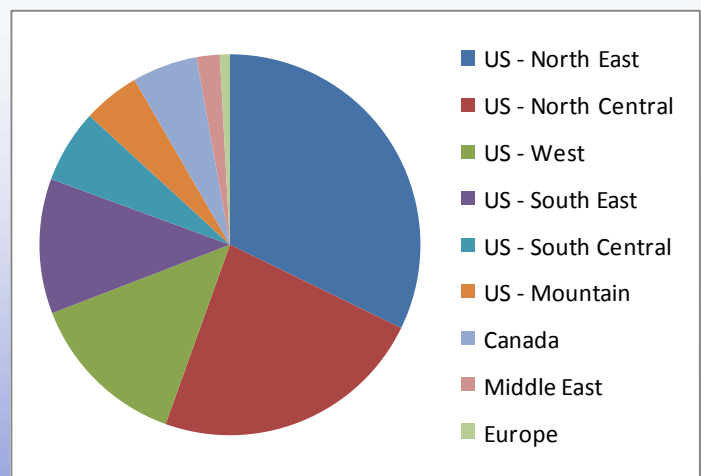
#### **Life Safety Digest** educates key industry influences about:

- Firestopping
- Rolling and swinging fire doors & hardware
- Fire and smoke dampers
- Fire rated glazing
- Fire resistance rated walls and floors
- Structural steel fireproofing that supports these assemblies
- Fire resistance rated walls and floors
- Photoluminescent products
- Occupant Egress & Safety

#### HAND-SELECTED CIRCULATION



#### GEOGRAPHIC DISTRIBUTION



#### TESTIMONIALS

*"I am a Building Inspector for Patchogue Village NY and an Housing Inspector for Brookhaven Town. I was looking through your spring 2009 publication and found some of the articles not just interesting but helpful."* **William Powell**  
**Housing Inspector Town of Brookhaven**

#### Here's what Leo Scott, President of ArchiSpec, Inc. says about Life Safety Digest!

*"The Digest is an excellent magazine and is one of the best technical publications available today that addresses construction issues."*

# LIFE SAFETY DIGEST

## The Magazine of Effective Compartmentation



ISSUE	SPRING	SUMMER	FALL	WINTER
<b>AD CLOSE DATE</b>	Feb. 19, 2011	June 1, 2011	Aug. 20, 2011	Nov. 11, 2011
<b>EDITORIAL FOCUS</b>	EDUCATIONAL OCCUPANCIES	HEALTHCARE FACILITIES	HIGHRISE BUILDINGS	INDUSTRIAL & MULTI FAMILY

**\*Artwork Due 7 days from Ad Close Date.**

Advertise 4x in 2011 and receive

**FREE**

exposure at [www.FCIA.org](http://www.FCIA.org), magazine page, visited over 3000x per year! (See details below.)

- Place a full page Ad in all 4 Issues

Receive a FREE small Web Ad (\$600 Value)

- Place a 1/2 page Ad in all 4 Issues

Receive a company listing & link

- Place a 1/4 page Ad in all 4 Issues

Receive a company listing

## BONUS DISTRIBUTION

- FCIA EDUCATION & COMMITTEE ACTION CONFERENCE  
\* AD PRINTED IN PROGRAM
- FCIA FIRESTOP INDUSTRY CONFERENCE & TRADE SHOW  
\* AD PRINTED IN PROGRAM
- WWW.FCIA.ORG, MAGAZINE PAGE, ARCHIVES
- LIFE SAFETY ORGANIZATION CONFERENCE
- CONSTRUCT2010 CSI-TFM NATIONAL CONVENTION
- FCIA/UL TOTAL FIRE PROTECTION SYSTEMS SYMPOSIUMS

### Featured In Every Issue

- INFORMATIVE ARTICLES
- INDUSTRY NEWS
- CODE UPDATES
- PRODUCT INFORMATION
- INDUSTRY CALENDAR

### Life Safety Digest Ad Sales:

Jeanne Beyer  
708-202-1108  
[Jeanne@fcia.org](mailto:Jeanne@fcia.org)

### General Policies

Terms: Invoices are to be paid within 30 days of invoice date. Bills are dated and mailed the day the publication is mailed.

Cancellations must be received in writing not less than ten (10) days in advance of closing date.

Cancellation of this contract before expiration shall result in billing adjustment to the highest earned rate.

Simulation of Publication Format— The publisher reserves the right to reject any advertisement and to designate as advertising any advertisement resembling editorial matter.

Publisher's Protective Clause— Advertisers and their agencies assume liability for all content (including text, representation and illustrations) of advertisement printed, and assume responsibility for any claims arising there from made against the publisher.

**Publisher Error— The publisher's liability for any error will not exceed the cost of printing for the page(s) in question.**



**To reserve ad space in one or all four issues:**

**Contact:** Jeanne Beyer ~ [jeanne@fcia.org](mailto:jeanne@fcia.org)  
**Phone:** 708-202-1108 **Fax:** 708-449-0837

**Visit Life Safety Digest at [www.fcia.org](http://www.fcia.org)**

**SEND DIGITAL ARTWORK TO: Jeanne Beyer or FCIA via link at [www.fcia.org](http://www.fcia.org), magazine page.**

Design: Ads should be designed at 100% of mechanical requirements. Files should be sent in TIP, EPS, or PDF formats. Files should include outlined fonts/text, and high resolution images (at least 300dpi).

Digital File Requirements: Camera-ready, electronic files are requested. PC software is preferred, although Mac files are accepted. If sending PDF files, make sure that all fonts are embedded, and that files are distilled using high resolution settings.

**2011 Advertising Rates**

<u>Black &amp; White:</u>	<u>1X</u>	<u>4X</u>
<b>Full page</b>	\$1490	\$1270
<b>1/2</b>	\$925	\$805
<b>1/4</b>	\$615	\$570
<u>Four Color:</u>	<u>1X</u>	<u>4X</u>
<b>Full page</b>	\$2120	\$1960
<b>1/2</b>	\$1560	\$1495
<b>1/4</b>	\$1255	\$1210

**AD SIZES**

**Full page:** 7" wide x 10" tall • For bleed - 8 3/8 "x11 1/8"  
**1/2 page:** 7" wide x 4 7/8" tall – horizontal  
**1/4 page:** 3 3/8" wide x 4 7/8" tall

**ADVERTISING ORDER:**

**Customer Information:**

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Zip Code: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext. \_\_\_\_\_ Fax: \_\_\_\_\_

**Ad Agency Information:**

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_

Zip Code: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext. \_\_\_\_\_ Fax: \_\_\_\_\_

**Ad Information: Please reserve the following space.**

_____ SPRING	<input type="checkbox"/> COLOR/ <input type="checkbox"/> B&W	SIZE _____	RATE _____	<input type="checkbox"/> NEW AD
_____ SUMMER	<input type="checkbox"/> COLOR/ <input type="checkbox"/> B&W	SIZE _____	RATE _____	<input type="checkbox"/> NEW AD/ <input type="checkbox"/> REPEAT
_____ FALL	<input type="checkbox"/> COLOR/ <input type="checkbox"/> B&W	SIZE _____	RATE _____	<input type="checkbox"/> NEW AD/ <input type="checkbox"/> REPEAT
_____ WINTER	<input type="checkbox"/> COLOR/ <input type="checkbox"/> B&W	SIZE _____	RATE _____	<input type="checkbox"/> NEW AD/ <input type="checkbox"/> REPEAT

Advertising in all four issues.  FCIA member received 25% off 2011 media kit pricing.

PRINT NAME \_\_\_\_\_ SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_