

The Magazine of Effective Compartmentation

Life Safety DIGEST

2012 Media Kit



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



***Life Safety Digest's* Message:**

Properly Designed, Installed, Inspected and Maintained Effective Compartmentation, Firestopping and Supporting Construction products, systems and services PROTECT fire and life safety in buildings.

Reach key targets in Major & Regional Metropolitan US Areas 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 educate about Passive Fire Protection and Life Safety in buildings.

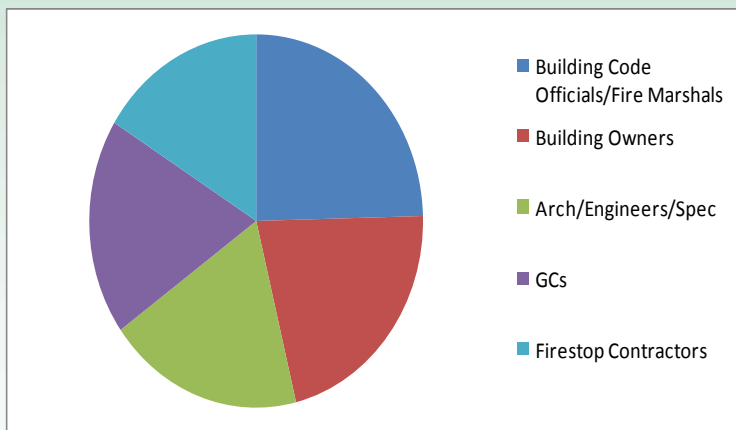
Increase Quality Leads & Market Share

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**.

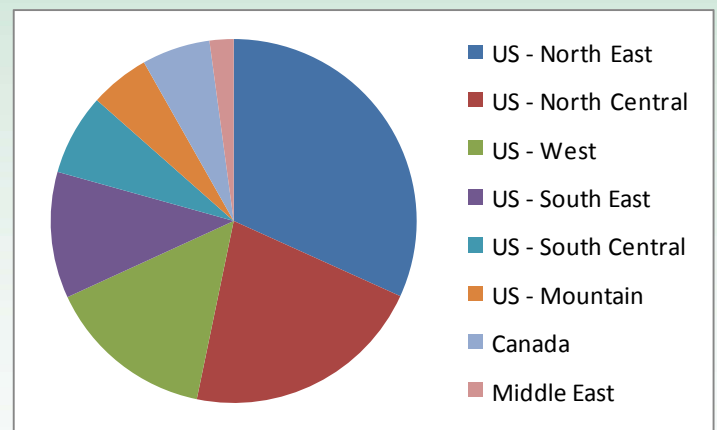
Life Safety Digest educates key industry influences about:

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

HAND-SELECTED CIRCULATION



GEOGRAPHIC DISTRIBUTION



HERE’S WHAT READERS SAY ABOUT LIFE SAFETY DIGEST...

“The article on "Fire Rated Door Inspections" was very helpful. I let the facilities maintenance associates read and look at the pictures to make sure they were inspecting the proper items on all of the fire doors we have in our facilities. Any facilities employee needs to read this article to be better informed about fire doors.”

Pat Seymour, Life Safety Coordinator, Riverside Methodist Hospital

“I had the opportunity to review the Winter 2011 Issue and feel that Life Safety Digest would be very useful in the work we do at BSD i.e. creating Master Guide Specifications for A-E firms nationwide.”

David P. Rebhuhn, Engineering Specifications Writer, Building Systems Design Inc.

Life Safety DIGEST

An International, Quarterly Publication

ISSUE	SPRING	SUMMER	FALL	WINTER
AD CLOSE DATE	Feb. 27, 2012	May 27, 2012	Aug. 20, 2012	Nov. 12, 2012
EDITORIAL FOCUS	EDUCATIONAL BUILDINGS	HEALTHCARE FACILITIES	HIGHRISE BUILDINGS	INDUSTRIAL & MULTI FAMILY

*Artwork due 7 days from Ad Close Date.

Advertise 4x in 2012 and receive **FREE** exposure at www.FCIA.org, magazine page, (See details below.)

- Place a full page Ad in all 4 Issues

Display company logo with link

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

Display company name with link

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

Display company name

BONUS DISTRIBUTION

- ⇒ FCIA Conferences, April & November, 2012
 - * Plus AD printed in programs
- ⇒ www.FCIA.org, Magazine Page, Archives
- ⇒ Life Safety Organization Conference
- ⇒ Other important conferences, visit www.fcia.org for schedule

Featured In Every Issue

- Informative Articles
- Industry News
- Code Updates
- Industry Calendar

Life Safety Digest Ad Sales:

Jeanne Beyer
708-202-1108
Jeanne@fcia.org

General Policies

Terms: Invoices are to be paid within 30 days of invoice date.

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
Phone: 708-202-1108 **Fax:** 708-449-0837

Visit Life Safety Digest at www.fcia.org

SEND DIGITAL ARTWORK TO: Jeanne@fcia.org

Design: Ads should be designed at 100% of mechanical requirements. Files should be sent in TIF, 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.

ADVERTISING ORDER:

Customer Information:

Company Name: _____
 Contact: _____
 Address: _____ City _____ State _____
 Zip/Postal Code: _____ Email: _____
 Phone: _____ Ext. _____ Fax: _____

Ad Agency Information:

Company Name: _____
 Contact: _____
 Address: _____ City _____ State _____
 Zip/Postal 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 receives 25% off 2012 media kit rates.

PRINT NAME _____ SIGNATURE _____ DATE _____

2012 Advertising Rates

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

*Request rates for: Inside Cover, Opposite Editor's Message, Inside Back Cover & Back Cover

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