

# Add-On Sponsorship Opportunities *cont.*

*Additional costs apply for items below, they are not included in the Sponsorship Program.*

## Minnesota Fire Chief Magazine

This full-color, quarterly printed periodical is one of MSFCA's primary communication vehicles among its readership. More than 200 individuals in the organization sign up just to receive this benefit. Along with sharing association news and providing critical educational material to keep Minnesota's fire service leadership up-to-date with the important information needed to administer a modern fire department and to provide effective fire protection for their communities, it's one of the most visible ways for companies to showcase their products and services.

**Technical Specifications:** Content due as full-color (CMYK), 300dpi, print-ready image file. Preferred file types: .pdf or .jpg. Add 1/8" on all sides for full bleed.

**Submission Deadlines:** Q1-Dec 1; Q2-Mar 1; Q3-Jun1; Q4\*-Sept 1. Issue expected in mailboxes by middle of month following submission deadline. (i.e.: Q1 mid-January)

MAGAZINE	SIZE	MEMBER	NON MEMBER
Full Page	8.25" wide x 10.75" tall	\$800.00	\$1,000.00
Half Page	8.25" wide x 5.375" tall -or- 4.125" wide x 10.75" tall	\$400.00	\$500.00
Quarter Page	4.125" wide x 5.375" tall	\$200.00	\$250.00

*Directory advertisements same cost*

\*The fourth-quarter issue duly serves as the onsite conference program and annual directory for the association. Issue is mailed and handed out onsite at the Annual Conference

## MSFCA E-Newsletter

Distributed monthly this electronic message will connect recipients directly to the MSFCA website and while it to conveys some important educational information to readers, this more frequent delivery method will be the primary source of event information, award deadlines, and timely association news.

**Technical Specifications:** Full-color (RGB) images below 100k max file size are accepted. Preferred file types: .gif, .png or .jpg. Link to company to be provided upon submission.

**Submission Deadlines:** The first of the month prior to distribution. Email distributed within first week of month. (i.e. February issue content due Jan 1, distributed first week in February.)

E-NEWSLETTER	SIZE	MEMBER	NON MEMBER
Full Banner	468 wide x 50 tall = pixles	\$500.00	\$625.00
Half Banner	234 wide x 50 tall = pixles	\$250.00	\$312.50
Small Ad	100 wide x 100 tall = pixles	\$100.00	\$125.00

## Customized Advertisements

If your 1- to 5-Bugle package doesn't quite fit what you want to do for advertising throughout the year, Sponsorship Program participants may exchange the value of their package among the sizes and quantities of their placements in the Magazine and E-Newsletter however they like and may exchange them between the printed and electronic publications. However, should a sponsor want to increase the size and/or quantity and it results in a higher cost, that sponsorship package can be upgraded for that higher cost.

**Example:** a 4-Bugle sponsor receives 2-Full page ads in the magazine/directory for \$800 each + 1 Half page ad for \$400 = \$2,000 in advertising, a total of 3 insertions. To upgrade to a Full page ad in each quarterly magazine it would be an additional \$1,200 to bring that up to 4 insertions at \$800 each.