

# 2020 MEDIA KIT

## CAROLINA **FIRE RESCUE EMS** JOURNAL

REACHING THE 3RD LARGEST  
FIRE MARKET IN THE U.S.

[www.carolinafirejournal.com](http://www.carolinafirejournal.com)

# Your Customers Turn to the Journal. You Should Too!

- Featuring the **latest** technology, training, leadership skills and the **newest** products and services.
- **Reaches ALL emergency personnel and every decision maker.** Fire, EMS, Rescue and the Hazmat industry. **Total** market coverage in both Carolinas.
- **Generates more sales leads** than any other regional industry publication. A proven customer base.
- **With its larger format,** CFREJ stands out and so does your ad. Larger ads are easier to read.
- **Regional and National Trade Show distribution** giving advertisers bonus exposure.
- A dedicated readership of **30,000**, with a long shelf life due to editorial training information.
- National in readership  
Regional in Scope
- **CFREJ's Longevity** leads to credibility and respect in the marketplace. 35 Years.
- **Customer service** from marketing consultants and superior ad design support at no additional charge.

## EXTRA DISTRIBUTION AT REGIONAL AND NATIONAL TRADE SHOWS

NC Association of Fire Chiefs  
SC Fire-Rescue Conference  
South Atlantic Expo  
(NC State Fire Convention)  
Emergency Medicine Today  
NC Emergency Management

\* additional shows pending



CAROLINA  
**FIRE RESCUE EMS**  
JOURNAL

# Ad And Editorial Deadlines

## Winter 2020

Ad Copy Due: *Nov. 22, 2019*

Editorial: *November 15, 2019*

New Deliveries: *November 15, 2019*

Distributes: *January 14, 2020*

## Spring 2020

Ad Copy Due: *March 6, 2020*

Editorial: *March 2, 2020*

New Deliveries: *March 2, 2020*

Distributes: *April 15, 2020*

## Summer 2020

Ad Copy Due: *June 1, 2020*

Editorial: *May 25, 2020*

New Deliveries: *May 25, 2020*

Distributes: *July 14, 2020*

## Fall 2020

Ad Copy Due: *Aug 28, 2020*

Editorial: *Aug 21, 2020*

New Deliveries: *Aug 21, 2020*

Distributes: *October 13, 2020*

## FEATURED EACH ISSUE

- Active Shooter
- All About Trucks
- Ask Ernie
- Barnyard Management
- Communications
- EMS
- Financing
- Hazmat
- Rescue A-Z
- The Station House
- Wildland Fire
- The Homefront
- Company Profile
- Extrication Education
- Tools of the Trade
- Online Education
- Fire Station Profiles
- Behavioral Health
- First Responder Fitness
- Fire Physics



# Custom Email Blasts

Special Bundle  
Packages Available

## Digital

- Banner Ads
- Specialty Online Products
- Buyers' Guide
- eNewsletter Sponsorships
- Video



**22.44%**  
Open Rate – All Devices

**16.45%**  
Open Rate – Mobile

**2.7%**  
Open Rate – Tablet

**11.84%**  
Open Rate Computer

**7.41%**  
Bounce Rate

**9.24%**  
Click Through Rate

**0.17%**  
Unsubscribe



# 2020 Conference Schedule

**JAN 28 - FEB 2 Concord, NC**  
(COMBINED CONFERENCES)  
**NC ASSOC OF FIRE CHIEFS**  
Allison Sikes 252-937-1880 x 222 ncafc@nc.rr.com  
**NC SOCIETY OF FIRE & RESCUE**  
**INSTRUCTORS CONFERENCE**  
Jimmy Barrow . 336-309-6900 . www.ncsfri.org

**FEB 24 - FEB 27 Las Vegas, NV**  
**FIREHOUSE WORLD**  
877-398-6943. firehouseworld@xpressreg.net

**MAR 2 - MAR 6 Tampa, Fla**  
**EMS Today**  
918-831-9160 • registration@pennwell.com

**TBD Wilmington, NC**  
**NC EMS ADMINISTRATORS**  
Hilton Wilmington Riverside  
Kim Green 336-599-1081  
kgreen@lincolncounty.org ncaemsa.org

**MAR 2 - MAR 8 North Myrtle Beach, SC**  
**(Kingston Plantation)**  
**SC EMS SYMPOSIUM**  
Chris Cothran 803-422-7160 www.scemsnetwork.org

**MAR 19 - MARCH 22 Marion, NC**  
**McDOWELL FIRE & RESCUE COLLEGE**  
Winfield Abee . 828-652-0674  
Winfieldabee@mcdowelltech.edu

**APRIL 20 - APRIL 25 Indianapolis, IN**  
**FDIC**  
Susie Cruz/Nancy Yulico . 800-962-6484  
scruz@pennwell.com or nancy@pennwell.com

**MAY 11 - MAY 14 Chicago, IL**  
**STATION DESIGN by Firehouse**  
janet@firehouse.com . 630-258-0278

**MAY 15 - MAY 17 Harrisburg, PA**  
**HARRISBURG FIRE EXPO**  
John Alexander . 717-464-3291  
expo@lcfa.com

**TBD**  
**NATIONAL TACTICAL**  
**MEDIC COMPETITION**  
Andrew Rowley . 855-476-2737 ext. 700  
www.carolinafirejournal.com  
andrew@SOARescue.com

**JUNE 4 - JUNE 7 Baltimore, MD**  
**Int'L HAZARDOUS MATERIALS CONF**  
Shannon Gillilan . 703-537-4838  
sgilliland@iafc.org

**June 8 - JUNE 13 Columbia, SC**  
**SC STATE FIREFIGHTERS CONVENTION**  
Jeff Harkey . 800-277-2732  
www.firerescuesc.org

**TBD Murfreesboro, TN**  
**SOUTHEASTERN ASSOC of FIRE CHIEFS**  
843-694-2768 . www.seafc.org

**TBD Asheville, NC**  
**NC Assoc OF EMS ADMIN. SYMPOSIUM**  
Kim Green 704-736-9387  
kgreen@lincolncounty.org . ncaemsa.org

**JULY 20 - JULY 25 Nashville, TN**  
**FIREHOUSE EXPO**  
800-827-8009  
www.firehouseexpo.com

**AUG 12- AUG 15 Raleigh, NC**  
**SOUTH ATLANTIC EXPO**  
Kris Wyatt . kris@ncsfa.com 800-253-4733

**AUG 19 - AUG 21 Phoenix, AR**  
**FIRE-RESCUE INTERNATIONAL**  
Shannon Gilliland . 703-273-9815 X338  
s.gilliland@iafc.org www.iafc.org/fri

**TBD Greensboro, NC**  
**EMERGENCY MEDICINE TODAY**  
Barbara Geiger . 919-872-2224  
bugeiger@uptonassociates.com

**OCT 14 - OCT 18 Las Vegas, NV**  
**EMS WORLD EXPO**  
800-827-8009 www.emsworldexpo.com

**OCT 22 - OCT. 24 Atlantic Beach, NC**  
**NC ASSOC OF RESCUE & EMS**  
919-736-0506 . www.ncarems.org

**TBD Raleigh, NC**  
**FIRE STATION DESIGN**



# Editorial Policies And Specifications

Carolina Fire Rescue EMS Journal is distributed quarterly to all fire departments, ambulance bays, rescue squads and hazmat teams in North and South Carolina. It features the latest in training, technology, leadership development and the newest products and services. It is the largest circulated regional industry trade publication.

Carolina Fire Rescue EMS Journal is written by experts in the fields of fire, rescue, EMS and hazmat. Articles are carefully reviewed for publication.

Articles should be approximately 1,400-2,100 words and preferably be broken with three to five sub-headings throughout the text.

Articles should be submitted in Microsoft Word or as plain text. The contents should include much more of a journalistic approach than an academic or personal approach. Our readers would rather see a step-by-step outline that explains the latest training procedures rather than a general article on training theory.

Articles should include a short, “catchy” title, and be submitted with a photo of the author and up to a 75-word (approx.) biography that paraphrases the author’s credentials on the subject matter.

**Carolina Fire Rescue EMS Journal** reserves the right to reject any manuscript, including those that we believe contain excessive endorsements of a single manufacturer and/or product, or that have little or no additional value to our readers beyond product or company publicity. The editors also reserve the right to edit the material, including the right to delete excessive references to a single product or manufacturer and to delete language or sections of text that we believe has been incorporated solely or primarily for publicity.

## FORMATTING

Include article title, byline (author’s name, title and affiliation), subheads and photo captions. Omit use of tabs, boldface type, italics, underlining, bullets, paragraph indentation, double spacing after a period, double returns at the end of a paragraph or hard returns at the end of a line.

## IMAGES

Articles are greatly enhanced by pictorial representations to help readers better understand the subject matter. Please submit a selection of visuals, such as photographs, charts, drawings or graphs. A full description or caption is necessary with each one. Submit graphics as a .tif or .jpg file at 200 to 300 DPI and 100 percent of the original size. **DO NOT EMBED IMAGES IN WORD FILES.**

## SUBMISSION OF MATERIALS

Articles and graphics should be emailed to [editing@carolinafirejournal.com](mailto:editing@carolinafirejournal.com). Please state whether the material has been submitted to Carolina Fire Rescue EMS Journal exclusively.

## QUESTIONS

Contact Editor Sherry Brooks  
at 866-761-1292 Ext.102  
[editing@carolinafirejournal.com](mailto:editing@carolinafirejournal.com)

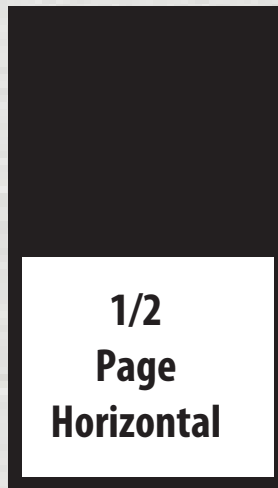


# AD DIMENSIONS



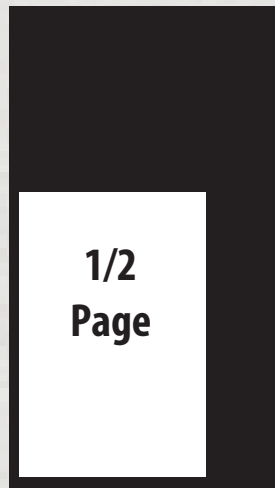
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Page

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1/2  
Page  
Horizontal

10" x 7"



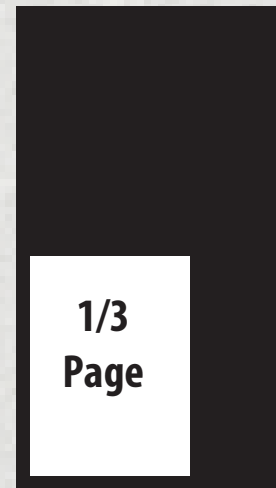
1/2  
Page

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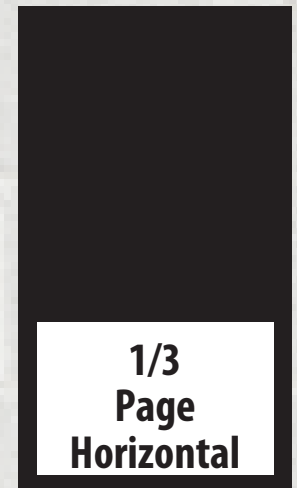
1/2  
Page  
Vert

5" x 14"



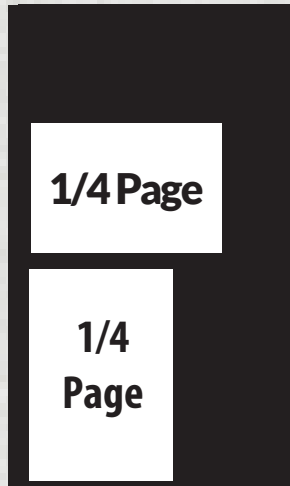
1/3  
Page

7.5" x 6"



1/3  
Page  
Horizontal

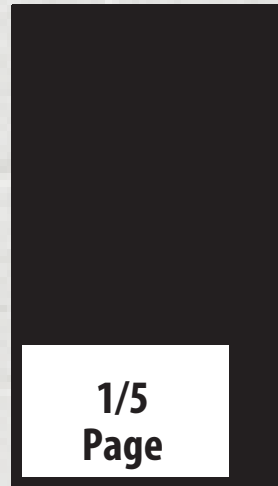
10" x 5"



1/4 Page

1/4  
Page

5" x 7"  
or 7.5" x 4.5"



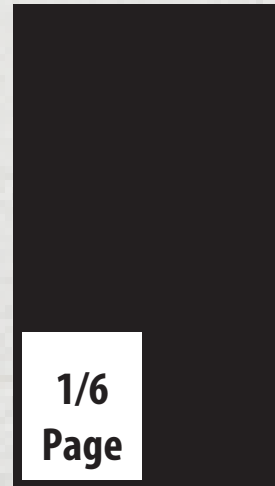
1/5  
Page

7.5" x 4"



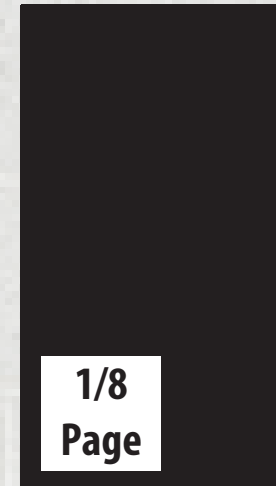
1/5  
Page

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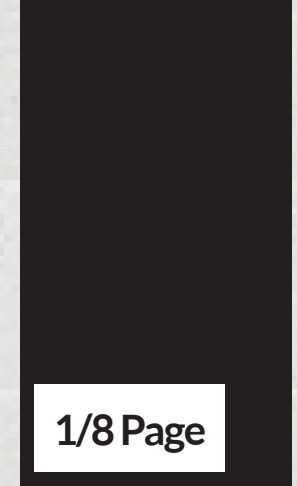
1/6  
Page

5" x 5"



1/8  
Page

5" x 4.5"



1/8 Page

7.5" x 3"



# Ad Preparation Guidelines

## FILES UNDER 6 MEGS

You can email the ad to your sales rep or to:  
advertising@carolinafirejournal.com

## FILES LARGER THAN 6 MEGS

1. A disc mailed to the address below
2. Ad emailed with a dropbox link
3. Ad emailed with yousendit/hightail link
4. FTP client: Email the FTP info to: advertising@carolinafirejournal.com

## FORMATS OF AD/FILES

1. PDF (CMYK, Fonts embedded, High Resolution, 300 DPI preferred)
2. JPG (CMYK, High Resolution, 300 DPI preferred)
3. PSDs and TIFs (CMYK, High Resolution, 300 DPI preferred)

## A NOTE ABOUT COLOR

Please be certain of your color space before submitting a PDF file.  
Ads/images created in RGB & Index color will have to be converted  
and will not appear the same.

## A NOTE ABOUT IMAGES/LOGOS

We request that you supply the highest resolution of your logos,  
images etc. Images copied from websites are typically not print worthy.

## IN-HOUSE DESIGN

We can design your ad in-house, if needed. Speak with your  
salesperson or email advertising@carolinafirejournal.com  
to begin the discussion/artistic direction of your ad.

## PROOFING

The In-house Designer will produce your proof in 5-7 days. Please  
review your proof carefully to make sure that all changes are submitted  
in one revision. Include any typographical errors and design adjust-  
ments. A second “proof” will be given out, but view this version  
as ready to print, unless there is an obvious and important change(s)  
that needs to be made.

## CONTACT

### Carolina Fire Journal / Knight Communications

Gwen Shuford

gwen.shuford@carolinafirejournal.com 704.568-7804 x106

Monty Todd, Art Director

advertising@carolinafirejournal.com 704.568-7804 x103





# 2020 Display And Digital Rates

Call **Dick Murphy** 866-761-1247

Email: dick.murphy@carolinafirejournal.com

## 2020 DISPLAY RATES\* Cost per issue

	<b>1x</b>	<b>2x</b>	<b>3x</b>	<b>4x</b>
<b>Full Page</b> 10" x 14"	\$3900	\$3710	\$3525	\$3355
<b>1/2 Page</b> 10" x 7" 7.5" x 9" 5" x 14"	\$2055	\$1925	\$1825	\$1745
<b>1/3 Page</b> 10" x 5" 7.5" x 6"	\$1575	\$1455	\$1385	\$1350
<b>1/4 Page</b> 5" x 7"	\$1160	\$1125	\$1035	\$1005
<b>1/5 Page</b> 7.5" x 4" 5" x 6"	\$995	\$930	\$890	\$855
<b>1/6 Page</b> 5" x 5"	\$870	\$820	\$785	\$760
<b>1/8 Page</b> 5" x 4"	\$750	\$715	\$685	\$660

\* all rates are net

## PREMIUM POSITION RATES

Inside Front Cover \$4600    Inside Back Cover \$3950    Back Cover \$4300  
Center Spread \$8100    (4 Issues Only)

## 2020 DIGITAL ONLINE RATES

### TOP LEADERBOARD

Run-Of Site (728p x 90p)  
Only 6 spots available  
**\$550 per month**

### MEDIUM RECTANGLE

Fixed Position Homepage  
(Check for availability)  
(300p x 250p)  
Rotating run-of-site  
**\$450 per month**

### Rotating Position

(300p x 250p)  
Rotating run-of-site  
**\$250 per month**

### WIDE SKYSCRAPER

Homepage  
Rotating run-of-site  
(160p x 600p)  
**\$300 per month**

### Digital Magazine Email

\$450 per Quarter  
(540p x 265p)

### CUSTOM EBLAST

\$1,200 per  
60% text/40% images

### CUSTOMIZED DIGITAL PUBLICATION

Call for Pricing

### HOMEPAGE VIDEO

Stays "fixed" on the  
Carolina Fire Journal homepage.  
**\$500 per month**

### NEW DELIVERY BANNER

Leaderboard Size  
(728p x 90p)  
**\$450 per month**

### TAKEOVER AD

720x400  
**\$1000 per month**

