

NEW YORK STATE ASSOCIATION OF FIRE CHIEFS

MEDIA KIT

**"PROVIDING SERVICE
TO THOSE WHO SERVE"**

sizeup

MAGAZINE PRINT AND
DIGITAL EDITION

**FIRE EXPO
PROGRAM GUIDE**

**The NYSAFC
Bugle eNewsletter**

NYSAFC Official Website

CONTACT :

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WHO WE ARE

The New York State Association of Fire Chiefs is a not-for-profit, service-oriented organization founded in 1904. Today, it is one of the largest fire chiefs associations in the world, and its focus encompasses the needs and concerns of everyone in the emergency services field.

On average, NYSAFC media receives:



SIZE UP
magazine
11,840+ Page views
per issue
1,300+ Clicks
per issue



FIRE EXPO
PROGRAM GUIDE
47,800+ Page views



The NYSAFC Bugle
eNewsletter
Sent to nearly 6,000
emergency services
professionals



NYSAFC Official Website

15,200+ Page Views 4,500+ Visitors
3,000+ New Visitors 2:47 Avg. Session Duration

NYSAFC BY THE NUMBERS:

🔥 NYSAFC members represent
NEW YORK'S \$3.8 BILLION
FIRE SERVICE INDUSTRY.*

🔥 NYSAFC represents more than
1,800 DEPARTMENTS IN
NEW YORK STATE and
over **10,000 FIRE SERVICE**
INDIVIDUALS.

🔥 NYSAFC represents members from
44 STATES AND TWO
COUNTRIES.

**(excluding New York City/FDNY) per a U.S. government
spending report*

OUR MEMBERS

From 44 states and two countries, NYSAFC members are the leaders and future leaders of their departments. They are the decision-makers with purchasing authority.

Membership consists of career and volunteer personnel from all regions of the Empire State, including the largest fire department in the world, FDNY (Fire Department City of New York). Members are proficient in many specialties within the industry – emergency medical services (EMS), haz-mat, public education for fire/life safety, technical rescue, water rescue and more.

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PRINT AND DIGITAL EDITION

WHAT WE DELIVER TO OUR READERS

Each issue of *SIZE UP* contains information on fireground operations, department leadership and administration, new training techniques, the latest equipment and technologies, and discussions of requirements, laws and legislative matters. Additionally, updates from the president, executive director and other officers and committees will keep readers informed of NYSAFC activities and related industry news.

WHAT WE DELIVER TO OUR ADVERTISERS

SIZE UP readers are the leaders of their departments and the decision-makers with purchasing authority for their organizations. Your message will not only be delivered to fire departments in every region of the state and members in 44 states and two countries, but also to leaders in the EMS and emergency management fields. *SIZE UP* readership represents a powerful and dynamic group of leaders in the emergency services.

IN PRINT, ONLINE, OR IN PERSON

Integrate your marketing message and maximize your advertising investment. No matter how you need to communicate with your customers, we can tailor an advertising program to match your company's needs and budget. Reach decision-makers in New York state's fire protection industry before and during the buying process with NYSAFC's integrated communications opportunities.



When you advertise within *SIZE UP* magazine, your message reaches:



100% of the more than 10,000 members of NYSAFC.



100% of the more than 1,800 fire departments throughout the state of New York.



An audience from **44 states and two countries.**



Members and non-members in the *SIZE UP* digital edition, which is available for **free**.

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DIGITAL EDITION



EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

SIZE UP is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading.
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!



1 **Leaderboard (all views)**

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 **Rectangle (all views)**

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 **Top TOC Mobile Banner** 4 **2nd TOC Mobile Banner**

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit
WWW.NAYLOR.COM/ONLINESPECS



Mobile & Desktop Responsive HTML Reading View

On average, SIZE UP receives:

680+ Unique opens per issue | 11,490+ Page views per issue

Display Ad Package 1 | \$1,000

Includes Leaderboard and Top TOC Mobile Banner.

Display Ad Package 2 | \$900

Includes Rectangle and 2nd TOC Mobile Banner.

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

Adaptive Ad (HTML5) | \$1,400

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$800

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Insert | \$750
- Medium Insert | \$650
- Large Outsert | \$500
- Medium Outsert | \$450

Digital Sponsored Content | \$1,250

Become a thought leader. Your sponsored content should be educational in nature and solution-based, geared to solving a common problem or need an industry professional would experience. NYSAFC reserves the right to review and approve all content.



sizeup

CONTENT PLAN

SIZE UP, the quarterly magazine of the New York State Association of Fire Chiefs, is mailed to every NYS AFC member and every fire department in New York state. Each issue contains comprehensive feature articles, columns and reports by nationally published authors, NYS AFC Annual Conference lecturers, Hands-On Training instructors, committee, board, and association members, and technical experts from throughout the state. Readers turn to the official magazine of NYS AFC to stay on top of industry changes and follow the most up-to-date industry news.

ISSUE 1	ISSUE 2	ISSUE 3	ISSUE 4
<p>FEATURES:</p> <ul style="list-style-type: none"> • Truck company operations – Michael Ciampo • “5 Steps to Getting Fit for Duty” Aaron Zamzow • “Keeping the Boat Afloat: History of the Fire Boat Edward M. Cotter” Ron Endle • Fire service media relations – Arthur Hunsinger • “Recent Legislation Requiring Fire Company Financial Disclosure Prior to Contract Negotiations” Kevin Mahoney 	<p>FEATURES:</p> <ul style="list-style-type: none"> • “Civil Disobedience and the Fire/Rescue Service” David Norman • “It’s OK to Love This Job!” Paul Haynes • Building construction – Timothy Duffy 	<p>FEATURES:</p> <ul style="list-style-type: none"> • “Report From Engine Co. 82 - Do You Copy?” Sam DiGiovanna • “Truss “Truths”” Timothy Cowan 	<p>FEATURES:</p> <ul style="list-style-type: none"> • “Navigating the Obstacles of Leadership” James Seymour • Flammable liquid firefighting series (continued) – David Campbell • Thermal imaging camera operations (continued) – William Hanrahan

Space Deadline: January

Space Deadline: April

Space Deadline: July

Space Deadline: October

**Editorial subject to change without notice.*

WHAT YOU'LL FIND IN *SIZE UP*:

• **PRESIDENT'S VIEW**

- **EMS COMMITTEE COLUMN:** Written by EMS Coordinator Mike McEvoy. Includes highlights from SEMSCO and SEMAC meetings.
- **NYS AFC NEWS:** Intended to keep members updated on association activities, this section includes announcements and details related to training, educational programs, benefits, events and services.
- **VIEW FROM THE HILL:** IAFC federal government affairs article. Written by IAFC Director of Government Affairs Ken LaSala.

- **NEW DELIVERIES:** Photos and brief stories of apparatus recently obtained by NYS fire departments or EMS agencies. Describes apparatus, special features and equipment highlights.
- **LEADING FROM THE FRONT SEAT:** An insightful one-page column written by John Lewis and Robert Moran of Jersey Guys Firefighter Training.
- **INDEX TO ADVERTISERS:** All advertisers receive a customized listing for maximum exposure. Your company will be listed alphabetically by product/service category with the page number of your ad.
- **ADVERTISER.COM:** All advertisers receive a complimentary listing in our Advertiser.com section. Our cross-reference highlights your company's Web address to help increase your online traffic.

NET ADVERTISING RATES



ALL RATES INCLUDE DIGITAL EDITION AD LINKS

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

FULL-COLOR RATES

Size	1X	2-3X	4X
Double-Page Spread	\$2,209.50	\$2,099.50	\$1,989.50
Outside Back Cover	\$2,389.50	\$2,309.50	\$2,219.50
IFC or IBC	\$2,339.50	\$2,259.50	\$2,169.50
Full Page	\$1,659.50	\$1,579.50	\$1,489.50
2/3 Page	\$1,439.50	\$1,369.50	\$1,299.50
1/2 Page	\$1,049.50	\$999.50	\$939.50
1/3 Page	\$779.50	\$739.50	\$699.50
1/4 Page	\$609.50	\$579.50	\$549.50
1/6 Page	\$479.50	\$459.50	\$429.50
1/8 Page	\$379.50	\$359.50	\$339.50

BLACK-AND-WHITE RATES

Size	1X	2-3X	4X
Full Page	\$1,399.50	\$1,329.50	\$1,259.50
2/3 Page	\$1,189.50	\$1,129.50	\$1,069.50
1/2 Page	\$879.50	\$839.50	\$789.50
1/3 Page	\$659.50	\$629.50	\$589.50
1/4 Page	\$499.50	\$469.50	\$449.50
1/6 Page	\$399.50	\$379.50	\$359.50
1/8 Page	\$319.50	\$299.50	\$289.50

NAYLOR 
ASSOCIATION SOLUTIONS

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.



FIRE 2019 PROGRAM GUIDE

Advertising opportunities are now available in the *FIRE 2019 Program Guide*.

Advertising in our guide is the perfect way to **further reach the fire and emergency services industry professionals who will attend the the NYS AFC Annual Conference & FIRE Expo at our new location in Syracuse, NY**, and who make purchasing decisions about your products and services. Limited space is available.

Please choose from the following options:

FULL-COLOR RATES

Size	Rate
Double Page Spread	\$2,099.50
Full Page	\$1,219.50
1/2 Page	\$799.50
1/3 Page	\$609.50
1/4 Page	\$499.50
1/6 Page	\$439.50
1/8 Page	\$339.50



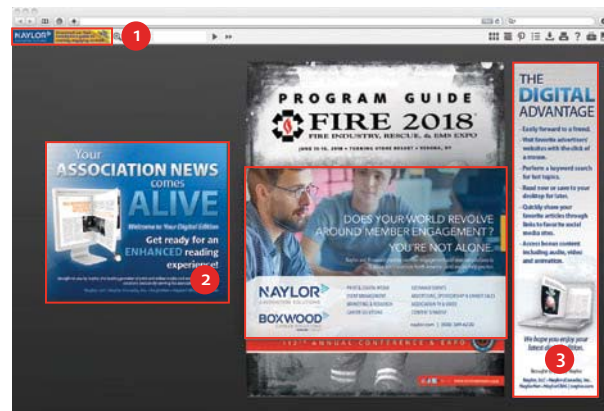
**Our 2018 Issue
Received Nearly
40,000 page views!**

EXHIBITOR LISTING ENHANCEMENT:

Full Color logo and 100 word profile with eLink. \$199.50

DIGITAL EDITION

1	Toolbar	\$459.50
2	Sponsorship	\$749.50
3	Skyscraper	\$749.50



OUTSERTS

Size	Print	Print & Digital
1 Page, 2 Surfaces	\$1,149.50	\$1,319.50 w/ eLink
2 Page, 4 Surfaces	\$1,319.50	\$1,579.50 w/ eLink
Postcard	\$1,149.50	\$1,319.50 w/ eLink

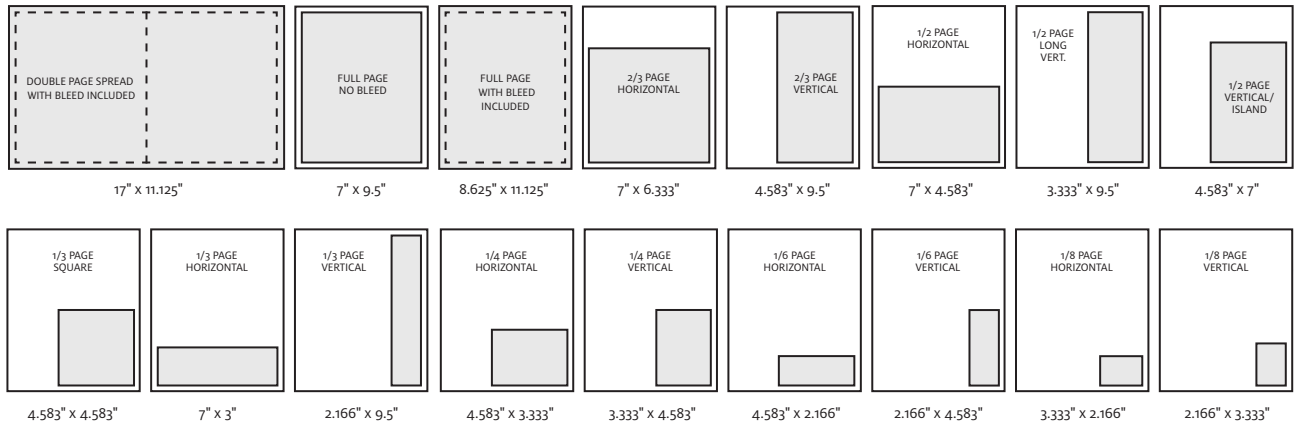
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AD DIMENSIONS AND SPECIFICATIONS



SIZE UP & FIRE EXPO PROGRAM GUIDE **Finished Size: 8.375" x 10.875"**



DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep important elements 0.25" away from trim and center fold.

CANCELLATIONS

In the event of cancellation of a contract, the client agrees to repay Naylor any discounts granted for multiple insertions less discount applicable for the number of insertions completed in the contract period. All premium positions and direct mail pieces are non-cancelable. All cancellations must be received in writing prior to the advertising sales deadline. A charge of \$30 will be levied for returned checks.

PRODUCTION SERVICES, PROOFS AND REVISIONS

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

DIGITAL AD COPY SUBMISSION

Go to the Naylor website at www.naylor.com/adupload

TERMS

Payment due upon receipt of invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts.

AD AGENCY COMMISSIONS

All prices are net. Ad agency commissions are not included in quoted price.

ARTWORK REQUIREMENTS

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF, and high-res JPEG files are accepted.

IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.

All color artwork must be in CMYK Mode, black and white artwork must be in either Greyscale or Bitmap Mode. RGB Mode artwork is not accepted and if supplied will be converted to CMYK Mode which will result in a color shift.

All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

SHIPPING INSTRUCTIONS

Ship all advertising materials to the attention of your account representative at:

NAYLOR

5950 NW 1st Place
Gainesville, FL 32607
Fax: 352-331-3525
Toll Free: 800-369-6220

SPECS FOR OUTSERT/INSERTS

1 Page / 1 Surface: 8.375" x 10.875"

1 Page / 2 Surface: 8.375" x 10.875"

2 Page / 4 Surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Heavy Card Stock Insert: 8.25" x 10.75"

Postal Flyersheets: 8.5" x 11"

For the latest online specs, please visit www.naylor.com/onlinespecs



The NYSAFC Bugle eNewsletter

Now more than ever, professionals consume information on the go. The NYSAFC Bugle eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.



On average, The NYSAFC Bugle eNewsletter receives:

1,800+ unique opens
4,100+ total opens

From May 2018 to October 2018

ENJOY THE BENEFITS OF A TARGETED ENEWSLETTER:

- ❖ Delivers your message directly to the inbox of approximately 6,000 industry decision-makers on a monthly basis.
- ❖ Frequently forwarded to others for additional exposure.
- ❖ Cross-promoted in other NYSAFC publications and communication pieces.
- ❖ Directs visitors to the landing page of your choice to facilitate the purchasing process.
- ❖ Archives are accessible on the NYSAFC website for unlimited online viewing.
- ❖ Limited available ad space makes each position exclusive.
- ❖ Change artwork monthly at no additional cost to promote time-sensitive offers and events.
- ❖ Placed strategically and displayed the entire time the eNewsletter is being viewed.



SPECIFICATIONS:

Ad sizes: 8 Large Rectangles @ 300 x 250 px - JPEG only (no animation)

RATES:

	12 Months	6 Months	3 Months
1 Top Rectangle	\$2,100	\$1,170	\$600
2 Upper Middle Rectangle	\$1,840	\$1,020	\$550
3 Lower Middle Rectangle	\$1,580	\$870	\$470
4 Bottom Rectangle	\$1,320	\$730	\$400

*Ask about our bundle deal and special pricing when you you advertise in both SIZE UP magazine and The NYSAFC Bugle eNewsletter.

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For the latest online specs, please visit www.naylor.com/onlinespecs

NYS AFC WEBSITE

WWW.NYSFIRECHIEFS.COM



Advertising on the NYS AFC website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.nysfirechiefs.com to pay their dues, manage their records, learn about upcoming association events and training programs, and discover ways to maximize their NYS AFC membership. Advertising on www.nysfirechiefs.com offers several cost-effective opportunities to position your company as a leader in front of an influential group of fire professionals.



FEATURES OF NYS AFC WEBSITE ADVERTISING:

- Cross-promoted in other NYS AFC publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

**On average,
www.nysfirechiefs.com
receives:**

Average visits per month: **1,740+**
Average page view per month: **6,400+**
Average session duration: **3:02**

From June 2018 - December 2018



1 **Leaderboard**

– Run of Site (4 rotations)

\$2,100 – **12 Months**

\$1,150 – **6 Months**

\$630 – **3 Months**

2 **Square** 250 x 250 pixels

– Run of Site (4 rotations)

\$1,840 – **12 Months**

\$1,020 – **6 Months**

\$550 – **3 Months**

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For the latest online specs, please visit
www.naylor.com/onlinespecs

SIZE UP Outsert Opportunities



Have your flier, brochure or postcard packaged with the 1,000 copies of *SIZE UP* magazine to be distributed at the NYS AFC 113th Annual Conference & FIRE 2019 Expo in Syracuse, NY. Whether you are promoting an event, a new product or your entire product line, placing an outsert in the polybag with our publication will ensure tremendous exposure for your company. To be included in the digital edition, advertisers must supply the digital file in high-resolution PDF format.

Net Rates—Pieces Furnished by Advertiser

SURFACES	PRINT DISTRIBUTION ONLY	DIGITAL DISTRIBUTION ONLY	PRINT & DIGITAL DISTRIBUTION
1-Page (2 surfaces)	\$1,319.50	\$500	\$ 1,569.50
2-Page (4 surfaces)**	\$1,779.50	\$500	\$2,029.50

Direct-mail piece should not exceed dimensions of publication with which it will be distributed. If folding is required, additional fees apply.

*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3-Pages/6-Surfaces or more available; quotes supplied upon request.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I AGREE TO ALL THE TERMS OF THE RATE SHEET AND THIS CONTRACT AS APPLICABLE FOR MY COMPANY.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. For digital advertising sales advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued. (NFC-Q0219)

SIGN AND RETURN TO:

Tracy Jones
Project Director
 (800) 369-6220, ext. 3397
 (352) 333-3397
 TJones@naylor.com

FIRE 2019 Program Guide Outsert Opportunities



Have your flier, brochure or postcard packaged with the 4,000 copies of the FIRE 2019 Program Guide to be distributed at the NYS AFC 113th Annual Conference & FIRE 2019 Expo in Syracuse, NY. Whether you are promoting an event, a new product or your entire product line, placing an outsert in the polybag with the guide will ensure tremendous exposure for your company. To be included in the digital edition, advertisers must supply the digital file in high-resolution PDF format.

Net Rates—Pieces Furnished by Advertiser

SURFACES	PRINT DISTRIBUTION ONLY	DIGITAL DISTRIBUTION ONLY	PRINT & DIGITAL DISTRIBUTION
1-Page (2 surfaces)	\$1,129.50	\$500	\$1,379.50
2-Page (4 surfaces)**	\$1,249.50	\$500	\$1,499.50
Outsert-Postcard	\$1,129.50	\$500	\$1,379.50

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**3-Pages/6-Surfaces or more available; quotes supplied upon request.

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ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I AGREE TO ALL THE TERMS OF THE RATE SHEET AND THIS CONTRACT AS APPLICABLE FOR MY COMPANY.

Payment Authorization Signature: X _____ Date: _____

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(NFC-G0019)

SIGN AND RETURN TO:

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Project Director
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 (352) 333-3397
 TJones@naylor.com

Past *SIZE UP* Advertisers



Our publication is made possible through advertiser support. We appreciate the investment that our advertisers make with NYSAFC and strongly encourage our members to support the vendors that support our association. As the official publication of NYSAFC, members know they can confidently select the quality products and services featured within the pages of *SIZE UP*.

- Affinity Enterprises, Inc.
- Air Vacuum Corporation
- Bauer Compressors Inc.
- B-LANN Equipment Co., Inc.
- Blendex Industrial Epoxy Flooring
- BPAS Actuarial and Pension Services, LLC
- Brindlee Mountain Fire Apparatus
- C.A. Reed Epoxy Floors
- C.T. Male Associates
- David Clark Co., Inc.
- Dry Gear Solutions, Inc.
- EF Johnson Inc.
- Emergency Reporting
- Emergency Services Marketing Corp., Inc (iamresponding.com)
- emsCharts, Inc.
- E-One
- Fabco Power
- Fire Districts of New York Mutual Insurance Company, Inc.
- Fire News
- Firecom, Inc.
- Fire-End & Croker Corporation
- Firovac-Reberland
- Gauch Distributing, Inc.
- GROVES, INC./READY RACK
- H2M architects + engineers
- Husky Portable Containment
- IFSTA/Fire Protection Publications
- ImageTrend, Inc.
- Kimtek Corporation
- Lake Assault Boats
- Liberty Art Works
- Marion Body Works, Inc.
- Marsars Water Rescue Systems Inc.
- Marshall & Sterling, Inc.
- Mitchell Associates Architects
- MSA Safety Works
- NYS Public Entities Safety Group 497
- Oneida County CVB
- Onspot of North America, Inc.
- Paul Congelosi Sales, Inc.
- PennWell Corporation
- PERMA
- Plymovent
- Safety Vision Inc
- Sprint Nextel
- Statewide Machinery, Inc.
- Tele-Lite, Inc.
- TurboDraft by Schutte & Koerting
- Upstate NY Plow & Truck Body
- Vander Molen Fire Apparatus
- Vigilant Fire Service Training, LLC
- Visit Syracuse
- W&E Phillips Locksmith, Inc.
- W.S. Darley & Co.
- Ward Diesel Filter Systems
- Wendel

NYSAFc Bundle Packages



Get in front of NYSAFc members by taking advantage of these special discounted bundle packages. To participate in this unique opportunity, complete this form and return it to your Naylor account executive today!

1. Please choose from the following options:

- Gold Package - Value: ~~\$3,759.50~~ New offer: \$2,949.40 Savings: \$810!**
Full-Page, Full-Color ad in *SIZE UP* magazine - **Upgrade your position to a prime for only \$220 per issue!**
Full-Page, Full-Color ad in the FIRE 2019 *Program Guide*
Digital Edition Leaderboard in *SIZE UP* magazine

- Silver Package - Value: ~~\$2,749.50~~ New offer: \$1,999.50 Savings: \$750!**
1/2-Page, Full-Color ad in *SIZE UP* magazine
1/2-Page, Full-Color ad in the FIRE 2019 *Program Guide*
Digital Edition Rectangle in *SIZE UP* magazine

- Bronze Package - Value: ~~\$1,859.50~~ New offer: \$1,449.50 Savings: \$410!**
1/4-Page, Full-Color ad in *SIZE UP* magazine
1/4-Page, Full-Color ad in the FIRE 2019 *Program Guide*
Digital Edition Rectangle insert in *SIZE UP* magazine

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I AGREE TO ALL THE TERMS OF THE RATE SHEET AND THIS CONTRACT AS APPLICABLE FOR MY COMPANY.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. For digital advertising sales advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued. (NFC-Q0219) (NFC-G0019)

SIGN AND RETURN TO:

Tracy Jones
Project Director
(800) 369-6220, ext. 3397
(352) 333-3397
TJones@naylor.com

NYS AFC Sponsored Content Opportunity



Sponsored content opportunities are paid advertising messages that allow you to include a full-color photo and your complete contact information along with text on a subject of interest to *SIZE UP* readers. Your sponsored content will be placed next to your ad to draw attention to your company's products and services. Space is limited to one company per issue. NYS AFC will have final approval of text in the sponsored content.

Full-page sponsored content | \$1,659.50

(1/2-page horizontal, full-color ad with 1/2-page advertorial of around 300 words).

2. Choose the issue(s) in which you would like your ad to run:

Issue 2 (NFC-Q0219)

Issue 3 (NFC-Q0319)

Issue 4 (NFC-Q0419)

3. Total your order:

\$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ TOTAL PRICE

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ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

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Welcome to Syracuse Featured Company Marketplace



Take advantage of this special opportunity to get your message out to NYSAF members, *SIZE UP* readers and attendees of the largest fire industry, rescue, and EMS expo in the Northeast – the NYSAF 113th Annual Conference & FIRE 2019 Expo. The show issue of *SIZE UP* magazine and the FIRE 2019 *Program Guide* will feature a special section dedicated to restaurants, attractions and transportation businesses in the Syracuse area, the site of the NYSAF 113th Annual Conference & FIRE 2019 Expo. Approximately 10,000 copies of *SIZE UP* magazine will be mailed to NYSAF members prior to the event, and 1,000 copies of *SIZE UP* magazine and 4,000 copies of the *Program Guide* will be distributed at the expo, which is expected to attract 13,000 attendees. Featured in the magazine and the guide will be an advertising spread titled, “Welcome to Syracuse” showcasing companies and their products and services. Space is limited, and all ad space is available “first come, first served” and subject to confirmation of availability and approval. Secure your space today!

SURFACES	MAGAZINE DISTRIBUTION ONLY	GUIDE DISTRIBUTION ONLY	MAGAZINE AND GUIDE DISTRIBUTION
1/8-Page Marketplace, Full-color	<input type="checkbox"/> \$319.50	<input type="checkbox"/> \$319.50	<input type="checkbox"/> \$479.50
1/8-Page Marketplace, Black-and-white	<input type="checkbox"/> \$269.50	<input type="checkbox"/> \$269.50	<input type="checkbox"/> \$409.50
1/4-Page Marketplace, Full-color	<input type="checkbox"/> \$499.50	<input type="checkbox"/> \$499.50	<input type="checkbox"/> \$749.50
1/4-Page Marketplace, Black-and-White	<input type="checkbox"/> \$339.50	<input type="checkbox"/> \$339.50	<input type="checkbox"/> \$509.50

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ADVERTISER INFORMATION

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

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