

# Southeastern Association of Fire Chiefs Advertising Rates

Updated August 2006



## SEAFCL LEADER

The *SEAFCL LEADER* is a two-color, bi-monthly publication for the approximately 2000 members of the Southeastern Association of Fire Chiefs (SEAFCL), a division of the International Association of Fire Chiefs.

All ads must be provided as electronic media as TIFF, EPS or PDF files with a resolution of 300 ppi. Artwork must be black and white or grayscale. Artwork and media are non-returnable.

The SEAFCL reserves the right to reject any advertisement.

Ad and payment must be received together by the deadline for inclusion in the newsletter.

### Rates

<b>Ad Size (W x L)</b>	<b>1 issue</b>	<b>2 issues</b>	<b>3 issues</b>	<b>4 issues</b>
Full Page 7x9.5	300	600	900	1000
Half Page 7x4.75	200	400	600	700
Quarter Page 3.5x4.75	100	200	300	350
Business Card 3.5x2	75	150	225	250

### Deadlines:

<b>Issue</b>	<b>Publication Date</b>	<b>Deadline</b>
1 <sup>st</sup> Quarter	March 15	March 1
2 <sup>nd</sup> Quarter	June 15	June 1
3 <sup>rd</sup> Quarter	September 15	September 1
4 <sup>th</sup> Quarter	December 15	December 1

SEAFCL reserves the right to alter the above dates as needed.

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SEAFc *online* is the Southeastern Association of Fire Chief's website. Web page advertisement begins on the 1<sup>st</sup> day of each month and ends on the last day of the month.

The SEAFc reserves the right reserve the right to reject or cancel any advertisement.

All ads must be provided as electronic media to SEAFc two weeks prior to the start of the advertisement with full payment.

Rates:

<b>Job Opportunity/ Ad-</b> -Your job opportunity/ad posted on our site or a link to your site.	\$75/month
<b>Job Opportunity Email-</b> -We will send the job opportunity out to our email list of @ 2500 fire service members in the Southeastern United States.	\$20 with ad posting \$40 without ad posting