

# PENNSYLVANIA FIREMAN RATE CARD

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Our current circulation is about 10,000 with over 7,500 going out to Pennsylvania with an approximate breakdown as follows:  
PA-over 7,500; NJ-150; MD-410; NY-190; OH-70; VA-160; WV-190; FL-65; CT-40; NC-35; IL-35 Other States 800+ AND Sample Request.

**Black and White Prices: 1 Spot color is available- see prices below**

**\$ 16.00 PER column inch (3" wide x 1" depth)**

**\$ 56.75 ¼ Page (3" wide x 3 ¾" depth)**

**\$111.50 ½ Page (3" wide x 7 1/2" depth or 6" wide x 3 3/4" depth)**

**\$215.00 per Page (6" wide x 7 1/2" depth)**

**\$420.00 per 2-Page Spread (13" wide x 7 1/2" depth with 1" gutter space in middle)**

**Full Color Prices:**

**\$450 per page Full Color 1<sup>st</sup> Insertion (6" wide x 7 1/2" depth)**

**\$285 per page for an exact repeat of any previous color ad- no further Discounts applicable**

**DISCOUNTS THAT APPLY TO ABOVE RATES:**

10% for Exact Repeat on B/W ads

5% Additional Discount on B/W ads- after 6 months or 6-bi-monthly insertions for regular monthly or bi-monthly advertisers. This discount is applicable **ONLY IF ACCOUNT IS CURRENT**. **Past Due Accounts** will be billed regular rates and will not be eligible for the additional 5% until account is current for 6 months. **Terms on all invoices are 30 days net.**

Color ads that are exact repeats (with no changes) will be eligible for the discount rate of \$285.

**ADDITIONAL CHARGES (No discount applies to these charges)**

\$ 8.00 per picture, logo or artwork that we insert (*pictures, logos or artwork should be sharp and clear to give best reproduction*)

Please do not send pictures that are not clearly focused, or very dark or very light, they will not reproduce well.

NO FAXED PICTURES, LOGOS OR ARTWORK, PLEASE. Scanned pictures should be of good quality or you may send us the actual picture for us to scan.

**\$35.00 for Spot Color –LIMITED TO 1 SPOT COLOR PER AD** – Any color other than primary black is considered a spot color.

Any ad with more than 1 spot color is considered a 4 color ad- See pricing above for 4 color ads.

**Email or Fax Proofs available upon request, but customer must respond within 24 hours.**

**COPY DEADLINE IS 25<sup>TH</sup> OF THE MONTH PRIOR TO MONTH OF ISSUE.** Any copy submitted after the deadline, cannot be guaranteed placement. Advertisers planning to use bid dates should use dates at least two months beyond the ad copy deadline, (i.e. Copy deadline date of May 25 should have a bid date of at least 60 days or July 25) for response time.

**ELECTRONIC COPY** may be E-mailed to [pafireman@LCFA.com](mailto:pafireman@LCFA.com). For E-Mailed copy-if you do not receive E-Mail confirmation, please call before deadline to insure insertion.

**COPY: BEST E-MAILED BUT CAN BE MAILED- ALL COPY SHOULD BE TYPED OR PRINTED CLEARLY.** We will not be responsible for errors after the initial ad. Liability for error is limited to the cost of one (1) insertion. We will not be responsible for loss, damage or storage of copy ready material or pictures after initial insertion order. We cannot guarantee any copy changes or cancellations after deadline. A charge may be made for corrections, changes or cancellations if they can be made.

**TERMS:** • Initial Ads must be PREPAID • **Approved Accounts: 30-DAY Net** • We accept Check, Money Order or Credit Card Payments (MC, Visa, Discover)

**Accounts more than 90 days will be placed on a cash only - prepay basis – no exceptions**

**Advertising for any account PAST DUE will be cancelled without notice**

**\*\*Prices subject to change without notice.**

The Pennsylvania Fireman is mailed out the LAST FULL WEEK OF EACH MONTH.  
SPECIAL ISSUES INCLUDE:  
MARCH ISSUE – PA FIRE SERVICE DIRECTORY – DEADLINE FEBRUARY 25  
**APRIL ISSUE – FIRE EXPO – DEADLINE MARCH 25**  
AUGUST ISSUE - STATE FIREMEN'S CONVENTION ISSUE – DEADLINE JULY 25  
OCTOBER ISSUE - CHRISTMAS ADVERTISING – DEADLINE SEPTEMBER 25  
NOVEMBER ISSUE – CHRISTMAS ADVERTISING – DEADLINE OCTOBER 25  
DECEMBER ISSUE - CHRISTMAS ADVERTISING – DEADLINE NOVEMBER 25