

2024 ADVERTISING RATES

SIZE	BLACK & WHITE	B&W EXACT REPEAT	FULL COLOR	COLOR EXACT REPEAT
Per Column Inch (3" wide x 1" depth)	\$20.00	\$18.00	N/A	N/A
1/4 Page (3" wide x 3 3/4" depth)	\$68.00	\$61.00	N/A	N/A
1/2 Page (3" wide x 7 1/2" depth or 6" wide x 3 3/4" depth)	\$138.00	\$124.00	\$267.00	\$200.00
Full Page * (6" wide x 7 1/2" depth)	\$262.00	\$236.00	\$523.00	\$392.00
2 Page Spread * (13" wide x 7 1/2" depth w/ 1" gutter space in middle)	\$501.00	\$451.00	\$1,036.00	\$777.00

* For each full page of paid printed advertising, one digital page is offered at no additional cost.

Full Page Digital Only Ad (new for 2024) \$392.00

OTHER RATES

LCFA member Emergency Service Organization (ESO) in good standing receive any size color advertisement at the Black & White pricing.

A Pennsylvania based Fire Department or Emergency Medical Service Agency may advertise their event to the published events calendar at no cost.

A Pennsylvania based Fire Department or EMS Agency wishing to place a stand alone advertisement is offered the following discount: 1/4 Page Free
1/2 Page or Full Page at 25% off regular ad pricing
One month print & digital plus 2 additional months digital only

Spot Color - Any color other than primary black. More than one spot color - see full color pricing.

\$36.00

Picture/Logo/Artwork - All pictures, logos, or artwork must be clearly focused and sharp. Pictures should be in high resolution, 300 dpi. Color imagery should be CMYK color space.

\$9.00 / Picture

Ad Design/Creation - 1 hour minimum charge

\$45.00 / Hour

Editing of non print ready advertisement - billed at Editor's discretion

\$45.00 / Hour

- Ad submission/proof request contact: pafireman@lcfa.com
- We are not responsible for errors after initial ad. Liability for error is limited to the cost of (1) insertion.
- Any advertisement, changes, or cancellation requests submitted after the established deadline is not guaranteed.
- New advertisers must prepay the first advertisement.
- Payment terms are Due Upon Receipt. We accept payments via ACH, check, money order. Credit/debit card payments accepted with a 3% convenience fee.
- Finance charges assessed on accounts over 30 days. Accounts over 60 days will have upcoming ad canceled without notice and placed on hold until the account is made current. Accounts over 90 days will be prepay only.
- Contact Business Administrator at tammy.rogers@lcfa.com with billing questions or concerns.
- Prices subject to change without notice.