

Publication Advertising



Minnesota Fire Chief Magazine

This full-color, quarterly printed periodical is one of MSFCA's primary communication vehicles among its readership. More than 1,700 individuals in the organization receive the magazine and over 200 subscribers sign up just to receive this benefit. Along with sharing association news and providing critical educational material to keep Minnesota's fire service leadership up-to-date with the important information needed to administer a modern fire department and to provide effective fire protection for their communities, it's one of the most visible ways for companies to showcase their products and services.

Technical Specifications: Content due as full-color (CMYK), 300dpi, print-ready image file. Preferred file types: .pdf or .jpg. Add 1/8" on all sides for full bleed.

Submission Deadlines:

- Q1 - Winter Issue: Dec. 1, 2022
- Q2 - Spring Issue: Mar. 1, 2023
- Q3 - Summer Issue: June 1, 2023
- Q4* - Fall Issue: Aug. 15, 2023

MAGAZINE	SIZE	MEMBER	NON MEMBER
Full Page	8.25" wide x 10.75" tall	\$800	\$1,000
Half Page	8.25" wide x 5.375" tall <i>-or-</i> 4.125" wide x 10.75" tall	\$400	\$500
Quarter Page	4.125" wide x 5.375" tall	\$200	\$250

*The fourth-quarter issue dually serves as the onsite conference program and annual directory for the association. Issue is mailed and handed out onsite at the Annual Conference.

MSFCA E-Newsletter

Distributed monthly, this electronic message will connect recipients directly to the MSFCA website. While it conveys some important educational information to readers, this more frequent delivery method will be the primary source of event information, award deadlines, and timely association news.

E-NEWSLETTER	SIZE	MEMBER	NON MEMBER
Full Banner	468 wide x 50 tall = pixels	\$500	\$625
Half Banner	234 wide x 50 tall = pixels	\$250	\$312.50
Small Ad	100 wide x 100 tall = pixels	\$100	\$125

Technical Specifications: Full-color (RGB) images below 100k max file size are accepted. Preferred file types: .gif, .png or .jpg. Link to company to be provided upon submission.

Submission Deadlines: E-Newsletter content is due on the 1st of the month it's distributed. (i.e. January issue content due January 1st.)

MSFCA Advertising Request Form



If interested in advertising, complete the information below and send to the MSFCA office:

6737 W Washington St, Ste 4210 Milwaukee, WI 53214

Phone: 800-743-0911 E-mail: office@msfca.org

Contact Information:

Company name: _____

Contact person: _____

Address: _____

City/State/Zip: _____

Phone: _____

E-mail: _____

Minnesota Fire Chief Magazine

→ Member Non-Member

→ Full Page 1/2 Page 1/4 Page

→ 1 issue 2 issues 3 issues 4 issues

→ Q1 – Winter Issue Q2 – Spring Issue Q3 – Summer Issue Q4 – Fall Issue

→ Total advertising amount for magazine \$ _____
(see advertising rates on reverse side)

Minnesota E-Newsletter

→ Member Non-Member

→ Full Banner Half Banner Small Ad

→ January February March April May June July August September October November December

→ Total advertising amount for e-newsletter \$ _____
(see advertising rates on reverse side)

Payment:

\$ _____ total amount for Magazine and E-Newsletter

Check payable to MSFCA enclosed

Please bill me as each issue is published

Please bill my credit card

Card number: _____

Exp. Date: _____ CSV: _____

Cardholder name: _____

Cardholder signature: _____