

# MEDIA KIT

National Volunteer Fire Council



## Reaching the Decision-Makers of the Fire Service

There are an estimated **1.1 million firefighters** in the U.S., **72% of which are volunteer**. Volunteer and combination departments comprise 27,922 of the nation's 30,185 fire departments. Volunteer firefighters and EMS personnel make up a key market for fire service products and services in addition to a range of general use products.

The National Volunteer Fire Council (NVFC) reaches the leaders and decision-makers of the fire and emergency service as well as first responders who are active voices in their department. Our membership includes 49 state fire service associations, department chiefs, first responders, and others at the forefront of the emergency services.

By advertising with the NVFC, you reach key individuals with your company's messaging and product information. The individuals who receive our publications pass them on to their department members and contact lists. The first responders visiting our web sites tell their colleagues and department members what they have found. We reach the individuals who make the decisions about the products and services their departments use.

## A Trusted Voice

The NVFC is a nonprofit 501(c)(3) membership association that represents the interests of the volunteer fire, EMS, and rescue services. The NVFC serves as the voice of the volunteer in the national arena and provides invaluable tools, resources, programs, and advocacy for first responders nationwide. First responders from across the country look to the NVFC to provide critical information and resources to help the volunteer fire service thrive.

## Addressing the Needs of the Emergency Services

The NVFC addresses the needs of the fire and emergency services in many ways. We are active and respected advocates in Washington, DC, working with legislators and key government officials to support the volunteer. We produce resources first responders use to help with retention and recruitment, funding, getting community support, and much more. Our programs and initiatives tackle critical issues facing the fire and emergency services, often encompassing the entire fire service community, both volunteer and career. These groundbreaking programs include:



## Why Advertise With the NVFC

The NVFC offers return on your investment. Our advertising prices are low, and you will reach the target audience for your product or service. Since our publications go to leaders in the field, the pass-along readership gives you even more value for your dollar. And with a wide variety of advertising options, you can find the avenue that is a perfect fit with your product and message. You will also have the benefit of supporting an organization that is the trusted source of news, information, and support for the volunteer fire and emergency services.

**Heart-Healthy Firefighter Program:** With heart disease the leading cause of line-of-duty firefighter fatalities, the NVFC launched the nation's only heart attack prevention and awareness campaign targeted at all firefighters and EMS personnel, both volunteer and career.

**Fire Corps:** Part of the federal government's Citizen Corps initiative, Fire Corps connects community members with their local volunteer, combination, or career department to assist with non-emergency tasks, such as fire prevention and life safety education, fundraising, apparatus maintenance, administrative tasks, and more. This helps increase a department's capacity and services while making citizens better prepared to handle their own emergencies as well as those of their neighbors.

**National Junior Firefighter Program:** The future of the fire service is our youth, and the National Junior Firefighter Program helps volunteer, combination, and career departments start, manage, expand, and recruit for a local youth participation program. In addition, youth can use the program to locate a local junior firefighter program, keep track of their hours of service, and earn motivational rewards for their participation.

# Print Opportunities



## Dispatch Newsletter

The *Dispatch* is a quarterly, printed newsletter that goes to all NVFC members. Department members get one copy sent to the chief, who then circulates it throughout the department membership. The *Dispatch* is a trusted resource of news and information, with special sections on legislative updates, Fire Corps, the Heart-Healthy Firefighter Program, the National Junior Firefighter Program, EMS, retention and recruitment, and NVFC staff initiatives.

**FORMAT:** Printed, 8 ½" x 11" newsletter

**COLOR:** 4-color

**CYCLE:** Published quarterly – February 1, May 1, August 1, and November 1

**SUBSCRIBERS:** 8,500 industry leaders

**PASS-ALONG READERSHIP:** Chiefs, state associations, and more pass along the *Dispatch* to their department members, making readership higher than subscription numbers

**DISCOUNT:** NVFC corporate members receive a 10% discount

**ONLINE COMPONENT:** The *Dispatch* is archived in the members-only section of the NVFC web site

## National Fire Service Resource Guide

This printed resource guide provides critical information fire departments need to succeed. From grants/funding and retention and recruitment to bylaws/operating procedures and training opportunities, this guidebook is a reference resource chiefs and department members will turn to again and again. The guide is sent to every fire department in the country and also distributed at additional events and trade shows throughout the year. Sponsors of the guide receive advertising as part of their sponsorship package.

**FORMAT:** Printed, 8 ½" x 11" guidebook

**COLOR:** Text 2-color; covers 4-color

**CYCLE:** Annual – released in January

**SUBSCRIBERS:** Sent to all 30,000 fire departments in the U.S.; also distributed at trade shows and other events

**DISCOUNT:** NVFC members receive special discounts on sponsorship

**ONLINE COMPONENT:** The resource guide has an interactive online component, providing top sponsors with the option for a complimentary online ad

To learn more about this exciting sponsorship opportunity, contact the NVFC at [nvffoffice@nvfc.org](mailto:nvffoffice@nvfc.org) or 888-ASK-NVFC (275-6832).

**NVFC members receive discounts on advertising – learn more and join at [www.nvfc.org](http://www.nvfc.org).**

# Online Opportunities



## NVFC Web Site

Thousands of fire service leaders and personnel turn to the NVFC web site each month for news, information, and resources. Advertise on the NVFC site and make sure your company is seen! Your ad is linked to your web site, making it easy for visitors to learn more about your product or service.

**CYCLE:** Ad space reserved in monthly increments

**VISITS PER MONTH:** 18,000+

**UNIQUE VISITORS PER MONTH:** 15,000+

**PAGE VIEWS PER MONTH:** 69,000+

**AD PLACEMENT:** Ads can go on the entire site, the homepage only, or on the page(s) that specifically relate to your product or service

**DISCOUNT:** NVFC corporate members receive a 10% discount on advertising



## Heart-Healthy Firefighter Web Site

The Heart-Healthy Firefighter Program focuses on the health and wellness of our nation's first responders. Filled with tips, tools, resources, and information for getting and staying healthy, this site also features interactive components including 'Adopt the Program' and the Fired Up For Fitness Challenge.

**CYCLE:** Ad space reserved in monthly increments

**VISITS PER MONTH:** 2,300+

**UNIQUE VISITORS PER MONTH:** 1,600+

**PAGE VIEWS PER MONTH:** 7,400+

**AD PLACEMENT:** Ads can go on the entire site, the homepage only, or on the page(s) that specifically relate to your product or service

**DISCOUNT:** NVFC corporate members receive a 10% discount on advertising



## Fire Corps Web Site

Fire department personnel and citizen volunteers rely on the Fire Corps web site for information and resources about starting and maintaining a citizen volunteer program within the department.

**CYCLE:** Ad space reserved in monthly increments

**VISITS PER MONTH:** 3,300+

**UNIQUE VISITORS PER MONTH:** 2,800+

**PAGE VIEWS PER MONTH:** 13,600+

**AD PLACEMENT:** Ads can go on the entire site, the homepage only, or on the page(s) that specifically relate to your product or service

**DISCOUNT:** NVFC corporate members receive a 10% discount on advertising

# Electronic Newsletters

The NVFC produces four electronic newsletters. Reach your target audience and link directly back to your company's web site. Each newsletter goes to department chiefs, state association representatives, first responders, and other leaders in the industry, many of whom forward it on to their contact list in-creasing the readership numbers far beyond the subscription count.

## NVFC E-update

The *NVFC E-update* contains information about NVFC initiatives and programs, legislative news, calls to action, training and grant information, retention and recruitment, and more. This e-newsletter goes to all NVFC members as well as other leaders and members of the fire and emergency services.

**FORMAT:** Electronic newsletter

**CYCLE:** Released the second Tuesday of each month

**SUBSCRIBERS:** 9,500+

**PASS-ALONG READERSHIP:** Chiefs, state associations, and more forward the *NVFC E-update* their department members and contact lists, making readership higher than subscription numbers

**AD PLACEMENT:** Banner at the top of the issue, or include a button ad in the interior of the *E-update*

**DISCOUNT:** NVFC corporate members receive a 10% discount on advertising

**ONLINE COMPONENT:** The *NVFC E-update* is archived on the NVFC web site

## Fire Corps E-update

The *Fire Corps E-update* focuses on issues and news related to the Fire Corps program, including program updates, resources, and profiles. First responders and citizen volunteers subscribe to the *Fire Corps E-update* to assist with implementing their local Fire Corps program.

**FORMAT:** Electronic newsletter

**CYCLE:** Released the third Tuesday of each month

**SUBSCRIBERS:** 8,500+

**PASS-ALONG READERSHIP:** Fire Corps program coordinators and community volunteers forward the *E-update* to their Fire Corps teams, making readership higher than subscription numbers

**AD PLACEMENT:** Banner at the top of the issue, or include a button ad in the interior of the *E-update*

**DISCOUNT:** NVFC corporate members receive a 10% discount on advertising

**ONLINE COMPONENT:** The *Fire Corps E-update* is archived on the Fire Corps web site

## Heart-Healthy Firefighter E-news

The *Heart-Healthy Firefighter E-news* is designed to increase awareness in the fire and emergency services of how to prevent heart disease and maintain a heart-healthy lifestyle. Each issue contains updates from the Heart-Healthy Firefighter Program, tips on exercise and nutrition, and health-related news, information, and resources.

**FORMAT:** Electronic newsletter

**CYCLE:** Released the first Tuesday of each month

**SUBSCRIBERS:** 8,200+

**PASS-ALONG READERSHIP:** Chiefs and personnel forward the *Heart-Healthy Firefighter E-news* to their department members and families, making readership higher than subscription numbers

**AD PLACEMENT:** Banner at the top of the issue, a button ad in the interior of the *E-news*, or sponsor a recurring feature

**DISCOUNT:** NVFC corporate members receive a 10% discount on advertising

**ONLINE COMPONENT:** The *Heart-Healthy Firefighter E-news* is archived on the Heart-Healthy Firefighter web site

## National Junior Firefighter E-news

The *National Junior Firefighter Program E-news* goes to all registered members of the National Junior Firefighter Program, both department coordinators and junior members. Articles highlight program news, resources, activity ideas, and more.

**FORMAT:** Electronic newsletter

**CYCLE:** Released the third Wednesday every other month

**SUBSCRIBERS:** 2,400+

**PASS-ALONG READERSHIP:** Program coordinators and junior firefighters forward the *E-news* to their junior firefighter program, making readership higher than subscription numbers

**AD PLACEMENT:** Banner at the top of the issue, or include a button ad in the interior of the *E-news*

**DISCOUNT:** NVFC corporate members receive a 10% discount on advertising



# Rates, Specifications, and Deadlines

The NVFC offers fantastic rates on advertising, and has a range of publication formats and deadlines to meet your needs.

## Dispatch

Unit Size	Rate: 1x	Rate: 2x	Dimensions
Full page	\$700	\$1,300	7 1/2" wide x 10" high
1/2 page horizontal	\$450	\$850	7 1/2" wide x 4 7/8" high
1/2 page vertical	\$450	\$850	4 5/8" wide x 6 1/2" high
1/4 page	\$250	\$450	3 1/2" wide x 4" high
Business card	\$200	\$350	3 1/2" wide x 2" high

## Deadlines

Winter: January 1  
 Spring: April 1  
 Summer: July 1  
 Fall: October 1

## Web Site

Ad Placement	Rate: 1x	Rate: 2x	Dimensions
Entire site	\$800	\$1,500	Left button: 175px width (max) Right button: 185px width (max)
Homepage	\$550	\$1,000	Left button: 175px width (max) Right button: 196px width (max) Bottom banner: 429px width (max)
Interior page	\$300	\$550	Call for information.

## Deadlines

Ad will appear for one month as of initial posting

## E-newsletters

Unit Size	Rate: 1x	Rate: 2x	Dimensions
Banner	\$750	\$1,400	570px width x 150px height
Button Ad	\$500	\$900	185px width x 277px height (max)
Sponsor a Heart-Healthy feature	Call for information		Company name in feature plus button ad

## Deadlines

Artwork due the Thursday before issue goes out

## Reserve Your Space Today

Let your product and message be heard! Advertise with the NVFC and reach your target audience in the fire and emergency services. With a wide range of advertising opportunities, there is one that matches your needs.

To reserve your advertising space, contact Susan Dyer at 443-994-3350 or [advertising@nvfc.org](mailto:advertising@nvfc.org).



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