

NATIONAL VOLUNTEER FIRE COUNCIL

The Power of
Brand Awareness
& Sales Leads



Media Kit



*Reaching the
Volunteer
Boots on the Ground*

The Power of Advertising

The National Volunteer Fire Council (NVFC) is your conduit to its unique membership – 26,000 plus volunteer fire, EMS, and rescue personnel.

We are the only U.S. nonprofit organization that serves, advocates, and supports 67% of the fire service – the men and women who are the volunteer fire, EMS, and rescue forces. Our job is to give them the tools and resources they need to stay healthy, well-informed, prepared, equipped, and ready to put on their gear...jump on the truck...and utilize the tools to serve their communities – no matter what they're called to do.

Because we are a membership organization, we are also in the distinctive position of having a qualified audience and readership with direct accessibility to the volunteer first responder community.



Advertising

Advertising in NVFC publications and web site provides visibility to members, publication readers, and the fire service. They look to the NVFC for current information, tools, and resources.

2022 Calendar

The 2019 health and safety wall calendar flew off the shelves! We're bringing it back in 2022.

Monthly health and safety messages will be front and center at the fire station! This high-quality calendar will be used for important dates and the announcement of special activities within the fire service – National Cancer Awareness Month, Fire Prevention Week, NVFC meetings, and more. Your logo will be on a calendar that is hung in 2,500 fire stations across the country!

CIRCULATION: 2,500
NVFC fulfillment requests

**RATE: \$1,000 /month or
\$10,000 Exclusive**



Advertising

Advertising on the NVFC web site and e-newsletter

Dispatch provides visibility and branding. It also increases recognition for your products and services.



Dispatch Newsletter is a bi-weekly e-publication providing news, information, NVFC training announcements, and links to resources. Issues are limited to 4 advertisers.

SUBSCRIBERS: 24,469

Ave. Open Rate: 13%

Ave. Click Rate: 10%

RATE: \$300 /insert

WEB SITE

Advertising appears in the upper right corner of inside pages and run for 30 days.

12-month average: 24,505

Average unique visitors: 17,907

Average monthly views: 39,986

RATES:

1 Month | First Month \$400

Additional Months \$300 each

12 Months* \$3,000 (\$250/month)

(*must contract for 12 months to receive discounted rate)

NVFC Corporate Members receive complimentary ads based on membership level and receive 20% discount off published rates.

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Advertising

Working collectively to take your goals and message to the volunteer fire, EMS, and rescue forces



CONTACT:

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Ask me about the advantages of
NVFC Corporate Membership!