

1ST

RESPONDER NEWSPAPER[®] 2017 Media Kit



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www.1strespondernews.com



2017 Advertising Copy Deadlines

New England Edition CT, MA, ME, NH, RI, VT

Issue	Deadline
January Issue	12/09/16
February Issue	01/13/17
March Issue	02/10/17
April Issue	03/10/17
May Issue	04/14/17
June Issue (CT EMS) (New England Chiefs Preview)	05/19/17
July Issue (New England Chiefs)	06/09/17
August Issue	07/14/17
September Issue	08/11/17
October Issue	09/15/17
November Issue	10/13/17
December Issue.....	11/03/17
January Issue	12/15/17

New Jersey Edition

Issue	Deadline
January Issue	11/25/16
February Issue	12/30/16
March Issue	01/27/17
April Issue.....	02/24/17
May Issue	03/24/17
June Issue	04/21/17
July Issue	05/26/17
August Issue	06/30/17
September Issue (WW Preview)	07/28/17
October Issue (Wildwood).....	09/01/17
November Issue	09/22/17
December Issue	10/20/17
January Issue	11/27/17

Pennsylvania Edition

Issue	Deadline
January Issue.....	12/16/17
February Issue.....	01/13/17
March Issue (Pittsburgh Expo).....	02/17/17
April Issue	03/17/17
May Issue (Harrisburg Preview)	04/07/17
June Issue (Harrisburg Expo)	05/05/17
July Issue.....	06/16/17
August Issue.....	07/14/17
September Issue	08/18/17
October Issue.....	09/08/17
November Issue	10/13/17
December Issue	11/10/17
January Issue.....	12/08/17

Ohio Edition

Winter Issue.....	02/17/17
Spring Issue	05/05/17
Summer Issue.....	07/21/17
Winter.....	10/27/17

New York Edition

Issue.....	Deadline
January Issue	12/02/16
February Issue	01/06/17
March Issue (Mega Show)	02/03/17
April Issue	03/03/17
May Issue.....	03/31/17
June Issue (NYS Chiefs Preview)	04/28/17
July Issue (NYS Chiefs)	06/02/17
August Issue	07/07/17
September Issue	08/04/17
October Issue(Pulse Check).....	09/08/17
November Issue(NY Commish)	09/29/17
December Issue	10/27/17
January Issue	12/01/17

Southeast Edition AL, FL, GA, TN

Issue	Deadline
January Issue	12/16/16
February (Fire Rescue East)	01/06/17
March Issue	02/10/17
April Issue	03/10/17
May Issue	04/14/17
June Issue.....	05/12/17
July Issue	06/02/17
August Issue	07/21/17
September Issue	08/18/17
October Issue.....	09/15/17
November Issue(Firehouse Expo).....	10/06/17
December Issue	11/10/17
January Issue	12/15/17

MidAtlantic Edition DE, DC, MD, VA, W.VA

Issue	Deadline
January/February Issue	12/09/16
March/April Issue	01/20/17
May/June Issue	03/24/17
July/August Issue	06/23/17
September/October Issue	08/11/17
November/December Issue	10/20/17

Texas Edition

Spring Issue	03/03/17
Summer Issue	07/07/17
Fall Issue.....	11/03/17
Winter Issue	TBD

California

January/February (Firehouse World)	01/20/17
March/April	03/17/17
May/June.....	04/28/17
July/August	06/16/17
September/October.....	08/25/17
November/December.....	11/24/17



ADVERTISING RATES AND CIRCULATION

ADVERTISING RATES (per insertion/per edition)

AD SIZE	3X Rate (per insertion)	6X Rate (per insertion)	12X Rate (per insertion)
Full Page	\$1045	\$1020	\$995
3/4 Page	\$845	\$815	\$795
1/2 Page	\$685	\$660	\$620
1/4 Page	\$450	\$435	\$420
1/8 Page	\$300	\$280	\$260
Business Card	\$140	\$125	\$110

MULTIPLE ZONE INSERTION RATES

1-12 insertions per year:	Rate card prices apply
13-24 insertions per year:	10% discount of 12x rate
25-36 insertions per year:	15% discount of 12x rate
37-48 insertions per year:	20% discount of 12x rate

CLASSIFIED ADVERTISING RATES

Word Ads: \$50 per inch

Service Directory Listing: \$50 per box

(Advertising rates guaranteed through December 31, 2017.)

Advertising Rates (4 / Color)

Full 4/color process is available for \$225.

Creative Composition / Service

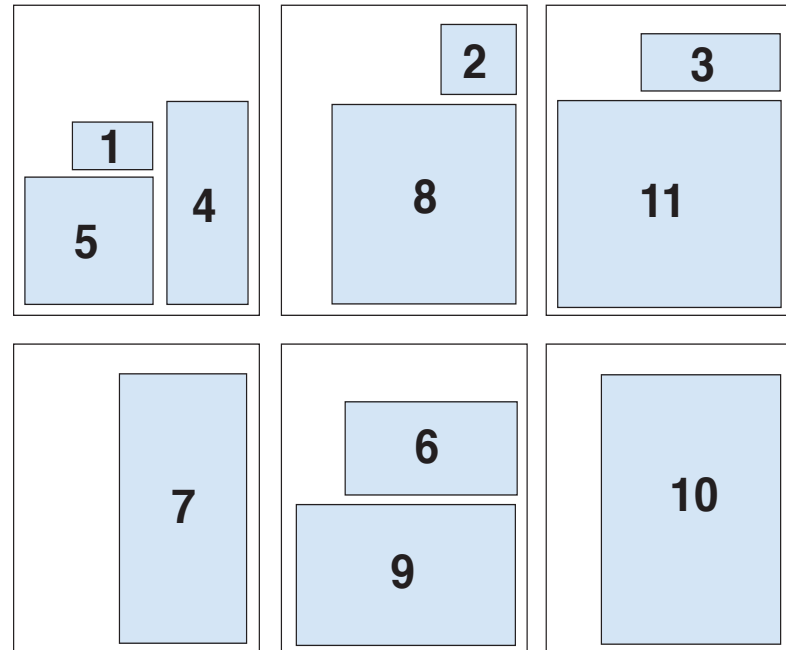
Our graphics department is available to help create an ad for your company at no additional charge.

Circulation

Discover the return on investment that we have been delivering to our advertisers since we published our first edition over 20 years ago. Our newspaper's 45,000 readership in each edition we publish, provides unsurpassed penetration into the emergency services community. 1st Responder News is delivered in BUNDLES to every single fire department, substation, rescue squad and EMS crew in each state we service. These first responders are the backbone of our state and their status as solid citizens is attractive to businesses both in and out of the fire, rescue and EMS supply.

ADVERTISING DIMENSIONS

Page Unit	Width & Depth
Service Directory	2" X 1"
#1 Business Card	4" X 1 ¹ / ₂ "
#2 1/8 Page	4" X 4"
#3 1/8 Page	6" X 2 ¹ / ₂ "
#4 1/4 Page	4" X 8 ¹ / ₄ "
#5 1/4 Page	6" X 6"
#6 1/4 Page	8" X 4"
#7 1/2 Page	6" X 11 ¹ / ₄ "
#8 1/2 Page	8" X 8 ¹ / ₄ "
#9 1/2 Page	10" X 6 ¹ / ₂ "
#10 3/4 Page	8" X 11 ¹ / ₂ "
#11 3/4 Page	10" X 9"
Full Page	10" X 12 ³ / ₄ "



Mechanical/Ad Specifications & Dimensions

Even though your advertisement can run any size you wish, we have put together a sizing grid that corresponds with our retail frequency rate card. If you would like to run an advertisement that is a different size than one shown below, charges will be determined by calculating cost per inch from the ad closest in size on the grid.

Shipping Information

All advertising materials must be sent to 1st Responder News' production office at:

1ST RESPONDER NEWSPAPER
1 Ardmore St.
New Windsor, New York 12553
Attn: Production Dept.

or you can e-mail them to us at Advertising@1strespondernews.com

Additional Information

For additional information or assistance regarding ad material extensions, copy changes, status of materials supplied, or mechanical specifications for gatefolds, insert cards, flyers, preprinted sections, please contact the Production Department.

Additional Services Offered

1st Responder News' Creative Services department is available to all current and regular advertisers who need creative assistance in developing and creating ads, brochures, flyers, new release product sheets, press releases, etc. 1st Responder News is a full scale comprehensive service bureau capable of handling your desk top publishing needs from typesetting to film output to printing.