



Fire Protection
Association Australia

FIRE SIGNALS

Monthly newsletter

2018-19 Rates & Specifications

About *FireSignals*

FireSignals is Fire Protection Association Australia's (FPA Australia) monthly electronic newsletter, designed to keep subscribers informed of news within the fire protection industry and other general relevant information. *FireSignals* is delivered directly to the entire FPA Australia membership base and additional subscribers on a monthly basis, equating to a distribution list of approximately 14,000 members, subscribers and contacts.

Content

News items in *FireSignals* are obtained from FPA Australia and a wide range of national and international sources in the fire community. These news stories are designed to give a short, sharp account of the latest news, product updates and new appointments in the fire protection industry.

FireSignals major sponsor banner advertising

FireSignals allows your business to act as a major sponsor of each edition. The number of major sponsor positions is limited. *FireSignals* e-newsletters are dispatched to the FPA Australia membership base and external subscribers each month (see advertising frequency below). The benefits of being a major sponsor include:

- 480w x 140h pixel banner advertisement, running the width of the e-newsletter in a prime position within the content of the newsletter.
- The option of having an additional complimentary 'tower' advertisement in the left hand column of the newsletter (140w x 200h pixels).

Tower advertising

Tower advertisements are available in each edition for all advertisers, giving your business or product a presence in the e-newsletter. Tower advertising is located on the left hand side of the newsletter, and runs vertically down the page, aligned with news articles. A maximum of two tower adverts (two singles or one double) are available to each advertiser per edition. Tower advertisement dimensions are 140w x 200h pixels for a single tower and 140w x 400h pixels for a double tower.

Advertising frequency

One edition of *FireSignals* is distributed each month. Bookings must be run consecutively, for example, if an advertiser books a 6 advert package, this equates to advertising in the next six consecutive issues of *FireSignals* over a six month period.

Advertising rates (inc. GST)

FPA Australia members receive an exclusive 10% discount on advertising rates. Quote your company/client's membership number in the booking form to receive the discount.

Size	2 editions		4 editions		6 editions		Artwork dimensions (w x h pixels)
	Member	Non-member	Member	Non-member	Member	Non-member	
Single tower	\$310	\$340	\$560	\$615	\$810	\$890	140w x 200h
Double tower	\$620	\$680	\$1115	\$1225	\$1610	\$1770	140w x 400h
Major sponsor	\$1240	\$1365	\$2360	\$2595	\$3350	\$3685	480w x 140h

Contact the FPA Australia office to discuss longer advertising series. Advertising will only be allocated upon receipt of booking form and payment made.

Artwork specifications

Finished artwork must be in RGB colour format. All advertising is in full colour. Our preference is to receive finished artwork files as a JPEG file, however the following formats are accepted;

- JPEG
- GIF
- EPS or TIFF
- Adobe Indesign
- Adobe Photoshop
- Adobe Illustrator

We do not offer additional set up or artwork services for advertisements. If changes are required to supplied artwork, a cost will be incurred. Advertorial style advertisements will not be accepted. Artwork should be supplied by email wherever possible.

Artwork must be received by the end of the second week of each month in order to run in the following newsletter.

Contact Details

Tom Bicknell
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E: tom.bicknell@fpaa.com.au
W: www.fpaa.com.au

Payment

FPA Australia ABN: 30 005 366 576

Advertiser information

Contact: _____

Company: _____

FPA Australia membership number: _____

Address: _____

Phone: _____ Mobile: _____

Fax: _____ Email: _____

Advertising arrangement

Advertising type	Number of editions	Preferred start month	Total
Single tower	_____	_____	\$ _____
Double tower	_____	_____	\$ _____
Major sponsor	_____	_____	\$ _____
		Total	\$ _____

Payment information

EFT

BSB: 033 083, Account number: 332 932.

Please advise of payment date, name and amount to accounts@fpaa.com.au.

Credit card

Visa Amex MasterCard

Card no.: _ _ _ _ / _ _ _ _ / _ _ _ _ / _ _ _ _ / Exp date: _ _ / _ _

Name: _____ Signature: _____

Booking

Please read the terms and conditions below and check that all the above details are correct. By signing below, I declare that I am authorised by the above named organisation to approve this booking order.

Terms and Conditions of Agreement

Payment terms are strictly from the booking date and payment must be made on the booking date, as no credit is given at FPA Australia. Artwork must be submitted in the format specified by the publisher by the booking deadline date. Artwork/material requirements can be obtained from the publisher. If artwork is not received or signed off by the deadline date, the publisher reserves the right to charge for advertisement space not used and/or to use previously submitted material. The advertiser agrees that Victoria—the state in which the publications is produced is the appropriate jurisdiction for any or all disputes howsoever arising and howsoever relating to this booking agreement or the publication of this e-newsletter. The particulars of the advertisement or entry to be placed in this publication will be provided by the advertiser and they form part of this document. These particulars include all artwork and other detail which is to be provided by the advertisers to the publisher.

Name: _____

Title: _____

Signature: _____

Date: __ / __ / ____