

Marketing Power

FIRE-DEK is the cornerstone of a multi-media marketing program targeting the buyers for fire and rescue teams across the USA with independent buying authority. Your full-color card is included in the cooperative direct mail program as well as featured online at **www.FIRE-DEK.com**.

2009 Publishing Schedule

Issue	Closing Date	Mailing Date
Feb/Mar (Pre FDIC)	Jan 23	Late-Feb
Jun (Pre IAFC)	May 14	Mid-Jun
Sep	Jul 24	Early-Sep
Nov	Oct 9	Mid-Nov

Create New Customers & Increase Sales

- Generate High Quality Sales Leads
- Drive Traffic to Your Website
- Drive Qualified Buyers to Your 800#
- Promote Your Show Exhibit
- Mass Market a Special Offer
- Launch New Products
- Build Your Prospect Database
- Conduct Market Research with our A/B Split Program

**7PT UNCOATED STOCK
4-COLOR/B&W without bleeds**

	45,000	CPM
Standard Per Mailing	\$1,790	\$39.78
Jumbo Per Mailing	\$2,790	\$62.00

Card Size	Standard	Jumbo
Trim Size	3 ⁹ / ₁₆ " x 5 ³ / ₈ "	5 ³ / ₈ " x 7"
Image Area (No Bleeds)	3 ¹ / ₈ " x 5 ¹ / ₈ "	5 ¹ / ₈ " x 6 ³ / ₄ "

7 PT MATTE STOCK WITH GLOSSY FINISH

4-Color Both Sides With Bleeds
UV Coat One Side; Varnish Second Side

Circulation	45,000
Standard Per Mailing	\$3,990
Jumbo Per Mailing	\$5,990

FIRE-DEK Audience Profile

Municipal Fire Department Buyers	37,261
Emergency Medical Services	2,847
Private Ambulance Companies	2,022
State & County Fire Protection	1,531
Training Officers	753
Fire Protection Services & Consulting	326
Dealers & Distributors.....	260
Total	45,000

**Mini-Catalogs as low as 22 cents
each per single issue**

Add POLICE-DEK, directed to 45,000 buyers at law enforcement and private security agencies nationwide, for only \$1,200 more.

Add a solo email campaign to 5,000 fire & rescue buyers at a discounted multi-media rate.

2009 Rates, Dates & Data

Cooperative Direct Mail Program



Want to reach a market before or after a major trade show? We have a solution for you.

Looking to launch new products nationwide in multiple mediums? We have a solution for you.

*Looking to replace trade shows with a more cost-effective campaign to the market?
We have a solution for you.*

Looking to achieve sales goals with a shrinking budget? We have a solution for you.

Need new customers? We have a solution for you.

Additional Online & Direct Marketing Services

Online Card in Current Offers (Archived Online Indefinitely).....	\$295
Card in FIRE eDEK to 5.000 + Buyers	\$200
Solo Email Campaign to 5000 + Buyers.....	\$1000
Solo Email Campaign Subject Line A/B Split.....	\$200
Mailing List Rental	Call for Quote

Card-DEK Program Enhancements

Four-Color on Second Message Side	\$495
Half Back Cover.....	\$495
Logo on Cover.....	\$95
First Card Position	\$395
2nd - 5th Position.....	\$95
A/B Split - Standard Card	\$275
A/B Split - Jumbo Card	\$450
Overprints (price per 1000).....	\$150
Electronic Lead Delivery Program	\$100
Creative Services - Machalek Communications' Design	
Complete Creative Services – 1 Message Side	\$250
Complete Creative Services – 2 Message Sides	\$395
Redesign of Existing Layout	\$195
Code/Text/Minor Changes on Existing Layout.....	\$50
Resizing Incorrect Submissions to Customer Supplied Artwork.....	\$150