



*Fire Sprinklers Save Lives and Property*

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Dear Fire Sprinkler Industry Firm,

Enclosed is information on *FPC/Fire Protection Contractor* magazine, including:

- **2025 Advertising Print and Digital Rates & Specifications**
- **2025 Editorial Calendar**
- **Editorial Guidelines**, which includes our “*12 Ways To Get FREE Publicity*”
- **Digital Advertising Opportunities**
- **Advertising Insertion Order Form**

*FPC* readers are the people who specify and purchase your products and services.

**Studies show:** those who advertise come out more successful than those who do not.

***Get Ahead and Stay Ahead by Advertising in FPC!***

You should be advertising in *FPC* magazine regularly!

At the very least, you should be taking advantage of our “*12 Ways To Get FREE Publicity*” to help you keep your name before our readers – *those who specify, purchase, and use your products and services!*

Please know that we appreciate your business, and are readily available to answer questions or explore editorial, advertising, and marketing ideas.

Sincerely Yours, for a Better Fire Sprinkler Industry,

*Brant R. Brumbeloe*  
Brant R. Brumbeloe  
Publisher & Editor

P.S. — There is no rate increase again for 2025.

P.P.S. — You may take a 5% discount for full, non-invoiced, payment in advance.

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## EDITORIAL CALENDAR

In addition to our regular coverage of news, information, opinions, analysis, and controversy in the fire sprinkler industry, *FPC* will focus on the following themes, features, and industry concerns.

We welcome input on all topics of concern related to the fire sprinkler industry.

*Please e-mail us for more details on a topic.*

*(Subject to change without notice at Publisher's discretion.)*

EDITION	FEATURES	SUB-FEATURES	EDITORIAL DUE
JANUARY	SYSTEM DEFICIENCIES	2025 PREDICTIONS/ 2024 TOP STORIES	DECEMBER 1, 2024
FEBRUARY	RACKS/RACK STORAGE VIEWS & STRATEGIES	TRENDS IN CONSTRUCTION	JANUARY 1, 2025
MARCH	DRY PIPE SYSTEMS	HISTORY & OLD PHOTOS	FEBRUARY 1, 2025
APRIL	OBSTRUCTED CONSTRUCTION	RISER ROOMS	MARCH 1, 2025
MAY	ZONE VALVES & MAX AREA	BENEFIT TOURNAMENTS	APRIL 1, 2025
JUNE	BUSINESS MANAGEMENT	STAFFING ISSUES AND CHALLENGES	MAY 1, 2025
JULY	DESIGN MANAGEMENT	FITTER'S FOLLIES	JUNE 1, 2025
AUGUST	PERSON/ORGANIZATION OF THE YEAR	FIRE PREVENTION WEEK/DEMOS	JULY 1, 2025
SEPTEMBER	INDEPENDENT DESIGNERS	FREEZE PROTECTION	AUGUST 1, 2025
OCTOBER	SALES ESTIMATING	DIGITAL TRENDS	SEPTEMBER 1, 2025
NOVEMBER	ACCIDENTAL SPRINKLER ACTIVATIONS	SCHOOLS	OCTOBER 1, 2025
DECEMBER	PIPE SIZE ESTIMATING	NATIONAL MARKET CONDITIONS	NOVEMBER 1, 2025



# RATES & SPECS

**No Rate Increase This Year!**

## 4 Color Rates (per insertion)

	1x	3x	6x	9x	12x
FP	\$1,896	\$1,824	\$1,756	\$1,689	\$1,629
2/3	\$1,440	\$1,391	\$1,352	\$1,301	\$1,261
1/2	\$1,195	\$1,159	\$1,128	\$1,091	\$1,060
1/3	\$961	\$938	\$910	\$892	\$869
1/4	\$840	\$818	\$804	\$782	\$772
1/6	\$731	\$709	\$696	\$685	\$677
1/9	\$669	\$658	\$650	\$641	\$633

## Spot Color Rates (per insertion)

	1x	3x	6x	9x	12x
FP	\$1,624	\$1,553	\$1,485	\$1,418	\$1,358
2/3	\$1,168	\$1,120	\$1,081	\$1,030	\$990
1/2	\$924	\$888	\$857	\$819	\$789
1/3	\$689	\$667	\$639	\$620	\$598
1/4	\$569	\$547	\$533	\$511	\$501
1/6	\$459	\$437	\$424	\$414	\$405
1/9	\$397	\$387	\$378	\$369	\$361

## Black & White Rates (per insertion)

	1x	3x	6x	9x	12x
FP	\$1,416	\$1,345	\$1,277	\$1,209	\$1,150
2/3	\$960	\$911	\$872	\$821	\$781
1/2	\$715	\$679	\$648	\$611	\$581
1/3	\$481	\$458	\$430	\$412	\$389
1/4	\$360	\$338	\$324	\$302	\$292
1/6	\$251	\$229	\$216	\$205	\$197
1/9	\$189	\$178	\$170	\$161	\$153

**COLOR:** Spot Color includes standard red, blue, green, yellow, or any specified color. Provide PMS number or swatch. Guaranteed date of placement made upon receipt of complete ad. No guarantee of color match without color proof.

### MECHANICAL REQUIREMENTS

**Trim size:** 8½" x 11". **Full Page Bleed Size:** 8¾" x 11¼". Bleeds: ¼" over trim size (essential material/text must be 3/8" from edge). Live print area: 7"x10". Printing: sheet-fed offset, 70 lb. coated stock; *Please send electronic files.*

### ELECTRONIC FILES

Please send Press Quality PDFs or PDF/X-1a with embedded fonts. Ads are to be CMYK process color or grayscale at 300 dpi. *See Mechanical Requirements for other important information.*

### DEADLINES

Ads must be received by the first of the month for insertion in the following month's edition (i.e., February 1, for March edition). Please call for extensions if desired by the 1<sup>st</sup>. Ads received past deadlines, without FPC's permission, are subject to late fees, up to \$400 per day.

### SPECIAL PLACEMENT

Cover, back outside, add 15%.  
Inside covers, centerfold, add 10%.  
Other requested positions, add 5%.

### CANCELLATIONS

Cancellation orders must be in written form and be received by the first of the month preceding month of insertion date (i.e., May 1<sup>st</sup> for a scheduled June edition insertion).

### TERMS OF PAYMENT

Rates are per insertion. Net cash, 30 days from billing date (4<sup>th</sup> Friday of each month). 1¼% added monthly for late payment. **5% discount for full payment in advance, for non-invoiced full payment received by the 1<sup>st</sup> of the month preceding insertion (i.e., February 1 for March edition). Contact us for more details.**

### MISCELLANEOUS

Publisher not responsible for typographical errors, omission of copy, or misrepresentation of copy in ads. Ads must relate to fire sprinkler industry. Publisher reserves right to reject ads deemed unsuitable. Publisher not liable for delays in delivery and/or non-delivery in any event, or act of God, or any condition beyond our control.

### INSERTS

Up to three inserts per month, on first come, first served basis. Please contact us for rates.

### SPACE

1 page  
2/3 page  
1/2 page  
1/2 page  
1/2 page  
1/3 page  
1/3 page  
1/3 page  
1/4 page  
1/4 page  
1/6 page  
1/9 page

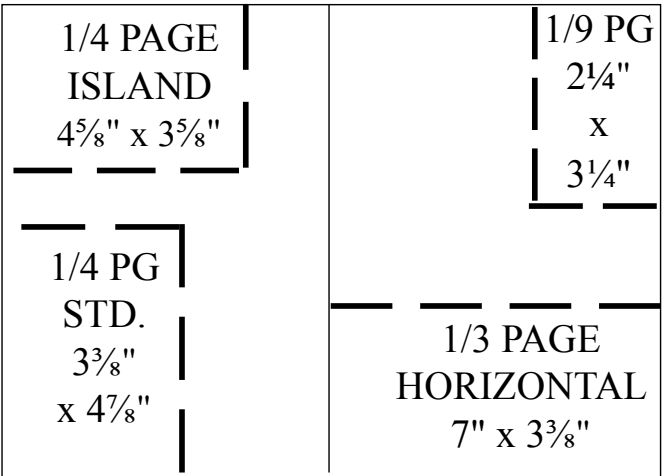
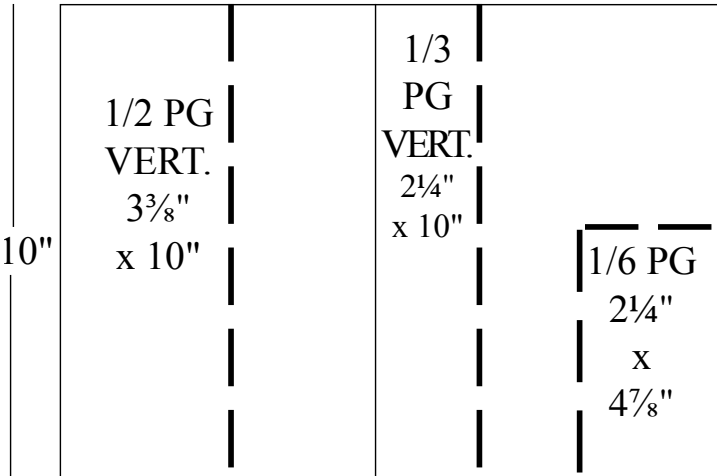
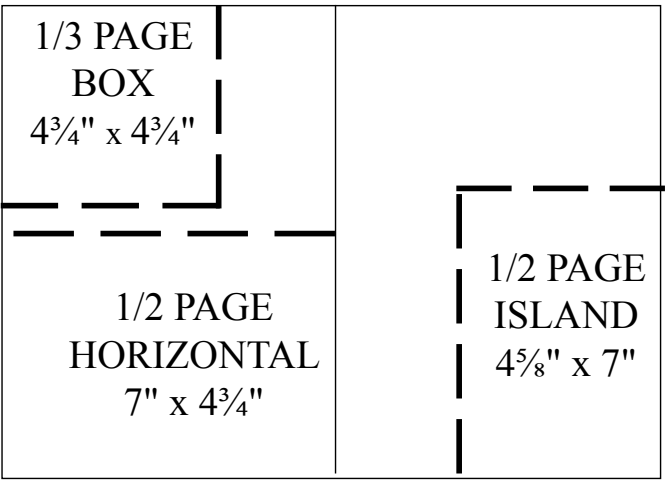
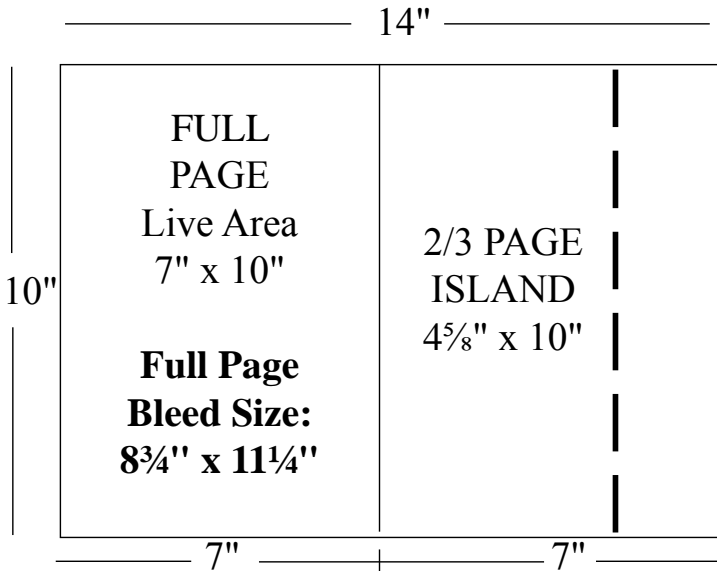
### SIZE (w x h)

7" x 10" — **Full Page Bleed Size: 8¾" x 11¼"**  
4⅝" x 10" (vertical)  
3⅜" x 10" (vertical)  
4⅝" x 7" (island)  
7" x 4¾" (horizontal)  
2¼" x 10" (vertical)  
7" x 3⅜" (horizontal)  
4¾" x 4¾" (box)  
4⅝" x 3⅝" (island)  
3⅜" x 4⅞" (standard)  
2¼" x 4⅞"  
2¼" x 3¼"



# LAYOUT SPECS

SPACE	SIZE (w x h)
1 page	7" x 10" — <b>Full Page Bleed Size: 8¾" x 11¼"</b>
2/3 page	4⅝" x 10" (vertical)
1/2 page	3⅜" x 10" (vertical)
1/2 page	4⅝" x 7" (island)
1/2 page	7" x 4¾" (horizontal)
1/3 page	2¼" x 10" (vertical)
1/3 page	7" x 3⅜" (horizontal)
1/3 page	4¾" x 4¾" (box)
1/4 page	4⅝" x 3⅝" (island)
1/4 page	3⅜" x 4⅞" (standard)
1/6 page	2¼" x 4⅞"
1/9 page	2¼" x 3¼"





# EDITORIAL GUIDELINES

We encourage all members of the fire sprinkler industry to send us news, opinions, reactions, letters, company profiles, and feature and/or technical articles. Our readers would like to see more **Design** articles, **Installation reports**, and **Profiles** on small companies. *FPC* is for you and about you. Following are some writer's guidelines to help you actively participate in, and keep your name before, the fire sprinkler industry. *FPC* readers are those who specify and purchase products and services!

## WRITER'S GUIDELINES

How to prepare an article or news release for *FPC*:

Please e-mail articles to: [info@fpcmag.com](mailto:info@fpcmag.com).

Articles should be text (Word doc) only. Send high-resolution (300 dpi) graphics and photos as separate attachments.

### CONTENT

**TITLE.** Be brief, six words or less.

**SUB-TITLE.** Optional, but helpful if your title can't say enough about the subject.

**BY-LINE.** Author's name.

**ABOUT THE AUTHOR.** A brief statement about the author, author's title, and company. Include contact information and a photograph, if possible.

### BODY COPY

**NEWS RELEASES.** Brief, 200 words or less. Give facts and omit sales pitches. Answer the basic Who, What, When, Where, and Why questions with concrete, to-the-point sentences. End with company name, address and phone numbers, and contact name. Photo and caption submissions are encouraged.

**FEATURE ARTICLES.** Up to 600-800 words. Note: shorter articles are the most effective. Follow news release guidelines, but expand on and support the facts. Give opinions, but distinguish them clearly from facts. Write as you would speak to a colleague, in a clear, concise, and concrete manner. Give facts and omit sales pitches. Quotes from contractors are always good.

Articles and releases should be text (Word doc) only. Send high-resolution (300 dpi) graphics and photos as separate attachments.

## 12 WAYS TO GET *FREE* PUBLICITY

1. **PEOPLE NEWS:** Send us news items about your activities in the fire sprinkler industry.
2. **COMPANY NEWS:** Send us news about fire sprinkler companies.
3. **REACTION:** Send your responses to *FPC* articles.
4. **OTHER VOICES:** An open forum for your view on any subject in the industry.
5. **LETTERS:** Write a signed letter to the editor.
6. **CALENDAR:** Submit information and dates for industry activities.
7. **WATCHDOG:** Inform us of actions taken to correct misleading news reports or media events.
8. **NEW PRODUCTS:** Introduce new products for use by fire sprinkler contractors.
9. **LITERATURE:** Send us brochures and flyers of interest to industry affiliates.
10. **NEW LISTINGS & APPROVALS:** Concerning products used in the industry.
11. **GUEST EDITORIAL:** Write a Guest Editorial on issues, problems, and concerns facing the industry.
12. **FEATURE ARTICLES:** Send an article with photos of an installation, a company profile, or a technical report.

# CIRCULATION



## CIRCULATION & READERSHIP

### WE'RE PAID!

Unlike other sprinkler-related publications, our readership consists of **subscribers who pay to receive *FPC***. Don't be misled by deceiving circulation numbers from other publications. Associations include subscriptions as a benefit of membership. Some boost their numbers by sending "give-aways" to fire protection-related services in an attempt to get the paid circulation we already have. *FPC* reaches those groups as well, because these organizations know that anything worth receiving is worth paying for. They don't take the chance of receiving a complimentary magazine every once in a while. They want each and every informative edition of *FPC* every month. And, our circulation figures are printed in every edition.

### WHO READS *FPC*?

*FPC* has subscribers from coast to coast in the United States, throughout Canada, and in many countries throughout the world. Most of our readership is made up of contractors, designers, consultants, and engineers — the people who purchase and specify your products and services. These are

readers who make comments like: "The essays and articles regarding our industry are without equal." And, "Thank you for providing the best trade journal in the industry and offering a comprehensive list of products and services." Manufacturers, suppliers, fabricators, AHJs, fire service personnel, insurance companies, educators, libraries, and various other groups are also valued subscribers of *FPC*. Who reads *FPC*? Everybody who is anybody in the fire sprinkler industry.

### PASS ALONG READERSHIP

But subscribers aren't the only ones reaping the benefits from *FPC*. It is estimated that 2.7 non-subscribers read each issue as it is passed along by colleagues in the industry.

### MONTHLY CIRCULATION REPORTS

Additionally, *FPC* publishes circulation reports in each monthly edition of *FPC*. You won't find that in most publications. We also publish our Statement of Ownership, Management, and Circulation every November.

*Simply put, if you want to reach the fire sprinkler industry,  
there is no better place than in the pages of FPC!*





# ADVERTISING & SPECIAL SERVICES

## 2025 MEDIA KIT

### The Advertising Spiral

Since Babylonian clay tablets were discovered 3,000 years ago bearing inscriptions for an ointment dealer, a scribe, and a shoemaker, the urge to advertise has been a part of human nature. Why? Because advertising spreads the word about your trademark product. Advertising allows you to have a foothold in the marketplace — to compete.

FPC knows advertising works. Without waste, your advertising dollar goes directly to your target market in the fire sprinkler industry. Our advertisers, in various stages of the advertising spiral, have proven this to us and themselves year after year. Those in the pioneering stage are getting the industry to recognize that their product is something they want. Those in the competitive stage know the industry accepts the product and is now asking which make to buy. When a product is used by a large share of the industry, advertisers in the retentive stage are holding on to that share as they keep their name in the public eye. And the spiral continues for each company with each new product.

### Special Services

FPC's full color, spot color, and black & white display ads represent advertisers in all stages of the spiral.

- ◆ Our **AD DESIGN SERVICE** is designed primarily to help those in the pioneering stage break into the industry. We work with you to design an ad that works *within* your budget and *for* your company. We know from experience the careful planning and diligence required in a start-up business, and we are dedicated to the promotion of the fire sprinkler industry. Many advertisers have started their ad campaigns through us, and many continue to do so.

- ◆ Our **MINI-DISPLAY ADS** are smaller and more affordable ads. These spots are for small companies, those just testing the advertising market, or the tight budget. Again, we'll design it for you, or you supply the ad.

- ◆ Our **CLASSIFIED ADS** allow you to seek work, find employees, locate and sell equipment, and advertise products and services. It is our policy to publish *free* classified ads for the unemployed in the fire sprinkler industry.

- ◆ **12 WAYS TO GET FREE PUBLICITY.** Yes, *free* publicity. Look under "Editorial Guidelines" in your media kit and *make* the time to take advantage of every opportunity — it's your key to success.

### Who's Who

The following are amongst the successful companies that know the value of placing display advertising on the pages of FPC magazine:

AFSA	CST Industries, Inc.	freezemaster Antifreeze	NUCOR Tubular Products	Talco Fire Systems
AGF Manufacturing	Dangelo Company	Gast Manufacturing	Pace Machinery Group	TLX Technologies
ARGCO	DesignerHub	Global Safety Products	Pentair	Triple R Specialty
Armstrong Fluid Technologies	DNL Products	HRS Systems, Inc.	PHD Manufacturing	Tutton Insurance Services
ASC Engineered Solutions	Decoshield Systems, Inc.	Huguenot Labs	Pittsburg Tank & Tower	UL
BlazeMaster® FSS	Designer Hub	Hydratec, Inc.	Potter Electric Signal	Victaulic Company
BTI Products, LLC	Dyne Labs/Dropmaster	Hydro Flow Products, Inc.	Potter-Roemer	Viking Corporation
Bull Moose Tube	Easyflex USA	JG Innovations, Inc.	Raimondo Fire Systems	Wheatland Tube
CASA	Elite Software	Johnson Controls - Tyco	Reliable Automatic Sprinkler	W.S. Darley
CB Marketing	Engineered Corrosion Solutions	Knox Company	S.A. Comunale	
Compufire	Solutions	Lansdale International	Seneca College	
Conbraco/Apollo Valves	Ferguson Fire & Fab.	M.E.PCAD, Inc.	Senju Sprinkler	
Core & Main	Fire Equipment Manufacturers Association	Metraflex	South-Tek Systems	
	Fire-End & Croker	MISCO Refractometer	Stewart Fire Protection	
		NFSA	System Sensor	<i>and many more...</i>



# DIGITAL RATES & SPECS

## ONLINE ADVERTISING for [www.fpcmag.com](http://www.fpcmag.com)

### DIGITAL/WEB MECHANICAL REQUIREMENTS AND PRICING:

ELECTRONIC FILES: 30k, GIF, PNG, or JPG

#### Home Page Rectangle

(Quick Access section, 554 x 384 px, One Available per quarter)

\$2100/per quarter (3 months) (First Come First Served)

#### Home Page Wide Skyscraper

(News Blog section, 160 x 600 px, One Available per quarter)

\$1,260/per quarter (3 months) (First Come First Served)

#### Home Page Banner

(981 x 300 px, One Available, First Come First Served)

\$1,200/for 3 months  
\$2,200/for 6 months  
\$4,000/for 12 months

#### Home Page Squares

(Promo section, 300 x 300 px, 3 Available per quarter, First Come First Served)

\$750 each/per quarter

#### Logo with link Home page “Featured Industry Links” section\*

*\*Included with all 12X print advertising orders.*

\$600/for 3 months  
\$1,000/for 6 months  
\$1,500/for 12 months

#### Logo for Classified Advertising (web only)

\$50/per month

#### Logo with Link for Industry Links page (top of page)

\$500/for 3 months  
\$900/for 6 months  
\$1,400/for 12 months

*Looking for something else?*

*We welcome suggestions!*

*E-mail your requests/orders/materials to:*

*[tami@fpcmag.com](mailto:tami@fpcmag.com)*



# FPC Advertising Order

## Advertiser Information

Contact:  
Company Name:  
Address:  
City/State/Zip:  
Phone:  
E-mail:

**Send Invoices to:**

Choose one

**E-mail invoices to:**

## Agency Information (If other than in-house)

Contact:  
Company Name:  
Address:  
City/State/Zip:  
Phone:  
E-mail:

**Notes/Instructions**

**Print ad size, color, and frequency**      **Insertions (check all that apply)**

Choose size

Choose color

Choose frequency

JAN     APR     JUL     OCT  
 FEB     MAY     AUG     NOV  
 MAR     JUN     SEP     DEC

*Rate breaks happen at the frequency benchmarks. If you want to run 4X your rate is figured at the 3X rate, etc.*

## Website/Digital Orders:

**Home Page Banner** (981x300 px, *One Available, First Come First Served*)

Choose one

**Logo with link Home page "Featured Industry Links" section\***

*\*Included with all 12X print advertising orders. Send logo files to: tami@fpcmag.com.*

Choose one

**Logo for Classified Advertising (web only)**

Choose one

**Logo with Link for Industry Links page (top of page)**

Choose one

Months Requested

**IMPORTANT: INSERTION ORDERS** are due by the 1st of the month preceding (i.e. December 1st for a January insertion, etc.). **CANCELLATIONS** must be in written form and be received by the first of the month preceding the month of insertion date. (i.e. May 1st for a scheduled/ordered June edition insertion.) Please complete and e-mail this to **FPC** at: info@fpcmag.com or tami@fpcmag.com.