

IAFC E-NEWSLETTER RETARGETING SOLUTIONS



TARGET THE MEMBERS OF IAFC

representing 11,000 of the world's leading experts in firefighting, search and rescue emergency medical services, and terrorism response

Newsletter retargeting is effective due to its ability to ensure greater brand entrenchment by placing your company's message up front and center.

Through newsletter retargeting of the iCHIEFS eNewsletter, readers help your brand gain traction and more recognition. This opportunity allows your company to generate higher click-throughs and increased conversions, reaching active industry leaders who read their most trusted industry resource!



Association Revenue Partners is proud to work with IAFC. We have teamed up to provide an online marketing solution to reach the readers of IAFC's eNewsletter through programmatic newsletter retargeting.

IAFC eNewsletter Metrics:

Average Subscribers: 10,700
Average Open Rate: 25%

IAFC Member Information:

11,000 First responders, fire chiefs, chief officers, company officers, firefighters.

MONTHLY

1 Month
250,000 Impressions
2 Advertisers Max

\$5,000

QUARTERLY

3 Months
750,000 Impressions
2 Advertisers Max

\$12,000

BENEFITS:



**CAMPAIGN SET UP
FEE WAIVED**



**TARGETED IAFC
MEMBER AUDIENCE**



**FREE
CREATIVE SERVICES**



**MOBILE
OPTIMIZATION**



**REPORTING UPON
REQUEST**