

IAFC WEBSITE 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

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

Through website retargeting with IAFC, visitors help your brand gain traction and more recognition. This opportunity allows your company to generate higher click-throughs and increased conversions, reaching industry leaders that have visited their most trusted industry resource!

TRADESHOW

3 Months
250,000 Impressions

\$5,000

HALF YEAR

6 Months
500,000 Impressions

\$9,000

FULL YEAR

1 Year
1,000,000 Impressions

\$16,000

BENEFITS:



**CAMPAIGN SET UP
FEE WAIVED**



**TARGETED IAFC
MEMBER AUDIENCE**



**FREE
CREATIVE SERVICES**



**MOBILE
OPTIMIZATION**



**MONTHLY REPORTING
UPON REQUEST**

ARP ASSOCIATION
REVENUE PARTNERS

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

IAFC Website Annual Metrics:

Average Users: 532,000
Average Pageviews: 1,723,000
Average Unique Pageviews: 1,409,000

IAFC Member Information:

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