This publication, brought to you by the International Association of Fire Chiefs (IAFC), serves as a year-round resource for subscribers looking to stay up-to-date with the latest information within their industry. Its vast news coverage, rich content, and ease-of-use make it a prime and trustworthy destination for all industry professionals. iCHIEFS News is the only IAFC supplied content newsletter serving the International Association of Fire Chiefs.
REACH OVER 12,300 IAFC MEMBERS, PARTNERS, AND OTHER INDUSTRY INFLUENCERS THAT READ THE SEMIMONTHLY iCHIEFS NEWS.

12,300+ Bi-Weekly e-newsletter subscribers

Multi-platform Enabled

WHY ADVERTISE WITH US

1. The Most Comprehensive Email Newsletter and Online Newsfeed
   The IAFC email newsletter and online newsfeed are the most comprehensive combination of news available for Fire Chiefs. Besides covering thousands of industry focused vendors, the IAFC email newsletter and online newsfeed feature news and stories from top sources, magazines, and bloggers.

2. Limited Advertising - High Value
   We strictly limit the number of ad spots to ensure our advertisers receive maximum exposure. We’ve carefully designed and priced a variety of advertising options to ensure maximum ROI!

3. Constant Exposure to Highly Engaged Audience
   As the official online newsfeed for the industry, the newsfeed is promoted via a prominent link from the IAFC homepage, available to the entire exhibit industry via search engines such as Google, Yahoo, and Bing. When it comes to building awareness, nothing beats frequency!

4. Compelling Value
   - Industry’s premier online resource
   - Ultra relevant search results
   - Substantial promotion
   - Exclusive sponsorships reserved for subscribers
   - Prominence for association members and exhibitors
   - Special advertising bundles and incentives

For all booking and inquiries please contact us at inloop@associationrevenuepartners.com or call 855-790-0001
### Leaderboard Banner
- **Price:** $3,000/Qtr
- Description: Leaderboard above the masthead, guaranteed first ad to be seen on the newsletter.
- Ad spec: JPG, GIF, PNG • 468 x 60 px

### Top Banner
- **Price:** $2,750/Qtr
- Description: Premium position at the top of the eNewsletter guarantees all will see your ad when they open the newsletter.
- Ad spec: JPG, GIF, PNG • 468 x 60 px

### Featured Content
- **Price:** $2,500/Qtr
- Description: This rich advertorial allows for a product image or company logo, title and a message that will grab the user’s attention as it sits adjacent to editorial.
- Ad spec: JPG, GIF, PNG • 350 x 200 px
- 100 Characters for title plus 100 Characters for message

### Box Banners
- **Price:** $2,250/Qtr
- Description: These versatile ads can be used for branding or product promotion.
- Ad spec: JPG, GIF, PNG • 300 x 250 px

### Full Banner
- **Price:** $2,000/Qtr
- Description: Banners allow companies to combine imagery, color and text in an interesting and compelling manner.
- Ad spec: JPG, GIF, PNG • 468 x 60 px