



IAFC On Scene

IAFC On Scene is the official member newsletter of the International Association of Fire Chiefs (IAFC). Its readers represent a Who's Who of fire and emergency service leaders—decision makers looking for solutions to the challenges they face. IAFC members are the world's leading experts in firefighting, EMS, terrorism response, hazmat spills, natural disasters, search and rescue, and public-safety policy.

On Scene provides many opportunities for advertisers to reach these targeted groups, so take advantage of the IAFC's ability to reach your customers. The newsletter delivers:

- Links to thought-leadership articles and columns, with critical information to help chief officers make timely and appropriate decisions, new ideas and solutions for addressing critical issues, and best practices in leadership training and development.
- News about what's happening at the IAFC and in the fire and emergency service, including developments in the federal government and their effects on the fire and emergency service as well as news about grants and other funding opportunities.
- Information about the latest educational opportunities the association offers.
- Links to the resources our members need to accomplish their goals and successfully meet their day-to-day responsibilities.
- Profiles of the association's leaders and members and spotlights on IAFC programs.

Your ads provide the added resources and services our members need to be successful.

On Scene is published 21 times a year as an electronic newsletter—twice every month except January, September and December. In 2018, each issue was emailed to about 10,750 members. The newsletter is also available at IAFC.org/OnScene.

Contact Information

Contact the editor: OnScene@iafc.org

Go to the **On Scene** webpage: IAFC.org/OnScene

Go to the Advertising webpage: IAFC.org/Advertise

2019 Advertising Calendar		
Issue Date	IO signed	Art Due
1/18	01/04	01/11
2/01	01/18	01/25
2/15	02/01	02/08
3/01	02/15	02/22
3/15	03/01	03/08
4/01	03/18	03/25
4/15	04/01	04/08
5/01	04/17	04/24
5/15	05/01	05/08
6/03	05/16	05/28
6/17	06/03	06/10
7/01	06/17	06/24
7/15	07/01	07/08
8/01	07/18	07/25
8/15	08/01	08/08
9/16	09/03	09/09
10/01	09/17	09/24
10/15	09/26	10/08
11/01	10/18	10/25
11/15	11/01	11/08
12/16	11/02	11/09



On Scene is produced in responsive layout; the width of all our electronic ads are the same, allowing them to be seen clearly when viewed on any mobile device.

The first ad, just below the lead article, is the premier spot and accepts only large-rectangle ads. Placing your ad in this spot costs \$280, just \$30 above the cost of the standard large-rectangle ad.

The remaining ad locations can accommodate either the large or medium rectangle and are movable, so you can pick your spot in the layout to get the maximum effect for your message.

The standard price for a large-rectangle ad in a nonpremium spot is \$250 per placement. The medium-rectangle ad is \$125 per placement.*

Contact the **On Scene** editor for discount prices on volume bookings: OnScene@iafc.org.

To submit your advertising artwork for **IAFC On Scene**, email the file to OnScene@iafc.org.

Acceptable Formats

- Format: .GIF or .JPG format (only) images; artwork will be returned to be revised if it isn't submitted in one of these formats.

Artwork Requirements

Sizes (in pixels)			
Ad Size	Width	Height	Maximum File Size
Large-Rectangle	300	250	40 kb
Medium-Rectangle	300	100	15 kb

- Resolution for all images must be no greater than 72 DPI when used at 100% of size.
- Color mode must be RGB only.
- If a white background is used (whether partial or in full), your ad must have a solid border.

Submittal Requirements

- Specify the URL you want your ad to link to and provide alt text for the ad: 12 words maximum.