



2021

# ANNUAL SPONSORSHIP

	PLATINUM \$5,250	GOLD \$4,500	SILVER \$3,250	BRONZE \$2,250
MAGAZINE AD	Full Page <i>x 4 Issues</i>	Full Page <i>x 4 Issues</i>	Half Page <i>x 4 Issues</i>	1/4 Page <i>x 4 Issues</i>
MEMBERSHIP DIRECTORY AD	Full Page <i>Issued Annually</i>	Full Page <i>Issued Annually</i>	Half Page <i>Issued Annually</i>	1/4 Page <i>Issued Annually</i>
MEMBERSHIP LIST	✓	—	—	—
ANNUAL CONFERENCE BOOTH	✓	✓	✓	✓
LOGO & WEBSITE LINK ON WSFCA WEBSITE	✓	✓	—	—
LOGO PLACEMENT IN MONTHLY NEWSLETTER	✓	—	—	—
SOCIAL MEDIA POSTINGS <small>*PER REQUEST   4X YEAR MAXIMUM</small>	✓	✓	✓	✓
JOB POSTINGS <small>*UNLIMITED</small>	✓	✓	✓	✓

## Additional Benefits:

- Recognition at all major WSFCA events
- Advanced booth placement at the WSFCA Annual Conference & Trade Show (based on availability)
- Unlimited Job Postings on WSFCA website
- Year-long Associate Membership Included at no additional cost
- E-mail blasts upon request

## ADVERTISING DEADLINES

### Magazine

January Publication	DEADLINE: December 10th
April Publication	DEADLINE: March 10th
July Publication	DEADLINE: June 10th
October Publication	DEADLINE: September 10th

### Monthly Fire Wire Newsletter

The 20th of month prior.

### Membership Directory

May 1st, 2021

**EVENT SPONSORSHIP AVAILABLE - COMING SOON!**

E-Mail [maiya@wamllc.net](mailto:maiya@wamllc.net) with questions.



2021

# BUILD YOUR OWN

## Magazine

Wisconsin Fire Chief is published quarterly by the WSFCA. It was first published in 2007 and receives favorable reviews from readers. It is printed on glossy stock with full color throughout the publication. An electronic archive of all issues is available for members to download at [www.wsfca.com](http://www.wsfca.com).

The Wisconsin Fire Chief magazine serves as one of the primary communication tools of WSFCA. It focuses on content and issues that are important to Fire Chiefs in the state. Roughly 1,000 copies are distributed to members, legislators, and related businesses of the Wisconsin State Fire Chiefs' Association. Advertising in the Wisconsin Fire Chief reaches key decision makers, such as Fire Chiefs, Battalion Chiefs, Captains, Company Officers, and more.

SIZE	ONE ISSUE		FOUR ISSUES	
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER
Full Page	\$450	\$650	\$1,530	\$2,210
Half Page	\$325	\$450	\$1,105	\$1,530
Third Page	\$300	\$400	\$1,020	\$1,360
Quarter Page	\$250	\$300	\$850	\$1,020

*\*Save 15% when you advertise in all four issues.*

### MAGAZINE ADVERTISING DEADLINES

January Publication	DEADLINE: December 10th	July Publication	DEADLINE: June 10th
April Publication	DEADLINE: March 10th	October Publication	DEADLINE: September 10th

## ANNUAL MEMBERSHIP DIRECTORY

WSFCA distributes an electronic PDF Membership Directory every June. The directory is also made available on WSFCA.com to members throughout the year. Advertising opportunities are available. **Deadline for Ads: May 1st, 2021**

SIZE	MEMBER	NON-MEMBER
Full Page	\$600	\$800
Half Page	\$400	\$525
Third Page	\$325	\$450
Quarter Page	\$250	\$325

### ADVERTISEMENT DIMENSIONS

Full Page  
7.5" x 10"

Half Page  
7.5" x 4.95"

1/3 Page  
2.39" x 10"

1/4 Page  
3.667" x 4.75"



2021

# BUILD YOUR OWN CONT.

## FIRE WIRE MONTHLY NEWSLETTER

The Fire Wire is a Monthly eNewsletter sent to all WSFCA members. There are opportunities to include links to your articles, blogs, web-sites, etc. You can also place ads within the Fire Wire. Above your ad will include the text "Sponsored Ad" to meet with advertising guidelines and regulations. **Deadline: 15th of the Month Prior**

	AD SIZE	x 1 MONTH	x 3 MONTHS	x 6 MONTHS	x 12 MONTHS
SPONSORED ARTICLE/LINK	Link	\$50	\$40/month	\$30/month	\$25/month
SPONSORED AD	250 x 250	\$75	\$60/month	\$50/month	\$35/month

*\*Included in Annual Sponsorship Package*

## EMAIL BLASTS

Email is one of the many methods of communication for WSFCA members to receive information from the association. You have the opportunity to purchase an email blast that will be sent out to the entire WSFCA Membership. *This only applies for non-sponsors as this is a current benefit included in the WSFCA Sponsorship Package.*

E-MAIL BLAST TO WSFCA MEMBERSHIP	\$125/e-mail
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## JOB POSTINGS

Job Postings are seen on WSFCA's job board which can be found at [https://wsfca.com/Job\\_Postings](https://wsfca.com/Job_Postings). Jobs will be posted for 30 days and can be extended an additional 30 days. Members receive job postings for free through their Member Portal.

	MEMBER		NON-MEMBER	
POSTING	30 Days	+30 Day Extension	30 Days	+30 Day Extension
PRICE	FREE	FREE	\$25/Job Post	\$20/Extension

## SOCIAL MEDIA POSTS

AD TYPE	FACEBOOK	TWITTER	BOTH PLATFORMS
DIRECT POST (IMAGE, LINK, VIDEO)	\$50	\$25	\$65
DIRECT SHARE (FROM YOUR PAGE)	\$40	\$20	\$50

EVENT SPONSORSHIP AVAILABLE - COMING SOON!

E-mail [maiya@wamllc.net](mailto:maiya@wamllc.net) with questions.



# 2021 Wisconsin State Fire Chiefs Association SPONSORSHIP ORDER FORM

## ANNUAL SPONSORSHIP OPTIONS

- PLATINUM - \$5,250     GOLD - \$4,500     SILVER - \$3,250     BRONZE - \$2,250

Please refer to 2021 Annual Sponsorship Page for details.

## BUILD YOUR OWN OPTIONS

### Magazine Ad

#### AD SIZE

- Full Page  
 Half Page  
 1/3 Page  
 1/4 Page

#### MEMBER

Choose Issue(s):

- Winter  
 Spring  
 Summer  
 Fall

#### NON-MEMBER

Choose Issues(s):

- Winter  
 Spring  
 Summer  
 Fall

*\*Save 15% when you advertise in all four issues.*

### Annual Membership Directory Ad

#### AD SIZE



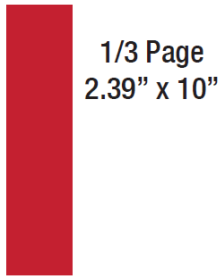
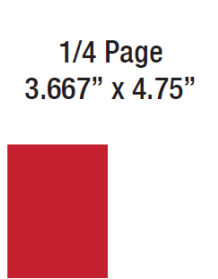
- Full Page  
 Half Page  
 1/3 Page  
 1/4 Page

MEMBER

NON-MEMBER

TOTAL: \$ \_\_\_\_\_

### ADVERTISEMENT DIMENSIONS

 Full Page 7.5" x 10"	 Half Page 7.5" x 4.95"
 1/3 Page 2.39" x 10"	 1/4 Page 3.667" x 4.75"

For Fire Wire Newsletter Postings, E-Mail Blasts, Job Postings, and Social Media Postings, please contact Maiya Whelan directly at [maiya@wamllc.net](mailto:maiya@wamllc.net).

### CONTACT INFORMATION

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### PAYMENT INFORMATION

- Payment by CHECK     Payment by CREDIT CARD

Credit Card Number: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_ Zip: \_\_\_\_\_

Please make checks payable to WSFCA & mail to:

Wisconsin State Fire Chiefs Association - 11801 W Silver Spring Drive, Suite 200, Milwaukee, WI 53225

### QUESTIONS, COMMENTS, CONCERNS?

Call the WSFCA Office at (414) 755-3354 or email [maiya@wamllc.net](mailto:maiya@wamllc.net)