

Daily Dispatch

NEWS FOR AMERICA'S FIRE SERVICE

2005/2006 Advertising Rates

Member Pricing (Member pricing is offered to those who are members of their local fire chiefs' association)

| Type | 1 State | Division | National |
|-------------------|----------|----------|----------|
| Job Announcements | \$175.00 | \$275.00 | \$400.00 |
| Events | \$175.00 | \$275.00 | \$400.00 |
| Special | \$75.00 | \$175.00 | \$300.00 |

Non-Member Pricing

| Type | 1 State | Division | National |
|-------------------|----------|----------|----------|
| Job Announcements | \$275.00 | \$375.00 | \$500.00 |
| Events | \$275.00 | \$375.00 | \$500.00 |
| Special | \$175.00 | \$275.00 | \$400.00 |

Equipment Classifieds

| Equipment Value | Division | National |
|-----------------------|----------|----------|
| Up to \$5,000.00 | \$75.00 | \$125.00 |
| \$5,001 - \$29,999 | \$175.00 | \$225.00 |
| \$30,000 - 49,999 | \$275.00 | \$325.00 |
| \$50,000 - \$100,000+ | \$375.00 | \$425.00 |

Sponsored Advertisement - Only three sponsored ads offered daily per division

| Division | National |
|-------------|--------------|
| \$50.00/Day | \$100.00/Day |

Readership

The Daily Dispatch reaches between 15,000 - 16,000 fire chief and chief officers each weekday. The subscribers have joined the Daily Dispatch email news service as the result of their membership in a division of the International Association of Fire Chiefs (IAFC), their State Fire Chiefs Association, or by submitting a request to the Daily Dispatch website. The fire officers who receive the newsletter value it as a member benefit.

The Daily Dispatch website site receives 140,000 - 150,000 articles read each month. Please feel free to check out our website at www.dailydispatch.com to learn more about this service.

Monthly Average:

- Announcements - 6,200 views
- Job ads - 12,000 views
- Equipment ads - 1,800 views
- Events announcements - 2,000 views
- Website listings - 1,100 forwards

To place your ad or to receive more information, please contact Chris Rodriguez, Classifieds Coordinator at:

The Daily Dispatch

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