

2020 MEDIA KIT



Wisconsin State Fire Chiefs Association

Together We Make A Difference

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MEMBERSHIP



PRINT



DIGITAL



EVENTS

ABOUT THE WISCONSIN STATE FIRE CHIEFS’ ASSOCIATION

WHO WE ARE

The Wisconsin State Fire Chiefs’ Association (WSFCA) represents over 1,000 active and retired volunteers, combination, and career Chief Fire Officers in Wisconsin. In addition, there are over 100 Associate Members.

MISSION

The Wisconsin State Fire Chiefs’ Association serves by providing

- Leadership
- Education
- Advocacy
- Networking

VISION

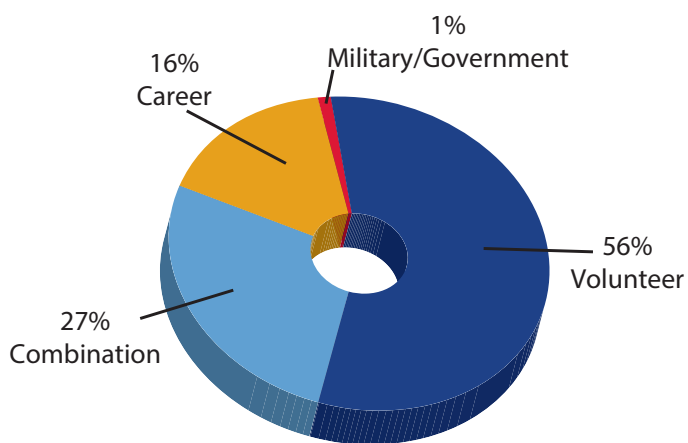
The Wisconsin State Fire Chiefs’ Association is the recognized leader for the Wisconsin Fire Service.

WISCONSIN DEPARTMENTS REPRESENTED

98% of career, 84% of combination and 42% of volunteer departments in Wisconsin are represented by the WSFCA.

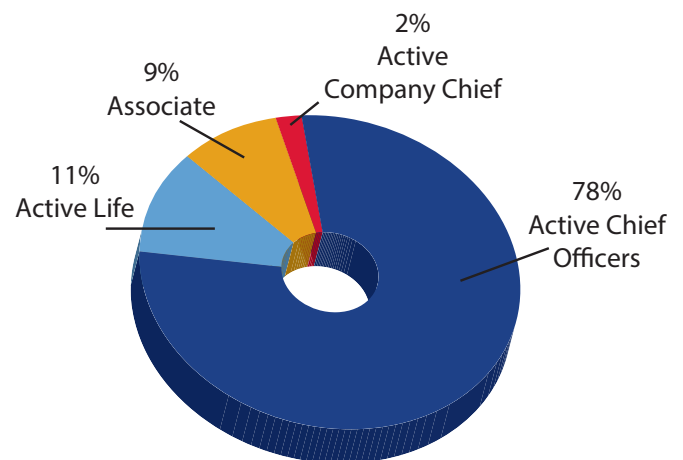
MEMBERSHIP BY DEPARTMENT

Of our active membership, 56% are from volunteer departments, 27% combination, 16% career and 1% military/government.



MEMBERSHIP BY CATEGORY

78% of our membership are active chief officers, 11% active life (retired/honorary) 9% associate, and 2% active company officers.



MEMBERSHIP

ASSOCIATE MEMBERSHIP — \$95

Associate membership is available to individuals and companies interested in the goals and objectives of the Association who do not qualify for active membership. Associate membership is \$95 per calendar year (January to December).

Associate membership includes:

- Listing in our membership directory
- Quarterly print magazine, Wisconsin Fire Chief
- Discounted advertising
- Discounted exhibit booths
- Opportunity to serve on committees
- Group purchasing discounts for businesses

ANNUAL SPONSORSHIPS

ANNUAL SPONSORSHIPS

	PLATINUM	GOLD	SILVER	BRONZE
Price	\$5,000	\$4,000	\$3,000	\$2,000
Magazine Ad	Full Page 4x Issues	Full Page 4x Issues	Half Page 4x Issues	1/3 Page 4x Issues
Directory Ad	Full Page	Full Page	Half Page	1/3 Page
Fire Wire Newsletter Ad	3x Months	2x Months	1x Month	1x Month
Membership List (No Email Address)	✓	—	—	—
WSFCA Annual Conference Booth	✓	✓	✓	✓

ADDITIONAL BENEFITS

- Premium Ad Placement in Magazine & Directory (based on availability)
- Recognition at WSFCA Annual Conference & Trade Show
- Exhibit Booth at WSFCA Annual Conference & Trade Show with Advanced Placement (based on availability)
- Logo on WSFCA Annual Conference & Trade Show Brochure
- Logo & Link on WSFCA Website (year long)
- 2019 Associate Membership (year long)



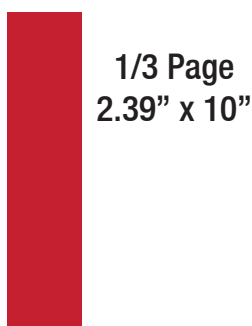
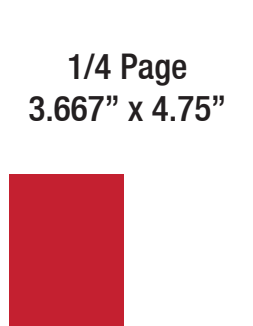
MAGAZINE ADVERTISING

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 on 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.

EDITORIAL DEADLINES

ISSUE	DEADLINE	PRINTED
Winter	December 1 ST , 2019	January 1 ST , 2020
Spring	March 1 ST , 2020	April 1 ST , 2020
Summer	June 1 ST , 2020	July 1 ST , 2020
Fall	September 1 ST , 2020	October 1 ST , 2020

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

AD COST

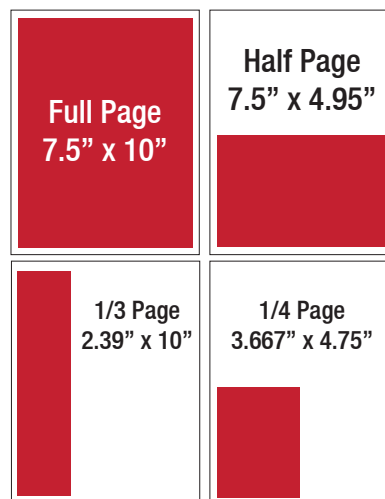
FULL COLOR	ONE ISSUE		FOUR ISSUES	
	Member	Non-Member	Member	Non-Member
Full Page	\$450	\$650	\$1,530	\$2,210
Half Page	\$325	\$450	\$1,105	\$1,530
Third Page	\$300	\$400	\$1,020	\$1,360
Quarter Page	\$250	\$300	\$850	\$1,020

*Save 15% when you choose to advertise in all 4 issues.

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, 2020**

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



DIRECT MAIL

A unique advertising opportunity is a direct mail campaign to all WSFCA members. This "old-school" advertising is coming back with unique tracking and ROI capabilities. We offer a 6x9 postcard on 100 lb glossy cover paper. We partner with The Badger Group out of Fort Atkinson, WI for their printing, shipping, and Mail+ Program.

Mailer to Membership	\$500
1000 6x9 Postcard	\$795
Postage and Drop	\$285

*The mailing list will be provided to The Badger Group directly to facilitate your direct mail campaign. Company will be responsible for printing, postage, and Mail+ costs through The Badger Group.

MAIL+ LITE

The Badger Group's Mail+ solution, powered by DM2.0, is a seamlessly integrated system that maximizes your marketing impact. This solution helps you create a multi-channel campaign that will generate more leads, increase your audience engagement and track your results!



WEBSITE ADVERTISING

DISPLAY AD	AD SIZE	1x MONTH	3x MONTHS	6x MONTHS	12x MONTHS
Leaderboard Header	728 x 90	\$200	\$175	\$150	\$125
Billboard	250 x 250	\$150	\$125	\$100	\$75

*Prices are per advertisement.

LEADERBOARD HEADER



BILLBOARD



JOB POSTINGS

Job Postings are seen on WSFCA's job board which can be found at [WSFCA.com/job-postings](https://www.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.

JOB POSTING PRICING	NON-MEMBER		MEMBER	
	30 Days	+30 Day Extension	30 Days	+30 Day Extension
	\$25 Per Job	\$20 Per Extension	FREE	FREE

FIRE WIRE ENEWSLETTER

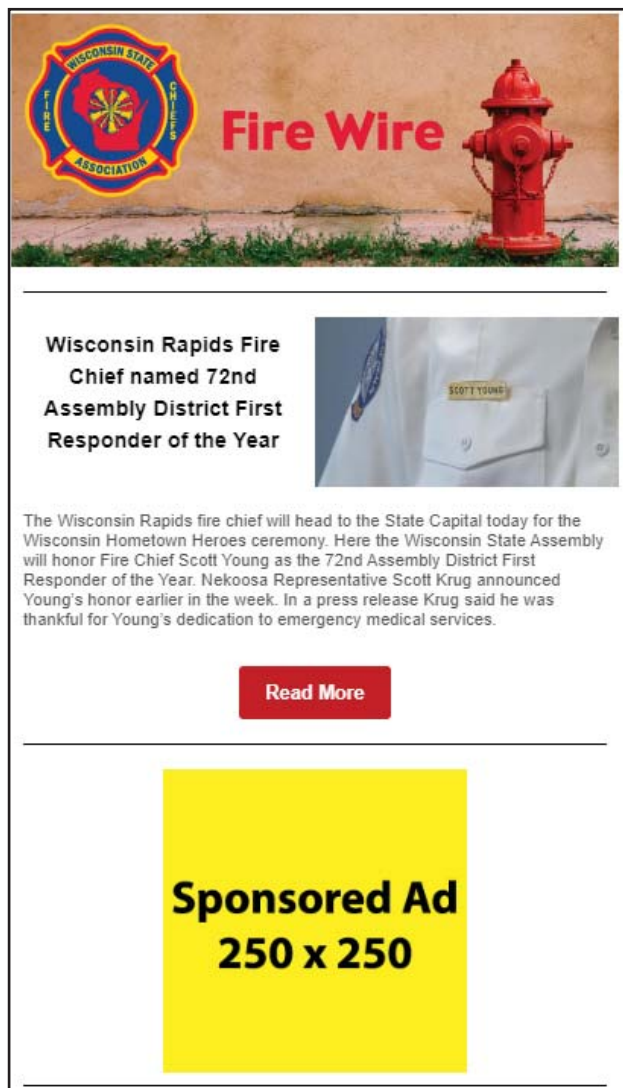
The Fire Wire is a Monthly eNewsletter sent to all WSFCA members. There are opportunities to include links to your articles, blogs, websites, etc. You can also place ads within the Fire Wire. Above your ad will include the text "Sponsored Ad" to meet with advertising guidelines and regulations.

Deadline: 15th of the Month Prior

	AD SIZE	1x MONTH	3x MONTHS	6x MONTHS	12x MONTHS
Sponsored Article/Link	Link	\$50	\$40	\$30	\$25
Sponsored Ad	250 x 250	\$75	\$60	\$50	\$35

*Prices are per article, link, or ad.

NEWSLETTER SPONSOR AD



The image shows a sample of a newsletter sponsor ad. At the top is a banner with the Wisconsin State Fire Chiefs Association logo on the left, the text "Fire Wire" in the center, and a red fire hydrant on the right. Below the banner is a news article titled "Wisconsin Rapids Fire Chief named 72nd Assembly District First Responder of the Year". The article text describes the ceremony and mentions Fire Chief Scott Young. A "Read More" button is located below the article. At the bottom of the ad is a yellow box with the text "Sponsored Ad 250 x 250".

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. You will be provided analytics data (if requested) on your email blast to see how well it performs.

EMAIL WSFCA MEMBERSHIP

\$125 PER EMAIL

Sample Email Blast Data September 16th, 2019

1061

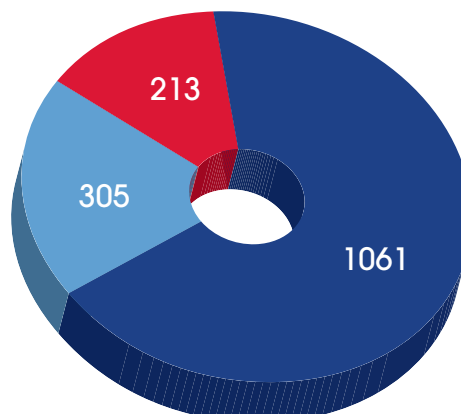
Recipients

213

Clicks

305

Unique Opens



SOCIAL MEDIA

AD TYPE	FACEBOOK	TWITTER	INSTAGRAM	ALL
Direct Post (Image, Link, Video)	\$50	\$25	\$25	\$80
Direct Share	\$40	\$20	\$20	\$60

Events

WSFCA WINTER IN-SERVICE | LEADERSHIP SYMPOSIUM

February 28th-29th, 2020

Hotel Northland, Green Bay, WI

Average Attendance: 100 - 125 Chiefs

EVENT SPONSORSHIPS

EVENT SPONSORSHIPS	COST
Thursday Reception Sponsor	\$1,500
Friday Keynote Sponsor	\$2,000
Hospitality Room Sponsor	\$1,000
Breakfast Sponsor	\$1,500
Break & Networking Sponsor	\$1,000
Saturday Keynote Sponsor	\$2,000
Badge Sponsor	\$500
Lanyard Sponsor	\$500

For more details on each sponsorship and what it includes, please contact the WSFCA Office. Contact details are at the end. In February, WSFCA holds a Winter In-Service training opportunity open to all chief officers. Sponsorships are available to keep the cost low for attendees. Your company logo will be published in all e-mails and the web site. In addition, you can have flyers distributed at the event.

Events

WSFCA ANNUAL CONFERENCE AND TRADESHOW

June 25th-28th, 2020

Kalahari Resort & Convention Center, Wisconsin Dells, WI

Average Attendance: 300-350 Chiefs

**Event sponsorships are available
contact WSFCA office for more information**

Contacts

KEY CONTACTS



Amy Jurgens
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Wisconsin State Fire Chiefs Association
Amy@wsfca.com
(414) 501-2603



Alan DeYoung
Sales & Marketing Director
Wisconsin State Fire Chiefs Association
Alan@wsfca.com
(414) 501-2603



Sally O'Brien
President
The Badger Group
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(920) 563-1135



Virginia Howe
Creative Director
Wisconsin State Fire Chiefs Association
Virginia@wsfca.com
(414) 501-2603

Order Form

ASSOCIATE MEMBERSHIP

\$95 ☐

TOTAL AMOUNT: \$ _____

Sponsorship Packages

	PLATINUM <input type="checkbox"/>	GOLD <input type="checkbox"/>	SILVER <input type="checkbox"/>	BRONZE <input type="checkbox"/>
Price	\$5,000	\$4,000	\$3,000	\$2,000
Magazine Ad	Full Page 4x Issues	Full Page 4x Issues	Half Page 4x Issues	1/3 Page 4x Issues
Directory Ad	Full Page	Full Page	Half Page	1/3 Page
Fire Wire Newsletter Ad	3x Months	2x Months	1x Month	1x Month
Membership List (No Email Address)	✓	—	—	—
WSFCA Annual Conference Booth	✓	✓	✓	✓

TOTAL SPONSORSHIP AMOUNT: \$ _____

Magazine

Member

	COST PER AD
Full Page	\$450 <input type="checkbox"/>
Half Page	\$325 <input type="checkbox"/>
Third Page	\$300 <input type="checkbox"/>
Quarter Page	\$250 <input type="checkbox"/>

Non-Member

	COST PER AD
Full Page	\$650 <input type="checkbox"/>
Half Page	\$450 <input type="checkbox"/>
Third Page	\$400 <input type="checkbox"/>
Quarter Page	\$300 <input type="checkbox"/>

	ISSUE
Winter <input type="checkbox"/>	Spring <input type="checkbox"/>
Summer <input type="checkbox"/>	Fall <input type="checkbox"/>

Membership Directory

Member

	COST PER AD
Full Page	\$600 <input type="checkbox"/>
Half Page	\$400 <input type="checkbox"/>
Third Page	\$325 <input type="checkbox"/>
Quarter Page	\$250 <input type="checkbox"/>

Non-Member

	COST PER AD
Full Page	\$800 <input type="checkbox"/>
Half Page	\$525 <input type="checkbox"/>
Third Page	\$450 <input type="checkbox"/>
Quarter Page	\$325 <input type="checkbox"/>

TOTAL SPONSORSHIP AMOUNT: \$ _____

Order Form

Mail+ Lite

Mailer to Membership* \$500 ☐

*Does not include printing and postage. See Page 5 for details.

TOTAL AMOUNT: \$ _____

Website

	1x Month*	3x Months*	6x Months*	12x Months*
Leaderboard Header	\$200 <input type="checkbox"/>	\$175 <input type="checkbox"/>	\$150 <input type="checkbox"/>	\$125 <input type="checkbox"/>
Billboard	\$150 <input type="checkbox"/>	\$125 <input type="checkbox"/>	\$100 <input type="checkbox"/>	\$75 <input type="checkbox"/>

*Prices are per ad per month.

January	<input type="checkbox"/>	February	<input type="checkbox"/>	March	<input type="checkbox"/>	April	<input type="checkbox"/>
May	<input type="checkbox"/>	June	<input type="checkbox"/>	July	<input type="checkbox"/>	August	<input type="checkbox"/>
September	<input type="checkbox"/>	October	<input type="checkbox"/>	November	<input type="checkbox"/>	December	<input type="checkbox"/>

TOTAL AMOUNT: \$ _____

Fire Wire Newsletter

	1x Month*	3x Months*	6x Months*	12x Months*
Sponsored Article/Link	\$50 <input type="checkbox"/>	\$40 <input type="checkbox"/>	\$30 <input type="checkbox"/>	\$25 <input type="checkbox"/>
Sponsored Ad	\$75 <input type="checkbox"/>	\$60 <input type="checkbox"/>	\$50 <input type="checkbox"/>	\$35 <input type="checkbox"/>

*Prices are per article, link, or ad.

January	<input type="checkbox"/>	February	<input type="checkbox"/>	March	<input type="checkbox"/>	April	<input type="checkbox"/>
May	<input type="checkbox"/>	June	<input type="checkbox"/>	July	<input type="checkbox"/>	August	<input type="checkbox"/>
September	<input type="checkbox"/>	October	<input type="checkbox"/>	November	<input type="checkbox"/>	December	<input type="checkbox"/>

TOTAL AMOUNT: \$ _____

Job Posting

	30 Days	+30 Day Extension
Non-Member	\$25* <input type="checkbox"/>	\$20* <input type="checkbox"/>
Member	FREE <input type="checkbox"/>	FREE <input type="checkbox"/>

*Prices are per job and extension.

TOTAL AMOUNT: \$ _____

Eblast

Email to WSFCA Membership \$125* ☐

*Price per email.

TOTAL AMOUNT: \$ _____

**Event sponsorships are available
contact WSFCA office for more information**

Order Form

GRAND TOTAL : \$ _____

Contact Information

Company Name: _____

Contact Person: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Payment Information

Pay by credit card

Cardholder Name: _____

Credit Card Number: _____

Expiration Date: _____ **CW:** _____ **Zip Code:** _____

Please make checks payable to WSFCA and mail to:

**Wisconsin State Fire Chiefs Association
24622 Oakridge Drive
Wind Lake, WI 53185**

Questions, Comments, or Concerns?

**Call our office at (414) 501-2603
or email us at contact@WSFCA.com**