



2016 NEWSLETTER OPPORTUNITIES

Effective electronic newsletters add more impressions in your target market

There is no better way to get your message to qualified professionals. Recipients of NFPA's opt-in e-newsletters are top decision makers in the fire, electrical, and building safety industry who will see and react to your digital ad because it is part of their essential reading.

1

NFPA News

Each issue of NFPA News provides detailed information about NFPA codes and standards activities and related news that is critical to NFPA members involved in the standards development process. This e-newsletter is emailed monthly.

▶ Advertising Rates

	Size	Price	Duration
Banner 1	600 X 90	\$4,000 net	1 month
		\$8,500 net	3 months
		\$15,500 net	6 months
Banner 2	600 X 90	\$2,250 net	1 month
		\$5,100 net	3 months
		\$7,600 net	6 months
Banner 3	600 X 90	\$1,750 net	1 month
		\$4,350 net	3 months
		\$6,850 net	6 months



2

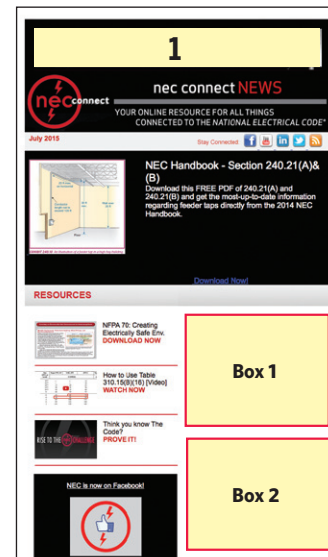
NEC Connect News

A bi-monthly electrical e-newsletter from the publisher of NFPA 70®, National Electrical Code®. This newsletter keeps electrical industry professionals informed about the latest code-related articles and executive summaries.

▶ Advertising Rates

	Size	Price	Duration
Banner 1	600 X 90	\$4,000 net	1 month
		\$8,500 net	3 months
		\$15,500 net	6 months
Box 1 & 2	300 X 250	\$2,450 net	1 month
		\$5,500 net	3 months
		\$8,250 net	6 months

▶ **More newsletter advertising opportunities on reverse.**



3

NFPA Journal Update (members only)

This e-newsletter reaches influential NFPA members with additional articles, features, and special online exclusives. It is sent out twice a month to over 50,000 NFPA members.

4

Safety Source

A monthly e-newsletter on the latest information and happenings in NFPA's Public Education division: activities, educational tips, and Sparky the Fire Dog®.

5

Fire Sprinkler Initiative News

The monthly e-newsletter is a resource for home fire sprinkler advocates working to increase the use of life-saving sprinklers in new construction.

Advertising Rates

	Size	Price	Duration
Banner 1	600 X 90	\$2,500 net	1 month
		\$5,660 net	3 months
		\$9,290 net	6 months
Banner 2	600 X 90	\$1,500 net	1 month
		\$3,200 net	3 months
		\$5,100 net	6 months
Banner 3	600 X 90	\$1,300 net	1 month
		\$3,000 net	3 months
		\$4,900 net	6 months

All three banner positions \$4,500 per month

Image Specifications

Maximum File Size — 40k

Acceptable File Formats — gif or jpeg

Animation — acceptable; no flash (Note: Animated ads will only rotate in "view in browser.")

Advertising Materials

All e-newsletter materials are due 2 weeks prior to publication.

All e-newsletter dates and circulation are subject to change without notice.

Advertising Questions

For the latest information about distribution, schedule, stats, and more go to www.nfpa.org/advertising or contact:

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The collage displays three different NFPA e-newsletter covers. The top cover is 'JOURNAL UPDATE' (Member-exclusive newsletter) dated August 11, 2015, featuring an article 'Fuel to the Fire' with a 'Read More' button. The middle cover is 'SAFETY SOURCE' (Your source for fire-safety information) dated June 2015, featuring an article 'Smoke Alarm Safety' and a 'Read More' button. The bottom cover is 'FIRE SPRINKLER INITIATIVE NEWS' (Information for fire service and sprinkler advocates) dated June 2015, featuring an article 'Advocates receive up to \$10,000 to initiate local sprinkler campaigns' and a 'Read More' button. Each cover also includes social media sharing icons and a 'Share this story' link.

For information, pricing, and distribution dates on other NFPA newsletters—including e-Access, Research+Analysis, and Fire Break—go to www.nfpa.org/advertising or contact your sales representative at nfpaadvertising@nfpa.org



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