



**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.

**On Scene** is an *electronic newsletter* emailed 21 times a year. It's also available at [IAFC.org/OnScene](http://IAFC.org/OnScene).

A *print supplement* offers the best content from the electronic editions. This is a full-color format that's mailed to members. Nothing goes unseen—including your ad.

**On Scene** delivers:

- Critical information to help chief officers make timely and appropriate decisions
- New ideas and solutions for addressing critical issues
- Developments in the federal government and their effect on the fire service
- News about grants and other funding opportunities
- Best practices in leadership training and development
- Research on the latest products and services for the fire service

So take advantage of two ways to reach your customers and new audiences, particularly as the fire and emergency service embraces more of the emerging electronic communications to get its news and information.

### Contact Information

Contact the editor: [OnScene@iafc.org](mailto:OnScene@iafc.org)

Go to the **On Scene** webpage: [IAFC.org/OnScene](http://IAFC.org/OnScene)

Go to the Advertising webpage: [IAFC.org/Advertise](http://IAFC.org/Advertise)

Articles, resources and important information on what's happening at the IAFC. [View online](#)

# On Scene

October 2, 2017 On Scene | Advertise

## EXECUTIVE OFFICER LEADERSHIP

### Community Members Help Reduce Risk

Community education needs to be at the forefront of our minds. If we can educate our communities in risk reduction, lives will be saved.

[Read more](#)

**Communications are critical — now there's FirstNet.**

FirstNet gives you:

- Connection across agencies and jurisdictions
- Clear and highly secure communication lines in times of congestion
- 24/7 support and dedicated app store

Sign up to get updates on this innovative new service at [firstnet.com](http://firstnet.com).

Advertisement

## Women Fire Chiefs Council Supports Women Leaders

I attended FRI this year as I had before and looked forward to interesting ideas to implement in my department. But I'll admit, each year I felt like the only woman chief present. This year marked a dramatic change in my outlook.

[Read more](#)

# On Scene Readers Have Real Purchasing Power

## *About the IAFC & Its Members*

The IAFC's mission is to provide leadership to current and future career, volunteer, fire-rescue and EMS chiefs, chief fire officers, company officers and managers of emergency service organizations throughout the international community through vision, information, education, services and representation to enhance their professionalism and capabilities.

The IAFC represents the leadership of firefighters and emergency responders worldwide; our members are the world's leading experts in firefighting, emergency medical services, 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.

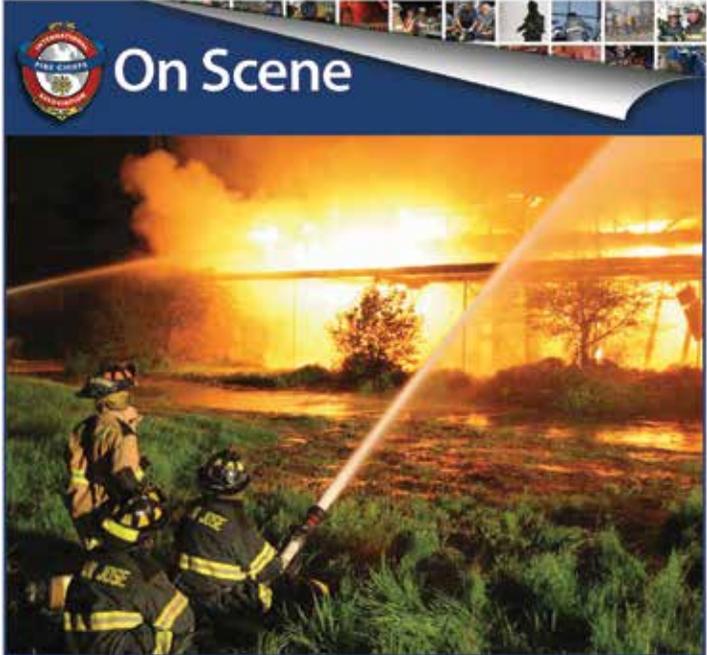
## *Active Subscribers*

**On Scene** readers are looking for solutions to meet their needs: 79% of readers report looking at the advertising in **On Scene** and taking action or planning to act:

- 64% of subscribers have or are likely to visit an advertiser's website.
- 44% would seek out an advertiser at a trade show.
- 26% have or are likely to contact an advertiser by phone or email.
- 26% would recommend an advertiser's product or service to others.

**On Scene** subscribers typically report making or planning for purchases in such apparatus as command vehicles, pumpers and ambulances.

In addition, they're considering equipment and supplies purchases for turnout gear and station wear, training materials, EMS equipment, communications equipment and computer systems, hazmat equipment and much more.



The image shows the cover of the 'On Scene' magazine. At the top, there is a blue banner with the 'On Scene' logo and a row of small photos. Below the banner is a large photograph of firefighters in full gear, including helmets and jackets, working at a fire scene. One firefighter is in the foreground, holding a hose that extends across the frame. The background is filled with bright orange flames and thick smoke. Below the photograph, there is a blue header for an article titled 'Fire Innovation Is Peer-Driven'. The article text reads: 'After years in the industry, I can tell you the companies serving the fire service are in fire houses, eagerly working with the fire service. But adopting technology in the fire service is a whole different animal.' Below this, a question is posed: 'Who drives innovation in the fire service? Is it vendors? Are they pushing technologies and creating innovation for the fire service?' The answer is 'Yes, definitely.' Another quote follows: 'After years in the industry, I can tell you the companies serving the fire service are in fire houses, eagerly working with the fire service. But adopting technology in the fire service is a whole different animal.' At the bottom of the page, there is a small red icon and the text 'Please see "Fire Innovation Is Peer-Driven," Page 3'. The footer of the page includes the website 'IAFC.org/OnScene' and the date 'April 2017'.

**Fire Innovation Is Peer-Driven**

*After years in the industry, I can tell you the companies serving the fire service are in fire houses, eagerly working with the fire service. But adopting technology in the fire service is a whole different animal.*

Who drives innovation in the fire service? Is it vendors? Are they pushing technologies and creating innovation for the fire service?

Yes, definitely.

*After years in the industry, I can tell you the companies serving the fire service are in fire houses, eagerly working with the fire service. But adopting technology in the fire service is a whole different animal.*

Please see "Fire Innovation Is Peer-Driven," Page 3

IAFC.org/OnScene | April 2017

# 2018 Editorial Calendar

**On Scene** is published 21 times a year as an electronic newsletter—twice every month except January, September and December. Nine times a year, print editions supplement the electronic issues, pulling the best recent content.

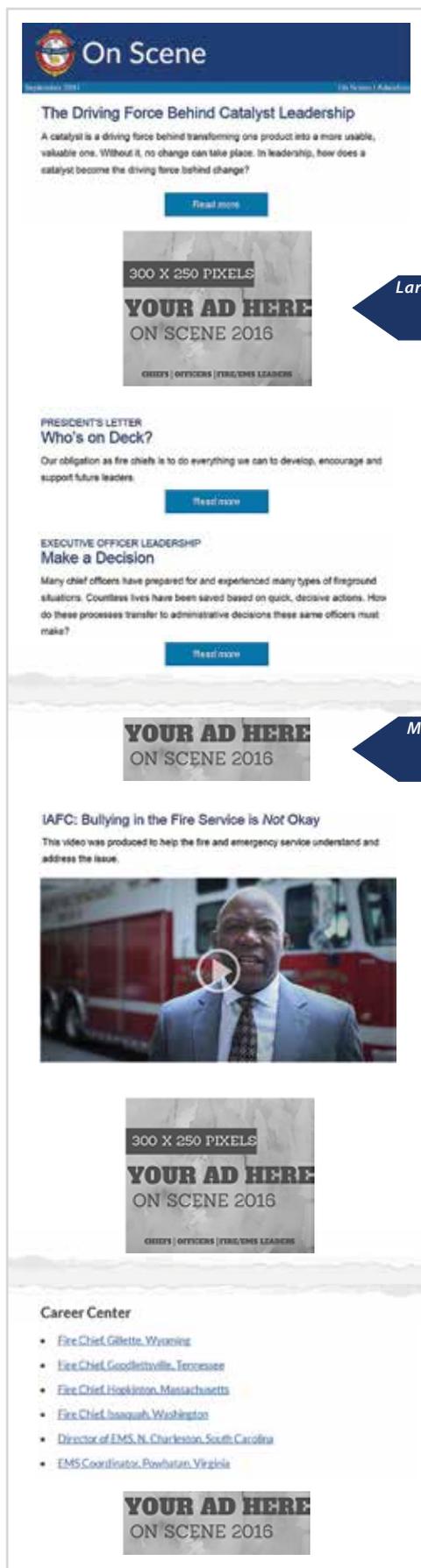
Advertise in both print and electronic issues to ensure IAFC members see your products and services as solutions for their needs and challenges; discounts are available for bundling print and electronic insertions.

This Month's Focus & Possible Article Topics	Issue Dates	Insertion Order & Elect. Art Due	Print Art Due
Labor-Management Relationships	Jan. 17	Dec. 18	Jan. 2
Innovation: Communications & Technology	Feb. 1 Feb. 15	Jan. 18	[no print edition]
All-Hazards: Large-Scale Response w/Gov't Relations & Advocacy supplement	Mar. 1 Mar. 15	Feb. 19	Mar. 2
Volunteer Fire Service	Apr. 2 Apr. 16	Mar. 19	Apr. 2
Fire-Based EMS	May 1 May 15	Apr. 18	May 2
Safety & Health	Jun. 1 Jun. 15	May 18	Jun. 1
Education & Professional Development	Jul. 2 Jul. 16	Jun. 18	[no print edition]
Department Administration	Aug. 1 Aug. 15	Jul. 18	Aug. 2
Leadership w/Fire-Rescue International 2018 Report	Sep. 17	Aug. 20	Sep. 4
Prevention: fire, suicide & bullying, crisis & critical illness, etc.	Oct. 1 Oct. 15	Sep. 18	[no print edition]
Human Relations & the Volunteer Fire Service	Nov. 1 Nov. 15	Oct. 18	Nov. 2
All-Hazards Response	Dec. 17	Nov. 19	Dec. 3

**Note:** The February, July and October issues will not be printed; the best content from these months' electronic issues will be included in subsequent print editions.



# Electronic Advertising



Large-Rectangle  
300x250  
40 kb

Med-Rectangle  
300x100  
15 kb

The electronic editions of *On Scene* provide our readers with

- Links to a number of thought-leadership articles and columns.
- News about what's happening at the IAFC and in the fire and emergency service.
- 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.

The electronic edition of the newsletter is 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 is used only for large-rectangle ads. Placing your ad in this spot costs 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 non-premium spot) is \$250 per placement. The medium-rectangle ad is \$125 per placement.\*

Contact the *On Scene* editor for discount prices on volume bookings or combined packages with the print editions: [OnScene@iafc.org](mailto:OnScene@iafc.org).

\* "Large-rectangle" and "medium-rectangle" are standard designations for these two sizes (300x250 pixels and 300x100 pixels, respectively).

# Submittal Requirements (Specs)

---

To submit your advertising artwork for **IAFC On Scene**, email the file to [OnScene@iafc.org](mailto:OnScene@iafc.org) as an attachment; do not embed the art into the message of the email.

Alternate submittal process: Email a Dropbox link that has your art in it to the same address.

## Electronic Ads (for the *On Scene* email)

---

### 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 for all electronic ads must be RGB only.
- If a white background is used (whether partial or in full), 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.

## Print Ads

---

### Acceptable Formats

- High-resolution .TIF or .EPS files, created from any application, with all fonts embedded or converted to outlines.

or

- Adobe PDF created to press-optimized specifications allowed if created on a Macintosh computer. *Note that the art will be converted to a .TIF by the IAFC, which may affect final quality.*

Artwork will be returned to be revised if it isn't submitted in one of these formats.

### Art Requirements

- Resolution for photographic (raster) images must be 300 DPI or better when used at 100% of size. Resolution for bitmap or line art images must be 600 to 1200 DPI or better when used at 100% of size (the finer the detail or line work the higher the resolution).
- CMYK color mode only for print ads; spot colors must be converted to process.
- All layers, especially transparent layers, must be flattened and all fonts must be embedded or converted to outlines.

*Specifications for both electronic and print ads must be followed; if the IAFC has to make adjustments to your art to meet these requirements, you'll be assessed a fee for the time required to make the changes.*