

Call/Volunteers Serving Today to Protect Your Tomorrow

Smoke Showin'

The Official Publication of the Massachusetts Call/Volunteer Firefighters Association

Advertising Rates

Reach the Decision-Makers

Sizes & Specs



ADVERTISING

The Facts

The Magazine

Smoke Showin' is the official magazine of the Massachusetts Call/Volunteer Firefighters Association (MCVFA). We strive to bring topical, educational, and entertaining information to the volunteer emergency service decision-makers and volunteers throughout Massachusetts four times each year.

In addition to our regular columns and feature articles directly related to the emergency services, editorial content includes topics such as legislation, instruction, real-life experiences, and more.

With a readership of approximately 5,000*, advertising your product or service in *Smoke Showin'* is the best way to reach firefighters and emergency service leadership through-out Massachusetts.

The Association

On February 26, 1990, a group of 40 call/volunteer fire fighters representing 14 southeastern Massachusetts fire departments, met in Carver to discuss the concept of starting a statewide call/volunteer firefighters association. This meeting was organized by the Carver Firefighters Association and Carver Fire Chief Dana E. Harriman.

The meeting produced some lively and colorful discussions, but one theme kept coming to the forefront: the call/volunteers in the state were headed in the wrong direction. In late 1987, call/volunteer firefighters were excluded from previously enjoyed death and disability benefits under the state retirement law. In 1989, call/volunteers were categorically excluded from being members of the district haz-mat teams in conjunction with the state-funded haz-mat vehicles.

It became apparent that the call/volunteers lacked organization and adequate representation in matters on the state level. A vote was unanimously passed to create a steering committee to report



*approximate pass-on rate: 2.5 readers per copy

back to the group with recommendations. On April 23, 1990, the steering committee's report was unanimously accepted, with a couple of minor modifications.

On April 30, 1990, this group met again and decided to survey the cities and towns across the state in an effort to solicit representation that would make this a true Massachusetts call/volunteer firefighters association.

The group met many times that spring and summer, and the surveys came rolling in.

After much preparation, the new Massachusetts Call/Volunteer Firefighters Association's first State Meeting was held in West Boylston on October 14, 1990, at which a working set of bylaws and a basic constitution were created. The original 14 departments have grown to approximately 6,300 members representing 202 fire departments.



ADVERTISING

Rates, Sizes & Deadlines

Ad Rates

Ad Size	1 time	2 times	3 times
2-page spread	\$1,260	\$1,197	\$1,134
Full page	\$665	\$632	\$599
1/2 page	\$350	\$333	\$315
1/4 page	\$180	\$171	\$162
Business Card	\$130	\$124	\$117

Special Placements

back cover	\$798
inside front cover	\$765
inside back cover	\$730

Classified Ads

3 lines, 30 characters per line	\$45
each additional line	\$20

Ad Sizes

Size	Inches
Page trim size	8.375 x 10.875
Bleed	.25
Safe area	.5
2-page spread (bleed)	17.25 x 11.375
2-page spread (no bleed)	15.75 x 9.875
Full page (with bleed)	8.875 x 11.375
Full page (w/out bleed)	7.375 x 9.875
1/2 page horizontal	7.375 x 4.625
1/4 page vertical	3.5 x 4.75
Business card	3.5 x 2

Advertising Deadlines

Winter

Artwork Deadline: December 18

Ships: 1st week in February

Spring/Summer

Artwork Deadline: April 18

Ships: 1st week in June

Fall

Artwork Deadline: August 18

Ships: 1st week in October

Bonus distribution at the MCVFA State Meeting

Contact

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TO RESERVE YOUR SPACE TODAY!

