



About FireSignals

FireSignals is the Fire Protection Association Australia's (FPA Australia) first ever fully integrated electronic newsletter. It has been created to more frequently keep subscribers informed of news from within the fire protection industry, and other general communication that may be of interest. *FireSignals* will be sent to the entire FPA Australia membership base and additional subscribers on a fortnightly basis, equating to almost 5000 recipients.

Content

News items in *FireSignals* will be obtained from a wide range of national and international sources in the fire community. They are meant to give a short, sharp account of the latest news, product updates, new appointments etc, and will be very broad in its nature. It will also give the reader the opportunity to explore further through our website and additional information channels by simply clicking on the 'read more' links.

FireSignals Major Sponsor advertising

FireSignals creates the opportunity for your business or product to act as the Major Sponsor of each *FireWire* edition. Two *FireSignals* e-newsletters will be sent out to the FPA Australia membership base and subscribers each month. The benefits of being the major sponsor include:

- 550 x 170 pixels strip advertisement, running the width of the e-newsletter in the prime selling position (see example page).
- The option of having an additional complimentary 'tower' advertisement in the right hand column of the newsletter (170 x 145 pixels).

Tower advertising

Tower advertisements will also be available in each edition, giving your business or product a presence in the e-newsletter. Tower advertising is located on the right hand side of the newsletter, and runs vertically down the page, aligned with news articles (see example page).

A maximum of two tower adverts (two Singles or one Double) are available to each advertiser per edition. Tower advertisement dimensions are 170 x 145 pixels for a Single Tower and 170 x 290 pixels for a Double Tower (see example page).

Advertising Rates (inc. GST)

All advertising is full colour.

Size	X2 editions	X4 editions	X6 editions	Artwork Dimensions (width x height)
Single Tower	\$275	\$495	\$715	170 x 145 pixels
Double Tower	\$522.50	\$990	\$1430	170 x 290 pixels
Major Sponsor	\$1100	\$2090	\$2970	550 x 160 pixels

NOTE: Contact FPA Australia office to discuss advertising in additional editions. Advertising will only be allocated upon receipt of booking form and payment made.

Artwork Specifications

Finished artwork must be CMYK artwork. Our preference is to receive finished artwork files in Adobe PDF, however the following formats are accepted;

- Adobe PDF
- Indesign (Preferably CS2)
- Adobe Photoshop
- Adobe Illustrator
- EPS, TIFF or JPEG @ 300 dpi

We do not offer additional set up or artwork services for advertisements. If changes are required to be made to supplied artwork, a cost will be incurred. Advertorial style advertisements will not be accepted.

Artwork can be supplied as a digital file (including all linked images, fonts etc) by either CD, DVD or Email (up to 10mB. Can be zipped).

Contact Details

Mark Murray
 Communications Coordinator
 FPA Australia
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 Box Hill VIC 3128

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 F: 03 9890 1577
 E: mark.murray@fpaa.com.au



www.fpaa.com.au



Advertiser Information

Contact: Company:

Address:.....

Tel:..... Mob Fax:.....

Email:.....

Advertising Arrangement

Advertising type	Number of Editions	Preferred months	Total
Single Tower	\$
Double Tower	\$
Major Sponsor	\$
TOTAL			\$

Payment (FPA Austria ABN 30 005 366 576)

Cheque (Payable to FPA Australia)

EFT BSB 633 000 Acct 115 932 105

Please advise of payment date, time & amount to accounts@fpaa.com.au

Visa Amex MasterCard

Card Num _ _ _ _ / _ _ _ _ / _ _ _ _ / _ _ _ _ Exp Date __ / __

Name _____ Signature _____

Terms and Conditions of Agreement

Payment terms are strictly from the booking date and payment must be made on the booking date. No credit is given at FPA Australia as of 01/06/2010. Artwork must be submitted in the format specified by the publisher by the booking deadline date. Artwork/Material requirements can be obtained from the publisher. If artwork is not received or signed off by the deadline date, the publisher reserves the right to charge for advertisement space not used and/or to use previously submitted material. The advertiser agrees that Victoria—the state in which the publications is produced is the appropriate jurisdiction for any or all disputes howsoever arising and howsoever relating to this booking agreement or the publication of this e-newsletter. The particulars of the advertisement or entry to be placed in this publication will be provided by the advertiser and they form part of this document. These particulars include all artwork and other detail which is to be provided by the advertisers to the publisher.

Booking

Please read the terms and conditions above and check that all the above details are correct. By signing below, I declare that I am authorised by the above named organisation to approve this booking order.

Name:..... Title:.....

Signature:..... Date:/...../.....

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FireSignals e-newsletter

Example

[Website](#) | [Subscribe](#) | [Send to Friend](#) | [Contact Us](#) | [FireWire Archive](#)

Welcome to FPA Australia's FireWire

FireWire is FPA Australia's first ever fully integrated electronic newsletter. It has been created to more frequently keep you informed of news from within the fire protection industry, and other general communication that may be of interest. FireWire will be sent to the entire FPA Australia membership base and additional subscribers on a fortnightly basis. News items in FireWire will be obtained from a wide range of national and international sources in the fire community. They are meant to give a short, sharp account of the latest news, product updates, new appointments etc, and will be very broad in its nature. It will also give the reader the opportunity to explore further through our website and additional information channels by simply clicking on the read more links.



In this Issue:

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- [FPA Australia congratulat...](#)
- [13 Ellingworth Parade Box...](#)
- [Dates for your Diary](#)
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- Header
- Relevant Links
- Issue Summary
- Main Article

FPA Australia congratulates 2010 Australia Fire Service Medal recipients

FPA Australia would like to congratulate the following Recipients in the Queen's Birthday 2010 Honours List who were awarded the Australian Fire Service Medal (AFSM).



Dates for your Diary

- 18-26 March AS ISO Workshop
- 5-6 May HazMat Seminar
- 29 May - 13 June US Study Tour

- Key Dates
- Secondary Article

Fire Ball Services

The leaders in home fire protection

1300 446 552
www.fireballservices.com.au

Major Sponsor Ad
550 x 160 pixels

BSA Fire Occupational Licensing will be mandatory from 2011

FOR all enquiries regarding BSA Fire Occupational Licensing, please contact the BSA direct on 1300 272 272 or go to their website at www.bsa.qld.gov.au

If any FPA Australia member wishes to provide feedback regarding the necessary qualifications to obtain a license or wishes to obtain information on various courses that FPA Australia provide, please contact FPA Australia directly on 1300 731 922 or training@fpaa.com.au

For more information, click on the read more link below to download the BSA Fire Occupational Licence booklet.

[Read more](#)



10
fireAustralia
conference & exhibition

Communities & Infrastructure
Protecting our assets

10-12 November
Gold Coast Convention & Exhibition Centre
Broadbeach Gold Coast QLD
2010

Double Tower Ad
170 x 290 pixels

**Merchandise
Now Available!**

www.fpaa.com.au

- Articles
- Single Tower Ad
170 x 145 pixels

13 Ellingworth Parade Box Hill VIC 3128 Australia
T: 1300 731 922 www.fpaa.com.au

Footer

The opinion or information provided to you in the FireWire e-newsletter (verbal, written, electronic or by any other means) is forwarded in good faith on behalf of FPA Australia. The opinions expressed are those of the author, and do not necessarily reflect those of any organisation with which the author is associated (including FPA Australia). FPA Australia or the individuals providing this opinion / information do not accept any responsibility or liability for the accuracy of the opinion / information provided, nor do they accept either directly or indirectly any liabilities, losses and damages arising from the use and application of this opinion / information. FPA Australia does not endorse or support any of the advertising businesses or products in the FireWire e-newsletter. All advertising businesses or products appearing in FireWire e-newsletter do so at their own cost.

Disclaimer