

THE NATIONAL JOURNAL OF www.emergencydispatch.org

EMERGENCY DISPATCH

RATE CARD



The official publication of the
National Academies of Emergency Dispatch.



Organization Profile

The National Academies of Emergency Dispatch encompasses the world's leading certification and standard-setting bodies for emergency dispatch. It is made up of individual academies for EMD, fire and police with a common College of Fellows composed of the leading practitioners, educators, researchers and leaders in the field. Experts and volunteers support the Academies in committees focused on curriculum, standards, research, accreditation, and certification. The non-profit organization was founded in 1988 by Dr. Jeff Clawson, inventor of the Medical Priority Dispatch System.

Membership Profile

All currently certified members of the Academies receive the publication. This includes managers of accredited centers, certified executive members, managers of centers licensed to use a Priority Dispatch System (EMD, fire or police), emergency dispatch instructors, those certified through Quality Assurance programs, certified emergency dispatchers and those certified in the basic telecommunications course. There are approximately 30,000 currently certified members in 15 countries.

Publication Profile

The National Journal of Emergency Dispatch is the official quarterly journal of the association, mailed to all members. It provides continuing dispatch education.

For information on advertising, contact:

Keith Griffiths, *Publisher*
 National Academies of Emergency Dispatch
 139 E. South Temple #530
 Salt Lake City, Utah 84111, USA
 Toll Free: 1-800-960-6236
 Int'l/local: 1-801-359-6916
 Fax: 1-801-359-0996

ADVERTISING RATES:

Frequency discounts may be earned by applying any combination of insertions, within one year. Additional production charges will be incurred for all materials not complying with Publisher's guidelines.

Other Special positions:

Additional 10% of appropriate space rate

Black/White	1x	2x	3x	4x
Full page	\$1,995	1,756	1,676	1,596
2/3 page	\$1,516	1,334	1,274	1,213
1/2 page isl.	\$1,396	1,228	1,172	1,117
1/2 page v/h	\$1,184	1,041	994	947
1/3 page Sq/v	\$870	766	731	696
1/4 page	\$643	566	541	515

Cover Rates:

Earned b/w and color rates plus:

Cover 2.....	\$400
Cover 3.....	\$300
Cover 4.....	\$500

Four Color Rates:

Earned b/w and color rates plus:

per Fraction.....	\$600
per Full page.....	\$800
per Spread.....	\$1,100

Additional/Matched Color Rates:

Standard SWOP.....	\$350 per color (magenta, blue, yellow)
Matched in 4/c Process.....	\$450 per color
Fifth or special color.....	\$550 per color

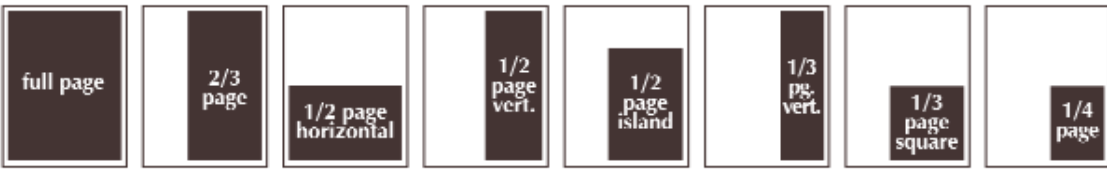
Bleeds:

Full Page Ads.....	no charge
Fractionals.....	add 10% of space rate

Inserts:

Please call for rates and criteria.

Standard Ad Sizes



CLASSIFIED COMMUNICATIONS:

Per Word..... \$1.50
Per Column..... \$75.00

No agency commission allowed on classified/opportunity ads. Payment must accompany all ads.

COMMISSION

15% commission (excepting mechanical prep changes) granted to recognize agencies when payment is made within 30 days of billing date. Orders accepted subject to credit requirements. The client is responsible for payment for all advertising. In the event client's advertising agency does not make payment, client is responsible for all costs incurred for advertising.

ISSUANCE/CLOSING DATES

Published: Quarterly
Issued: Spring, Summer, Autumn, Winter
Publication Date: First week of first month of issue; approximately issued the first week of January, April, July, and October.
Editorial Closing: The first day of the month, two months preceding the month of the issue. Example: Spring Issue (April) closes February 1st.
Advertising Closing: The 1st of the month, one month preceding the month of issue. (Example: Spring issue (April) closes March 1st – material due the 10th of the month.)
Cancellations: No cancellation accepted after closing date. If extension time is needed for material, contact Business Office.

IMPORTANT INFORMATION

Mailing Instructions:
Send all contracts, insertion order, and printing materials prepaid to:

**KGB Media
Attn: Leslie Beckman
679 Encinitas Blvd., Suite 211
Encinitas, CA 92024
(760) 632-8280**

Regulations Covering Acceptance Of Advertising As indicated under "Contract and Copy Regulations" appearing in Standard Rate and Data Service (SRDS) Business Publication Edition.

RATES POLICY

Orders are accepted subject to change in rates on notice from the publisher. Contracts may be cancelled at the time the rate change becomes effective without incurring a short

rate adjustment, provided the contract rate had been earned up to the date of cancellation. Short rate applies if agreed upon space reservation is not used within a 12 month period from the date of the advertisers first insertion. All advertising contracts are subject to the terms of this rate card.

Contracts may be cancelled by the advertiser in writing, 30 days in advance of closing date and must be confirmed in writing by Publisher.

Mechanical costs are not included in advertising rates.

LIABILITY

The publisher reserves the right to hold advertisers and/or their advertising agencies jointly and severally liable for monies due and payable to publisher. Publisher is not liable for delays in deliver and/or nondelivery in the event of an Act of God, action by governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of publisher affecting production or delivery in any manner.

Advertiser and agency agree to indemnify, defend, and hold harmless the publisher from any and all liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels, or other copyrighted matter), or the unauthorized use of any persons name or photograph, arising from the publication of such advertisements pursuant to the advertisers or agency order. Publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. These rights shall not be deemed to have been waived by acceptance or actual use of any advertising material.

MECHANICAL, PAPER, AND PRINTING CHARGES

All other than ROP printing is noncommissionable. On supplied inserts, commission is paid only on the advertising space cost.

Mechanical Requirements:

Dimensions:	Inches Wide		Inches Deep
Full Page	7	x	10
2/3	4-5/8	x	10
1/2 page horz.	7	x	4-7/8
1/2 page vert.	3-3/8	x	10
1/2 page isl.	4-1/2	x	7-1/2
1/3 page vert.	2-1/4	x	10
1/3 page sq.	4-5/8	x	4-7/8
1/4 page	3-3/8	x	4-7/8
2 page	17	x	11-1/8

Bleed Information:

Keep live matter 1/4" from all edges and gutter, 1/4" from any edge of bleed plates. Bleed negatives must be 8-7/8" x 11-3/8"; Color Rotation: Yellow, red, blue, black; Trim Size: 8-3/8" x 10-7/8", Binding: saddle stitch.

Ad Material Submissions:

We print direct-to-plate so all material must be submitted electronically. To avoid unexpected/undesirable results, it is recommended that all digital work be submitted in one of the following formats: Macintosh compatible format for QuarkExpress (with all art and postscript fonts collected). Print quality CMYK PDFs (color on these can not be guaranteed). Photoshop high resolution (300dpi) CMYK files, as well as Adobe Illustrator CMYK eps's in outline format. All web-based submission must be accompanied with a pdf. proof. All CD, DVD and Zip submission will need a good quality color print included.

You may email digital files to:

art@emergencydispatch.org

Or send digital files on a CD, DVD or zip (100MB) to:

National Academies of Emergency Dispatch
Attn: Kris Berg
139 East South Temple
Salt Lake City, Utah 84111
800-363-9127 ext.116