



## Marketing Power

AMERICA'S FIRST RESPONDERS-DEK is the cornerstone of a multi-media marketing program targeting the buyers for first responder teams across the USA with independent buying authority. Your full-color card is included in the cooperative direct mail program as well as featured online at [www.FIRSTRESPONDERS-DEK.com](http://www.FIRSTRESPONDERS-DEK.com).

You can reach the broad spectrum of first responders easily & cost-effectively with this one stop shopping resource. You can focus your reach through one of our two distinct editions: POLICE-DEK 45,000 or FIRE-DEK 45,000.

### 2009 Publishing Schedule

Issue	Closing Date	Mailing Date
Feb/Mar	Jan 23	Late-Feb
Jun	May 15	Mid-June
Sep	July 24	Early- Sep
Nov	Oct 9	Mid-Nov

### Create New Customers & Increase Sales

- Generate High Quality Sales Leads
- Drive Traffic to Your Website
- Drive Qualified Buyers to Your 800#
- Promote Your Show Exhibit
- Mass Market a Special Offer
- Launch New Products
- Build Your Prospect Database
- Conduct Market Research with our A/B Split Program

### FIRE-DEK Audience Profile

Municipal Fire Department Buyers .....	37,261
Emergency Medical Services .....	2,847
Private Ambulance Companies .....	2,022
State & County Fire Protection .....	1,531
Training Officers .....	753
Fire Protection Services & Consulting .....	326
Dealers & Distributors.....	260
<b>Total .....</b>	<b>45,000</b>

### Mini-Catalogs as low as 18 cents each for a single issue

### 7PT UNCOATED STOCK 4-COLOR/B&W without bleeds

<b>Full Circulation</b>	90,000	CPM
Standard Per Mailing	\$2,990	\$33.22
Jumbo Per Mailing	\$3,990	\$44.33
<b>POLICE-DEK</b>	45,000	CPM
Standard Per Mailing	\$1,790	\$39.78
Jumbo Per Mailing	\$2,790	\$62.00
<b>FIRE-DEK</b>	45,000	CPM
Standard Per Mailing	\$1,790	\$39.78
Jumbo Per Mailing	\$2,790	\$62.00

### POLICE-DEK Audience Profile

Municipal Police Depts .....	21,082
Private Security Agencies & Investigators .....	6,948
Campus Police Departments .....	3,531
Hospitals & Nursing Home Security .....	2,866
Correctional Facilities .....	2,605
Sheriff Offices .....	1,815
Military Bases .....	1,747
Shopping Center, Casino & Stadium Security .....	1,407
State Police Departments.....	1,042
Dealers & Distributors.....	838
State/Federal Agencies .....	566
Transit, Harbor, Airport Police Depts .....	553
<b>Total .....</b>	<b>45,000</b>

Card Size	Standard	Jumbo
Trim Size	3 9/16" x 5 3/8"	5 3/8" x 7"
Image Area (No Bleeds)	3 1/8" x 5 1/8"	5 1/8" x 6 3/4"

**Upgrade to a glossy card with full bleed available. Contact your Business Development Consultant for a quote.**

Add a solo email campaign to 14,000 first responder buyers at a discounted multi-media rate

# 2009 Rates, Dates & Data

## Cooperative Direct Mail Program



*Want to reach a market before or after a major trade show? We have a solution for you.*

*Looking to launch new products nationwide in multiple mediums? We have a solution for you.*

*Looking to replace trade shows with a more cost-effective campaign to the market? We have a solution for you.*

*Looking to achieve sales goals with a shrinking budget? We have a solution for you.*

*Need new customers? We have a solution for you.*

### Additional Online & Direct Marketing Services

Online Card in Current Offers (Archived Online Indefinitely).....	\$295
Solo Email Campaign to 14,000+ buyers (must have qualifying offer) .....	\$1500
Solo Email Campaign Subject Line A/B Split.....	\$200
Card in both FIRE and POLICE eDEKs emailed to 14,000 + buyers.....	\$400
Mailing List Rental .....	Call for Quote

### Card-DEK Program Enhancements

Four-Color on Second Message Side .....	\$495
Half Back Cover (45,000 contacts/90,000 contacts) .....	\$495/695
Logo on Cover (45,000 contacts/90,000 contacts).....	\$95/195
First Card Position .....	\$395
2nd - 5th Position.....	\$95
A/B Split - Standard Card .....	\$275
A/B Split - Jumbo Card.....	\$450
Overruns (price per 1000) .....	\$150
Electronic Lead Delivery Program .....	\$150
Creative Services - Machalek Communications' Design	
Complete Creative Services – 1 Message Side .....	\$250
Complete Creative Services – 2 Message Sides .....	\$395
Redesign of Existing Layout.....	\$195
Code/Text/Minor Changes on Existing Layout.....	\$50