

**Email your special offers & sales messages to over 14,000 first responders.**

**Quick & Easy**

Unlike our competition, we will even design and code your email campaign.

**Close Sales**

solo email campaigns are effective for drawing interested, qualified buyers to your site in response to special offers.

**Rates**

<u>Audience Profile</u>	<u>Count</u>	<u>Rate</u>	<u>Complete Creative (\$395 value)</u>	<u>Included</u>
Police	9,000	\$1,250	Landing/Second Page (optional)	\$295
Fire	5,000	\$1,000	Interactive Online Form (optional)	\$395
Police & Fire	14,000	\$1,500	Subject Line A/B Split	\$200

We are committed to ethical internet marketing. We respect the wishes of our readers. They have the option to opt-out at any time and we promptly honor all unsubscribe requests. Our readers remain on our list because they value the offers we send. We limit the number of emails we send per week and only send industry specific offers that we consider "great" so our readers continue to value and use the service- and not opt-out. You also receive BONUS EXPOSURE as your campaign is included in the Featured Specials section of www.FIRSTRESPONDERS-DEK.com, as well as included in the rotation of banner ads on the home page for up to sixty days.