

**Email your special offers & sales messages to  
over 5,000 fire and rescue buyers**

**Quick & Easy**

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

**AMERICA'S FIRST RESPONDERS POLICE-DEK** Carefully Selected Offers To Enhance Your Department

**Free ML350 Multilingual Universal Translator™**  
with all SpeechGuard® orders placed before July 31, 2008 (\$100 Value).

**Ectaco SpeechGuard® PD-5**

Critical situations require timing and knowledge when you can't afford delays or gaps in communication. **SpeechGuard®** is a multilingual handheld translation device that allows users to communicate in many languages. Speak a phrase into **SpeechGuard®** and it repeats what you say in the language of your choice. **SpeechGuard®** is currently used by over 300 agencies including law enforcement, medical, military, and Homeland Security.

- Learn more languages
- Address issues with Non-English speakers quickly
- Build the confidence and comfort of the local population with your agency
- Lower expenses

**FREE ML350 Multilingual Universal Translator™**  
with all SpeechGuard® orders placed before July 31, 2008! (\$100 Value)

**Hurry, Limited Time Offer!**  
**Contact Us Today!**  
Mention POLICE-DEK to redeem offer.

**Call Us Toll-Free**  
1-800-784-8444

**Email Us**  
[timothy.houston@ectacoinc.com](mailto:timothy.houston@ectacoinc.com)

**Visit Us Online**  
[www.SpeechGuard.com/police.html](http://www.SpeechGuard.com/police.html)

**Get More Info**

Ectaco • 31-21 31 Street • Long Island City, NY 11106 • Toll-free: 1.800.784.8444  
Email: [timothy.houston@ectacoinc.com](mailto:timothy.houston@ectacoinc.com) Web: [www.SpeechGuard.com](http://www.SpeechGuard.com)

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**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>	Complete Creative (\$395 value)	Included
Fire	5,000	\$1,000	Landing/Second Page (optional)	\$295
Police	9,000	\$1,250	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.FIRE-DEK.com](http://www.FIRE-DEK.com), as well as included in the rotation of banner ads on the home page for up to sixty days.