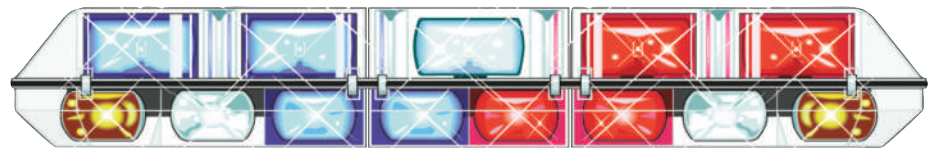


1ST

RESPONDER NEWSPAPER[®]



2021 Media Kit



1 Ardmore Street • New Windsor, NY 12553

Phone: 845-534-7500 ext. 211 • Fax: 845-534-0055

www.1strespondernews.com



2021 Advertising Copy Deadlines

New England Edition CT, MA, ME, NH, RI, VT

Issue	Deadline
February Issue	1/8/21
March Issue	2/5/21
April Issue	3/5/21
May Issue	4/2/21
June Issue	4/30/21
July Issue	6/4/21
August Issue	7/9/21
September Issue	8/6/21
October Issue	9/3/21
November Issue	10/1/21
December Issue	11/5/21
January Issue	12/3/21

New York Edition

Issue	Deadline
February Issue	1/8/21
March Issue	2/5/21
April Issue	3/5/21
May Issue	4/2/21
June Issue	4/30/21
July Issue	6/4/21
August Issue	7/9/21
September Issue	8/6/21
October Issue	9/3/21
November Issue	10/1/21
December Issue	11/5/21
January Issue	12/3/21

New Jersey Edition

Issue	Deadline
February Issue	1/1/21
March Issue	1/29/21
April Issue	2/26/21
May Issue	3/26/21
June Issue	4/23/21
July Issue	5/28/21
August Issue	6/30/21
September Issue	7/23/21
October Issue	8/27/21
November Issue	9/24/21
December Issue	10/29/21
January Issue	11/26/21

Southeast Edition AL, FL, GA, TN

Issue	Deadline
February	1/22/21
March Issue	2/19/21
April Issue	3/19/21
May Issue	4/16/21
June Issue	5/14/21
July Issue	6/18/21
August Issue	7/16/21
September Issue	8/20/21
October Issue	9/17/21
November Issue	10/15/21
December Issue	11/15/21
January Issue	12/13/21

Pennsylvania Edition

Issue	Deadline
February Issue	1/22/21
March Issue	2/19/21
April Issue	3/19/21
May Issue	4/16/21
June Issue	5/14/21
July Issue	6/18/21
August Issue	7/16/21
September Issue	8/20/21
October Issue	9/17/21
November Issue	10/15/21
December Issue	11/15/21
January Issue	12/13/21

MidAtlantic Edition DE, DC, MD, VA, W.VA

Issue	Deadline
Spring	3/19/21
Summer	6/18/21
Fall	9/17/21
Winter	12/17/21

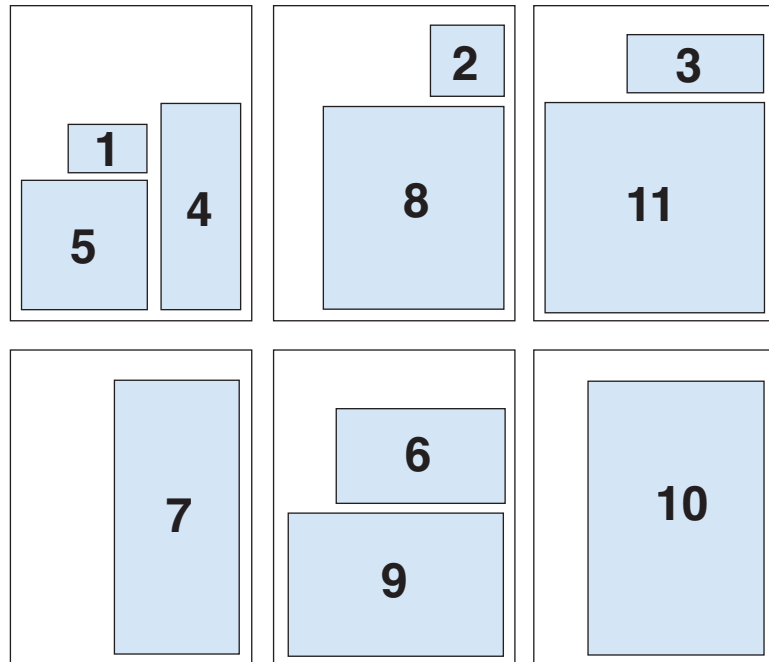
Ohio Edition

Issue	Deadline
Winter	1/22/21
Spring	5/14/21
Summer	8/20/21
Fall	11/15/21

***** Annual Special Trade Show Issues: Dates to be Announced**

ADVERTISING DIMENSIONS

Page Unit	Width & Depth
Service Directory	2" x 1"
#1 Business Card	4" x 1 1/2"
#2 1/8 Page	4" x 4"
#3 1/8 Page	6" x 2 1/2"
#4 1/4 Page	4" x 8 1/4"
#5 1/4 Page	6" x 6"
#6 1/4 Page	8" x 4"
#7 1/2 Page	6" x 11 1/4"
#8 1/2 Page	8" x 8 1/4"
#9 1/2 Page	10" x 6 1/2"
#10 3/4 Page	8" x 11 1/2"
#11 3/4 Page	10" x 9"
Full Page	10" x 12 1/4"



Mechanical/Ad Specifications & Dimensions

Even though your advertisement can run any size you wish, we have put together a sizing grid that corresponds with our retail frequency rate card. If you would like to run an advertisement that is a different size than one shown below, charges will be determined by calculating cost per inch from the ad closest in size on the grid. When emailing ad material, sent to: Advertising@1strespondernews.com. Please send in PDF format with 300 DPI.

Additional Information

For additional information or assistance regarding ad material extensions, copy changes, status of materials supplied, or mechanical specifications for gatefolds, insert cards, flyers, preprinted sections, please contact the Production Department.

Additional Services Offered

1st Responder News' Creative Services department is available to all current and regular advertisers who need creative assistance in developing and creating ads, brochures, flyers, new release product sheets, press releases, etc. 1st Responder News offers a full scale comprehensive service that is capable of handling all of your publishing needs.



ADVERTISING RATES AND CIRCULATION

ADVERTISING RATES (per insertion/per edition)

AD SIZE	3X Rate (per insertion)	6X Rate (per insertion)	12X Rate (per insertion)
Full Page	\$1045	\$1020	\$995
3/4 Page	\$845	\$815	\$795
1/2 Page	\$685	\$660	\$620
1/4 Page	\$450	\$435	\$420
1/8 Page	\$300	\$280	\$260

MULTIPLE ZONE INSERTION RATES

1-12 insertions per year:	Rate card prices apply
13-24 insertions per year:	10% discount of 12x rate
25-36 insertions per year:	15% discount of 12x rate
37-48 insertions per year:	20% discount of 12x rate

CLASSIFIED ADVERTISING RATES

Business Card: 3X Rate \$140 • 6X Rate \$125 • 12X Rate \$110

(Advertising rates guaranteed through December 31, 2021.)

Advertising Rates (4 / Color)

Full 4/color process is available for \$225.

Creative Composition / Service

Our graphics department is available to help create an ad for your company at no additional charge.

Circulation

Discover the return on investment that we have been delivering to our advertisers since we published our first edition over 27 years ago. Our newspaper's 45,000 readership in each edition we publish, provides unsurpassed penetration into the emergency services community. 1st Responder News is delivered in BUNDLES to every single fire department, substation, rescue squad and EMS crew in each state we service. These first responders are the backbone of our state and their status as solid citizens is attractive to businesses both in and out of the fire, rescue and EMS supply.