



Fire Sprinklers Save Lives and Property

Brant R. Brumbeloe, **Publisher & Editor**
info@fpcmag.com

Tami Collins, **Production Manager**
tami@fpcmag.com

Leigh Petersen, **Office Manager**
leigh@fpcmag.com

Dear Fire Sprinkler Industry Leader,

Enclosed you'll find the latest media kit for *FPC/Fire Protection Contractor* magazine, including:

- **2026 Print & Digital Advertising Rates and Specs**
- **2026 Editorial Calendar**
- **Editorial Guidelines – featuring our “12 Ways to Get FREE Publicity”**
- **Digital Advertising Opportunities**

Why FPC? Our readers are the decision-makers who specify, purchase, and install the products and services you offer. If you want to stay top-of-mind in this industry, *FPC* is where your brand belongs.

Fact: *Advertisers consistently outperform non-advertisers.*

Reality: *Visibility drives sales.*

Strategy: *Get ahead – and stay ahead – by advertising in FPC.*

Even if you're not ready to run a full campaign, you should absolutely be leveraging our **“12 Ways to Get FREE Publicity”** to keep your name in front of the people who matter most.

We value your partnership and are here to support your editorial, advertising, and marketing goals.

Let's build a stronger fire sprinkler industry – together.

Sincerely, for a Better Fire Sprinkler Industry,

Brant R. Brumbeloe
Publisher & Editor

P.S. No rate increase again for 2026.

P.P.S. Pay in full (non-invoiced) and take 5% off your total.



EDITORIAL CALENDAR

In addition to our regular coverage of news, information, opinions, analysis, and controversy in the fire sprinkler industry, *FPC* will focus on the following themes, features, and industry concerns.

We welcome input on all topics of concern related to the fire sprinkler industry.

Please e-mail us for more details on a topic.

(Subject to change without notice at Publisher's discretion.)

EDITION	FEATURES	SUB-FEATURES	EDITORIAL DUE
JANUARY	SYSTEM UPGRADES	2026 PREDICTIONS/ 2025 TOP STORIES	DECEMBER 1, 2025
FEBRUARY	NFPA 13 FACTS, FINDINGS, FUTURE	TRENDS IN CONSTRUCTION	JANUARY 1, 2026
MARCH	IMPAIRMENT FINDS & FIXES	HISTORY & OLD PHOTOS	FEBRUARY 1, 2026
APRIL	NFPA 25 POINTS & POINTERS	IT&M Q&A	MARCH 1, 2026
MAY	METERS & AHJS	BENEFIT TOURNAMENTS	APRIL 1, 2026
JUNE	NFPA 20 THE HEART OF THE MATTER	ARC FLASH AVOIDANCE	MAY 1, 2026
JULY	PROJECT CLOSE OUTS	BEST PRACTICES GUIDES	JUNE 1, 2026
AUGUST	PERSON/ORGANIZATION OF THE YEAR	FIRE PREVENTION WEEK/DEMOS	JULY 1, 2026
SEPTEMBER	NFPA 14 STANDUP GUYS	FREEZE PROTECTION	AUGUST 1, 2026
OCTOBER	DEALING WITH PROJECT DELAYS	LOGOS & SIGNS	SEPTEMBER 1, 2026
NOVEMBER	TRADE RELATIONS	SCHOOLS & TRAINING CENTERS	OCTOBER 1, 2026
DECEMBER	PROBLEMS & SOLUTIONS	NATIONAL MARKET CONDITIONS	NOVEMBER 1, 2026



EDITORIAL GUIDELINES

Following are some writer's guidelines to help you actively participate in, and keep your name before, the fire sprinkler industry. *FPC* readers are those who specify and purchase products and services!

FPC magazine is built by and for the fire sprinkler industry.

WRITER'S GUIDELINES

How to prepare an article or news release for *FPC*:

- E-mail articles to: info@fpcmag.com.
- Give facts and omit sales pitches.
- Articles should be text (Word doc) only.
- Send high-resolution (300 dpi) graphics and photos as separate attachments.

CONTENT

TITLE. *Be brief, six words or less.*

SUB-TITLE. *Optional, but helpful if your title can't say enough about the subject.*

BY-LINE. *Author's name.*

ABOUT THE AUTHOR. *A brief statement about the author, author's title, and company. Include contact information and a photograph, if possible.*

BODY COPY

NEWS RELEASES. *Brief, 200 words or less. Give facts and omit sales pitches. Answer the basic Who, What, When, Where, and Why questions with concrete, to-the-point sentences. End with company name, address and phone numbers, and contact name. Photo and caption submissions are encouraged.*

FEATURE ARTICLES. *Up to 600-800 words. Note: shorter articles are the most effective. Follow news release guidelines, but expand on and support the facts. Give opinions, but distinguish them clearly from facts. Write as you would speak to a colleague, in a clear, concise, and concrete manner. Give facts and omit sales pitches. Quotes from contractors are always good.*

FPC readers want more **design tips, install stories,** and **small business spotlights.** Got news, insights, or a standout project? Send it our way!

12 WAYS TO GET *FREE* PUBLICITY

1. **PEOPLE NEWS:** Send us news items about your activities in the fire sprinkler industry.
2. **COMPANY NEWS:** Send us news about fire sprinkler companies.
3. **REACTION:** Send your responses to *FPC* articles.
4. **OTHER VOICES:** An open forum for your view on any subject in the industry.
5. **LETTERS:** Write a signed letter to the editor.
6. **CALENDAR:** Submit information and dates for industry activities.
7. **WATCHDOG:** Inform us of actions taken to correct misleading news reports or media events.
8. **NEW PRODUCTS:** Introduce new products for use by fire sprinkler contractors.
9. **LITERATURE:** Send us brochures and flyers of interest to industry affiliates.
10. **NEW LISTINGS & APPROVALS:** Concerning products used in the industry.
11. **GUEST EDITORIAL:** Write a Guest Editorial on issues, problems, and concerns facing the industry.
12. **FEATURE ARTICLES:** Send an article with photos of an installation, a company profile, or a technical report.



RATES & SPECS

[Click here](#) to fill out the **Insertion Order**

No Rate Increase This Year!

4 Color Rates (per insertion)

	1x	3x	6x	9x	12x
FP	\$1,896	\$1,824	\$1,756	\$1,689	\$1,629
2/3	\$1,440	\$1,391	\$1,352	\$1,301	\$1,261
1/2	\$1,195	\$1,159	\$1,128	\$1,091	\$1,060
1/3	\$961	\$938	\$910	\$892	\$869
1/4	\$840	\$818	\$804	\$782	\$772
1/6	\$731	\$709	\$696	\$685	\$677
1/9	\$669	\$658	\$650	\$641	\$633

Spot Color Rates (per insertion)

	1x	3x	6x	9x	12x
FP	\$1,624	\$1,553	\$1,485	\$1,418	\$1,358
2/3	\$1,168	\$1,120	\$1,081	\$1,030	\$990
1/2	\$924	\$888	\$857	\$819	\$789
1/3	\$689	\$667	\$639	\$620	\$598
1/4	\$569	\$547	\$533	\$511	\$501
1/6	\$459	\$437	\$424	\$414	\$405
1/9	\$397	\$387	\$378	\$369	\$361

Black & White Rates (per insertion)

	1x	3x	6x	9x	12x
FP	\$1,416	\$1,345	\$1,277	\$1,209	\$1,150
2/3	\$960	\$911	\$872	\$821	\$781
1/2	\$715	\$679	\$648	\$611	\$581
1/3	\$481	\$458	\$430	\$412	\$389
1/4	\$360	\$338	\$324	\$302	\$292
1/6	\$251	\$229	\$216	\$205	\$197
1/9	\$189	\$178	\$170	\$161	\$153

COLOR: Spot Color includes standard red, blue, green, yellow, or any specified color. Provide PMS number or swatch. Guaranteed date of placement made upon receipt of complete ad. No guarantee of color match without color proof.

MECHANICAL REQUIREMENTS

Trim size: 8½" x 11". **Full Page Bleed Size:** 8¾" x 11¼". Bleeds: ¼" over trim size (essential material/text must be 3/8" from edge). Live print area: 7"x10". Printing: sheet-fed offset, 70 lb. coated stock; *Please send electronic files.*

ELECTRONIC FILES

Please send Press Quality PDFs or PDF/X-1a with embedded fonts. Ads are to be CMYK process color or grayscale at 300 dpi. *See Mechanical Requirements for other important information.*

DEADLINES

Ads must be received by the first of the month for insertion in the following month's edition (i.e., February 1, for March edition). Please call for extensions if desired by the 1st. Ads received past deadlines, without FPC's permission, are subject to late fees, up to \$400 per day.

SPECIAL PLACEMENT

Cover, back outside, add 15%.
Inside covers, centerfold, add 10%.
Other requested positions, add 5%.

CANCELLATIONS

Cancellation orders must be in written form and be received by the first of the month preceding month of insertion date (i.e., May 1st for a scheduled June edition insertion).

TERMS OF PAYMENT

Rates are per insertion. Net cash, 30 days from billing date (4th Friday of each month). 1¼% added monthly for late payment. **5% discount for full payment in advance, for non-invoiced full payment received by the 1st of the month preceding insertion (i.e., February 1 for March edition). Contact us for more details.**

MISCELLANEOUS

Publisher not responsible for typographical errors, omission of copy, or misrepresentation of copy in ads. Ads must relate to fire sprinkler industry. Publisher reserves right to reject ads deemed unsuitable. Publisher not liable for delays in delivery and/or non-delivery in any event, or act of God, or any condition beyond our control.

INSERTS

Up to three inserts per month, on first come, first served basis. Please contact us for rates.

SPACE

1 page
2/3 page
1/2 page
1/2 page
1/2 page
1/3 page
1/3 page
1/3 page
1/4 page
1/4 page
1/6 page
1/9 page

SIZE (w x h)

7" x 10" — **Full Page Bleed Size:** 8¾" x 11¼"
4⅝" x 10" (vertical)
3⅝" x 10" (vertical)
4⅝" x 7" (island)
7" x 4¾" (horizontal)
2¼" x 10" (vertical)
7" x 3⅝" (horizontal)
4¾" x 4¾" (box)
4⅝" x 3⅝" (island)
3⅝" x 4⅞" (standard)
2¼" x 4⅞"
2¼" x 3¼"



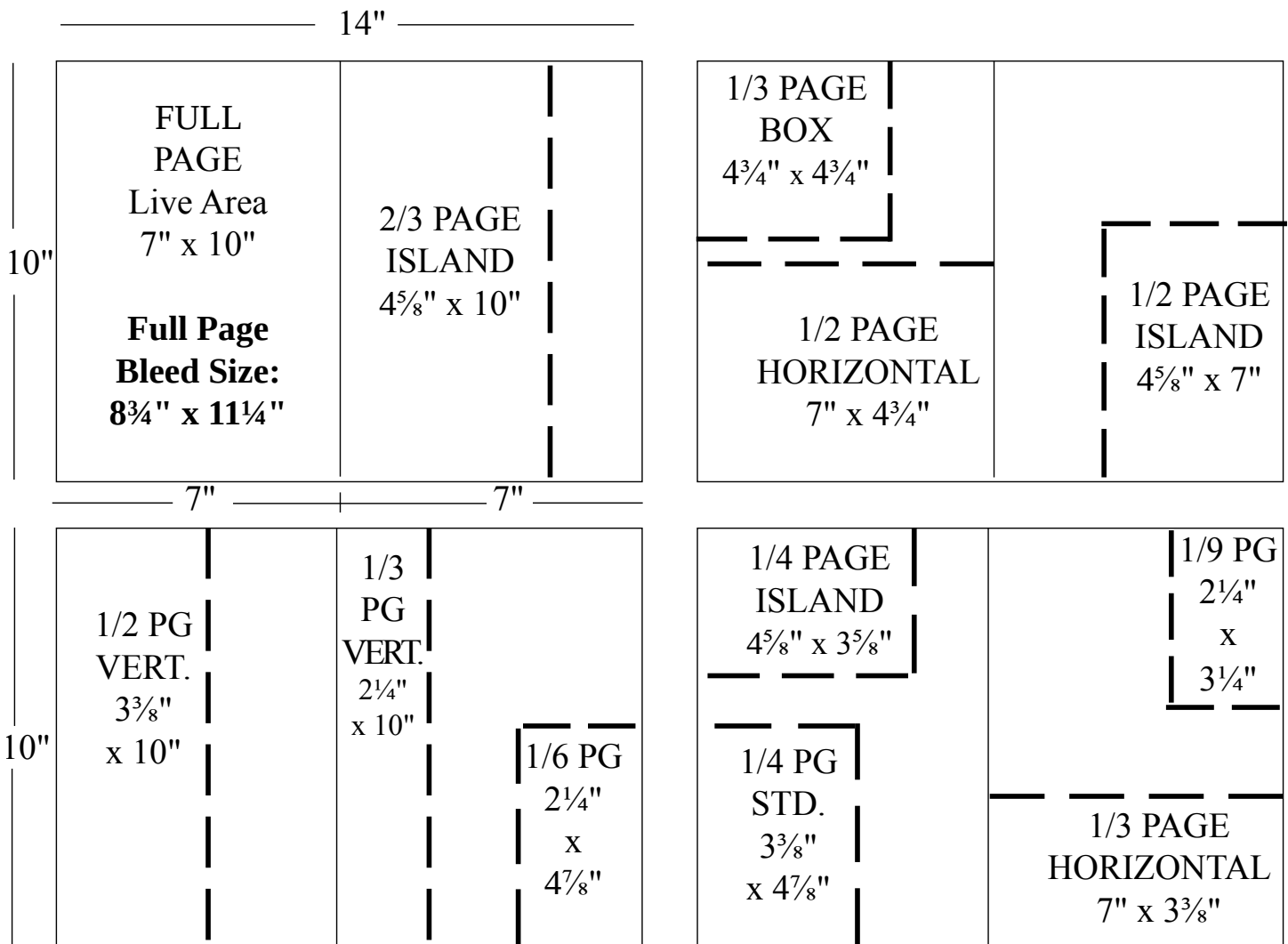
LAYOUT SPECS

SPACE

1 page
2/3 page
1/2 page
1/2 page
1/2 page
1/3 page
1/3 page
1/3 page
1/4 page
1/4 page
1/6 page
1/9 page

SIZE (w x h)

7" x 10" — **Full Page Bleed Size: 8¾" x 11¼"**
4⅝" x 10" (vertical)
3⅜" x 10" (vertical)
4⅝" x 7" (island)
7" x 4¾" (horizontal)
2¼" x 10" (vertical)
7" x 3⅜" (horizontal)
4¾" x 4¾" (box)
4⅝" x 3⅝" (island)
3⅜" x 4⅞" (standard)
2¼" x 4⅞"
2¼" x 3¼"





DIGITAL RATES & SPECS

ONLINE ADVERTISING for www.fpcmag.com

DIGITAL/WEB MECHANICAL REQUIREMENTS AND PRICING:

ELECTRONIC FILES: 30k, GIF, PNG, or JPG

Home Page Rectangle

(Quick Access section, 554 x 384 px, One Available per quarter)

\$2100/per quarter (3 months) (First Come First Served)

Home Page Wide Skyscraper

(News Blog section, 160 x 600 px, One Available per quarter)

\$1,260/per quarter (3 months) (First Come First Served)

Home Page Banner

(981 x 300 px, One Available, First Come First Served)

\$1,200/for 3 months
\$2,200/for 6 months
\$4,000/for 12 months

Home Page Squares

(Promo section, 300 x 300 px, 3 Available per quarter, First Come First Served)

\$750 each/per quarter

Logo with link Home page "Featured Industry Links" section*

**Included with all 12X print advertising orders.*

\$600/for 3 months
\$1,000/for 6 months
\$1,500/for 12 months

Logo for Classified Advertising (web only)

\$50/per month

Logo with Link for Industry Links page (top of page)

\$500/for 3 months
\$900/for 6 months
\$1,400/for 12 months

*Placements are limited and available on a first come, first served basis.
E-mail your requests/orders/materials to:
tami@fpcmag.com*

[Click here](#) to fill out the Insertion Order

CIRCULATION



CIRCULATION & READERSHIP

WE'RE PAID!

Unlike other sprinkler-related publications, our readership consists of **subscribers who pay to receive FPC**. Don't be misled by deceiving circulation numbers from other publications. Associations include subscriptions as a benefit of membership. Some boost their numbers by sending "give-aways" to fire protection-related services in an attempt to get the paid circulation we already have. *FPC* reaches those groups as well, because these organizations know that anything worth receiving is worth paying for. They don't take the chance of receiving a complimentary magazine every once in a while. They want each and every informative edition of *FPC* every month. And, our circulation figures are printed in every edition.

WHO READS FPC?

FPC has subscribers from coast to coast in the United States, throughout Canada, and in many countries throughout the world. Most of our readership is made up of contractors, designers, consultants, and engineers – the people who purchase and specify your products and services. These are

readers who make comments like: "The essays and articles regarding our industry are without equal." And, "Thank you for providing the best trade journal in the industry and offering a comprehensive list of products and services." Manufacturers, suppliers, fabricators, AHJs, fire service personnel, insurance companies, educators, libraries, and various other groups are also valued subscribers of *FPC*. Who reads *FPC*? Everybody who is anybody in the fire sprinkler industry.

PASS ALONG READERSHIP

But subscribers aren't the only ones reaping the benefits from *FPC*. It is estimated that 2.7 non-subscribers read each issue as it is passed along by colleagues in the industry.

MONTHLY CIRCULATION REPORTS

Additionally, *FPC* publishes circulation reports in each monthly edition of *FPC*. You won't find that in most publications. We also publish our Statement of Ownership, Management, and Circulation every November.

*Simply put, if you want to reach the fire sprinkler industry,
there is no better place than in the pages of FPC!*



ADVERTISING & SPECIAL SERVICES

The Advertising Spiral

Since Babylonian clay tablets were discovered 3,000 years ago bearing inscriptions for an ointment dealer, a scribe, and a shoemaker, the urge to advertise has been a part of human nature. Why? Because advertising spreads the word about your trademark product. Advertising allows you to have a foothold in the marketplace – to compete.

FPC knows advertising works. Without waste, your advertising dollar goes directly to your target market in the fire sprinkler industry. Our advertisers, in various stages of the advertising spiral, have proven this to us and themselves year after year. Those in the pioneering stage are getting the industry to recognize that their product is something they want. Those in the competitive stage know the industry accepts the product and is now asking which make to buy. When a product is used by a large share of the industry, advertisers in the retentive stage are holding on to that share as they keep their name in the public eye. And the spiral continues for each company with each new product.

Special Services

FPC's full color, spot color, and black & white display ads represent advertisers in all stages of the spiral.

◆ Our **AD DESIGN SERVICE** is designed primarily to help those in the pioneering stage break into the industry. We work with you to design an ad that works *within* your budget and *for* your company. We know from experience the careful planning and diligence required in a start-up business, and we are dedicated to the promotion of the fire sprinkler industry. Many advertisers have started their ad campaigns through us, and many continue to do so.

◆ Our **MINI-DISPLAY ADS** are smaller and more affordable ads. These spots are for small companies, those just testing the advertising market, or the tight budget. Again, we'll design it for you, or you supply the ad.

◆ Our **CLASSIFIED ADS** allow you to seek work, find employees, locate and sell equipment, and advertise products and services. It is our policy to publish *free* classified ads for the unemployed in the fire sprinkler industry.

◆ **12 WAYS TO GET FREE PUBLICITY.** Yes, *free* publicity. Look under "Editorial Guidelines" in your media kit and *make* the time to take advantage of every opportunity – it's your key to success.

Who's Who

The following are amongst the successful companies that know the value of placing display advertising on the pages of FPC magazine:

AFSA	Core & Main	Fire Equipment	Metraflex	Senju Sprinkler
AGF Manufacturing	CST Industries, Inc.	Manufacturers Assn.	MISCO Refractometer	South-Tek Systems
ARGCO	Dangelo Company	Fire-End & Croker	NFSA	Stewart Fire Protection
Armstrong Fluid Technologies	DesignerHub	freezemaster Antifreeze	Noble Company	System Sensor
ASC Engineered Solutions	DNL Products	Gast Manufacturing	NUCOR Tubular Products	Talco Fire Systems
Backflow Direct	Decoshield Systems, Inc.	Global Safety Products	Pace Machinery Group	TLX Technologies
BlazeMaster® FSS	Designer Hub	HRS Systems, Inc.	Pentair	Tutton Insurance Services
BTI Products, LLC	Dyne Labs/Dropmaster	Huguenot Labs	PHD Manufacturing	UL
Bull Moose Tube	Easyflex USA	Hydratec, Inc.	Pittsburg Tank & Tower	Victaulic Company
CASA	eFirePump.com	Hydro Flow Products, Inc.	Potter Electric Signal	Viking Corporation
CB Marketing	Elite Software	JG Innovations, Inc.	Potter-Roemer	Wheatland Tube
Compufire	Engineered Corrosion Solutions	Johnson Controls - Tyco	Raimondo Fire Systems	W.S. Darley
Conbraco/Apollo Valves	Ferguson Fire & Fab.	Knox Company	Reliable Automatic Sprinkler	
		Lansdale International	S.A. Comunale	
		M.E.P.CAD, Inc.	Seneca College	

and many more...