



**American Fire
Sprinkler Association**

Media Kit 2025

PRINT. ONLINE. MOBILE.

DELIVERING TO YOUR
TARGET MARKET



ADVERTISING OPTIONS INCLUDE

- *Sprinkler Age* Magazine
- *Sprinkler Age* Digital Edition
- ITM Connection eNewsletter
- Tech Update eNewsletter
- Contractor Network eNewsletter
- Sponsored Emails

CONTACT:

(214) 349-5965, ext. 134
advertising@firesprinkler.org
www.firesprinkler.org/advertising



**American Fire
Sprinkler Association**

Media Kit 2025

SPRINKLER AGE PRINT EDITION

Description

Sprinkler Age, the official publication of the American Fire Sprinkler Association, is distributed the second week of the month of the publication. The printed copy and digital copy are both distributed the first week of the month of publication.

Terms and Commissions

- Rates effective January 1, 2025.
- **Terms: Payment due upon receipt.**
- The publisher reserves the right to hold the advertiser and/or its advertising agency jointly liable for payment due, and for any collection fees that result from collection of a delinquent payment.
- A first-time advertiser in Sprinkler Age that is not an AFSA member must prepay the first ad and provide credit references in order to establish credit. Based on payment history, subsequent ads will be billed in the regular monthly billing cycle.
- A 15 percent Agency or AFSA Member Discount applies to the gross amount. To qualify for the Agency or AFSA Member Discount, the ad must be provided print-ready as specified by the electronic file requirements, and must include all corrections and/or changes.
- The earned advertising rate is based on the total number of full and fractional advertising units used in Sprinkler Age within a 12-month contract period beginning with the month of the first insertion. In cases where the advertising contract rolls over into the following year, the new rate (if any) will become effective January 1 unless the majority of the contract's insertions were placed in the previous year.

Readership

Sprinkler Age readers have purchasing authority.

63%	Approve
23%	Recommend
16%	Specify

Contract and Copy Regulations

- Publication of an advertisement in Sprinkler Age does not constitute and shall not be interpreted as an endorsement of the product or service by the AFSA.
- The publisher reserves the right to reject any advertisement. Advertisers and their agents assume responsibility for the content of their advertisements. Advertising not easily distinguishable from editorial must be labeled "Advertisement."
- All verbal instructions must be confirmed with Sprinkler Age in writing by email within five days. Contracts may be canceled on 30 days written notice only. Individual insertion orders may not be canceled after the closing date.
- On contracts not completed, the earned rate at time of cancellation will apply.
- If no insertion order instructions are received from the contract advertiser by an issue's deadline, the most recent ad will be used for that issue.
- The publisher reserves the right to cancel scheduled advertising and apply the earned rate to ads published in cases where overdue payments exceed 90 days.
- Publisher reserves the right to charge up to 2 percent per month interest on invoices over 30 days past due.
- The advertiser represents and warrants that advertising is not false or misleading, does not contain any untrue, defamatory, harmful, abusive, vulgar or obscene materials, is in compliance with all applicable laws, does not infringe upon the rights of any other party, including but not limited to copyrights, trademarks, privacy rights, moral rights, trade secrets, patents and other rights. The advertiser also warrants and represents that it has the unrestricted and exclusive rights to use all such material.

Circulation

More than 5,000 readers via digital and print

49%	Fire Sprinkler Contractors (Owners, managers, designers, installers, sales, etc.)
39%	Authorities Having Jurisdiction (Fire Chiefs, officers, marshals, commissioners, inspectors, etc.)
8%	Equipment manufacturers, suppliers, distributors
4%	Engineers, architects, consultants, facility managers, etc.



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Full Color Ad Rates

	1x	3x	6x
Full page	\$2316	\$2163	\$2001
² / ₃ page	\$1775	\$1712	\$1607
Island ¹ / ₂ page	\$1481	\$1449	\$1376
¹ / ₂ page	\$1481	\$1449	\$1376
¹ / ₃ page	\$1234	\$1203	\$1129
¹ / ₄ page	\$1092	\$1077	\$1024

Black/White Ad Rates

	1x	3x	6x
Full page	\$1691	\$1523	\$1355
² / ₃ page	\$1129	\$1071	\$966
Island ¹ / ₂ page	\$851	\$772	\$725
¹ / ₂ page	\$851	\$772	\$725
¹ / ₃ page	\$594	\$567	\$499
¹ / ₄ page	\$457	\$426	\$394

Cover Position

	1x	3x	6x
Inside front cover (2nd)	\$2715	\$2347	\$2232
Inside back cover (3rd)	\$2573	\$2205	\$2116
Back cover (4th)	\$2851	\$2478	\$2358

- Rates include full-page space with four-color process.
- Non-cancelable.

Special/Preferred Position

1. **Center Spread** + \$168
2. **Favored Positions** + \$195
 - Page 3
 - Opposite Table of Contents
 - President's/Chair's Message
 - Flashpoint
3. **Other Guaranteed Positions & Continuous Pages** + \$137

Inserts

Black and white page rate applies, less the following discounts:

2 pages = 20%; 4 pages = 20%; 8 pages = 20%
Backup charges and rates for special binding or handling are available on request. Insert copy must be submitted for approval prior to acceptance for publication. For shipping instructions and quantity requirements, contact Sprinkler Age.

Discounts

- **Agency or AFSA Member Discount** = 15% off of the gross. To qualify, the ad must be provided print-ready as specified by the electronic file requirements, and must include all corrections and/or changes. Agency Discount is only available for an external agency and not in-house agency. Member must be in good standing with all invoices paid to receive the discount. The agency and member discount can not be combined. Only one discount applies per advertiser.
- **Pre-Pay Discount** = 10% off for print and digital ads paid in advance to publication. All ads within digital and print contracts must be paid in full for the year before the first ad runs. No partial payments accepted.
- **Spread Discount** = \$200 off of the gross of two full page adjoining ads.



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Material Requirements

Advertising material must be submitted in electronic format according to the instructions specified below. Please feel free to call the Advertising department at (214) 349-5965 ext. 134 if you have any questions.

Electronic File Requirements Preferred Format

High resolution PDFs.
email to: advertising@firesprinkler.org

Other Formats

We also accept Adobe InDesign, Photoshop and Illustrator files but all linked or embedded images and fonts must be packaged with the layout file.

Images

All images must be high-resolution, minimum 300 dpi. Images must be provided in addition to layout file unless PDF. (i.e., no embedded images only).

Support files

All files that have been imported into the document must be supplied with the file to be output if you want these imported files to be imaged at high resolution.

Fonts

Include both screen and printer fonts. List all fonts used and font types including embedded. Please do not use attributes on the fonts (i.e. bold, italic).

Color specifications

4/color ads must be delivered in CMYK format, not RGB.

Bleeds

If job bleeds, bleed must be exactly $\frac{1}{8}$ " on all four sides including the spine.

Proofs

Advertiser and/or agency must provide a digital proof (color proof where applicable) for checking accuracy. Sprinkler Age cannot guarantee proper appearance of an ad without a proof provided by the advertiser and/or agency for comparison.

File submission

All electronic ad files should be submitted directly to Sprinkler Age staff. Please send print ready art to advertising@firesprinkler.org.

Payment:

- *As of July 18, 2022, there will be an automatic 3% convenience fee added to all payments made by credit card.
- All digital ads must be paid for before distribution.
- All pre-pay digital and print ads must be paid in full before the first ad runs for the year. No partial payments accepted.
- All payments made by check can be mailed to:
AFSA; PO Box 646475; Cincinnati, OH 45264-6475
- When making an ACH payment to AFSA, please be sure to add a memo to your ACH letting us know what the payment is for in order for us to apply the payment correctly or you may send an email with the details. If you have any questions, please contact Melissa Athens at mathens@firesprinkler.org.
American Fire Sprinkler Association
1410 E. Renner Rd, Ste 150
Richardson, TX 75082
Bank Name: US Bank
Account Number: 159402361426
Routing Number: 312270379



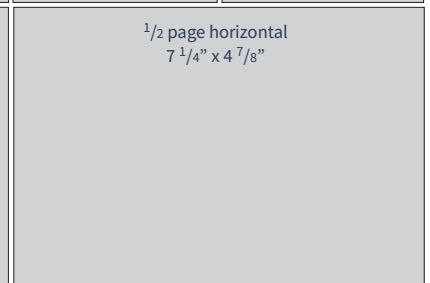
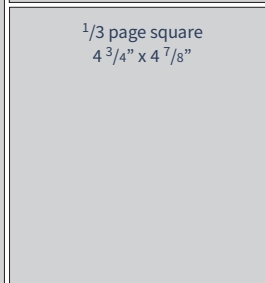
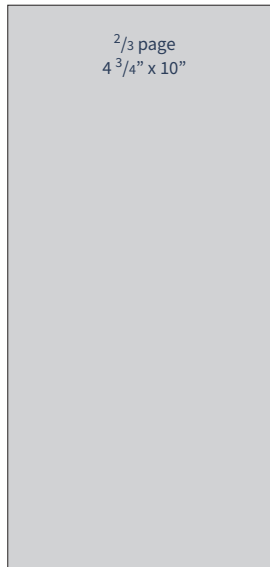
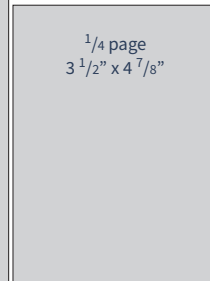
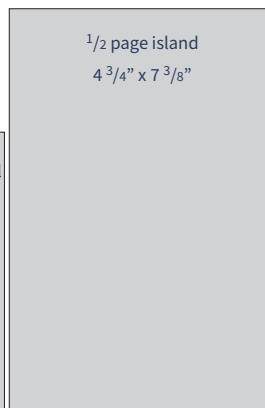
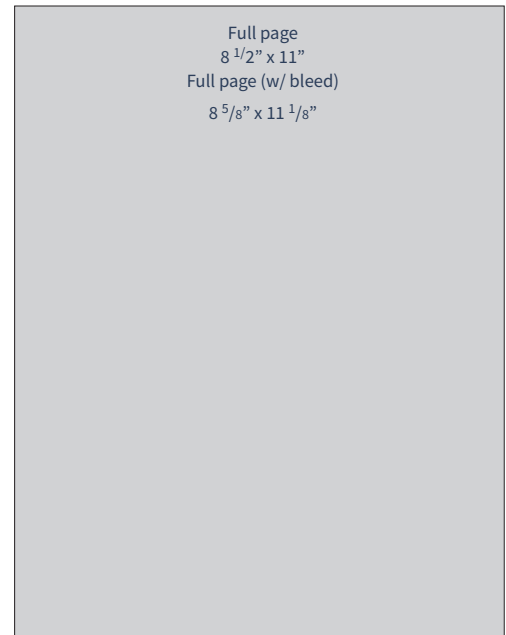
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Mechanical Requirements

Ad size	Width	Depth
Full page	8 1/2"	11"
Full page (w/ bleed)	8 5/8"	11 1/8"
2/3 page	4 3/4"	10"
1/2 page island	4 3/4"	7 3/8"
1/2 page horizontal	7 1/4"	4 7/8"
1/2 page vertical	3 1/2"	10"
1/3 page vertical	2 1/4"	10"
1/3 page square	4 3/4"	4 7/8"
1/4 page	3 1/2"	4 7/8"





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SPRINKLER AGE PRINT EDITION

Closing Dates

Advertising insertion orders and material must be received by the deadlines listed in the Editorial Calendar below. Insertion orders and material received past the applicable due date is not guaranteed for insertion in the issue requested. Individual insertion orders may not be canceled after the closing date.

Editorial Calendar

Sprinkler Age is published bi-monthly and mailed mid-month. Advertising insertion orders and material must be received by the following closing dates, should the closing date fall on a weekend, the creative/insertion order is due the following Monday. Insertion orders and material received past the applicable due date is not guaranteed for insertion in the issue requested. Individual insertion orders may not be canceled after the closing date. All materials subject to approval. Please send advertising insertion orders and material to advertising@firesprinkler.org.

Issue	Editorial Focus	Space Deadline	Material Deadline	Bonus Distribution
Jan/Feb	NFPA 25	11/15	12/1	Associated Builder & Contractors Las Vegas, NV Feb. 25-27 NFMT 2025 Baltimore, MD March 25-27
Mar/Apr	NFPA 200	1/15	2/1	AFAA Annual Fire Expo Orlando, FL April 14-16
May/Jun	NFPA 20	3/15	4/1	NFPA Conference & Expo Las Vegas, NV June 16-18
Jul/Aug	NFPA 14	5/15	6/1	National Association of Women in Construction Boston, MA Aug. 20-23
Sept/Oct	NFPA 13	7/15	8/1	AFSA44 Washington, D.C. Oct. 14-19
Nov/Dec	Value-Added Solutions for Sprinklers	9/15	10/1	FireTECH Conference & Expo Stillwater, OK (OSU) Nov. (TBD)



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SPRINKLER AGE ADDITIONAL OPPORTUNITIES

FREE Exposure Opportunities

Sprinkler Age Feature Articles

Article(s) may be submitted for consideration in Sprinkler Age, with priority given to advertisers and/or AFSA members. Articles must be exclusive, meaning Sprinkler Age has first right of refusal before it can be submitted to another publication. Preferable articles are technical in nature, address a common issue, and are not "advertorial" in nature. Sprinkler Age reserves the right to edit and/or refuse any article(s) submitted. Send submissions to D'Arcy Montalvo at dmontalvo@firesprinkler.org for consideration.

Sprinkler Age News Sections

Sprinkler Age includes People, Product and Industry News sections published as space allows. News submitted is subject to editing and is considered on a first-come first-served basis, with priority given to Sprinkler Age advertisers and/or AFSA members. Send press releases to advertising@firesprinkler.org for consideration.

Enhanced Digital Edition

Videos - Advertisers may purchase video enhancements to their ad in the digital edition of Sprinkler Age for \$100 per video per issue. Videos should be submitted in FLV format. All videos are subject to review and advertisers should indicate where in their ad the video should be placed. Please contact advertising@firesprinkler.org for additional details.

Links - All advertisers automatically receive a free clickable link in their ad in Sprinkler Age's digital edition.

Additional Opportunities

AFSA: Convention, Exhibition & Apprentice Competition

AFSA hosts an annual convention and exhibition each Fall to introduce the latest technology in the fire sprinkler industry. Our show, which boasts the world's largest industry exhibit, offers exposure to the most fire sprinkler contractor companies and generally sells out well in advance. So, reserve your exhibit space early. Contact convention@firesprinkler.org or by calling 214-349-5965.

The Ultimate Fire Sprinkler Guide

The Ultimate Fire Sprinkler Guide is the database dedicated to fire sprinkler contractors, driving them directly to your company and the products & services you sell. Our members include all those contractors, manufacturers, suppliers & Authorities Having Jurisdiction who purchase specialized products and services like yours every year. Contact Multiview at afsa.multiview.com or by calling 800-816-6710.

Website Advertising

Feature your brand on AFSA-affiliated websites. Advertisers can display their ads on the AFSA Official Website, FireSprinkler.org, the Sprinkler Age Blog at SprinklerAge.com, or AFSA's Scholarship site, AFSAScholarship.org. These websites are promoted in various AFSA initiatives, helping to increase your brand's visibility among all parties in the industry. If you are interested, please contact advertising@firesprinkler.org or call 214-349-5965.



SPRINKLER AGE PRINT CONTRACT

ADVERTISER (Company name will be listed in Sprinkler Age advertiser index as indicated below.)

Advertiser Contact: _____ Email: _____

Company Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Website: _____

AGENCY (If other than in-house)

Agency Contact: _____ Email: _____

Agency Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Website: _____

Send all invoices to (circle appropriate billing recipient): Advertiser Agency

Billing Contact: (If different) _____ Email: _____

Frequency (check one) 1X 3X 6X

Ad Page Size

1 Page 1/2 Page Vertical 1/3 Page Vertical 1/4 Page
 1/2 Page Horizontal 1/3 Page Box
 1/2 Page Island

Color

B/W Full Color (4-Color Process)

Position (See rate card for pricing)

2nd Cover 3rd Cover 4th Cover
 Center Spread Favored Position Guaranteed Position Continuous Pages

2025 Insertion Dates (Circle issues in which ad should appear)

Jan./Feb. Mar./Apr. May/June July/Aug. Sept./Oct. Nov./Dec.

AMOUNT SUMMARY PER AD

Page Rate	+	Position/Add on (if applicable) = Gross Amount
Gross	-	Agency or Member Discount (15 percent, if applicable) = Net Amount
Prepay 10%		All ads must be fully paid before first ad of the year runs to receive discount
Final cost =		

I have read and agree to the terms stated above.

Signature _____ Date _____

Sign and return for all orders. Email to advertising@firesprinkler.org.



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E-NEWSLETTER ADVERTISING

**All digital ads must be paid for
before distribution*

eNewsletter

CONTRACTOR NETWORK

	Price	Run
LeaderBoard (660 x 90 pixels)	\$945	1 Issue
2nd LeaderBoard (660 x 90 pixels)	\$840	1 Issue
Button (330 x 300 pixels)	\$735	1 Issue
Circulation: 6,650	Published: Bi-Monthly	Avg. Open Rate: 35%
Demographics: Member Contractor Company Owners or Owner's Representative.		
Description: Bi-monthly eNewsletter specifically for AFSA Contractor members that discusses business, legal, and labor issues.		

TECH UPDATE

LeaderBoard (660 x 90 pixels)	\$3154	13 Issues
2nd LeaderBoard (660 x 90 pixels)	\$2894	13 Issues
Button (330 x 300 pixels)	\$2635	13 Issues
Circulation: 2,260	Published: Weekly	Avg. Open Rate: 36%
Demographics: Member Contractor Owners and Technical/Design Contacts.		
Description: Weekly eNewsletter includes technical notices and code updates including code committee action as well as information about code and design-related issues. It is written by AFSA's Technical Services Department.		

SPRINKLER AGE DIGITAL EDITION EMAIL

LeaderBoard (660 x 90 pixels)	\$945	1 Issue
2nd LeaderBoard (660 x 90 pixels)	\$840	1 Issue
Button (330 x 300 pixels)	\$735	1 Issue
Circulation: 1,050	Published: Bi-Monthly	Avg. Open Rate: 50%
Demographics: by Direct Request		
Description: Monthly email to the subscribers of Sprinkler Age digital edition.		

ITM CONNECTION

LeaderBoard (660 x 90 pixels)	\$1890	3 Issues
2nd LeaderBoard (660 x 90 pixels)	\$1,683	3 Issues
Button (330 x 300 pixels)	\$1575	3 Issues
Circulation: 2,000	Published: Monthly	Avg. Open Rate: 31%
Demographics: Contractors, those who have been or currently are enrolled in AFSA training programs, training coordinators.		
Description: Monthly newsletter discussing ITM-based notices and updates. It is written by AFSA's Technical Services Department.		



View this email in your browser



August 2022



Finalists Announced for 29th Annual
National Apprentice Competition

For the 2022 National Apprentice Competition, AFSA received nearly 200 applications. Of those submitted, 186 applicants were eligible to compete in Phase I of the competition, which entails an online, 100-question multiple-choice exam. Congratulations to these apprentices and their employers who will be well represented this year in Las Vegas at AFSA41: Convention, Exhibition, and Apprentice Competition.

Leaderboard



View this email in your browser



August 1, 2022



NEED HELP WITH A TECHNICAL ISSUE? ASK TECH SERVICES!
Submit questions via the [online form](#) (preferred),
email technical@firesprinkler.org, or call (214) 349-9965.

Sign of the Times

You asked the following question: Is a hydraulic data name plate required for a pipe schedule system designed in accordance with the 1973 edition of NFPA 13?

The following is in response to your question based on AFSA's Technical Review of NFPA 13, Standard for the Installation of Sprinkler Systems, 2022 edition, and NFPA 25, Standard for the Inspection, Testing, and Maintenance of Water-based Fire Protection Systems, 2020 edition.

The 1973 edition of NFPA 13 required nameplate data to be located on a placard at the water control valve for the appropriate system. There was no requirement to provide a pipe schedule nameplate in this edition. New installations would not require this nameplate until the 2022 edition is adopted in that jurisdiction. Currently, pipe schedule systems are limited to light and ordinary hazard occupancies for new installations.

2nd Leaderboard



E-NEWSLETTER ADVERTISING CONTRACT

ADVERTISER (Company name will be listed in Sprinkler Age advertiser index as indicated below.)

Advertiser Contact: _____ Email: _____

Company Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Website: _____

AGENCY (If other than in-house)

Agency Contact: _____ Email: _____

Agency Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Website: _____

Send all invoices to (circle appropriate billing recipient): Advertiser Agency

Billing Contact: (If different) _____ Email: _____

2025 INSERTION DATES

Put 1st and 2nd choices in which ad should appear. Space is sold on a 1st come, 1st served basis. All reservations subject to confirmation. See rate card for pricing. Non-members add 20% to published rate.

Contractor Network

Leaderboard (660 x 90 pixels) ___ Feb ___ Apr ___ Jun ___ Aug ___ Oct ___ Dec
2nd Leaderboard (660 x 90 pixels) ___ Feb ___ Apr ___ Jun ___ Aug ___ Oct ___ Dec
Button (330 x 300 pixels) ___ Feb ___ Apr ___ Jun ___ Aug ___ Oct ___ Dec

Tech Update

Leaderboard (660 x 90 pixels) ___ 1st Qtr ___ 2nd Qtr ___ 3rd Qtr ___ 4th Qtr
2nd Leaderboard (660 x 90 pixels) ___ 1st Qtr ___ 2nd Qtr ___ 3rd Qtr ___ 4th Qtr
Button (330 x 300 pixels) ___ 1st Qtr ___ 2nd Qtr ___ 3rd Qtr ___ 4th Qtr

Digital Edition Email

Leaderboard (660 x 90 pixels) ___ Jan/ Feb ___ Mar/Apr ___ May/June ___ Jul/Aug ___ Sep/Oct ___ Nov/Dec
2nd Leaderboard (660 x 90 pixels) ___ Jan/ Feb ___ Mar/Apr ___ May/June ___ Jul/Aug ___ Sep/Oct ___ Nov/Dec
Button (330 x 300 pixels) ___ Jan/ Feb ___ Mar/Apr ___ May/June ___ Jul/Aug ___ Sep/Oct ___ Nov/Dec

ITM Connection

Leaderboard (660 x 90 pixels) ___ 1st Qtr ___ 2nd Qtr ___ 3rd Qtr ___ 4th Qtr
2nd Leaderboard (660 x 90 pixels) ___ 1st Qtr ___ 2nd Qtr ___ 3rd Qtr ___ 4th Qtr
Button (330 x 300 pixels) ___ 1st Qtr ___ 2nd Qtr ___ 3rd Qtr ___ 4th Qtr

AMOUNT SUMMARY PER INSERTION

Ad Rate(s): _____

Prepay 10% _____ All ads must be fully paid before first ad of the year runs to receive discount

Final cost = _____

I have read and agree to the terms stated above.

Signature _____ Date _____

Sign and return for all orders. Email to advertising@firesprinkler.org.



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SPONSORED EMAILS

Send Emails to AFSA Contacts

Want to send a customized email blast to thousands of AFSA members and contacts? We have made that possible with our Sponsored Emails! These emails are endlessly customizable for the advertiser. Send AFSA the HTML for an existing email to have it exactly tailored to your specifications. HTML code must be under 660 px wide, and all resources must be listed within coding. HTML code cannot reference another directory for the css, must be inline within the HTML file, and must link to a working hosted url. Then select the desired audience to best fit the message! The blast can be to all contacts nationwide. It's also possible to target just contractors, AHJs, and more. Customization can be tailored as specifically as contractors in just one geographical region or as broad as all members and prospects. Just send us the content and the desired audience and we will handle the rest!

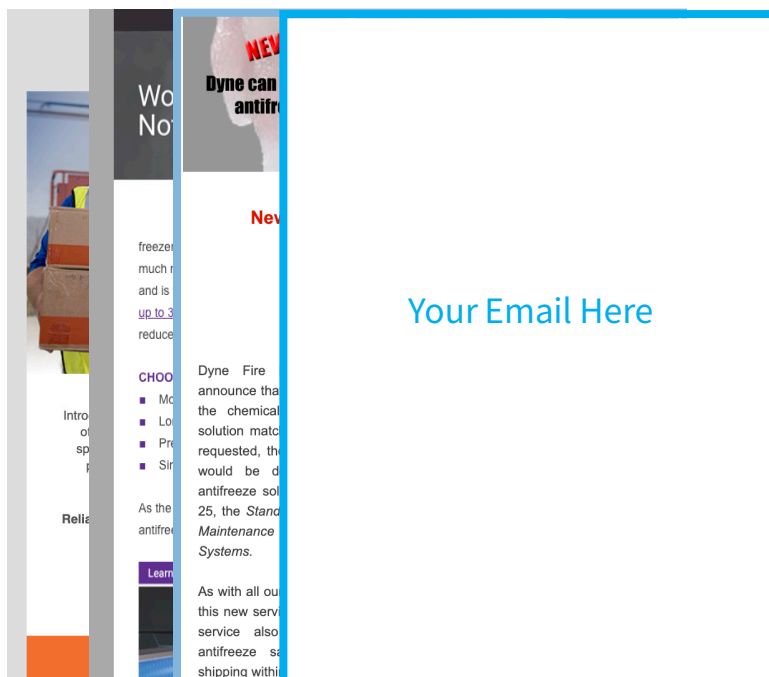
**Emails can be distributed
to any demographics
you choose!**

Pricing

Unit

Rate

Email to AFSA Members\$2,625





SPONSORED EMAIL CONTRACT

ADVERTISER (Company name will be listed in Sprinkler Age advertiser index as indicated below.)

Advertiser Contact: _____ Email: _____

Company Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Website: _____

AGENCY (If other than in-house)

Agency Contact: _____ Email: _____

Agency Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Website: _____

Send all invoices to (circle appropriate billing recipient): Advertiser Agency

Billing Contact: (If different) _____ Email: _____

Insertions (Circle the month in which you would like to send your Sponsored Email)

Jan Feb March April May June July Aug Sept Oct Nov Dec

AMOUNT SUMMARY PER EMAIL

Rate = \$2,625 x Number of Emails = Total

AFSA reserves the right to reject any advertisement. Advertisers and their agents assume responsibility for the content of their advertisements. All advertisement space is subject to availability

The ADVERTISER represents and warrants that the advertising provided is not false and misleading, does not contain any untrue, defamatory, harmful, abusive, vulgar or obscene materials, is in compliance with all applicable laws, does not infringe upon the rights of any other party, including but not limited to copyrights, trademarks, privacy rights, moral rights, trade secrets, patents and any other rights. The ADVERTISER also warrants and represents that it has the unrestrictive and exclusive right to use all such materials.

ADVERTISER will indemnify and hold harmless AFSA and its agents from any liability arising from or based on the content of ADVERTISER'S advertising material, including attorneys fees for the defense of any such claims against AFSA.

Advertisement(s) in or on any of its official media channels do not constitute and shall not be interpreted as an endorsement of the product or service by AFSA.

This Contract and schedule herein constitute the entire Contract and understanding of the parties related to the subject matter hereof and supersede all prior and contemporaneous agreements, negotiations, contracts and understandings between the parties both oral and written. The terms of this Contract shall apply to parties hereto and any of their successors or Assigns.

I have read and agree to the terms stated above.

Signature _____ Date _____

Sign and return for all orders. Email to advertising@firesprinkler.org.



Media Kit 2025

SPONSORED BLOG POST

Reach thousands of readers on SprinklerAge.com by purchasing a Sponsored Blog Post!

Sponsored posts include a blog post with an embedded video or image(s) and utilize copy provided by the advertiser. Posts can be custom tailored by the advertiser to fit any message making a sponsored blog post a great advertising option for the occasion.

AFSA's site averages 20,000 monthly visitors, and takes advantage of SEO on all its posts. AFSA only publishes one sponsored post per day allowing each post the chance to stand out individually. Sponsored posts should not be considered endorsements, and posts that do not allow for clear and conspicuous disclosures will not be accepted.

Pricing	Medium	Rate
Unit		
Sponsored blog post	SprinklerAge.com	\$2,625

Max: one blog post per day



The packed exhibit hall featured 43 exhibitors.

SACRAMENTO VALLEY CHAPTER TRADE SHOW CELEBRATES TEN YEARS

June 30, 2022 Association News, Chapter, Education, Featured Articles, Industry
 Leave a comment

Event Brings Industry Together

The Sacramento Valley Chapter of the American Fire Sprinkler Association (AFSA) held its 10th Annual Training & Trade Show on March 10, 2022, at Thunder Valley Casino Resort in Lincoln, California. In the morning, AFSA Vice President of Engineering & Technical Services John August Denhardt, P.E., FSFPE, presented a seminar on NFPA 13, *Standard for the Installation of Sprinkler Systems*. Afterward, the show floor opened, hosting 43 exhibitors from all over the United States and Canada. The show's location was moved from its original location in Pano Hall to the Buffet Hall due to renovations and could only accommodate a smaller group of exhibitors than in past years. Still, attendance was over 500 with contractors, designers, fitters, apprentices, office administrators, and fire personnel.

"It was a fantastic day," says Denhardt. "We had an

RELATED ARTICLES



[May/June Technical Challenges](#)

June 30, 2022



[Construction Industry in Crisis](#)

June 29, 2022





**American Fire
Sprinkler Association**

SPONSORED BLOG POST

ADVERTISER *(Company name will be listed in Sprinkler Age advertiser index as indicated below.)*

Advertiser Contact: _____ Email: _____

Company Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Website: _____

AGENCY *(If other than in-house)*

Agency Contact: _____ Email: _____

Agency Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Website: _____

Send all invoices to *(circle appropriate billing recipient):* Advertiser Agency

Billing Contact: *(If different)* _____ Email: _____

Insertions _____ Date or Month to Appear (if known): _____

AMOUNT SUMMARY PER POST

Rate = \$2,625 X Number of Posts = Total

AFSA reserves the right to reject any advertisement. Advertisers and their agents assume responsibility for the content of their advertisements. All advertisement space is subject to availability

The ADVERTISER represents and warrants that the advertising provided is not false and misleading, does not contain any untrue, defamatory, harmful, abusive, vulgar or obscene materials, is in compliance with all applicable laws, does not infringe upon the rights of any other party, including but not limited to copyrights, trademarks, privacy rights, moral rights, trade secrets, patents and any other rights. The ADVERTISER also warrants and represents that it has the unrestricted and exclusive right to use all such materials.

ADVERTISER will indemnify and hold harmless AFSA and its agents from any liability arising from or based on the content of ADVERTISER'S advertising material, including attorneys fees for the defense of any such claims against AFSA.

Advertisement(s) in or on any of its official media channels do not constitute and shall not be interpreted as an endorsement of the product or service by AFSA.

This Contract and schedule herein constitute the entire Contract and understanding of the parties related to the subject matter hereof and supersede all prior and contemporaneous agreements, negotiations, contracts and understandings between the parties both oral and written. The terms of this Contract shall apply to parties hereto and any of their successors or Assigns.

I have read and agree to the terms stated above.

Signature _____ Date _____

Sign and return for all orders. Email to advertising@firesprinkler.org.



**American Fire
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Media Kit 2025

AFSA WEBINAR ADVERTISING

Reach AFSA Webinar Audiences by becoming a Webinar Sponsor!



One of AFSA’s most popular member benefits is access to its multitude of educational webinars. Webinar topics run the gamut from the technical, like information modeling, sprinkler pipe corrosion, NFPA updates and OSHA awareness, to business management topics, like succession planning and legal issues.

Five minutes prior to the start of each webinar, there is a 30-second advertiser block available. Advertisers can choose to create a slide or video, or have the creative staff at AFSA create a slide on their behalf. Sponsorship of webinars includes a 30-second advertising block, company logo displayed in 3 AFSA marketing emails, and 4 social media posts with company tagging—a great value!

Metrics

Number of Attendees..... 100 to 660
Avg. Contractor Companies in Attendance99

Pricing

Unit	Medium	Rate
30-second block	Advertiser-Created Slide	\$525
30-second block	Advertiser-Created Video	\$525
30-second block	AFSA-Created Slide	\$788

Max: One (1) sponsor per webinar

We can accept the following files: *.mov; *.mpg; *.avi; *.flv;
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**American Fire
Sprinkler Association**

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Ad Medium *(30-Second Block)*

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Insertions *(Approx. twelve webinars per year. Circle the month(s) in which your ad should appear. Approx. dates and topics will be announced closer to time)*

Jan/Feb March/April May/June July/Aug Sept/Oct Nov/Dec

AMOUNT SUMMARY PER WEBINAR

Ad Rate _____ + Number of 30-second blocks _____ = Total _____

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Media Kit 2025

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