



American Fire  
Sprinkler Association

## Media Kit 2026

**PRINT. ONLINE. MOBILE.**

DELIVERING TO YOUR  
TARGET MARKET

### ADVERTISING OPTIONS INCLUDE

- *Sprinkler Age* Magazine
- *Sprinkler Age* Digital Edition
- Contractor Network eNewsletter
- ITM Connection eNewsletter
- Tech Update eNewsletter
- Sponsored Emails
- Sponsored Webinars
- K-Factor Podcast
- ***Bundle Your Ads! See Page 18***

CONTACT:

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



# Media Kit 2026

## SPRINKLER AGE PRINT EDITION

### Description

Sprinkler Age, the official publication of AFSA, is published bi-monthly. The print and digital editions release the first week of each issue month.

### Terms and Commissions

- Rates effective January 1, 2026.
- **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.  
Purchase influence (multiple responses)

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.



**American Fire  
Sprinkler Association**

# Media Kit 2026

## SPRINKLER AGE PRINT EDITION

### Full Color Ad Rates

	1x	3x	6x
Full page	\$2432	\$2271	\$2101
<sup>2</sup> / <sub>3</sub> page	\$1864	\$1798	\$1688
Island <sup>1</sup> / <sub>2</sub> page	\$1566	\$1528	\$1374
<sup>1</sup> / <sub>2</sub> page	\$1556	\$1522	\$1445
<sup>1</sup> / <sub>3</sub> page	\$1296	\$1264	\$1186
<sup>1</sup> / <sub>4</sub> page	\$1147	\$1131	\$1076

### Black/White Ad Rates

	1x	3x	6x
Full page	\$1776	\$1600	\$1423
<sup>2</sup> / <sub>3</sub> page	\$1186	\$1125	\$1015
Island <sup>1</sup> / <sub>2</sub> page	\$899	\$860	\$784
<sup>1</sup> / <sub>2</sub> page	\$894	\$811	\$762
<sup>1</sup> / <sub>3</sub> page	\$624	\$596	\$524
<sup>1</sup> / <sub>4</sub> page	\$480	\$448	\$414

### Cover Position

	1x	3x	6x
Inside front cover (2nd)	\$2851	\$2465	\$2344
Inside back cover (3rd)	\$2702	\$2316	\$2222
Back cover (4th)	\$2994	\$2602	\$2476

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

### Special/Preferred Position

1. **Center Spread** + \$177
2. **Favored Positions** + \$205
  - Page 3
  - Opposite Table of Contents
  - President's/Chair's Message
  - Flashpoint
3. **Other Guaranteed Positions & Continuous Pages** + \$144

### Inserts

Black and white page rate applies, less the following discounts:  
2+ 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 ads paid in advance to publication. All print ads within contract 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.





# Media Kit 2026

## SPRINKLER AGE PRINT EDITION

### 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](mailto: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

Trim: 8.5"×11". Bleed: 0.125" on all sides. Live/safe area: keep critical text 0.25" inside trim.

### 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](mailto:advertising@firesprinkler.org).

### Payment:

- \*A 3% processing fee applies to credit-card payments..
- 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](mailto:mathens@firesprinkler.org).

American Fire Sprinkler Association

1410 E. Renner Rd, Ste 150

Richardson, TX 75082

Bank Name: US Bank



# Media Kit 2026

## SPRINKLER AGE PRINT EDITION

### 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"

Full page  
8 1/2" x 11"  
Full page (w/ bleed)  
8 5/8" x 11 1/8"

1/2 page vertical  
3 1/2" x 10"

1/2 page island  
4 3/4" x 7 3/8"

2/3 page  
4 3/4" x 10"

1/3 page vertical  
2 1/4" x 10"

1/4 page  
3 1/2" x 4 7/8"

1/3 page square  
4 3/4" x 4 7/8"

1/2 page horizontal  
7 1/4" x 4 7/8"



# Media Kit 2026

## SPRINKLER AGE PRINT EDITION

### Closing Dates

Advertising Insertion orders and materials received past the due date are not guaranteed, and 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](mailto:advertising@firesprinkler.org).

Issue	Editorial Focus	Space Deadline	Material Deadline	Bonus Distribution
Jan/Feb	ITM	11/15	12/1	<b>NFMT 2026</b> Charlotte, NC   March 10-12  <b>Associated Builder &amp; Contractors</b> Salt Lake City, UT   March 18-20
Mar/Apr	Parking Garages	1/15	2/1	
May/Jun	Project Management	3/15	4/1	<b>NFPA Conference &amp; Expo</b> Las Vegas, NV   June 22-24
Jul/Aug	Data Centers & Electric Generation	5/15	6/1	
Sept/Oct	Storage: Warehousing & Distribution Centers	7/15	8/1	<b>AFSA45</b> San Antonio, TX   Sept. 27-30  <b>SFPE</b> San Antonio, TX   Oct. 6-8
Nov/Dec	NFPA 13 Updates: 2028 Edition Coming Soon	9/15	10/1	



## Media Kit 2026

# ADDITIONAL ADVERTISING 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](mailto: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](mailto:advertising@firesprinkler.org) for consideration.

#### **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. As a member, you have the opportunity to advertise your business directly to the people who use your products. Contact Multiview at [afsa.multiview.com](http://afsa.multiview.com) or by calling 800-816-6710.

### 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](mailto:convention@firesprinkler.org) or by calling 214-349-5965.

#### **Website Advertising**

Feature your brand on AFSA-affiliated websites. Advertisers can display their ads on the AFSA Official Website, [FireSprinkler.org](http://FireSprinkler.org), the Sprinkler Age Blog at [SprinklerAge.com](http://SprinklerAge.com), or AFSA's Scholarship site, [AFSAScholarship.org](http://AFSAScholarship.org). These websites are promoted in various AFSA initiatives, helping to increase your brand's visibility among all parties in the industry. Contact Multiview at [afsa.multiview.com](http://afsa.multiview.com) or by calling 800-816-6710.

#### **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 MP4 (H.264) 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](mailto:advertising@firesprinkler.org) for additional details. Links - All advertisers automatically receive a free clickable link in their ad in Sprinkler Age's digital edition.

#### **The Ultimate Fire Sprinkler Guide**

As a valued supplier in the industry, we understand that you want to give your company maximum online exposure. For those companies that want additional exposure in the Ultimate Fire Sprinkler Guide, premium inventory placement is available. Contact Multiview at [afsa.multiview.com](http://afsa.multiview.com) or by calling 800-816-6710.



# 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 ☐ 2/3 Page

### Color

☐ B/W ☐ Full Color (4-Color Process)

### Position (See rate card for pricing)

☐ 2nd Cover ☐ 3rd Cover ☐ 4th Cover ☐ Favored Position: \_\_\_\_\_  
☐ Center Spread ☐ Guaranteed Position ☐ Continuous Pages

### 2026 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 =	

**By signing, Advertiser agrees to AFSA's Master Advertising Terms (2026) available at <https://firesprinkler.org/ad-terms> (incorporated by reference) or on page 19 in the media kit. In case of conflict, the Master Advertising Terms control.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

Sign and return for all orders. Email to [advertising@firesprinkler.org](mailto:advertising@firesprinkler.org).





# Media Kit 2026

## E-NEWSLETTER ADVERTISING

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

### eNewsletter

### Price

### Run

#### CONTRACTOR NETWORK

<b>LeaderBoard</b> (660 x 90 pixels)	\$993	1 Issue
<b>2nd LeaderBoard</b> (660 x 90 pixels)	\$882	1 Issue
<b>Button</b> (330 x 300 pixels)	\$772	1 Issue
<b>Circulation:</b> 6,850	<b>Published:</b> Bi-Monthly	<b>Avg. Open Rate:</b> 35%
<b>Demographics:</b> Member Contractor Company Owners or Owner's Representative.		
<b>Description:</b> Bi-monthly eNewsletter specifically for AFSA Contractor members that discusses business, legal, and labor issues.		

#### TECH UPDATE

<b>LeaderBoard</b> (660 x 90 pixels)	\$3312	13 Issues
<b>2nd LeaderBoard</b> (660 x 90 pixels)	\$3039	13 Issues
<b>Button</b> (330 x 300 pixels)	\$2767	13 Issues
<b>Circulation:</b> 2,260	<b>Published:</b> Weekly	<b>Avg. Open Rate:</b> 36%
<b>Demographics:</b> Member Contractor Owners and Technical/Design Contacts.		
<b>Description:</b> 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

<b>LeaderBoard</b> (660 x 90 pixels)	\$993	1 Issue
<b>2nd LeaderBoard</b> (660 x 90 pixels)	\$882	1 Issue
<b>Button</b> (330 x 300 pixels)	\$772	1 Issue
<b>Circulation:</b> 1,660	<b>Published:</b> Bi-Monthly	<b>Avg. Open Rate:</b> 50%
<b>Demographics:</b> by Direct Request		
<b>Description:</b> Monthly email to the subscribers of Sprinkler Age digital edition.		

#### ITM CONNECTION

<b>LeaderBoard</b> (660 x 90 pixels)	\$1985	3 Issues
<b>2nd LeaderBoard</b> (660 x 90 pixels)	\$1768	3 Issues
<b>Button</b> (330 x 300 pixels)	\$1654	3 Issues
<b>Circulation:</b> 13,400	<b>Published:</b> Monthly	<b>Avg. Open Rate:</b> 31%
<b>Demographics:</b> Contractors, those who have been or currently are enrolled in AFSA training programs, training coordinators.		
<b>Description:</b> 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@fssprinkler.org](mailto:technical@fssprinkler.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: \_\_\_\_\_

## 2026 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 (660x 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/Jun \_\_\_\_ Jul/Aug \_\_\_\_ Sep/Oct \_\_\_\_ Nov/Dec  
2nd Leaderboard (660x 90 pixels) \_\_\_\_ Jan/ Feb \_\_\_\_ Mar/Apr \_\_\_\_ May/Jun \_\_\_\_ Jul/Aug \_\_\_\_ Sep/Oct \_\_\_\_ Nov/Dec  
Button (330 x 300 pixels) \_\_\_\_ Jan/ Feb \_\_\_\_ Mar/Apr \_\_\_\_ May/Jun \_\_\_\_ Jul/Aug \_\_\_\_ Sep/Oct \_\_\_\_ Nov/Dec

### ITM Connection

Leaderboard (660 x 90 pixels) \_\_\_\_ 1st Qtr \_\_\_\_ 2nd Qtr \_\_\_\_ 3rd Qtr \_\_\_\_ 4th Qtr  
2nd Leaderboard (660x 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): \_\_\_\_\_  
Final cost = \_\_\_\_\_

**By signing, Advertiser agrees to AFSA's Master Advertising Terms (2026) available at <https://firesprinkler.org/ad-terms> (incorporated by reference) or on page 19 in the media kit. In case of conflict, the Master Advertising Terms control.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

Sign and return for all orders. Email to [advertising@firesprinkler.org](mailto:advertising@firesprinkler.org).



# SPONSORED EMAIL

## Media Kit 2026

### 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 equal or 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!

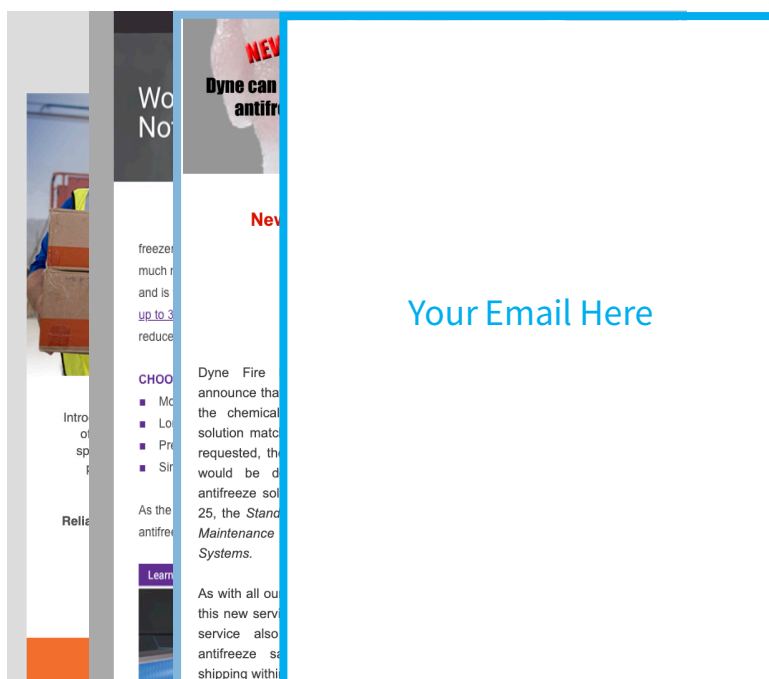
Emails can be distributed  
to any demographics  
you choose!

### Pricing

#### Unit

#### Rate

Email to AFSA Members.....\$2,757





# 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 = \$2,757 x Number of Emails = Total

By signing, Advertiser agrees to AFSA's Master Advertising Terms (2026) available at <https://firesprinkler.org/ad-terms> (incorporated by reference) or on page 19 in the media kit. In case of conflict, the Master Advertising Terms control.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Sign and return for all orders. Email to [advertising@firesprinkler.org](mailto:advertising@firesprinkler.org).



# SPONSORED BLOG POST

## Media Kit 2026

### 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. Sponsored posts will be labeled Sponsored.

### Pricing Unit

Medium

Rate

Sponsored blog post ..... SprinklerAge.com .....\$2,757

Max: one blog post per day



### QUALITY YOU CAN TRUST! FERGUSON FIRE & FABRICATION IS THE NATION'S LARGEST, MOST TRUSTED INDEPENDENT DISTRIBUTOR OF FIRE PROTECTION SUPPLIES

September 10, 2025 Featured Articles

*This blog contains sponsored content.*

Ferguson Fire & Fabrication is the leading independent distributor of fire protection material and the largest ISO certified fabrication provider in the country. Relationships are paramount to our business, so we're there for our customers every step of the way with project management support from design to pipe on the job. We work with manufacturers and invest in product training for our associates to bring the latest industry innovations and information to fire protection professionals.

We offer many locations across the nation with over 35 featuring fabrication capabilities – eight of which are ISO-certified, making us the largest certified sprinkler fabricator in the country. Our delivery fleet comprises more than 150 vehicles to handle product transportation and delivery wherever we're needed. Ferguson Fire & Fabrication has the fastest design-to-production implementation times in the industry, and we offer customized tagging and bundling for deliveries based on each project's unique schedule.

We support public and professional safety through uncompromising quality in our product offering. We offer fire sprinklers, steel and galvanized pipe, grooved couplings and fittings, CPVC, cast and ductile iron fittings, hangers, backflow preventers and more. Every product added to our inventory undergoes a rigorous evaluation process. We continually leverage our vendor relationships to provide our customers with the highest quality fire protection products available. With a strategic network of distribution centers, 24/7 online shopping and same-day or next-day delivery on thousands of items, Ferguson Fire & Fabrication provides contractors with unmatched access to products and services.





# SPONSORED BLOG POST 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**      Date or Month to Appear (if known): \_\_\_\_\_

## AMOUNT SUMMARY PER POST

Rate = \$2,757 X Number of Posts = Total \_\_\_\_\_

By signing, Advertiser agrees to AFSA's Master Advertising Terms (2026) available at <https://firesprinkler.org/ad-terms> (incorporated by reference) or on page 19 in the media kit. In case of conflict, the Master Advertising Terms control.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Sign and return for all orders. Email to [advertising@firesprinkler.org](mailto:advertising@firesprinkler.org).



## Media Kit 2026

# 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.

Thirty seconds 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 Attendance** .....100

### Pricing

Unit	Medium	Rate
30-second block .....	Advertiser-Created Slide .....	\$552
30-second block .....	Advertiser-Created Video .....	\$552
30-second block .....	AFSA-Created Slide .....	\$828

**Max: One (1) sponsor per webinar**

**We can accept the following files:** .mp4\*.mov;\*.wmv\*,.mpg.\*



**American Fire  
Sprinkler Association**

# WEBINAR 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: \_\_\_\_\_

## **Ad Medium** (30-Second Block)

\_\_\_ Advertiser-Created Video      \_\_\_ Advertiser-Created Slide      \_\_\_ AFSA-Created Slide

## **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 \_\_\_\_\_

**By signing, Advertiser agrees to AFSA's Master Advertising Terms (2026) available at <https://firesprinkler.org/ad-terms> (incorporated by reference) or on page 19 in the media kit. In case of conflict, the Master Advertising Terms control.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

Sign and return for all orders. Email to [advertising@firesprinkler.org](mailto:advertising@firesprinkler.org).



**American Fire  
Sprinkler Association**

## Media Kit 2026

# SUBSCRIBE PRINT + DIGITAL EDITION



## Print + Digital Edition

Reading Sprinkler Age magazine anytime, anywhere just got easier. Subscribe to the digital edition to have a link to the online-version of the magazine emailed directly to you, and access Sprinkler Age's industry-leading content around-the-clock.

Your digital edition will include all content in the print edition of Sprinkler Age, plus bonus content online. It's the fast, easy way to have Sprinkler Age with you to read and peruse, no matter where you are. Best of all, it's FREE!

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## FEATURES

- Library:** Store all downloaded issues to your personal library. Plus, you can download a PDF for offline-reading.
- Cover:** Go directly to the latest issue.
- Contents:** Pull up the scroll navigation to see the table of contents in any issue you are reading and browse articles
- Share:** Share articles with your friends on Facebook, Twitter and other apps installed on your device.
- Search:** Search articles to find what you're looking for.
- Latest News:** Connect to SprinklerAge.com

AFSA values your privacy.

Your personal information will not be sold or shared, and you may unsubscribe at any time.



## Media Kit 2026

# K-FACTOR PODCAST



**Available wherever you get your podcasts!**

## Be Part of the Conversation

Plug your brand into the fastest-growing fire sprinkler podcast, The K-Factor. Promote your message to our listeners! Capture attention from the first second and leave a lasting impression as the episode closes. Our pre-roll and post-roll ad placements ensure your message is heard by listeners within the industry.

- 30 Second Pre & Post Roll: \$500/month buyout - Grab attention at the start and finish of every episode
- 15 Second Pre & Post Roll: \$300/buyout - Deliver a concise and meaningful message

With strategic placement, your brand becomes an integral part of the listening experience.

## BUNDLE YOUR ADS

We've bundled three channels into one powerful promotional package! This multi-channel bundle is a great way to get in front of your target audience—contractors, decision-makers, and industry pros who trust and view our content regularly. Let us know you're interested!

The rates below include all three placements (K-Factor Podcast, Webinar, eNewsletter Leaderboard) giving you a \$552 in savings:

- Contractor Network Newsletter: \$1,493
- Sprinkler Age Digital Edition: \$1,493
- ITM Connection: \$2,485
- Tech Update: \$3,812





# Media Kit 2026

## ADVERTISING TERMS

### Master Advertising Terms (2026)

- 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. This Agreement is governed by the laws of the State of Texas without regard to conflict-of-law rules. Exclusive venue lies in the state or federal courts located in Dallas County, Texas.
- Sponsored Emails will be sent by AFSA to AFSA's lists and comply with applicable laws (including CAN-SPAM, and where applicable, CASL and GDPR). AFSA does not share recipient emails or personal data with Advertiser; AFSA may provide aggregate performance metrics (e.g., delivered, opens, clicks, unsubscribes). Advertiser warrants its claims and any endorsements are substantiated and compliant with FTC guidance.
- Third-party tracking pixels, cookies, or external scripts in Sponsored Emails are not permitted unless approved in writing by AFSA. Any approved trackers must comply with applicable privacy laws.
- To the fullest extent permitted by law, AFSA's total liability arising out of or relating to an order will not exceed the amounts paid by Advertiser for the affected placement. AFSA will not be liable for indirect, incidental, special, consequential, or punitive damages.



# Media Kit 2026

## SPRINKLER AGE PRINT EDITION

### Terms and Commissions

- **Orders & Acceptance.** All orders are subject to AFSA's acceptance and inventory availability. Publication does not constitute endorsement. Ads that resemble editorial will be labeled "Advertisement."
- **Non-members add 20% to published rate.**
- **Specs & Deadlines.** Advertiser must deliver final, spec-compliant materials by the stated deadline. Print trim 8.5"x11"; bleed 0.125" on all sides; keep critical content 0.25" inside trim. Digital creative ≤600 px wide (or responsive) with inline CSS. Videos: MP4 (H.264).
- **Cancellations & Changes.** Print display: cancellable until space close; after that, non-cancelable. Cover/special positions: non-cancelable once reserved. Digital (e-newsletters, sponsored emails, sponsored posts, webinars, podcasts): cancellable/reschedulable until 10 business days before the send/event; inside that window, non-cancelable.
- **Make-goods (Exclusive Remedy).** If AFSA fails to publish or publishes with a material error caused by AFSA, AFSA will provide a comparable make-good within 30 days or a pro-rata credit. AFSA does not guarantee opens, clicks, impressions, attendance, or results.
- **Payment.** Invoices are due Net 30. Digital placements are payable on order and must be paid before distribution. First-time non-member advertisers must prepay their first order. A 3% processing fee applies to credit-card payments. Overdue balances accrue a finance charge of 1.5% per month or the maximum rate permitted by law, whichever is less. Advertiser and (if applicable) Agency are jointly and severally liable and agree to pay reasonable collection costs, including attorneys' fees.
- **Rates & Discounts.** Rates effective Jan 1, 2026. Recognized agency or AFSA member discount: 15% on space charges only (not stackable; member must be in good standing; print-ready files required). Frequency discounts are based on total units within a rolling 12-month period starting with first insertion. If a contract spans years, new calendar-year rates apply Jan 1 unless the majority of insertions ran in the prior year.
- **Content & Compliance.** Advertiser warrants it has full rights to the creative and that it is lawful, accurate, and non-infringing. AFSA may refuse or remove ads that contain malware, deceptive claims, or inappropriate content.
- **Privacy & Data.** AFSA sends Sponsored Emails to AFSA lists and complies with applicable laws (including CAN-SPAM, and where applicable, CASL/GDPR). AFSA does not share recipient email addresses or other personal data with Advertiser; AFSA may provide aggregate performance metrics. Third-party pixels or scripts require AFSA's written approval.
- **Limitation of Liability.** AFSA's total liability for any claim relating to an order will not exceed the amounts paid by Advertiser for the affected placement. AFSA is not liable for indirect, incidental, special, consequential, or punitive damages.
- **Force Majeure.** AFSA is not liable for delay or failure caused by events beyond its reasonable control; affected placements will be rescheduled.
- **License to Marks.** Advertiser grants AFSA a limited, non-exclusive, royalty-free license to use Advertiser's trademarks and creative solely to fulfill the order and to promote the fact of Advertiser's participation (e.g., Advertiser Index).
- **Governing Law & Venue.** Texas law governs; exclusive venue is Dallas County, Texas.
- **Entire Agreement; Order of Precedence.** Each order form and these Master Terms constitute the entire agreement. In case of conflict, these Master Terms control.
- **AFSA is not liable for delay or failure due to events beyond its reasonable control (e.g., network outages, platform changes, labor actions, acts of God).** Affected placements will be rescheduled.