



BFAAM News is the official newsletter of The Burglar & Fire Alarm Association of Michigan (BFAAM). Established in 1981, BFAAM serves a growing, dynamic industry with ever, rapidly changing technology. Through BFAAM, members stay informed about industry trends, technological developments and improved managerial procedures.

BFAAM News is a digital publication with a circulation of over 500. It is emailed semi-annually to nearly 350 burglar and fire alarm professionals and apprentices. It is also sent to state legislators and state government employees. A publication archive is also posted on the BFAAM website at bfaam.org. The publication has a 30% open rate and 38% click through rate. All editorial and advertising is subject to publisher approval and space availability. BFAAM reserves the right to refuse any ad that they consider inappropriate and does not hold to the standards and principals of the Association.

EDITORIAL SUBMISSIONS

BFAAM News accepts unsolicited manuscripts but reserves the right to edit due to space limitations. Opinions expressed by guest writers do not necessarily reflect the views of BFAAM. Editorial submissions must be typewritten and sent via email to jason@kdafirm.com.

PAYMENT

Invoices are prepared following the publication of the newsletter. Payment is due within 30 days from the date of the invoice. To be eligible for the 2x rate, ads must be paid in advance for the year.

2021 CLOSING DATES

ISSUE	EMAIL MONTH	DEADLINE
Spring/Summer	May	May 1
Fall/Winter	October	October 1

PRODUCTION SPECS

BFAAM News is distributed semi-annually via email. All ads should be submitted in CMYK process. Page size is 8.5"x11". Bleeds may be included but are not necessary. All ads can be linked to the advertiser's website. Please provide a complete URL when submitting artwork.

PREFERRED FILE FORMATS

- PDF files with fonts embedded and raster images at 150 dpi
- Adobe PhotoShop TIFF, JPEG or GIF
- Rich media not accepted

DIGITAL REQUIREMENTS

We can accept files via WeTransfer, Dropbox or email. All linked graphics and fonts must be collected for output and included with submission. Ads should be sent to melissa@kdafirm.com.

BFAAM MEMBER AD RATES

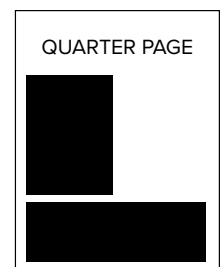
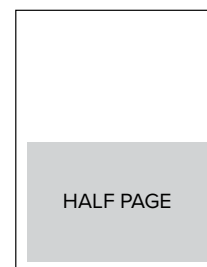
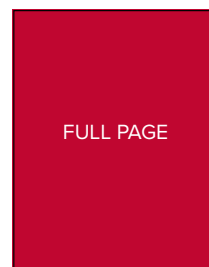
FULL COLOR	1X	2X (prepay only)
Full Page	\$350	\$675
1/2 Page	\$250	\$475
1/4 Page	\$150	\$275

NON-MEMBER AD RATES

FULL COLOR	1X	2X (prepay only)
Full Page	\$525	\$1,025
1/2 Page	\$425	\$825
1/4 Page	\$325	\$625

AD DIMENSIONS

	WIDTH	HEIGHT
Full Page	8.5"	11"
1/2 Page Horizontal	7.5"	5"
1/4 Page Vertical	3.625"	5"
1/4 Page Horizontal	7.5"	2.5"





BURGLAR ESTABLISHED 1981
& FIRE ALARM
 ASSOCIATION OF MICHIGAN

NEWS

2021 ADVERTISING CONTRACT

ISSUES

- Spring/Summer 2021
- Fall/Winter 2021

ARTWORK

- Materials Enclosed
- Materials to Come
- Pick-Up Most Recent

BFAAM MEMBER AD RATES

1X

- Full Page.....\$350
- 1/2 Page Horizontal.....\$250
- 1/4 Page Horizontal.....\$150
- 1/4 Page Vertical.....\$150

2X (prepay only)

- Full Page.....\$675
- 1/2 Page Horizontal.....\$475
- 1/4 Page Horizontal.....\$275
- 1/4 Page Vertical.....\$275

NON-MEMBER AD RATES

1X

- Full Page.....\$525
- 1/2 Page Horizontal.....\$425
- 1/4 Page Horizontal.....\$325
- 1/4 Page Vertical.....\$325

2X (prepay only)

- Full Page.....\$1,025
- 1/2 Page Horizontal.....\$825
- 1/4 Page Horizontal.....\$625
- 1/4 Page Vertical.....\$625

TOTAL \$

 Contact Name

 Date

 Company Name

 Website

 Address

 City State Zip

 Phone

 Email

 Authorized Signature

PAYMENT METHOD

- Check Payable to BFAAM
- VISA
- MasterCard
- AMEX

 Card #

 Exp Date CVV

 Cardholder Name

 Billing Address

 City State Zip

 Signature