I launched FireRescue1 in 2005 with the mission of helping firefighters around the country and world connect, share information and better protect our communities. Since, FireRescue1 and our network of fire sites, including FireChief.com, have become the clear digital leader and #1 online resource for all levels of the fire service with the broadest reach and the greatest range of marketing solutions for companies.

And we continue to innovate. This year we’re excited to introduce our new Response Marketing Platform, providing your business with on-time and on-target messaging and the first-ever behavioral reporting, as well as our Academy Online Learning Platform for training customers, prospects, dealers and employees.

FireRescue1 and FireChief offer unparalleled capabilities for delivering your message to the right audience at the right time and addressing your toughest business challenges. Our industry-leading team of marketing experts stands ready to help you exceed your objectives in 2018.

I look forward to working with you.

Alex Ford
CEO & Founder
FireRescue1
Praetorian Digital
DIGITAL REACH

587,000
monthly unique visitors

318,500
registered members

#1
network of fire sites*

SOCIAL REACH

835,000
Facebook likes

6,453
LinkedIn group members

41,339
Twitter followers

PRODUCT RESEARCH

80%
of readers recommend
or purchase for their agency

47%
turn to sites like FireRescue1 first
when researching product

91%
of readers find Product
Categories useful for research

103,000
FireRescue1 subscribers elect to
receive product email alerts

MARKET IMPACT

79%
of members are current
fire service

85%
have more than 10 years of
fire service experience

31%
of readers are
chiefs or officers

91%
say FireRescue1 has positively
impacted their performance

* According to Google Analytics data, Jan. to August 2017 for network, including FireRescue1.com, FireChief.com, FireRescue1Academy.com, FireGrantsHelp.com

are THE top resources for fire service marketers

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Praetorian Digital has become a key partner for Motorola Solutions across all of our government markets - from Law Enforcement and Fire to Local Government and Education. The various different marketing programs are a true value to us across several solutions they offer for our wide range of product offerings. In addition, we have successfully partnered with Praetorian on several key projects including custom content “how-to guides” and surveys. It’s a pleasure working with them as they lend their expertise and welcome our feedback and input to drive mutually successful goals.

- Mariya Dayan, Integrated Marketing Manager, Motorola Solutions, Inc.
First-ever behavioral audience reporting for real, measurable ROI

Response Marketing Platform programs include:
- Outbound Advertising
- Product Categories
- Sponsored Editorial and Custom Content
- Behavioral Targeting and Reporting

The Response Marketing Platform Process

**BE RECOGNIZED**
Ensure consistent top-of-mind awareness for your brand.

**GET FOUND**
Get noticed first when your customers begin their search.

**AMPLIFY SUCCESSES**
Share the positive impact your brand has made with customers.

**CAPTURE & ENGAGE**
Engage potential customers and capture leads.

First-ever behavioral audience reporting for real, measurable ROI

Highly Targeted Marketing Intelligence For Your Team

**TITLE, POSITION AND ORGANIZATION**
Your report also includes extremely useful information about our audience, including their job title, location and what agency they work for.

**SEGMENT BREAKDOWN**
At-a-glance, relevant statistics show you the size of your segment as well as the geographic makeup of your target audience.

**CUSTOMER INTERESTS**
Get a sneak peek into the topics your target segment cares about, the content they engage with, and the issues that matter most to them.

Let's discuss what we can do for you - contact us at Sales@FireRescue1.com or (415) 962-5916.
If you’re not thinking about how you train your customers, your partners and your internal teams, you’re missing a big opportunity. The top companies are using online learning to grow their business – and they’re working with Praetorian Digital.

**Use Online Learning To:**
- Train Your Customers on Your Products
- Train Your Dealers & Distributors
- Train Your Internal Team & Sales Force

### 3 Ways to Advance Your Business Objectives

**Sponsored Training Courses**
- Fully hosted, unlimited users
- Cost-effective and efficient product training
- Option to accredit for CE requirements
- Lead generation and thought leadership

**Learning Management System (LMS) Lite**
- Your training hosted and delivered on our Academy platform
- Dedicated co-branded learning environment
- Registration and login integration on your site
- Deliver your training to more than 1,500 departments

**White Label Learning Management System (LMS)**
- Enterprise-scale white label training platform
- Custom course builder, user management, reporting
- eCommerce and event management
- Train your customers, dealers and employees and manage accreditation and compliance

### Online Learning Success Story

Powered by FireRescue1 Academy and sponsored by Globe and DuPont, PPE101 offers expert content on the latest trends in PPE and a quarterly newsletter as well as a free NFPA 1851 training course on the proper care and maintenance of turnout gear.

Let’s discuss what we can do for you - contact us at Sales@FireRescue1.com or (415) 962-5916.
We specialize in creating standout custom advertorial and sponsored editorial content and delivering it to the right readers within the largest online firefighter audience at the right time. Whether you’re a Fortune 500 or a startup in the fire services market, let us be your content marketing team – working to amplify your message and guiding prospects through the purchase journey.

51% of B2B buyers rely more on content to research and make B2B purchasing decisions than they did a year ago.

95% of B2B buyers are willing to consider vendor-related content as trustworthy.

47% of B2B buyers consume 3-5 pieces of content prior to engaging with a salesperson.

OUR SERVICES

Engaging Custom Content
Features, Quizzes, Case Studies & Other Articles

Education & Thought Leadership
White Papers, eBooks

Visual & Social Content
Infographics, Facebook Boost Marketing

Digital & In-Person Events
Webinars, Roundtables

Microsites & Major Campaign Strategies
Blogs, Landing Pages, Targeted Microsites

Custom Video Production
Product Demos, Training with Product Placement

Let’s discuss what we can do for you - contact us at Sales@FireRescue1.com or (415) 962-5916.
Our FireRescue1 team of editors and expert columnists ambitiously covers the broadest array of firefighter topics of any fire service media organization. In addition to our regular coverage, we have several major editorial coverage efforts planned for 2018 – many of which offer great content sponsorship opportunities.

### DIGITAL SUPPLEMENTS
Our print-style digital editions bring a sharpened focus to a specific topic of importance within the market, combining perspectives from top experts with original feature reporting.

- **Combatting the Opioid Crisis: The Role of the Fire Service:** March 2018
- **En Route: Preventing Injury and Death During Incident Response:** August 2018

### SPECIAL COVERAGE SERIES
Our special editorial coverage series tackle major fire service topics with expanded reporting and special features, delivered over several weeks via several special report packages.

- **Eyes in the Sky: Emergency Response in the Drone Age:** February 2018
- **The Big Data Revolution: How the Fire Service Should Embrace It:** June 2018
- **National Firefighter Training Week 2018:** September 2018
- **Fire-Based EMS: Leveling Up Capabilities to Meet Patient Demand:** November 2018

### MAJOR COVERAGE THEMES
While we’ll be covering the same broad range of essential firefighter topics, we will be targeting a few for expanded focus given their current importance to fire service personnel, managers and chiefs.

- **Fireground Tactics**
- **Fire Station Design**
- **Fire Apparatus**
- **Firefighter Behavioral Health and Wellness**
- **Fire Prevention**
- **FirstNet**

### TRADE SHOW & EVENT COVERAGE
FireRescue1 will be producing expanded original coverage of the following major industry events in 2018.

- **FDIC:** April 2018
- **Fire-Rescue Med:** June 2018
- **Fire-Rescue International:** August 2018

### SPONSORED EBOOKS
FireRescue1 has the ability to produce exclusively-sponsored eBooks on a range of editorial topics relevant to sponsors. Featuring recent, high-quality editorial content, these eBooks are a cost-effective way to produce valuable marketing collateral and reach your target audience. Some examples of available eBooks below, or tell us what you’re looking for.

- **How to Start a Water Rescue Program** *(Water Rescue)*
- **Realistic and Affordable Extrication Training** *(Extraction)*
- **Setting Up the Command Post: ICS Technology and Tactics for Fire Chiefs** *(Incident Command)*
- **Firefighter Cancer Prevention: Proper PPE Use and Maintenance** *(Firefighter Gear)*

Let’s discuss what we can do for you - contact us at Sales@FireRescue1.com or (415) 962-5916.
We have secured over $150+ Million in grant funds!

Each year, more than $7 billion in fire grant funding is available to firefighters, yet they are either unaware or ill-equipped to navigate the grant process. Having a grant strategy is essential in today’s highly competitive market. With our Grant Assistance Platform we can help your customers get the funding they need to purchase your product.

**PROGRAM INCLUDES:**

- Sponsorship position and grant support within your product category
- 1:1 unlimited, personalized grant consulting from Senior Grant Consultants
- Customized grant research specific to each department’s funding needs
- Reviews of department grant narratives and applications
- Access to Corporate Grantfinder, up to 10 user licenses*
- Ongoing, pre-screened, product eligible Grant Alerts
- Your company logo rotating throughout the site
- Listing of your company’s grant-relevant products
- Exposure within the GrantsHelp Newsletter
- Processing of up to 15 new grant support lead requests per month*
- Monthly tracking reports on leads and status

**Rate Card:** $1,500/month

*Additional Grant Lead Support and Corporate GrantFinder access custom pricing available

**GRANT FUNDING SUCCESS RATE:**

Our success rate of getting departments funding is higher than the national average.

**40%**

Average success rate

**17%**

National Avg success rate

Let’s discuss what we can do for you - contact us at Sales@FireRescue1.com or (415) 962-5916.
## Capabilities

### Website Advertising
- **Marketing Platform**
  - Response Marketing Platform
  - Response Marketing Platform Plus
- **On-Site Advertising**
  - Site-wide All Points Bulletin
  - Homepage ‘What’s Hot’
  - Deals Rotation
  - Directory Listing

### Email Advertising
- **Exclusive Mailings**
  - Exclusive General eBlasts
  - Exclusive Targeted eBlasts
  - Exclusive Targeted Specialty eBlasts
- **Editorial / Product Interest / Tradeshow eNL**
  - Member eNewsletter
  - Pre-Show Bulletin
  - Product Bulletin
  - Specialty eNewsletters: Leadership, Career, Grants Available

### Social Media
- Facebook QuickStart
- Sponsored Facebook Post
- Facebook/Instagram Promotional Bundle
- Social Media Fan Blast
- Custom Facebook Content

### Custom Content & Video Capabilities
- **Featured Custom Article**
- **Featured Custom Article Series**
- **Premium Content Blast**
- **Premium Content Supplement**
- Infographic
- Market Research Survey
- eBook or Whitepaper
- Custom Innovation Zone Video
- Custom Video Production

### Display Advertising
- **Premium Display**
  - Interstitial 640x480
  - Top Site Leaderboard
  - Homepage Siteskin
- **Homepage Targeted**
  - Homepage 160x600/300x600
  - Homepage 728x90
  - Homepage 300x250
- **Run of Site (ROS)**
  - ROS 160x600/300x600
  - ROS 728x90
  - ROS 300x250
- **Custom Targeting**
  - Targeted Category 160x600/300x600
  - Targeted Category 728x90
  - Targeted Category 300x250
  - Regional Targeted (all sizes)
- **Mobile**
  - Mobile Site Banner (not in app)
  - Mobile App Sponsorship
  - Audience Extension
- **Display Ad Creation**
  - Single or Multiple Banners

### Grant Assistance
- **Grant Support Platform**
- **SMB Grant Support Platform**
- **Additional Assistance Category**
- **GrantFinder Platform Access**

### Academy Sponsorships
- **Course Sponsorship**
  - Preexisting Course (PPT and speaker notes)
  - New Course Creation (Research Only)
  - New Course Creation (w/SME)
- **Course Hosting & Management**
  - Lite LMS (Pricing varies based on # user and # courses)
  - Sponsorship of Existing Training Sponsor Course + Site Promotion
  - Sponsor Existing Course
  - Learning Management Platform
- **White Label LMS**
  - Full White Label LMS
  - Microsite
  - Microsite + LMS

### Additional Services
- Marketing services and web design offered through a partnership with First Arriving

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Let's discuss what we can do for you - contact us at Sales@FireRescue1.com or (415) 962-5916.
Praetorian Digital’s properties...

...combine to reach more than **5 Million** public safety and local government officials each month.

CONTACT US FOR MORE INFORMATION ON REACHING THE FIRE MARKET.

VISIT: www.FireRescue1.com/advertise
EMAIL: sales@FireRescue1.com
CALL: 415-962-5916

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