



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 nearly 800. It is emailed semi-annually to burglar and fire alarm professionals and apprentices. A publication archive is also posted on the BFAAM website at [bfaam.org](http://bfaam.org). The publication has an average 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](mailto: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.

### 2022 CLOSING DATES

ISSUE	EMAIL MONTH	DEADLINE
Spring/Summer	June	May 15
Fall/Winter	November	October 15

### 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](mailto: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"

