

SPRINKLER AGE WEEKLY NEWSBRIEF

REACH

1,600

FIRE SPRINKLER EXPERTS

EVERY WEEK

MEDIA KIT



A

FireLoop by Fire Protection **SEISMIC PROTECTION FOR FIRE SPRINKLER SYSTEMS**

SprinklerAge Weekly NewsBrief A WEEKLY NEWS AND INFORMATION RESOURCE FROM THE AMERICAN FIRE SPRINKLER ASSOCIATION

Fire sprinklers proven to protect the environment


NFPA Fire Sprinkler Initiative - Jan. 19, 2010 Share [f](#) [t](#) [c](#) [u](#)
The initial findings of a groundbreaking study on the environmental impact of home fire sprinklers were announced January 19, 2010 during a press conference at the International Home Builders' Show in Las Vegas. The study, a collaborative effort of FM Global and the Home Fire Sprinkler Coalition, involved the burning of two living rooms, one of which had been outfitted with a quick-response sprinkler. At the press conference, Chris Wieczorek, PhD, a senior research specialist at FM Global, showed dramatic, side-by-side video of the two living rooms burning and announced the initial findings of the study. He said that in the event of a home fire where sprinklers are present:

- the release of greenhouse gases (CO2) are reduced by 99 percent
- the amount of water usage is reduced by 50 percent
- the amount of fire damage to the room is less than 3 percent, compared to a 100 percent loss in the unprotected room.

[MORE](#)

C

Spec App HL-22 • Specific Application ESFR, K-22.4
• Eliminates in-rack sprinklers for 48' high buildings



Three states adopt sprinkler requirements

Occupational Health & Safety - Jan. 19, 2010 Share [f](#) [t](#) [c](#) [u](#)
National Fire Protection Association President Jim Shannon praised the work of fire officials and fire safety advocates after three states adopted the 2009 edition of the International Residential Code, which will require home fire sprinklers in all new one- and two-family homes. [MORE](#)

E

WILKINS A AMM company **WILKINS BUILDING RISER**
The WBR is designed to efficiently connect a water supply line from outside the building to the water system inside the building. [MORE](#)



2010 AFSA Fire Sprinkler System Planning Schools announced

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AFSA announces the 2010 schedule for both its traditional Beginning Fire Sprinkler System Planning School as well as its new System Layout School for Residential One- & Two-Family Dwellings. Four 2010 Beginning Fire Sprinkler System Planning Schools have been scheduled for February 22 - March 5, April 19-30, July 12-23, and October 11-22, in addition to three sessions of AFSA's new System Layout School for Residential One- & Two-Family Dwellings to be held March 22-26, June 21-25, and August 23-27, 2010.
[Beginning School Form](#)
[Residential School Form](#)



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C1

BlazeMaster FIRE SPRINKLER SYSTEMS



Sprinkler system makes quick work of Dover, N.H., stove fire

Faster's Daily Democrat - Jan. 14, 2010 Share [f](#) [t](#) [c](#) [u](#)
A sprinkler system quickly knocked down a stove fire inside an apartment unit in Dover, N.H. No one was injured in the small blaze. [MORE](#)

Valley Junction, Iowa, historic district saved by sprinklers

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The Des Moines Register - Jan. 19, 2010
Valley Junction, Iowa, was extremely lucky a recent fire didn't cause more damage to the historic district, West Des Moines fire officials told local business owners last week. The fire was contained because it occurred under a sprinkler head, but Cox said fires in historic areas, such as Valley Junction, can spread quickly, eliminating entire city blocks. [MORE](#)

D

PRODUCT SHOWCASES

AquaFlex USA



AquaFlex USA introduces the industry's only 1 piece bracket. The innovative 13RE square "open gate" sprinkler system is tool-less and installs in seconds. See for yourself how FAST and EASY it is to save time and money today! Visit [www.aquaflexusa.com](#) for a real-time video demonstration.

Aurora Fire Pumps



Aurora is proud of its line of fire pumps and fire pump systems. Their principal use is to make available large amounts of water for fire protection. They are often provided with their own reservoir, suction tanks or wells, making the plant independent of pumped water from public systems.

USA Tank Storage Systems



USA Tank has been engineering and constructing customized storage systems for over 30 years. We are an industry leader in the supply and erection of fire protection storage tanks. USA Tank also offers maintenance, inspection, repair and tank insulation systems for heated and cold storage applications. For more information visit us online [www.usatank.com](#) or at 417-776-2500

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Jan. 13, 2010
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Dec. 30, 2009
Dec. 23, 2009

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Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.



B

MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

B1

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

F

B/1 SKYSCRAPER/HALF SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

D

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

AD RATES & SPECS

Prices are for participation in 13 emails to 1,600 fire sprinkler experts (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$2750/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper/Half Skyscraper
\$3000/\$2500

Image Dimensions
120x600
120x300

File Format
JPEG, GIF

Max File Size
150k
75k



Product Showcase
\$2950

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incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad
\$2000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et. [More](#)

Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

CONTACT US

COLBY HORTON
DIRECTOR OF MEDIA AND CONTENT
469.420.2601
chorton@multibriefs.com

BEN MAITLAND
DIRECTOR OF ADVERTISING SALES
972.402.7025
bmaitland@multibriefs.com

THE SPRINKLER AGE WEEKLY NEWSBRIEF, POWERED BY MULTIBRIEFS, PROVIDES NEWS AND INFORMATION TO MEMBERS OF THE FIRE SPRINKLER INDUSTRY NATIONWIDE.

Sprinkler Age Weekly NewsBrief tackles today’s most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of contractors, designers and other industry professionals, the Sprinkler Age Weekly NewsBrief keeps professionals informed of topics that impact their business. Subscribers are decision-makers with purchasing power – the top-tier professionals in the fire sprinkler industry.

SPRINKLER AGE WEEKLY NEWSBRIEF
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN SPRINKLER AGE WEEKLY NEWSBRIEF:



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