

## Reach your target audience with a FireRescue1 Product E-Blast

**FireRescue1** is the definitive online destination for the fire service. As the top online resource for firefighting product information, the more than 34,000 monthly unique visitors to our product categories turn to us for thorough and insightful coverage of the products they use every day. With our Product e-blasts, you now have the opportunity to reach this audience with an exclusive message promoting your products and services.

More than 51,000 firefighting professionals have signed up to receive our product news and alerts, which means your company has access to a significant segment of the fire service for your e-blast. The e-blast can be used to promote the launch of a new product, advertise a sale, get the word out about your booth location at an upcoming trade show - you name it! The e-blast can link back to your home page, a dedicated landing page with more information for prospects, or an e-mail form so subscribers can directly contact your sales team.

By purchasing a blast from us, you're not just paying to use our subscriber lists – you'll benefit from our expertise, too.

### E-Blast Details

The FireRescue1 Product E-Blast is a dedicated e-mail "blast" sent to our subscribers' e-mail inboxes in text and HTML formats. When done well, e-mail blasts are a very effective way to boost your sales revenue and increase your customer reach.

Send us your content – including text, graphics, and links – and we will work with you to create a dedicated, colorful e-mail that puts the focus on your featured products and announcements. Our creative team will ensure that the e-blast is well-organized and optimally designed to meet your goals.

After the e-blast is sent, we will provide you with detailed reporting on the results, including how many clicks your links/images received.

### Cost

**\$4,500** per mailing



**For more information, please call (415) 962-8314 or email [Sales@FireRescue1.com](mailto:Sales@FireRescue1.com)**