



International Association of Arson Investigators, Inc.



2024

Sponsor, Partner and Advertiser Opportunities Guide

IAAI is:

3.8 Million+

CE credit hours taken by over **164,000 users**

11,000+

members in **all 50 states + 65 countries**

Unlimited

marketing and networking **opportunities**

650+ IAAI-ECTs

3,000+ IAAI-FITs

4 Issues of **Fire & Arson Investigator Journal**

104 in-class training hours delivered in

5 days every year to **700 professionals**

at ITC, the largest fire investigation training conference in the world

2,200+ IAAI-CFIs

125+ IAAI-CIs

121,000+

eyes on

firearson.com
annually



32,500+ In-person classroom **training hours**

1.1 Million+

Course completion **certificates**

If you want to have reach in the fire loss industry, you need to be with the *global leader in fire investigation*. **IAAI.**



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Organization

- A not-for-profit professional association focused on providing fire investigation credentials, training and resources.
- The world's #1 provider of training and education in fire investigation and related disciplines, supporting fire safety and prevention, fire loss claims and litigation, and arson enforcement and prosecution.
- The experts behind CFITrainer.Net, THE online resource for fire investigation training, with more than 84 modules in fire investigation-related topics.
- Strong, long-term relationships with thousands of fire departments, private fire investigation companies, law enforcement agencies, federal and state government agencies, insurance companies, legal firms and engineering firms.
- Committed to both the public sector fire investigation process and criminal litigation, as well as the private sector side of fire investigation related to fire loss, civil claims and subrogation.

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Audience

- A niche market of public and private sector fire investigators, attorneys, engineers, researchers, insurance adjusters, forensic scientists, educators and Special fire Investigation Unit leadership.
- 11,000+ members from every discipline related to fire investigation.
- Last year, CFITrainer had 164,000 users come in for 389,000 sessions averaging 62 minutes each. Firearson had 121,000+ viewers.

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Opportunities

- Network with hundreds of professionals and market your products and services at the IAAI's ITC Expo.
- Fund the development of a new course at CFITrainer.Net and have the opportunity to provide content input as a member of the expert committee and see your contribution acknowledged in the course with "PBS-style brought to you by" bumpers.
- Sponsor an existing CFITrainer.Net online course.
- Partner with IAAI to underwrite training and networking events year-round.
- Advertise your company, products, or services in print with *Fire & Arson Investigator* journal.
- Sponsor a regional training event or conference.
- Donate a product to IAAI for fundraising and receive co-promotion.
- Advertise your job openings on firearson.com and reach highly qualified candidates.





print Opportunities - *Fire & Arson Investigator*

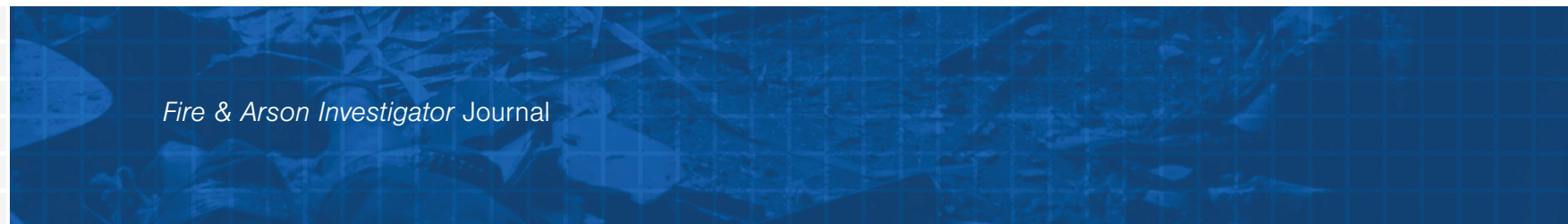
- Premier, peer-reviewed journal for fire investigation.
- Printed edition mailed quarterly to 11,000+ IAAI members around the globe.
- All back and current issues are available online to IAAI members.
- IAAI members consider *Fire & Arson Investigator* an indispensable professional library resource.

Deadlines

2024 Issue	Ad Reservation	Artwork Due	Publication
Winter	November 15, 2023	November 30, 2023	January 31, 2024
Spring	February 15, 2024	February 29, 2024	April 30, 2024
Summer	May 15, 2024	May 31, 2024	July 31, 2024
Fall	August 15, 2024	August 30, 2024	October 31, 2024

2024 Advertising Rates

INSIDE FRONT COVER (1x) \$2,200.00 (4x) \$1,940.00 8.5"x11" (allow 1/8" bleed all sides)	FULL PAGE with bleed 8.5"x11" (allow 1/8" bleed all sides)	(1x) \$880.00 (4x) \$840.00	HALF PAGE vertical 3.625"x10" (1x) \$880.00 (4x) \$840.00
INSIDE BACK COVER (1x) \$2,100.00 (4x) \$1,840.00	(1x) \$1,730.00 (4x) \$1,575.00	HALF PAGE horizontal 7.5"x4.875"	
MAILING PANEL	1/3 PAGE vertical 2.375"x10"	1/3 PAGE horizontal 7.5"x3.25"	1/4 PAGE (1x) \$490.00 (4x) \$450.00
BACK COVER 8.5"x8"	(1x) \$675.00 (4x) \$590.00	(1x) \$675.00 (4x) \$590.00	vertical 3.625" x 4.875"
(1x) \$2,400.00 (4x) \$2,050.00		7.5"x3.25" horizontal	





online Opportunities - firearson.com

- 121,000+ visitors annually.
- Primary trusted resource for IAAI information, training and member services.
- Special section for members only featuring a personalized dashboard to CFITrainer

1 Full Banner (Rotating)

- 468 x 60
- 1 month rate: \$450
- 3 month rate: \$400 per month
- 6 month rate: \$340 per month

2 Special Promotions

Contact IAAI for exclusive opportunities to showcase joint fundraising programs.



www.firearson.com

ADVERTISING



the IAAI...

Leads the industry in delivering fire investigation education

and training through conferences, classes and online modules.

Reaches tens of thousands of fire investigation - related

professionals all over the world.

Seeks sponsorships and partnerships with organizations

committed to advancing the profession and improving fire prevention and safety through rigorous investigation.

Join Us.

International Association of Arson Investigators (IAAI)

16901 Melford Boulevard, Suite 101, Bowie, MD 20715

Phone 410-451-FIRE(3473) :: 800-468-IAAI(4224) :: FAX 410-451-9049

www.firearson.com

To reserve your marketing and promotion opportunity today:

Mary Elwell :: 785-289-2559 :: mary.elwell@kwglobal.com

Rates and Terms are subject to change.

About the International Association of Arson Investigators (IAAI)

The International Association of Arson Investigators, Inc. (IAAI) first chartered in 1951 in the Commonwealth of Kentucky, became a viable and functional association due to the need and necessity of education and training in the uncharted waters of fire and arson investigation, which was nonexistent at that time. Today, the IAAI is an association of more than 11,000 fire, explosion and arson investigation professionals from across the world, united by a strong commitment to suppress the crime of arson through professional fire investigation.

