



media kit & planning guide

2018



WHY POLICE?

What makes POLICE the right place to invest your advertising budget?

POLICE reaches deep into the law enforcement buying chain, with broader coverage of all levels of management and product influencers than any other law enforcement property. Our readers depend on us for serious editorial on policing trends, technology, new products, legal issues, officer safety and professional growth.



POLICE brings you a high quality and loyal audience of buyers

- We are the official media partner of SHOT Show's Law Enforcement Education Program (LEEP).
- We have close associations with and support important law enforcement associations including the NLEOMF and FLEOA.
- **86%** have either paid for or made a direct request to receive the magazine or digital edition.*

* June 2017 BPA Audit

ADVERTISERS GET RETURN ON INVESTMENT

ONLY POLICE Magazine has grown in advertising market share since the great recession and we remain #1 with a 45% share in a six book market (APB; PC; LET; LEPN; P&SN).

EDITORIAL EXCELLENCE

POLICE Magazine is dedicated to providing law enforcement officers of all ranks with information that will help them do their jobs more efficiently, professionally, and most importantly – SAFELY.

Each issue of POLICE includes columns written by current and retired police, firearms, and legal experts, as well as topical issue-oriented features produced by leading law enforcement journalists.

Some editorial features you'll find only in POLICE:

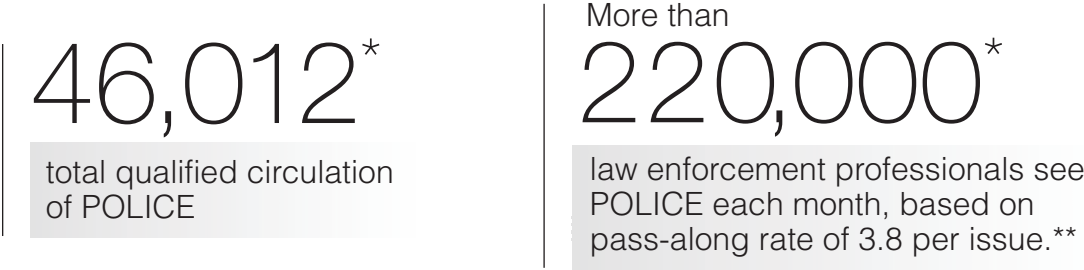
- Stripes and Bars
- Police How-To
- Shots Fired
- Cop Slang
- Winning Edge
- The Federal Voice
- In My Sights by Dave Smith
- First Look
- A Closer Look

** Publisher's own data, 2016 Readership Study

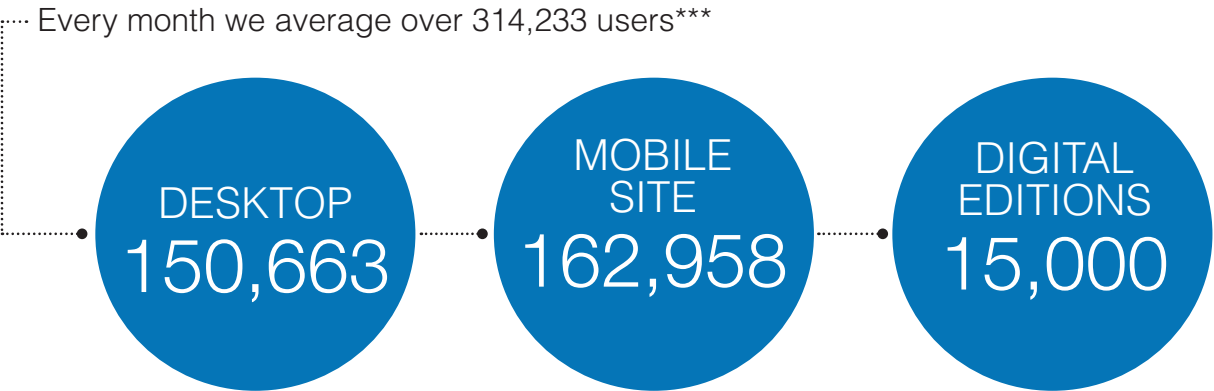
92.6%
of subscribers rely on magazines in the law enforcement market for insight on their profession**

OVERVIEW

POLICE reaches the full spectrum of the market and our audience is high quality. We target all levels of law enforcement and all agencies.

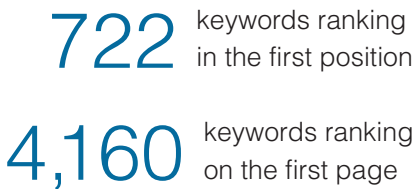


OUR WEBSITE USERS ARE ACTIVE AND ENGAGED



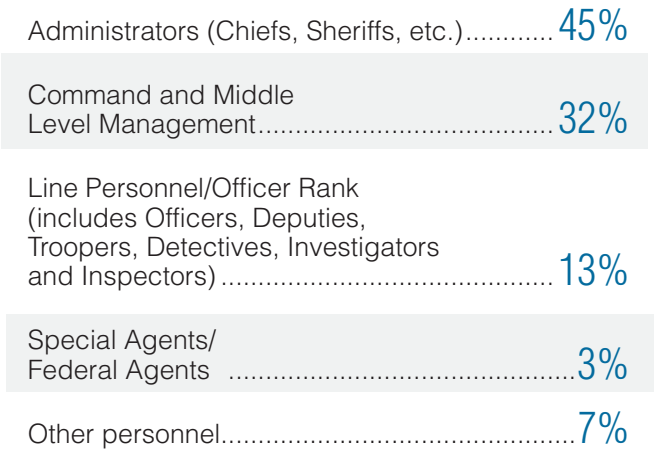
Google loves us

We optimize our site to drive more traffic and ensure high impressions to all online ads. We rank for **131,283 keywords**, including



to serve and protect **POLICE SLANG** signal 4
de facto arrest tactical strobe flashlight COP APPS
rookie cops **SWAT K9 unit** 9mm v 40 cal
law enforcement car VEHICLE CHECKPOINT **FTO Police**

Who are are readers?



*BPA Brand Report: December 2017 ** Publisher's own data, 2015 Readership Study. *** Google Analytics average (Jan.- June 2017)

AUDIENCE PROFILE

PRINT

40,110
Subscribers*

152,418
Pass-Along
Distribution**

192,528
Average Print
Audience

SOURCE:
* BPA Brand Report:
June 2017
** Publisher's own data:
2015 Readership Study

DIGITAL EDITION

15,000
Subscribers*

30,792
Average Monthly
Pageviews*

SOURCE:
* Publisher's Press:
Jan.-June 2017

WEBSITE

314,233
Average Monthly
Users*

675,077
Average Monthly
Pageviews*

SOURCE:
* Google Analytics:
Jan. - June 2017 average

NEWSLETTER

1,046,936
Average Monthly
Distribution*

208,338
Monthly Opens*

SOURCE:
* Email: Jan.-June 2017

Reach: 1,106,735

SOCIAL MEDIA



LINKEDIN
MEMBERS

20,140



FACEBOOK
LIKES

83,902



TWITTER
FOLLOWERS

28,500



EDITORIAL CALENDAR & ADVERTISING CLOSING DATES

ISSUES	EDITORIAL HIGHLIGHTS	SPECIAL MERCHANDISING & ADVERTISING	BONUS DISTRIBUTION
JANUARY AD CLOSE: 12/5/17 MATERIALS DUE: 12/11/17	Firearms; Ammunition; Body Armor; Targets & Range Gear	Well Dressed Tactical Officer Contest; Firearms Calendar; Shot Show Exhibitor Marketing Package*	SHOT Show, California Robbery Investigators Association
FEBRUARY AD CLOSE: 1/9/18 MATERIALS DUE: 1/16/18	Patrol Vehicles; Speed Enforcement; Vehicles Accessories; Flashlights/Lighting	Inclusion in our Hot Product eNews*	International Wireless Communications Expo (IWCE), Virginia State Police Association, North American Police Ski Championships
MARCH AD CLOSE: 2/6/18 MATERIALS DUE: 2/12/18	Training; Simulators; Optics & Sights; TEMS/First Aid	Inclusion in our Hot Product eNews*	International Law Enforcement Educators and Trainers Association (ILEETA), SniperWeek, Texas Tactical Police Officers Association, Western States Hostage Negotiator's Association
APRIL AD CLOSE: 3/12/18 MATERIALS DUE: 3/16/18	Special Units: K-9; Bikes & Motors; Less- Lethal; LPR/ALPR/ eCitation	Well Dressed Bicycle Officer Contest, Inclusion in our Hot Product eNews*	Midwest Gang Investigators Association, New York Tactical Officers Association, FBI-LEEDA 25th Annual Executive Training Conference, Mock Prison Riot, TACOPS West, National Police Week (NLEOM)
MAY AD CLOSE: 4/11/18 MATERIALS DUE: 4/17/18	Latest Duty Pistols; Non-Patrol Vehicles; Ballistic Protection	Inclusion in our Hot Product eNews*	National Sheriffs Association, Michigan Tactical Officers Association, New England Narcotic Enforcement Officers Association, National Patrol Rifle Competition (NPRC), International Police Mountain Bike Association, International Association of Bomb Technicians & Investigators, International Association of Directors of LE Standards and Training, International Association of Directors of Law Enforcement Standards and Training (IADLEST)
JUNE AD CLOSE: 5/16/18 MATERIALS DUE: 5/22/18	Annual Buyer's Guide; Uniforms & Apparel; Shooting Ranges & Equipment; Distributor/Dealer Spotlight Issue	1/6 Pg Web Showcase; 1/4 Pg Resource Guide; Online Listing; Bolded Print Listing*	Police Security Expo, National Association of Police Organizations
JULY AD CLOSE: 6/12/18 MATERIALS DUE: 6/18/18	Forensics; Duty Gear; Lights & Lasers	Inclusion in our Hot Product eNews*	Eastern Law Enforcement Training Expo, International Latino Gang Investigator's Association, FBI National Academy Associates, National Association of School Resource Officers, Florida Gang Investigator's Association, Midwest Security & Police Conference/Expo
AUGUST AD CLOSE: 7/12/18 MATERIALS DUE: 7/18/18	SWAT/Tactical; Night Vision & Thermal; Eyewear, Gloves, Footwear & Headwear	Inclusion in our Hot Product eNews*	Arizona Association of Chiefs of Police, National Asian Peace Officers Association, Urban Shield, TACOPS East
SEPTEMBER AD CLOSE: 8/9/18 MATERIALS DUE: 8/15/18	Body-Worn Cameras; Data Storage; Communications; Mobile Technology (In-Car Video, Mobile Computing); Electric & Hybrid Vehicles	Int. Association of Chiefs of Police (IACP) Show Exhibitor Marketing Package,* Well Dressed Patrol Officer Contest	IACP, California Association of Hostage Negotiators, National Tactical Officers Association, Versadex Users & Best Practices Workshop, Wisconsin Department of Justice, East Coast Gang Investigator's Association, COPS West
OCTOBER AD CLOSE: 9/11/18 MATERIALS DUE: 9/17/18	Investigations; Crime- Fighting Technology; Riot Response; Software/Hardware	Inclusion in our Hot Product eNews*	Illinois Tactical Officers Association
NOVEMBER AD CLOSE: 10/11/18 MATERIALS DUE: 10/17/18	K-9 Training & Products; Winter Apparel & Gear; Robots & Drones	K-9 Calendar; Inclusion in our Hot Product eNews*	California Narcotic Officers Association
DECEMBER AD CLOSE: 11/7/18 MATERIALS DUE: 11/13/18	Personal Gear; Backup & Concealed Carry Guns; Firearms Storage	12 Days of Christmas Promotion; Inclusion in our Hot Product eNews*	

FOR ADVERTISING, CONTACT:

Leslie Pfeiffer

Publisher/National Sales Manager
Phone: (480) 367-1101 • leslie.pfeiffer@policemag.com

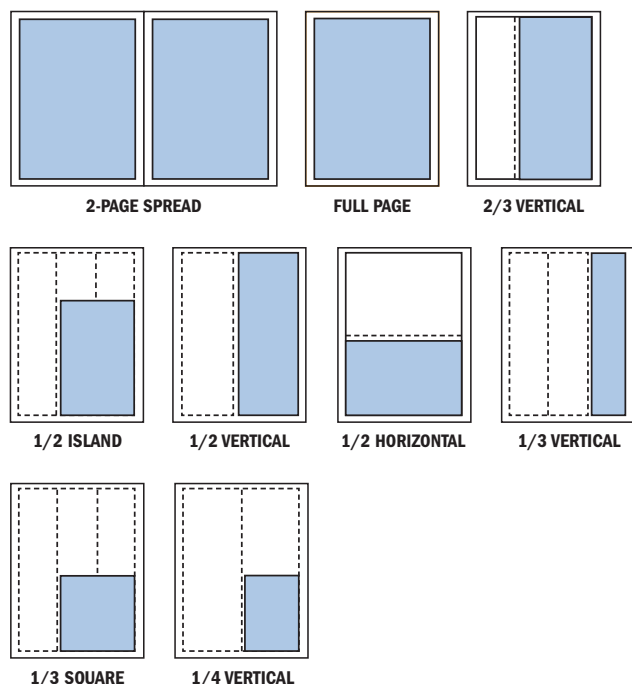
Susan Freel

National Sales Manager
Phone: (920) 397-7570 • susan.freel@policemag.com

* Advertise with a full page ad and receive this item at no cost!

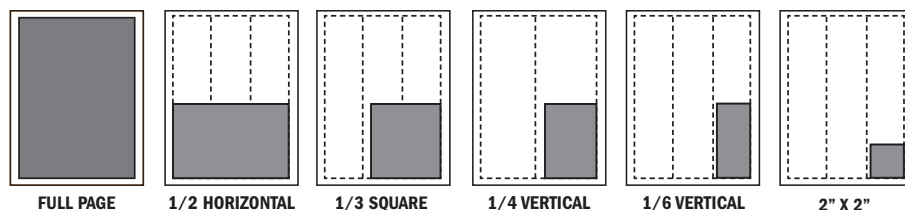
PRINT RATES

MAGAZINE



AD SIZE	12X	6X	3X	1X
Spread	\$4,206	\$4,488	\$4,600	\$4,689
Full Page	\$2,761	\$2,771	\$2,832	\$2,900
2/3	\$2,057	\$2,169	\$2,217	\$2,247
1/2 Island	\$1,901	\$1,982	\$2,006	\$2,016
1/2	\$1,880	\$1,887	\$1,911	\$1,931
1/3	\$1,333	\$1,377	\$1,462	\$1,544
1/4	\$1,142	\$1,163	\$1,170	\$1,227

CLASSIFIED



AD SIZE	1X
Full page	\$2000
1/2 Horizontal	\$1200
1/3 Square	\$900
1/4	\$767
1/6	\$278
2"x2"	\$260

*All classified in print advertisements include online eClassified exposure. Please consult with your POLICE Sales Manager for more information. All typesetting is complimentary.

Frequency Discounts: Frequency rate is earned by the number of separate advertisements used within a contract year. Different size units may be used to earn this rate. The Fact Book is published annually and earns frequency discount.

SPECIAL POSITIONS RATES

Cover 2	\$300
Cover 3	\$200
Cover 4	\$500

INSERTS

Charges include printing and binding. 2-page 4/color insert printed on 70# glass book, tipped in \$2640. 4-page 4/color insert, printed on 70# gloss book, tipped in \$3645. 6-page gatefold, 4/color printed on 70# gloss book, bound in \$5455. 8-page double gatefold 4/color printed on 70# gloss book, bound in \$5910. Space charges are additional and based on insert size advertiser's frequency.

Inserts, tip-in, ride-along, posters, CS inserts, gatefolds, business reply cards and other custom publishing are available and by custom quote. Please consult your Regional Sales Manager for a specific quotation on any of these services. If you have a unique marketing concept, please let us know-we would be happy to accommodate your special needs.

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Publisher/National Sales Manager

Phone: (480) 367-1101 • leslie.pfeiffer@policemag.com

Susan Freel

National Sales Manager

Phone: (920) 397-7570 • susan.freel@policemag.com

SPECS & GUIDELINES

DIGITAL AD PRODUCTION REQUIREMENTS

Complete digital ad specifications can be downloaded at: <http://addesk.bobit.com> - Click on the Information & Help tab and then select the POLICE listing. All ad materials and production questions can be addressed to:

POLICE Magazine

Lori Branch – Production Manager

3520 Challenger Street, Torrance, CA 90503

PH: (310) 533-2516 • Fax: (310) 533-2501

Email: lori.branch@bobit.com

DIGITAL SUBMISSIONS FOR ADVERTISERS (PRINT EDITION):

Please contact Metro Production Manager for AdPortal information to upload your ad.

DIGITAL SUBMISSIONS FOR ADVERTISERS (DIGITAL EDITION)

Digital editions cannot accept rasterized PDFs. PDFs must be 1st generation. All web/URLs must contain active links.

CLASSIFIED AD RATES

Additional rate discounts available based on ad size. **Payment required in advance of publication, non-commissionable.** VISA, MC and AMEX are accepted. **Contact: Lori Branch at (310) 533-2516 or lori.branch@bobit.com.** Display sizes and rates are not applicable in the classified pages of the magazine.

STANDING MATERIALS

Ad material will be retained in storage for 12 months following use and then destroyed unless instructed otherwise by the advertiser or agency.

PUBLICATION DATES

Published 12 times annually.

GENERAL

Publisher reserves the right to reject any advertising that, in the sole discretion of the publisher, does not conform to publication standards. Publisher reserves the right to place the word "advertisement" on copy that, in its opinion, closely resembles editorial matter.

Advertisers will be short-rated if, within a 12-month period from the date of first insertion, they do not use the amount of space upon which their billings have been based.

Publisher is not bound by conditions appearing on contracts, insertion orders or instructions from any agency or advertiser that conflict with the terms listed herein. Only written instructions including those on contracts and insertion orders, agreed to in writing by the publisher, are binding.

POSITIONING REQUESTS: Positioning of advertisements is at the discretion of the Publisher. Position requests other than those specified in the rate card with an additional charge are valid only with the written acceptance of the publisher.

PUBLISHER'S LIABILITY: Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images and illustrations), representations, trademark or copyright of submitted advertisements.

Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

SEQUENTIAL LIABILITY

Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order.

INVOICES, CREDIT & CONDITIONS

Our invoices are NET 30 Days on approved credit for all services, payable in U.S. dollars. Marketplace/ Classified advertising: payment is required in advance – VISA, MasterCard, and AMEX accepted. New advertisers and agencies may be required to prepay their first insertion and submit a credit application. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.

MECHANICAL REQUIREMENTS

(a) Ad Specs: Magazine

Ad Size.....	Wide-Deep
Full Page.....	7" x 10"
2/3 Vertical.....	4-9/16" x 10"
1/2 Vertical.....	3-3/8" x 10"
1/2 Island.....	4-9/16" x 7-1/2"
1/2 Horizontal.....	7" x 4-7/8"
1/3 Vertical.....	2-3/16" x 10"
1/3 Square.....	4-9/16" x 4-7/8"
1/4 Vertical.....	3-3/8" x 4-7/8"

(b) Ad Specs: Classified

Ad Size.....	Wide-Deep
Full Page.....	7" x 10"
1/2 Horizontal.....	7" x 4-7/8"
1/3 Square.....	4-9/16" x 4-7/8"
1/4 Vertical.....	3-3/8" x 4-7/8"
1/6 Vertical.....	2-3/16" x 4-7/8"

(c) Trim Size

Display ad pages trim to 7-7/8" x 10-3/4". Single column width 2-3/16". Double column width 4-9/16". Column depth 10". Binding is saddle stitched, except Annual Buyer's Guide, which is perfect bound. Allow 1/8" for head trim and 1/4" for gutter.

(d) Bleed

No charge for bleed on four-color ads; no charge for gutter bleed on full-page spread ads. No bleed on fractional ads are available.

e) Bleed Size

Single-page bleed.....	8-1/8" x 11"
Spread bleed.....	16-1/4" x 11"

Vital parts of copy and layout should be kept at least 3/8" distance from the gutter and top, outside and bottom edges.

FOR ADVERTISING, CONTACT:

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Publisher/National Sales Manager

Phone: (480) 367-1101 • leslie.pfeiffer@policemag.com

Susan Freel

National Sales Manager

Phone: (920) 397-7570 • susan.freel@policemag.com

DIGITAL OPPORTUNITIES

Print + Online Presence = Greater Exposure to Potential Buyers

POLICE also hosts an industry-leading website, policemag.com, that is updated daily with industry news, press releases, product information and more.

314,233
monthly users***

421,885
monthly sessions***


*** Google Analytics average
(Jan.- Jun. 2017)

Our goal for our website is to show you a return on your online advertising investment and we provide monthly performance reports for your campaign. We OPTIMIZE our site to drive traffic and ensure high impressions to your online ads. We focus not only on the overall site performance, but on the **engagement** of our site users: How long they spend on the site, how often they visit and how many pages they view.

BANNER ADS

Banner ads are attention-getting and brand-building, as well as a cost-effective and simple way to complement your print advertising campaign.

You can use a variety of formats in your banner ads, including static, HTML5, expandable and video.



Top Leaderboard
Size: 728 X 90
40kb max file size
Rate: \$22 CPM

Right Squares (3 Available)
Size: 300 X 250
40kb max file size
Rate: \$16-\$22 CPM

Left Squares
Size: 300 X 250
40kb max file size
Rate: \$10 CPM

Bottom Leaderboard
Size: 728 X 90
40kb max file size
Rate: \$8 CPM

PRESTITIAL

Prestitials are well-known to be high impact and generate very high click rates. A prestitial displays as a full page for 15 seconds whenever a user goes to our site, regardless of which page they enter on. Users are given the option to skip past the prestitial. \$50 CPM



PAGE PEEL

Page peels engage a user directly with your ad in an interactive way. It starts as a page curl in the upper right corner of the homepage. When the curl is moused over, the page peels down to present a 500x500 clickable advertisement. Client provides material, or Police can assist with creation of the ad. We can track hovers as well as clicks for this position. \$30 CPM



EXPANDABLE BANNERS

Push-Down Leaderboard

970 X 66 expands to 970 X 415
\$35 CPM

Push-Up Leaderboard

728 X 90 or 970 X 90 sizes accepted
\$35 CPM



EMAIL MARKETING

Deliver your customized message directly to the inboxes of our highly qualified subscribers. We can produce and deliver an email promotion to more than 43,000 inboxes. You provide the material or we can assist with development.



43,000+
AVAILABLE
EMAIL
ADDRESSES

Our list of email subscribers is regularly “scrubbed” to ensure high deliverability for our advertisers. We comply with all CAN-SPAM as well as Canadian CASL regulations and we follow best practices for email marketing. We can segment our list to specific job titles or demographic regions.

You’ll get a performance report about 10 days after deployment, plus ideas to improve your open rates and clickthrough rates.

You can test your e-promos to see if there are any improvements that can increase opens or clicks. We can do an “A/B Split” and send the same e-promo to a smaller portion of our list using two different subject lines. The final e-promo will go to the “winning” subject line. This can help make incremental improvements before you deploy a major campaign. We can do a similar test and send one design to one group and a different design to another.

EMAIL OPTIONS		RATES
Single email promotion		\$2,400
Follow-up program (includes initial send plus second deployment to non-openers)		\$3,000
Targeted Send (only send to users who have opened an email within 3 months)		\$4,000
Add subject line test	+\$150 flat per deployment	
A/B test of creative	+\$150 flat per deployment	
Add secondary analytics	+\$175 flat per deployment	
List management services	Ask us for a quote.	

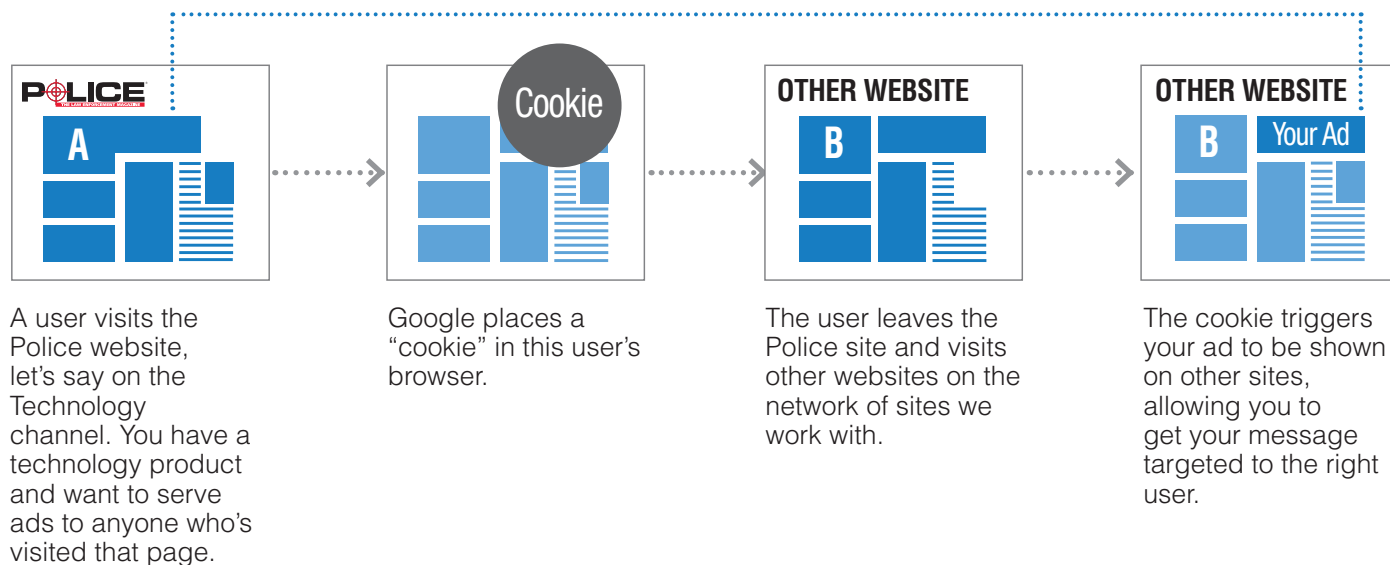


REMARKETING

Have you ever noticed how an ad seems to follow you after you've visited a shopping website? That's remarketing. Remarketing is a way for your company to market directly to users who visit a page or section on policemag.com and then when they visit other sites, they are exposed again to your ad.

- **Remarketing** is a cost-effective way to find prospects who have already shown an interest in your content.
- **Target the right people** with the right message.
- Google's Display Network **reaches millions of unique users** around the world.
- **You control the budget.** Tell us your budget and we'll serve only your target amounts.
- **Rates are \$15 CPM.**

HOW DOES REMARKETING WORK?



WEBINARS

A webinar is a web seminar, held online either live or recorded. Webinars are great tools for developing highly qualified leads.

Lead Generator

GATHER LEADS THAT ARE
SPECIFICALLY INTERESTED IN THE
CONTENT YOU ARE PROVIDING

Longevity

YOUR WEBINAR
IS ARCHIVED ON
OUR WEBSITE
FOR ONE YEAR

Turnkey

WE CAN DO
ALL THE WORK

Everyone who attends a webinar must register and that registration data is provided to you as the sponsor. Web seminars are interactive, allowing you to develop a subject in depth. Attendees can ask questions during and after the session, giving you the opportunity to make a sale by direct problem-solving.

A post-event survey is sent to attendees for feedback and additional lead cultivation. Web seminars are also archived on our websites for future downloads and additional leads.

Our magazine editors can develop content, assemble an expert panel, and moderate a discussion. OR, your company can develop the content from start to finish.

Rates range from \$8,500 to \$15,000 depending on service package.

Our webinar packages include:

- Complete **registration** set-up
- **E-promotions** to our entire promotion list
- **Banner ad campaign** on our website and in our e-newsletters
- Registration **confirmation and reminder** emails to registrants
- **Moderator** provided to manage live event and to direct questions
- Technical **training/rehearsal** with your team
- **Follow-up** e-promotion and attendee satisfaction survey
- **Sales leads** and statistics reports for up to 1 year after the event
- Presentation **archived** on website for 12 months
- **E-promotions** for archived webinar

POLICE HOW-TO-GUIDES/WHITE PAPERS

Today's professionals want more than an ad message. They are interested in **LEARNING**... about new technologies, how things work, how other professionals manage similar work challenges. You can reach these professionals directly by creating a **POLICE HOW-TO GUIDE** or White Paper that digs deeply into a relevant topic.

MARKET EXPERTISE

Police can create compelling, expert content that will make these connections clear, establishing your market leadership and your value.

CONTENT EXPERTISE

Police's subject matter experts have deep knowledge of content creation and can guide you through the process of choosing, crafting, and writing custom content that resonates with your audience.

The format of the message is designed to fit your needs and goals and can include:

- Traditional white papers
- Infographics
- Case Studies
- Non-traditional assets

DESIGN EXPERTISE

If you need help designing your custom content, Police is there for. We can design white papers according to either your house style or to a custom design. Your message will be presented through a modern, high-quality, inviting design.



NEWSLETTERS

ON TARGET is deployed daily, reaching **39,447** subscribers.

HOT PRODUCTS is deployed monthly, reaching nearly **34,532** subscribers.

TOP STORIES a compilation of top online content, is deployed weekly (Saturday) reaching nearly **28,301** subscribers.

Top Leaderboard

Size: 728 X 90
40kb max file size
\$1,200

Speed Bumps

Size: 468 X 60 or
468 x 120
40kb max file size
\$500-\$800



MOBILE ADVERTISING

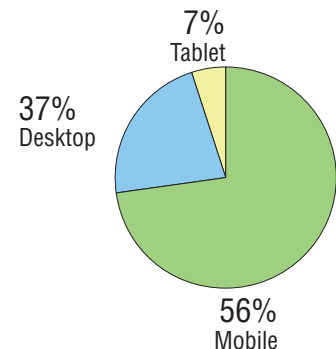


Reach your audience anywhere they go with the power of mobile advertising. Smartphone use changes the way the web is viewed. Not only is the interface smaller, but users browse differently. For those reasons, our mobile website layout is completely different than the desktop version for optimal user experience and ad display.

LANDING PAGE

What if you don't have a Mobile Site? A landing page is simply a single web page that WE create FOR YOU. It is designed in responsive design so it renders exactly right, no matter what device someone is using.

How POLICE's online users visit the site:



MOBILE ADVERTISING SIZES 2018

AD UNIT	SIZE	RATES
Top Wide Banner	320X50	\$15
Middle Banner	320X50	\$12
Bottom Rectangle	300X250	\$8
Mobile Prestitial	300X250	\$40

PRODUCT LAUNCH

THE PRODUCT LAUNCH PACKAGE

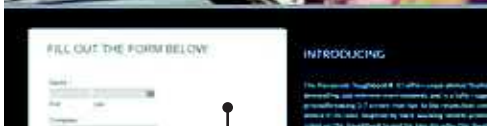
You're about to launch a new product and you need IMPACT, DRAMA, and ENERGY. Get all that with the POLICE New-Product Launch.

RATES:

- \$3,750 per month.

ADDED VALUE TO YOUR PROGRAM:

- Frequency discount of 5% available for 6-month commitment
- Create a custom QR code to use in print collateral\$150 1X fee
- Design e-blast or banner ad.....\$300 each

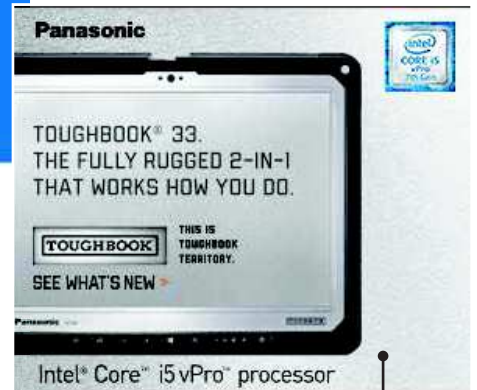


- A custom-designed landing page in responsive design, lives directly on POLICE's website.

Add a print ad in POLICE Magazine. We offer 1/6 page up to full pages! Ad rate is based on ad size and not included in rate below.



- An epromo deployed to 43,000 of our qualified email list.



- One 300x250 web banner ad guaranteed to get 50,000 impressions per month.

SPONSORED CONTENT SPONSORED NEWS

PoliceMag.com Puts Influential Eyes on Your Content in a Cohesive and Natural Setting delivering the same user experience as our news and editorial content well. Sponsoring content on PoliceMag.com gets your message within our In-Stream Units without advertising distractions! Your newsworthy content about your product or service will be:

- Highlighted on our Homepage, News Page & in our Weekly eNewsletter
- Optimized for Mobile & Tablet Readers
- Live on our site for 30 days
- Generating new leads for your business daily

RATES:

- \$1,400 per news item, includes templated lead collection form.
- \$400 additional for a customized lead collection embeddable form.
- News item will be “highlighted” for a period of two weeks.
- News items will be “live” for a period of 30 days.

HOMEPAGE & NEWS PAGE PLACEMENT



ENEWSLETTER PLACEMENT



SPONSORED CONTENT CUSTOM FEATURE ARTICLE

Sponsoring content on PoliceMag.com gets your message exclusive, front and center on our Home or Channel Pages (Career & Training, Gangs, Patrol, Technology, Vehicles, Weapons & Women in LE). Your newsworthy content about your product, technology or topic will be:

- Highlighted on our homepage (limited to three articles) or
- Highlighted on our channel page (limited to three articles)
- Will be pinned to the top of the article list page for 30 days
- After expiration, the article will appear in the article list page by post date
- Optimized for mobile & tablet readers
- Generating new leads for you daily
- Thank you message with a link to your website after the lead gen form has been completed

RATES:

- Homepage Placement: \$1,295 per featured article, includes templated lead collection form.
- Channel Page Placement: \$995 per featured article, includes templated lead collection form.
- \$400 additional for a customized lead collection embeddable form.

LANDING PAGE (HOSTED ON OUR SITE)



HOME & CHANNEL PAGE PLACEMENT



ARTICLE PAGE



SPONSORED CONTENT CUSTOM FEATURED PRODUCT OF THE MONTH

Receive exclusive sponsorship and prime real estate placement on our top 300x250 ad position on any one of our channels. Featured will be your product name, along with a product image, copy and a link to your website from our product landing page.

You will also receive a dedicated email highlighting your product or service. With 100% share of voice, it is the most effective way to promote new or existing products. Sent to 43,000 subscribers who want to receive information about products or services. The email is branded as from **POLICE Magazine**.

Requirements:

- A headline
- 150 word or less text description
- A product image (max size is 640px wide by 400px tall)
- A company logo (max size is 300px wide)
- A linking URL
- Please submit these materials 7 business days in advance of the deployment date

\$3,395/month

POLICE
THE LAW ENFORCEMENT MAGAZINE

Product of the Month

[New Software Program Puts You in Command](#)

Product image goes here

Product description goes here. Et iusda volorectur, sundigenis quodisimus minus, ut faciatur. Odi volorient velibusdam ullitibea vera doluptam quia porrupic te sunt qui occulla nditiatius. Ilisi dus reperna turesti asserspellab idiatisque nitatibus.

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[Click here to learn more](#)

Logo goes here



POLICE SPONSORED: SOCIAL MEDIA ADS



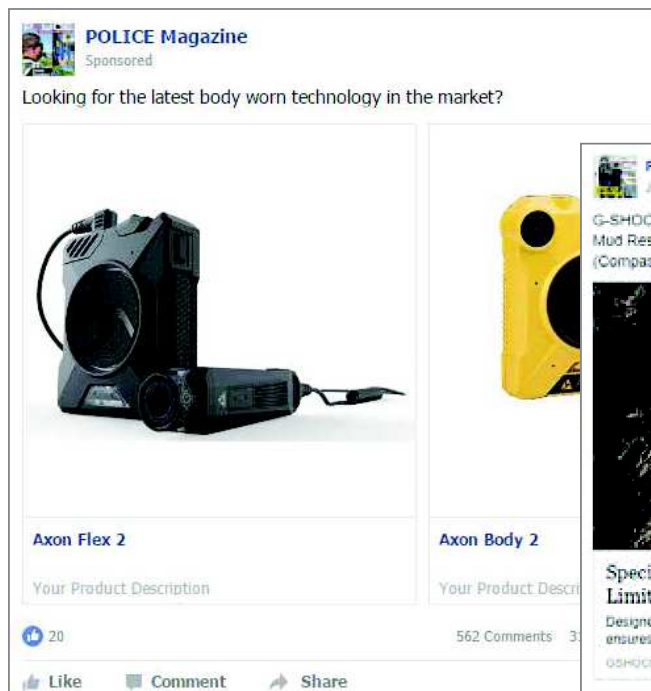
Are you looking to:

- Increase brand awareness with the most trusted and credible magazine
- Build relationships
- Geo-target content
- Share content faster and easier
- Convert our subscribers and website users into customers

POLICE Magazine has 84,906 organic likes and continues to grow. Be a part of the online conversation and promote your products with a trusted source for law enforcement officers of all ranks. Promote videos, articles, and products in a variety of ways through POLICE's Facebook community.

Sponsored Social Specs & Best Practices

- FB image specs to be 1200x628 pixels (high resolution)
- Limit text on images to 20% or less
- Limit marketing jargon
- POLICE editorial and custom media teams have final discretion to keep post consistent with brand voice
- FB does not allow ads that promote the sale or use of weapons, ammunition or explosives.



CUSTOM MEDIA & SPONSORED CONTENT

BENEFITS OF SPONSORED CONTENT PROGRAMS



MORE LEADS: Build your email database and learn important information about potential customers.



BRAND AWARENESS: Promote a product or event leveraging the POLICE name.



TARGETING: Through our existing POLICE email database, we can target the LE professional you are looking for (e.g. rank, agency, size, etc.).

WHAT TYPES OF PROGRAMS DO WE OFFER?

SPONSORED ARTICLES AND NEWS



When should I choose this program?

If you're new to sponsored content and want to try out a program or if you want to show thought leadership about a topic.

Estimated time to create: 2 weeks

EDUCATIONAL EMAIL SERIES



When should I choose this program?

If you're looking to promote thought leadership and collect leads, this email program is a good fit for you. Gated content is sent to our email list and posted on social media for users to download.

Estimated time to create: 1 month

CUSTOM NEWSLETTERS



When should I choose this program?

If you're looking to send to our email list, a newsletter fully branded to your company and position yourself as a thought leader.

Estimated time to create: 1 month

GIVEAWAYS



When should I choose this program?

If you want to drive registrations for an event, entice people to try a new product, or collect leads, giveaways can bring awareness and entice people to provide valuable information about themselves.

Estimated time to create: 3 weeks

QUIZZES



When should I choose this program?

If you're looking to create shareable content that can build buzz around a product.

Estimated time to create: 3 weeks

CUSTOM INFOGRAPHICS



When should I choose this program?

If you're looking to create shareable content that can build buzz around a product.

Estimated time to create: 3 weeks

HOW CAN WE PROMOTE CONTENT?



FaceBook



Instagram



Epromos



Banners

MARKETING SOLUTIONS

For every challenge and every budget! We help you maximize your exposure to this market in several ways. We also have advertising options for companies just starting out or with small product lines.

	MARKETING CHALLENGE									
		INCREASE BRAND AWARENESS	INTRODUCE NEW BRAND/ PRODUCT	GENERATE LEADS	DRIVE WEB TRAFFIC	CONTENT MARKETING/ THOUGHT LEADERSHIP	SOCIAL MEDIA	ACCOUNT BASED MARKETING	BEHAVIORAL TARGETING	BUSINESS INTELLIGENCE
MARKETING SOLUTION	DISPLAY ADVERTISING	✔	✔		✔			✔	✔	
	RICH MEDIA ADS	✔	✔		✔			✔	✔	
	MOBILE ADS	✔	✔		✔			✔	✔	
	NATIVE ADS	✔	✔		✔	✔				
	NEWSLETTER SPONSORSHIP	✔	✔		✔					
	REMARKETING	✔	✔		✔			✔	✔	
	EPROMOS	✔	✔	✔	✔			✔	✔	
	WEBINARS	✔		✔	✔					
	HOW-TO/WHITEPAPER	✔		✔	✔					
	CUSTOM NEWSLETTERS	✔	✔	✔	✔	✔		✔	✔	
	CUSTOM MEDIA	✔	✔	✔	✔	✔	✔	✔	✔	
	CUSTOM FEATURED ARTICLE	✔	✔	✔	✔	✔				
	CUSTOM FEATURED PRODUCT	✔	✔	✔	✔	✔				
	FEATURED VIDEO/PODCAST	✔	✔		✔	✔				
	NEW PRODUCT LAUNCH PACKAGE	✔	✔	✔	✔	✔				
	WELL-DRESSED OFFICER CONTEST	✔	✔	✔						
	SPONSORED FACEBOOK POST	✔	✔	✔	✔	✔	✔	✔	✔	
	DATABASE ENRICHMENT (BEHAVIORAL APPENDING)									✔
	RESEARCH									✔
	ONLINE PRODUCT DIRECTORY	✔	✔	✔	✔					
	PRINT & CLASSIFIED ADS	✔	✔		✔					
	HIGH IMPACT PRINT (CREATIVE COVERS, BELLY BANDS)	✔	✔		✔	✔				
	AD READERSHIP STUDY	✔			✔					
	CONTENT RICH SUPPLEMENTS	✔	✔			✔				

CASE STUDY

Client: G-Shock

Objective: To try something new and different, beyond banner and print advertising.

Our mission: To design a campaign for G-Shock Mudmaster that promoted the ruggedness of their products under extreme condition that an officer would face on duty, as well as off duty.



“WHY G-SHOCK?” ADVERTORIAL

This one page advertorial was created by our content development department, and was sent to our full email list of 43,000+ opt-in emails to kick-off the campaign, as well as on social media (Facebook) and Policemag.com.

SPONSORED FEATURED ARTICLE

Our content development team worked with G-Shock's product ambassador to create this lifestyle-based article and appeared on Policemag.com's Patrol Channel as a "Featured Sponsored Article," including a 728x90 banner. It also received editorial mention in our weekly OnTarget newsletter and shared on Social Media.



SPONSORED SOCIAL MEDIA

The social media aspect consisted of five sponsored Facebook ads per month, boosted for three days.

INFOGRAPHICS

Using the information compiled for the featured article, our development team created two infographics, delivered via email blast to 43,000 opt-in emails. Each infographic was shared monthly on social media, with a boost for three days.



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MARKETING SERVICES

POLICE has a team of marketing professionals, writer, designers and social media experts who can assist with any marketing project you have.

Just a few of our services include:

- Logo design;
- Advertising concepts and full design services, including photography, copywriting and layout;
- Press services, including writing press releases for trade and consumer reach;
- Website design and development;
- Social media marketing, including strategy, content development and tracking.