POLICE®

THE LAW ENFORCEMENT MAGAZINE

MEDIA KIT 2015

ONLY POLICE Magazine
Reaches the Entire Chain of Command.

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 influence than any other law enforcement publication.
- No law enforcement magazine provides as many paid subscribers as POLICE.
- Our qualified circulation* includes 9,500 patrol officers who buy their own gear and champion products to the command staff; 14,500 mid-level commanders who specify products; and 19,500 chiefs and sheriffs who sign the check.
- Because our subscribers share each issue of POLICE with an average of 3.8 other people, your ad is being seen by over 200,000 law enforcement professionals every month.
- More than 16,000 law enforcement professionals find the information POLICE provides so valuable they pay for their subscriptions.*
- ONLY POLICE Magazine has grown in advertising marketshare during the last four years. In an economy of tightening municipal budgets, it was POLICE Magazine that marketers chose for their most effective advertising medium and we remain #1 with 30%+ market share.
- POLICE is the most requested magazine in the field.
- 90%* have either paid for or made a direct request to receive the magazine. These are not bulk copies sent to agencies and given to just anyone; they are PERSONALLY requested.
- POLICE Magazine is a media sponsor of the NLEOMF.
- Every ad and every editorial mention in POLICE and on PoliceMag.com is given a FREEInfo number, a unique URL that allows you to track every lead that comes direct or to your website.

** June 2014 BPA Publisher Statement*

I READ POLICE MAGAZINE AND I BUY.

I'm Deputy Lamar Blakely, K-9 Handler, Berkeley County Sheriff's Office.
I have spent as much as $1,000 out-of-pocket on gear. I research equipment by talking to other agencies, not just the training personnel, but the guys using the equipment to find out the good and bad of the item. In an industry where we all network with each other, reputation is everything.

EDITORIAL LEADERSHIP

The POLICE editorial staff has a combined 63 years of experience, and most of our outside contributors are working cops and some of the leading experts in law enforcement and Constitutional law. In 2014 the talents of this team came together on hard-hitting, topical articles such as how the LEOSA (concealed carry) Law is being implemented, why new sergeants need leadership training, the tragedy of officer heart attacks, improving police response to mental health, protecting agencies and officers from cyber terror attacks, and how police trainers and humane organizations are working to decrease police vs. dog shootings.

It's stories like these that let us confidently say: No one in the law enforcement market can touch POLICE for content quality and for in-depth coverage of often controversial issues in law enforcement.

And we're not the only ones who are saying POLICE is tops for content in law enforcement publishing. In the Last decade, POLICE has won 5 Western Publishing Association "Maggie" Awards for editorial excellence.

- **2004: Best Signed Editorial or Essay/Trade "Getting Away with Murder"**
- **2008: Best Public Safety/Trade Magazine**
- **2009: Best Series of Articles/Trade "The State of American Law Enforcement"**
- **2011: Best Series of Articles Trade "Duty Dangers"**
- **2011: Best Feature Article/Trade "Chasing Ghosts"**

LEAD GENERATION

Brand recognition is only the first step of a comprehensive ad and marketing campaign. You need sales leads to ensure return on investment. POLICE has a variety of programs that help you generate sales leads.

FREEInfo Response Ensures ROI

We generate leads for our advertisers with a custom reader service program that drives traffic to your website and gets your phone ringing. In fact, we've delivered over 40,000 during the last 12 months!

WELL DRESSED OFFICER PROMOTION SERIES

Only POLICE Magazine has the most successful lead generation promotional contest that gives you more bang for your buck! Receive exposure in 4 different mediums: print, digital, online and in-person! A spread ad will feature a Tactical or Patrol officer wearing between 10-12 non-competing items of equipment & gear with call-out descriptions, inset photo and sponsor logo of each product. We promote it in our 4x weekly eNewsletter, on our Facebook Page, in a dedicated epromo one week prior to deadline, and of course, with banners on our website, PoliceMag.com. Additionally, our model mannequin will be wearing all of the sponsored products at both SHOT Show and IACP events and sign up even more attendees! Officers will register for the contest on PoliceMag.com to win the products the model officer is wearing where they will be exposed to each brand again plus have the opportunity to click on links to all sponsors websites. Sponsors place the drawing entry page link of PoliceMag.com on their homepages. Here is a great chance to get your product in front of industry decisionmakers and buyers in our print, digital and online editions. Plus, you'll receive the list of officers complete with demographic information including agency, assignment, email, address and phone for all who entered the contest to win your product. So far since this contest began, we've generated over 12,000 high quality and pre-qualified leads for our sponsors!

WEBINARS

A unique branding and lead-generating opportunity that gives you a chance to establish your organization as the authority on a subject and a highly effective way to capture targeted, qualified sales leads.

We can work with your team on a turnkey webinar, where we provide content, a moderator, and follow-up, or you can produce the webinar using our technology. We do all the promotions, demographic collection, and follow-up. We archive all webinars on our website in a dedicated section.

HOW-TO GUIDES OR WHITE PAPERS

Today's professionals want more than an ad message. They want real, actionable information. 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 HOW-TO GUIDE or White Paper that digs deeply into a relevant topic. How-to Guides are hosted and promoted on our sites. If you have a white paper or research document, you can provide the content. Or, we can offer sponsorship of white papers written by our editors and other industry experts. We host the How-to Guides in a special section on our website, and then we create search terms so it's easy for users to find. We do all the promotions at our expense to both web users and print readers. As a sponsor, you receive the names and contact information of anyone who downloads the How-To Guide. These are great lead-generating opportunities as the names are individuals who have expressed an interest in reading more deeply on a topic.

EMAIL MARKETING

Deliver your customized message directly to the in-boxes of our highly qualified subscribers. We can produce and deliver an e-mail promotion to more than 41,000 inboxes. You provide the material or we can assist with development. Our list of email subscribers is regularly "scrubbed" to ensure high deliverability for our advertisers. We comply with all CAN-SPAM and the new Canadian CASL regulations and follow best practices for email marketing. Our e-blast cost is $30 per thousand ADDRESSES or $1,500 for the entire list.

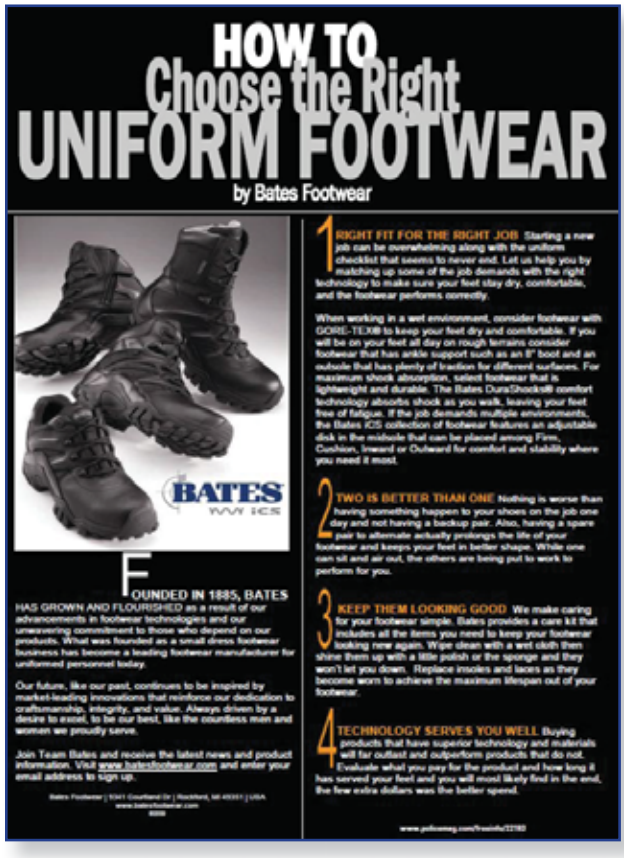
POLICE RECRUIT

The "buying chain" for police products starts in the academy, and POLICE has a digital edition publication designed for rookies and recruits, providing our advertisers with a unique opportunity not available anywhere else in the market: influencing future customers at the very start of their career in law enforcement. WHY POLICE RECRUIT is a critical buy for your company:

- Influence new purchasers and build early brand loyalty!
- Academies distribute POLICE Recruit at no charge to recruits!
- Brand your company in the minds of academy directors and instructors!
- Our advertorial sections provide a highly credible – and exclusive – environment to show HOW your products work and what users need to know about them!
- Academy directors endorse and support POLICE Recruit!
- We offer frequency discounts to current POLICE advertisers!

2014 POLICE RECRUIT RATE CARD

SIZE	OPEN RATE	POLICE RATE
Premium Package *Includes full page, 4/C ad, full page advertorial page and a 300x250 banner on our site for 30 days.*	$3,500	$3,145
Spread color	$2,460	$1,775
Full page color	$1,600	$1,085
2/3-page color	$1,050	$1,515
1/2-page color	$500	$540
1/3-page color	$500	$435
1/4-page color	$495	$330
Advertorial page	$1,000	$1,570
Resource ads (4 per page)	$350	$300
Catalog ads (6 per page)	$295	$210



ANNUAL BUYER'S GUIDE

Published annually in the June issue, The POLICE Buyer's Guide is the place to find anything and everything related to law enforcement.

- Advertisers can byline their own advertorial in one of our famously popular sections. Advertorials feature logo and byline recognition as well as a product photo.
- You'll find a program that suits any budget… from full-page brand ads we can create for you to a Web Showcase ad.
- Feature your product or service in our Resource Section. Each quarter-page ad is laid out by the POLICE graphics staff and includes a product photo, detailed description, and FREEInfo number.
- Do you want to drive more traffic to your company's website? Website showcase is an opportunity to highlight any unique features of your site that set you apart from your competition.

BUYER'S GUIDE NET RATES 2015

Premium Package *Includes page 4/C ad, page 4/C advertorial, ad on an e-newsletter, highlighted logo listing in directory, and Website Showcase ad.*	$4,995
Resources ad (print)	$520
Website Showcase ad	$205
Highlighted Listing in Marketers Directory (print)	$100
Advertorial Page	$2,095
Spread color	$4,205
Full page color	$2,765
2/3-page color	$2,055
1/2-page color	$1,905
1/3-page color	$1,335
1/4-page color	$1,145

I READ POLICE MAGAZINE AND I BUY.

My name is Officer Michael Marrazzo of the Schiller Park Police Dept.
I purchased a FreeLinc wireless radio mic for my Motorola HT1250 portable radio after reading an advertisement for it in POLICE. I used my uniform allowance to make the purchase and have been extremely happy with it. Our department is open to input from officers on the street when it comes to purchases.

ONLINE AUDIENCE

POLICE has an active online audience that engages with content and responds to it. Our corporate web initiatives in SEO, infrastructure, and design ensure that your marketing efforts on POLICEMAG.COM bring you results. AND, we are constantly growing. In every conceivable metric, POLICEMAG.COM has had steady increases in the last 10 years.

845,156	348,293	436,697	195,559
monthly pageviews	monthly unique users (up 16%)	monthly sessions (up 7%)	mobile site monthly pageviews (up 16%)

ENGAGED
2:14 average time on site per visit
2.3 pages per visit

MOBILE
173,222 monthly visits via mobile phone
42,855 monthly visits via tablet

INFLUENTIAL
44% traffic via search engine
4,197 top 10 keywords
140 number-one keywords
9,761 total keywords

SOCIAL
88,000 Facebook fans (grown organically)
12,700 Twitter followers
16,321 LinkedIn followers

KNOWLEDGABLE
46,000 enews subscribers (4X weekly)

POLICE has a broad array of digital offerings — everything from traffic-generating banner ads to custom e-newsletters to retargeting using Google's Display Ad Network. We start with an understanding of your marketing goals and we create a program with just the right mix of elements.

- Banner advertising
- Email marketing
- E-newsletter advertising
- Mobile advertising
- Email list management
- Geo-targeted web banner ads
- Email testing, including spam-filter testing
- Contextual online advertising, including keyword sponsorship
- Web-exclusive editorial features
- The "Well Dressed Officer" monthly drawing with sponsorships
- Online educational channel
- Self-serve online class/event listings
- Online research
- QR code creation and tracking
- Digital editions
- Responsive landing pages
- Apps
- Social media services
- Web consultation services (including full front- and back end critiques of your website)
- SEO analysis and consultation services
- Rich media
- Video
- Sponsored content
- Custom web tools
- Lead-generating programs like white papers and webinars
- Podcasts

INTEGRATED REACH

In an increasingly digital world, police has you covered.

An integrated and far-reaching marketing program will combine elements of all media: paid advertising, editorial coverage, social media, and custom solutions. Our brand reaches wide across our market to include all segments who may be potential buyers for you, and we reach deep into our markets with demographic and behavioral information on our users. And we invest heavily in paid search (SEO). We do it all. POLICE has the expertise, the staff, the history, and the technology already in place to help you with your integrated program. Let us help you solve your marketing puzzle.

PRINT ADVERTISING

With print advertising you fully control the message: your image, your message, your brand personality. We offer high-impact, specialty items as well as standard display advertising, including inserts, outserts, product inserts, regional splits, gatefolds, belly bands, and more custom options.

ONLINE ADVERTISING

E-blasts, webinars, e-newsletters are PUSH marketing, driving visitors to your website. Your ad options online are extensive: email marketing, rich media, video, expandable ads, page takeovers, retargeting, roadblocks, digital editions, mobile, and smartphone apps.

EDITORIAL SUPPORT

Editorial coverage is like word of mouth: It has a level of credibility unmatched by paid media. We have many areas when marketers can participate in editorial, both in print and online. See our "Get Involved with POLICE" guide for specific ideas.

SOCIAL MEDIA

Social media drives traffic, engagement, and provides credibility through sharing. Our brands have strategic efforts to cultivate communities in the key social networks that our readers engage in. Let us show you how to harness the power of what we've already build in the law enforcement community.

CUSTOM CONTENT

Lead Generation tools help you capture demographics and information on prospective buyers and "qualify" them for your own sales team. This is where the sky is the limit. We are staffed to provide custom content (in print and online), to ghost-write blogs, and even to craft tweets and social posts for you. We have a multitude of native expertise.

PRINT AUDIENCE

POLICE has an extensive reach: Only POLICE reaches deeply into the law enforcement buying chain to all levels of product-buying influence.

- 46,000 monthly subscribers
- 34,500 qualified within one year (highest of all law enforcement magazines)
- 90% direct request (individual completed a form to personally ask for the magazine)
- 97% of active subscriber file includes both a person's name and their job title

PAID. POLICE has the most paid subscribers of ANY law enforcement magazine.

BREADTH. Our qualified circulation includes:

- 9,500 field officers who buy their own gear & champion products to command staff
- 14,500 command and mid-level management who spec products
- 19,500 administrators (chiefs, sheriffs, etc.) who sign the check

DEPTH. Be seen far and wide: POLICE reader's share their issues with 3.8 other people, giving you a pass-along reach of over 200,000 law enforcement officers every month.

QUALIFIED. Our entire circulation is direct request which means every issue goes to a specific person's name…no titles only and no bulk copies.

PERFORMANCE. We generate leads for our advertisers with a custom reader service program that drives traffic to your website and gets your phone ringing. In fact, we've delivered over 40,000 during the last 12 months!

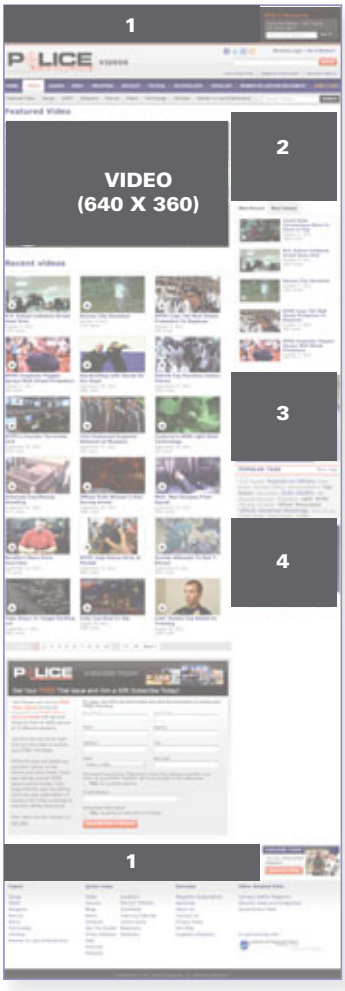
BANNER ADVERTISING

Standard website banner positions available on PoliceMag.com

AD UNIT	SIZE	PAGE	POSITION	CPM RATE
Leaderboard	728x90	homepage	Top, lower 1	$20
Medium Rectangle	300x250	homepage	Right 2-Right 6	$20
Medium Rectangle	300x250	homepage	Left 5	$20
Leaderboard	728x90	Essentials, Run of channels	Top, lower 1	$15
Medium Rectangle	300x250	Essentials, Run of channels	Right 2-Right 4	$10
Square Button	125x125	Essentials, Run of channels	Positions 7-12	$5
Leaderboard	728x90	Video section	Top, lower 1	$15
Medium Rectangle	300x250	Video section	Right 2-Right 4	$15
Featured Video	640x360	Video section		$20

SHARE OF VOICE

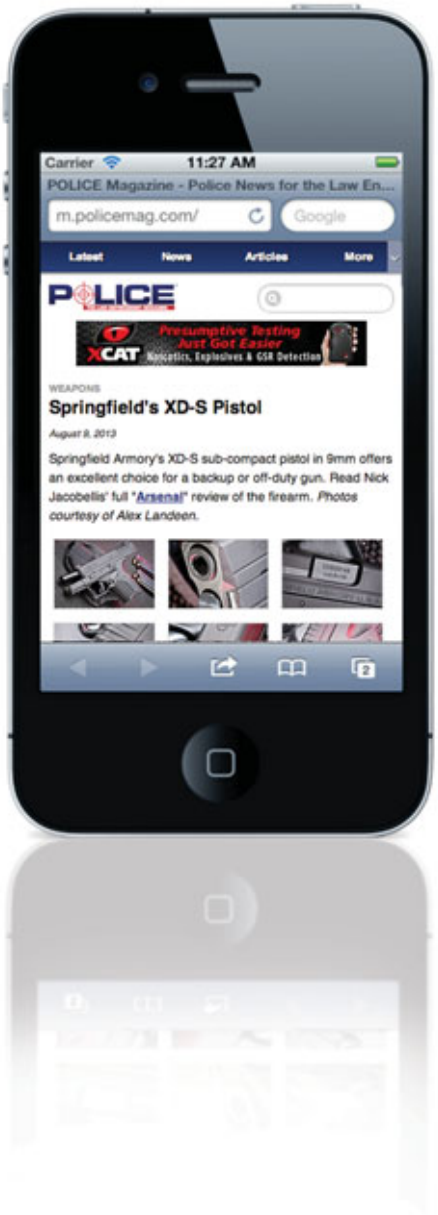
All of our ad positions can be contracted for exclusive 100% share of voice or in a rotating position with no less than 25% share of voice.



MOBLIE ADVERTISING

Reach your audience anywhere they go with the power of mobile advertising. POLICE has a full mobile website (a unique website with the same content as the desktop site, designed specifically for mobile browsing). With mobile, you can create a succinct message, enable social-sharing, and drive users directly to your site.

Police readers are active smartphone users and high-tech users.



How POLICE Mag's online users visit the site:
Desktop – 51%
Mobile – 39%
Tablet – 10%

MOBILE SITE

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.

Advertising options are simple because mobile users want their information easy and fast.

LANDING PAGE

What if you don't have a mobile site? What if it's costly or time consuming to develop a page on your website but you have a product that needs special attention? This is where a landing page comes in. 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.

COP SLANG SMARTPHONE APP

The Cop Slang app has a couple unique sponsorship options, all perfect for mobile users. Your brand name can be featured, you can sponsor a keyword or a searchable term, and you can put a banner ad right in the app browsing window

COP SLANG

POLICE has a full mobile website: That means the version of our site that shows on a smartphone is specifically designed to display.

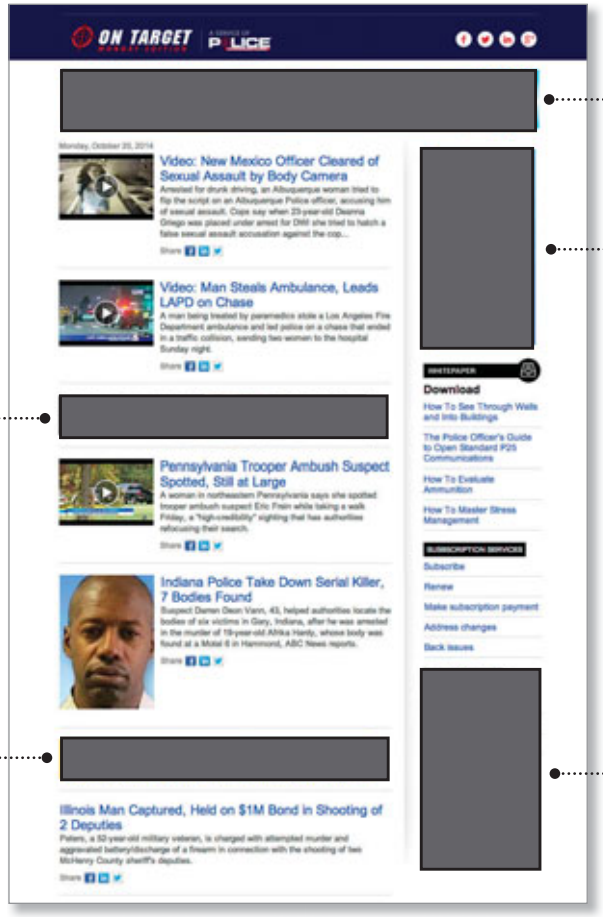
MOBILE ADVERTISING SIZES 2015

AD UNIT	SIZE	PAGE	POSITION
Wide Banner	320X50	ROS	TOP
Wide Banner	320X50	ROS	LOWER
Medium Rectangle	300x250	ROS	LOWER

eNEWSLETTERS

ON TARGET

POLICE Magazine's highly-read enewsletter, On Target, is deployed 4x per week on Monday, Tuesday, Thursday & Saturday. Over 49,000 subscribers receive On Target!



Position: Top Leaderboard
Size: 728X90
Rate: $1300/month for 1X/week deployment

Position: Skyscraper
Size: 160x300
Rate:$1250/month for 1X/week deployment

Position: Speedbump (4 avails)
Size: 468X60
Rate: $1050-1250/month for 1X/week deployment

POLICE's total open rate of 37.4%
is nearly double the b2b average for newsletters.

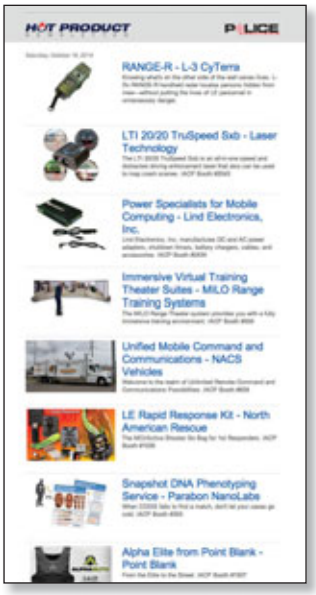
POLICE E-NEWS	
# Subscribers	49,221
Average total open rate	37.4%
Average clickthrough rate (CTR)	22.9%
Frequency	3 times a week
Designed for mobile viewing	yes

TOP BLOGS eNews
Size: 468x60 + text link
Rate: $500/deployment

HOT Products Showcase
Deployed monthly to over 41,000 subscribers and features up to 10 product showcase ads.
Rate: $500/month

Exclusive Breaking News Sponsor
Size: 468x60 + text link
Rate: $500/deployment

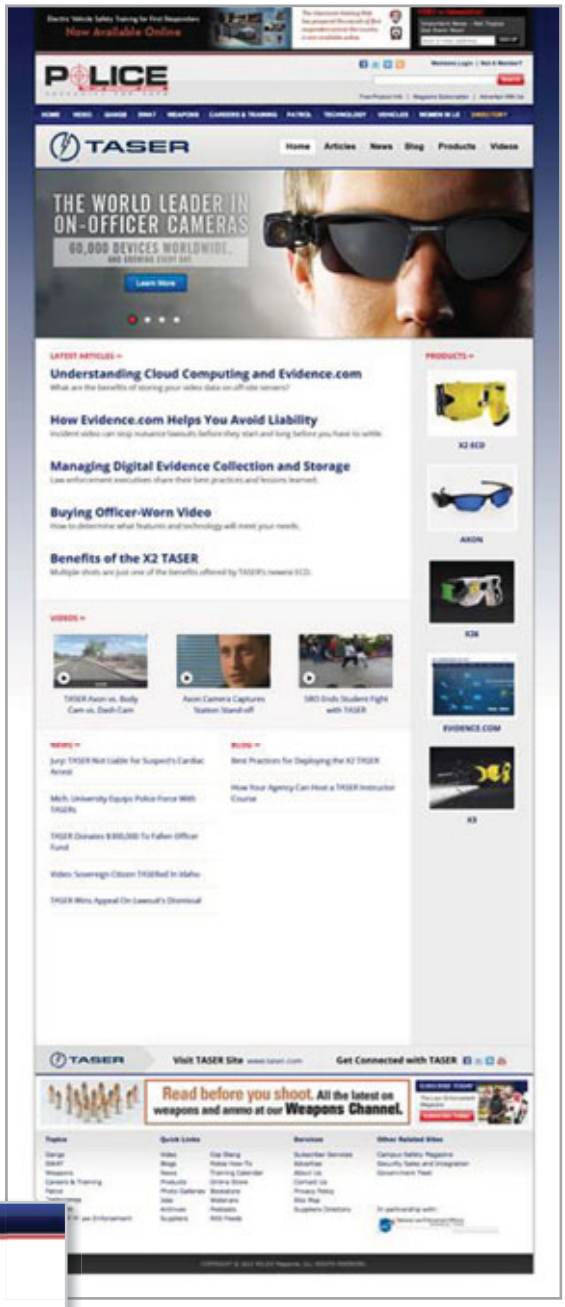
Officer Safety Training Tip
Deployed monthly and features exclusive sponsorship.
Rate: $500



CUSTOM CONTENT

We can create practically anything your team is able to imagine. We can put together microsites, landing pages, lead-generation programs, white paper downloads, or something tailored to your specific company. We can create entire branded magazines. We have the subject matter experts, the distribution lists, and a team of designers and writers to create something custom for you. Here is a short list of the types of content we can create:

- Print magazines
- E-zine (online magazines)
- Microsites and Topic Hubs
- Landing pages
- White Papers and How-to Guides
- Ghost written blogs
- Custom tweets
- Facebook posts
- Bylined articles
- Single-topic enewsletters
- Custom, branded enewsletters
- Photo galleries
- Digital photo albums
- Guidebooks
- Compilations
- Embedded “Recommended for You” material
- Videos (start to finish, including story-boarding, voiceover, and royalty-free music)
- Animated photo slideshows
- Webinars
- Ask the Experts online column
- Sponsored search results
- Quizzes and interactive tools
- Tech tools (profitability calculator, for example)
- Research and surveys
- Focus Groups



REMARKETING

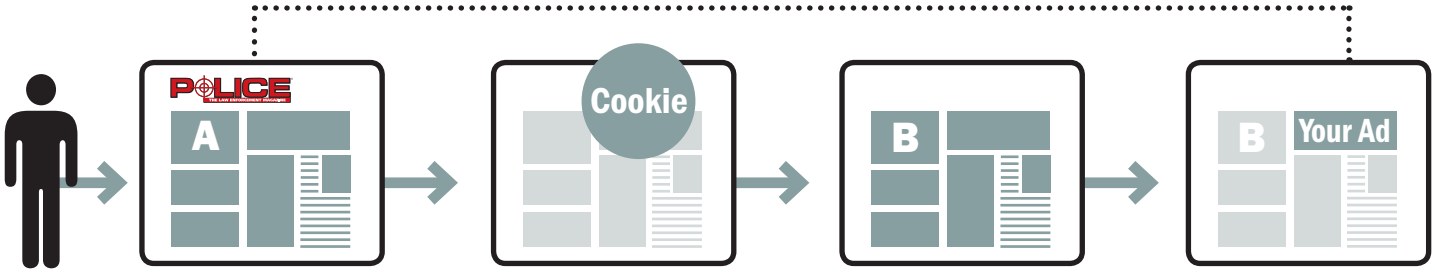
WHAT IS REMARKETING?

Remarketing is a way for your company to market directly to users who visit POLICEMag.com via banner ads on Google's Display Network. We set up your campaign through our Google Adwords account and closely monitor for optimum results.

WHAT ARE THE BENEFITS OF REMARKETING?

- You'll find more leads. Target the right people with the right message.
- It offers broad coverage. Google's Display Network reaches millions of unique internet users around the world.
- It is hyper-targeted. You can target exact user segments that you're interested in marketing to, allowing for more qualified ad clicks and higher conversion opportunities.
- You control the budget. Tell us your budget and we'll serve only your target amounts.

HOW DOES REMARKETING WORK?



A user visits the POLICE website. You decide which page or section you're interested in.

Google places a "cookie" in this user's browser to show they've visited our site.

The user leaves our website and navigates through other websites on the Google Display Network (GDN).

The "cookie" triggers your ad to be shown on these GDN sites, giving you the chance to reach an expanded audience to targeted industry professionals.

2015 EDITORIAL CALENDAR
& ADVERTISING CLOSING DATES

POLICE THE LAW ENFORCEMENT MAGAZINE

Take full advantage of this editorial preview and use it to strategize placement of ads and editorial.

ISSUE	EDITORIAL FEATURES	SPECIAL MERCHANDISING & ADVERTISING	BONUS DISTRIBUTION
JANUARY AD CLOSE: 12/3/14 MATERIALS DUE: 12/5/14	**Highlight:** Video & Imaging Surveillance Products **Special Coverage:** Weapons & Ammunition **Technology:** Biometrics **Product:** Firearms Maintenance	**Well Dressed Tactical Officer Contest** SHOT Show Exhibitor Marketing Package*	SHOT; CRIA
FEBRUARY AD CLOSE: 1/6/15 MATERIALS DUE: 1/9/15	**Highlight:** Campus Safety & Police Partnerships/ SHOT Show New Products **Special Coverage:** Shooting Range Equipment & Products **Technology:** Digital & Mobile Device Forensics **Product:** Edged Weapons & Tools	Hot Product eNews 1/6 Pg Product Showcase*	
MARCH AD CLOSE: 2/3/15 MATERIALS DUE: 2/6/15	**Highlight:** Militarization **Special Coverage:** K-9 Training from Start to Finish **Technology:** ALPR/LPR & E-Citation **Product:** Tactical Body Armor & Ballistic Protection	Hot Product eNews 1/6 Pg Product Showcase*	IWCE; NAPSC; VSPA; GOVSEC; TTPOA; SNIPERWEEK
APRIL AD CLOSE: 3/6/15 MATERIALS DUE: 3/9/15	**Highlight:** Officer Safety & Training **Special Coverage:** Low-Light Training & Flashlights **Technology:** On-Officer Wearable Technology **Product:** Training Simulator	Hot Product eNews 1/6 Pg Product Showcase*	IPMBA; NAFA; ILEETA; NYTOA; MOCK PRISON RIOT; ILGIA
MAY AD CLOSE: 4/7/15 MATERIALS DUE: 4/10/15	**Highlight:** Mental Health & Officer Fitness **Special Coverage:** Hostage Negotiations **Technology:** Multi-cam In-Car Video & Enforcement **Product:** Uniforms/Footwear/Eyewear/Gloves	Hot Product eNews 1/6 Pg Product Showcase*	NLEOM; WSHNA; MGIA; MTOA; USPFC; IADLEST; CENTERMASS; IABTI; IALEFI
JUNE AD CLOSE: 5/13/15 MATERIALS DUE: 5/18/15	**Highlight:** 2016 Industry Buyer's Guide/Pensions & Benefits/First Responder First Aid **Special Coverage:** Active Shooter & Critical Incident Response **Technology:** Predictive Policing **Product:** Hot Weather Gear & Uniforms	1/6 Pg Web Showcase 1/4 Pg Resource Guide Bolded Online Listing Bolded Print Listing*	ISOA; PSE; NSA; TGIA; NASRO
JULY AD CLOSE: 6/5/15 MATERIALS DUE: 6/8/15	**Highlight:** Concealed Carry Apparel & Products **Special Coverage:** Evidence Handling, Processing & Storage **Technology:** Accident & Crime Scene Investigations **Product:** Holsters	Hot Product eNews 1/6 Pg Product Showcase*	FBINAA; NAPO
AUGUST AD CLOSE: 7/7/15 MATERIALS DUE: 7/10/15	**Highlight:** SWAT Apparel & Uniforms **Special Coverage:** Weapon Lights/Lasers/Sights/Optics **Technology:** ECW **Product:** Tactical Gear & Products	Hot Product eNews 1/6 Pg Product Showcase*	MSPCE; NCGIA; APCO; IHIA; TACOPS EAST; NAPOA; AGIA; FGIA; URBAN SHIELD
SEPTEMBER AD CLOSE: 8/5/15 MATERIALS DUE: 8/10/15	**Highlight:** Border Security & Enforcement **Special Coverage:** Armored Vehicles **Technology:** Bomb & IED Technolog **Product:** Less-Lethal	Hot Product eNews 1/6 Pg Product Showcase*	CIB; NPSC; CAHN; FLEOA; ECGIA; NTOA; UNIA
OCTOBER AD CLOSE: 9/8/15 MATERIALS DUE: 9/11/15	**Highlight:** Police response to Natural Disasters, Hostage Situations, Bank Robberies, and Terrorist Attacks **Special Coverage:** Vehicles & Accessories **Technology:** Apps & Mobile Devices **Product:** Computer Software	**Well Dressed Patrol Officer Contest** IACP Show Exhibitor Marketing Package*	IACP; SNIPERWEEK
NOVEMBER AD CLOSE: 10/7/15 MATERIALS DUE: 10/12/15	**Highlight:** Traffic Enforcement & Speed Measurement **Special Coverage:** Drug & Alcohol Testing & Detection **Technology:** Radio Communication **Product:** Cold Weather Gear & Uniforms	Hot Product eNews 1/6 Pg Product Showcase*	CNOA; ITOA; SWAT ROUND-UP
DECEMBER AD CLOSE: 11/3/15 MATERIALS DUE: 11/6/15	**Highlight:** Body Armor & 2015 Most Popular Products in Law Enforcement **Special Coverage:** Specialty Vehicles **Technology:** Robots **Product:** Bags & Cases	Hot Product eNews 1/6 Pg Product Showcase*	

*Advertise with a full page ad and receive these items at no cost!

2015 RATE CARD

Compared to other law enforcement magazines, because of our high quality circulation of 46,000 law enforcement professionals from the beat cop up to the chief, POLICE gives you the lowest cost per thousand (CPM) cops reached. That makes POLICE your most cost effective media buy. And that means your ad dollars will get more results!

1. Four-color Gross Rates

(15% agency commission not included)

(a) Rates	12X	6X	3X	1X
Spread	$4206	$4488	$4600	$4689
Full	$2761	$2771	$2832	$2900
2/3	$2057	$2169	$2217	$2247
1/2 Island	$1901	$1982	$2006	$2016
1/2	$1880	$1887	$1911	$1931
1/3	$1333	$1377	$1462	$2270
1/4	$1680	$1710	$1720	$1805

- 2-color ads subtract $350 from above
- B/W ads subtract $625 from above

(b) 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 Buyer's Guide is published annually in June.

2. Special Position Rates

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

3. Inserts

Charges include printing and binding. 2-page 4/color insert, printed on 70# gloss 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.

4. Mechanical Requirements

(a) Space Unit	Wide-Deep
Spread	15" x 10"
Full (Live)	7" x 10"
2/3 Vertical	4-9/16" x 10"
1/2 Island	4-9/16" x 7-1/2"
1/2 Horizontal	7" x 4-7/8"
1/2 Vertical	3-3/8" x 10"
1/3 Square	4-9/16" x 4-7/8"
1/3 Vertical	2-3/16" x 10"
1/3 Horizontal	7" x 2-5/16"
1/4 Vertical	3-3/8" x 4-7/8"
1/6 Vertical	2-1/4" x 4-5/8"
1/6 Horizontal	4-5/8" x 2-1/4"

(b) Trim Size
Display ad pages trim to 7-7/8" x 10-3/4". Single column width 2-7/8". Double column width 4-7/8". Column depth 10". Binding is saddle stitched, except Buyer's Guide which is perfect bound. Allow 1/8" for head trim.

(c) Bleed
No charges for bleed on four-color ads

(d) Bleed Size

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

Vital parts of copy and layout should be kept at least 1/4" distance from the gutter and top, outside and bottom edges.

5. Classified Ad Rates

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

(a) Four-color Net Rates (open frequency)

1/2 Horizontal	$1200
1/3 Square	$ 900
1/4	$ 767
1/6	$ 278
2" x 2"	$ 260

6. General Instructions

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.

7. Invoices, Credit & Conditions

Our invoices are NET 30 Days on approved credit for all services, payable in US dollars. 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.

8. 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.

9. 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.

10. 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 circum-stances beyond its control affecting production or delivery.

11. Digital Ad Production Requirements

Complete digital ad specifications can be downloaded at: www.policemag.com. Click on "Advertise with us", then "Police Magazine Ad Digital Specs". 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 your Production Manager for instructions on how to upload to our Ad Portal – PDF files ONLY.

Digital Submissions for Advertisers
(Digital Edition):
Digital editions cannot accept rasterized PDFs. PDFs must be 1st generation. All web/URLs must contain active links.

12. Inserts & Other Special Marketing

Inserts, tip-in, ride-along, posters, CD inserts, gatefolds, business reply cards and other custom publishing are available and by custom quote. Please consult with 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. Before ordering custom printing, advertisers should contact their regional sales manager to determine quantity, size specs, mechanical requirements, and shipping instructions.

MISSION STATEMENT

POLICE Magazine is produced monthly for working law enforcement officers. Our mission is to provide officers with timely and interesting stories that can help them do their jobs better, help them stay safer in the line of duty, and help them advance in their careers. POLICE covers advancements in crime-fighting technology, techniques, and tactics, as well as thought-provoking law enforcement issues. In each issue of POLICE Magazine, our readers find tales of officer courage, reviews of some of the latest law enforcement products, how-to articles providing details on how to defend themselves against attack, and columns about the challenges and joys of the job.

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