

The Police Chief

THE PROFESSIONAL VOICE OF LAW ENFORCEMENT

Official publication of the International Association of Chiefs of Police

Effective January 1, 2010

[WEB ADVERTISING on www.Policechiefmagazine.org](http://www.Policechiefmagazine.org)

The electronic version of the Police Chief Magazine

Online Advertising Opportunity with *Police Chief Online*

Advertise online and receive:

- Increased exposure among Police Chief reading audience.
- Direct link to your Web site

The *Police Chief Online* uses an integrated rotating advertisement system. This means that advertisements rotate an unlimited number of times through the system, and each advertisement is likely to be viewed several times while each visitor is at the site. The advertisement is displayed on the right-hand side of the screen, in vertical banners, one above the other, alongside the content being reviewed by the readers.

Web Ad Rates

PoliceChiefMagazine.org web advertisements are available only to print advertisers in the Police Chief magazine.

- Must be a current print advertiser (within past 6 months)
- Payments must be current

Web ad is live for one month following the publication of the corresponding print issue in which your print ad appears. IE, print ad in January, web ad thru end of January or 31 days after print date (or, 31 days after the web ad is received). Web ads are free to advertisers placing 6 or more print ads in the magazine in the current year.;IE, free banner ad with each print ad. Rates shown are gross; deduct 15% to for net invoice amount.

Web Page Rates (gross) for One Month

Home Page, Banner Ad #1 (top of page)	\$500.00
Table of Contents, Banner Ad #1	\$475.00
Table of Contents, Banner Ad #2	\$450.00
Article pages, Banner Ad #1	\$425.00
Article pages, Banner Ad #2	\$400.00
Article pages, Banner Ad #3	\$375.00
Article pages, Banner Ad #4	\$350.00

Exclusivity and sponsorships on homepage are available

Positions and Sizes

One size offered: 120 X 240 high pixels; IE, Skyscraper ad

Advertisements are stacked on right side of viewing page, with, at most, four positions, rotating

Banner Ad #1	top of page
Banner Ad #2	immediately below Banner Ad #1
Banner Ad #3	immediately below Banner Ad #2
Banner Ad #4	immediately below Banner Ad #3

Number of ads appearing at the same time

Homepage	1
Table of Contents	2
Article Pages	4

SPECIFICATIONS

Width - 120 pixels
Height - 240 pixels
Resolution - low, 72 dpi or ppi
Image Files - jpg or gif format; rotating Gif
No Flash files; we do not accept JavaScript and/or iframes
No streaming video
Max file size: 20K
File Names - No spaces but may use underscores (police_chief.jpg)

A recommended format is to create your online ads with Photoshop (or similar graphic/photo editing program). PC Magazine has developed a Photoshop file template available for your use. If you wish to receive one, please contact BJ Hendrickson at: 800.843.4227 ext.; email Hendrickson@theiacp.org

ROTATION OF BANNER ADS

Banner ads displayed on Police Chief Magazine site at <http://policechiefmagazine.org/> rotate every 8 seconds. For instance, if there are 3 ads total on the site, then the first time you browse the page, you will see ad #1 for 8 seconds, then ad #2 for 8 seconds and then ad #3 for 8 seconds. Then ad #1 is displayed again for 8 seconds, etc.

TIMING OF LOOPS WITHIN A BANNER AD

If you have looping within an ad, then all loops must be less than 8 seconds total in order to see the rotation inside the ad. There are no restrictions on how many seconds each loop can be. The total time of all loops within an ad must not exceed 8 seconds. If it does, then part of the image will not be displayed because it has rotated to the next ad

Hyperlink

The advertisement is a hyperlink to the advertiser's Web page.

Recommendation is to direct the reader to a specific section of the advertiser's Web site that displays the message "Welcome *Police Chief* Reader" and carries them to the product being advertised. Readers should not have to search through the advertiser's site to find information about the product; instead, the link should carry the reader to information about the advertised product and then let them browse through the site.

Email web ad materials to:

Ms. B.J. Hendrickson, Advertising Coordinator
Police Chief Magazine, c/o I.A.C.P.
515 N. Washington Street, Alexandria, VA 22314-2357
800.843.4227 ext. 236; 703.836.6767; Fax; 703-836-5386
EMAIL Hendrickson@theiacp.org; INTERNET: www.policechiefmagazine.org/advertising

Include following information when you email your ad to us

Exact URL the banner ad should drive to _____

Company name as it should appear when web visitor's mouse hovers over the ad _____

Deadlines

First of month of date of issue (January 1st for the January issue) with flexibility. Web ads will stay on the web site for one month (or time period contracted) after the start date you specify.

For more information on print or web advertising, contact

ADVERTISING SALES REPRESENTATIVES

781-934-8104	Ron Bondlow	rbondlow@earthlink.net	Northeast U.S., Eastern Canada, and Midwest: IL, IN, MI, OH, and WI
540-592-3634	Sally Wright	wilss@erols.com	DC, DE, MD, NJ, PA, VA, WV
813-671-8586	Steve Currie	scurrie641@verizon.net	AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN
888-330-4223	Bill Smith	bills9@cox.net	Western U.S & Canada., Manitoba, and Midwest: KS, MN, MO, NE, ND, and SD

44 (0) 1442 877777 Bob Warren bobw@lansdowne-media.co.uk; Angela O'Reilly angelao@lansdowne-media.co.uk; UK, Western Europe

Examples

A recommended format to create your online ads is with Photoshop (or similar graphic/photo editing program). PC Magazine has developed a Photoshop file template available for your use. If you wish to receive one, please contact BJ Hendrickson at: 800.843.4227 ext.; email Hendrickson@theiacp.org

Sample online ads follow.

Specs shown in pixel lengths:


CONCORDIA UNIVERSITY, ST. PAUL

Criminal Justice Degree Online

Complete your degree in 19-22 months!

B.A. and M.A.
Fully Accredited
Class one night a week.

1-800-333-4705
www.startnow.csp.edu

 **Concordia**
UNIVERSITY-SAINTE PALL

240

120

advertising

Another Sample Ad:

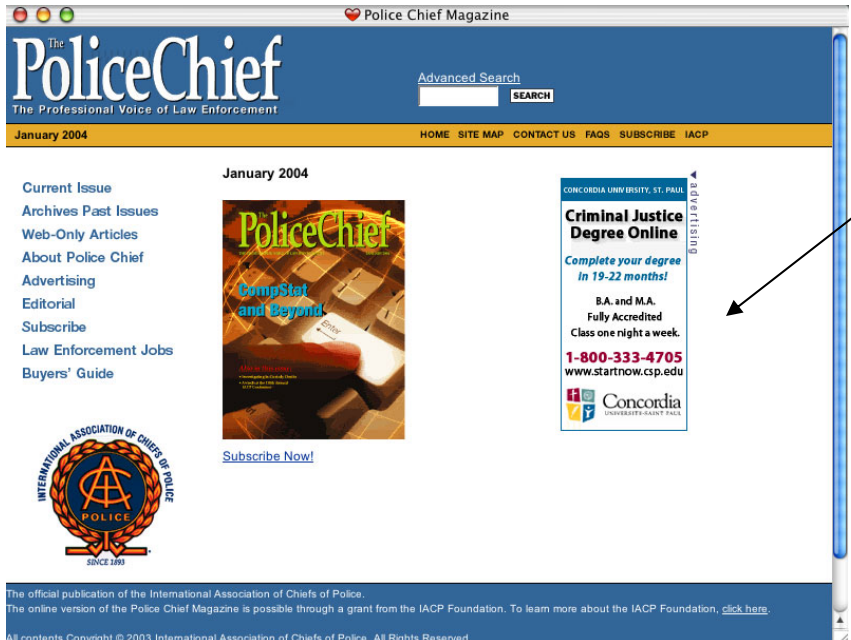
CoBRA

A PARCEL BOMB
JUST DETONATED
WHAT DO YOU DO?

CoBRA
Emergency Response
Software & Hardware

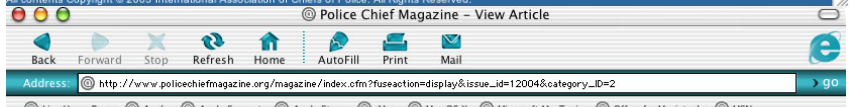
WWW.COBRAGUIDES.COM
877-233-5789

MENTION THE
POLICE CHIEF
MAGAZINE



Homepage Ad View

120 x 240 pixel vertical banner ad



Article Page View

120 x 240 pixel vertical banner ad

Homepage Ad View

120 x 240 pixel vertical banner ad

Police Chief Magazine - View Article

Address: http://www.policiechiefmagazine.org/magazine/index.cfm?fuseaction=display&issue_id=12004&category_ID=2

Live Home Page Apple Apple Support Apple Store Mac Mac OS X Microsoft MacTopia Office for Macintosh MSN

The Police Chief
The Professional Voice of Law Enforcement

January 2004 HOME SITE MAP CONTACT US FAQs SUBSCRIBE IACP

Columns
President's Message
Chief's Counsel
Legislative Alert
Technology Talk
From the Director

Departments
Advances & Applications
Highway Safety Initiatives
IACP News
Line of Duty Deaths
New Members
Products & Services
Product Update
Survivors' Club

Current Issue
Archives Past Issues
Web-Only Articles
About Police Chief
Advertising
Editorial
Subscribe

send to a friend
printer-friendly

Presidents Message

State and Local Law Enforcement's Role in Immigration Enforcement
Chief Joseph M. Polisar, Garden Grove, California

It is clear that the September 11 attacks have had a profound impact on the manner in which law enforcement agencies view their responsibilities and duties. In the ensuing two years, state and local law enforcement agencies have done a magnificent job of meeting the challenges presented by this new reality, and we have done much to make our communities and our citizens safer and more secure.

We used a variety of methods, including increased cooperation with federal law enforcement, reassessment of current training and patrol methods, and greater communication and intelligence sharing between and among law enforcement agencies. But the specter of foreign terrorists has also brought the state and local law enforcement community

INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE
TRAINING KEYS
OVER 300 TRAINING DOCUMENTS FOR YOUR USE
Let our services work for you!
CLICK HERE
800-THE-IACP

microslate
Tools of the Trade
3000Pill Rugged Notebook Computer
www.microslate.com
450-444-3680

Article Page View

120 x 240 pixel vertical banner ad