



# The PoliceChief 2011 Buyers' Guide

Each April, the IACP and the *Police Chief* deliver an indispensable tool to law enforcement executives around the world: the Buyers' Guide. This directory of law enforcement product and service providers puts your company's name at the fingertips of police managers who make purchasing decisions. And reader surveys show that these decision makers keep the Buyers' Guide on their desks all year long.

Your company can receive listings in five product categories **free** just by completing the attached Buyers' Guide listing form and returning it by February 1, 2011. Advertisers in the April issue of the *Police Chief* can obtain **even more listings**, and they have until March 1, 2011, to return their form.

## List your company—for free! Here's how:

1. Call the *Police Chief* advertising sales representative serving your area to discuss advertising opportunities in April and throughout the year. A list of representatives appears on page 2.
2. E-mail, fax or mail the completed forms by February 1 to:

### **B.J. Hendrickson**

Advertising Coordinator, *Police Chief* Magazine

IACP

515 N. Washington Street

Alexandria, VA 22314

1-800-843-4227, ext 236

Fax: 703-836-5386

hendrickson@theiacp.org

[www.policechiefmagazine.org/advertising](http://www.policechiefmagazine.org/advertising)

### **International Association of Chiefs of Police**

515 North Washington Street, Alexandria, VA 22314, USA

703-836-6767 • 800-843-4227 • Fax 703-836-5386

### Paid Advertising Deadlines

Space reservation due: March 1, 2011

Advertisement materials due:

March 4, 2011

### Coy Group Inc.

#### Advertising Sales Representatives

##### Ron Bondlow

Eastern Canada, CT, IL, IN, ME,

MA, MI, NH, NY, OH, RI, VT, WI

Phone: 781-934-8104

Toll-Free: 800-621-1170

[rbondlow@earthlink.net](mailto:rbondlow@earthlink.net)

##### Steve Currie

Eastern Europe, International, AL, AR,

FL, GA, KY, LA, MS, NC, OK, SC, TN

Phone: 813-671-8586

Cell Phone: 813-205-9527

[sicurrie641@verizon.net](mailto:sicurrie641@verizon.net)

##### Angela O'Reilly and Bob Warren

United Kingdom, Western Europe

Phone: +44 (0) 1442 877777

[angelao@lansdowne-media.co.uk](mailto:angelao@lansdowne-media.co.uk) and

[bobw@lansdowne-media.co.uk](mailto:bobw@lansdowne-media.co.uk)

##### Sally Wright

DC, DE, MD, NJ, PA, VA, WV

Phone: 540-454-6746

[wilss@erols.com](mailto:wilss@erols.com)

##### Bill Smith

Manitoba, Western Canada, AK, AZ, CA,

CO, HI, ID, IA, KS, MN, MO, MT, NE, NV,

NM, ND, OR, SD, TX, UT, WA, WY

Phone: 888-330-4223

Cell Phone: 402-321-8024

[bills9@cox.net](mailto:bills9@cox.net)

As always, the April 2011 IACP Police Buyers' Guide will list your company name, address, and phone and fax numbers in the alphabetical directory section, while only your company name will appear under the product categories you select.

### Listing Order Form

To ensure your proper placement alphabetically, be sure to distinguish between a division or subsidiary and the parent company. If the product is best identified with the division/subsidiary, give that name first; if the product is well known by the parent company's name, give that name first.

#### Examples:

CopCaps Div/Uniform Conglom (This would be listed once, under "C")

Uniform Conglom/CopCaps Div (This would be listed once, under "U")

### Category Listings

Please take the time today to read through the product listings on pages 4-6 and select those that most closely describe the products/services offered by your company. Remember that **five free listings** are available even to nonadvertisers, and **additional listings** are available according to the size of the advertisement you place in the April Buyers' Guide issue (to determine how many listings you are entitled to, please see page 3).

1. Match the end use of your product to one or more of the fifteen sections (Administration, Communications, and so on) and check the boxes next to the applicable categories. Please do not select more listings than your advertisement size entitles you to. We welcome your suggestions for additional or revised categories in next year's buyers' guide.
2. Return to the Listing Order Form on page 3 and enter the five most important categories in priority order.

### Advertiser Bonuses

Advertisers in the April issue will receive **additional listings** based on the size of their advertisements (see the formula at the top of the Listing Order Form on page 3). In addition, your company name is set apart from nonadvertisers by **boldface type** and a **check mark (✓)** each time it appears. Finally, a **"tag line"** will appear next to your directory listing to direct readers to the page on which your advertisement appears. Because this issue is kept on decision makers' desks year round, your ad will receive **maximum exposure—a full year of responses via telephone requests, e-mail inquiries, and website visits.**

If you wish to request a 2011 *Police Chief* media kit or have questions about this form, contact Ms. B.J. Hendrickson, advertising coordinator for the *Police Chief*, at phone: 800-THE-IACP or 703-836-6767, extension 236; fax: 703-836-5386; e-mail: [hendrickson@theiacp.org](mailto:hendrickson@theiacp.org).

**Call your advertising sales representative today to learn about additional valuable bonuses if you advertise in the April Buyers Guide issue plus at least 2 additional issues during the year.**

### FREE Listing Order Form

Indicate the categories in which your company is to be listed in the 2011 Buyers' Guide, using the following formula (check appropriate box):

- April advertiser, 1 or more pages..... **No limit**
- April advertiser, 2/3 page..... **50 free listings**
- April advertiser, 1/2 island..... **35 free listings**
- April advertiser, 1/2 page..... **35 free listings**
- April advertiser, 1/3 page..... **20 free listings**
- April advertiser, 1/4 page..... **15 free listings**
- April advertiser, 1/6 page..... **10 free listings**
- Nonadvertiser..... **Limit 5 listings**

Select the categories that best describe your company (please check all that apply).

- |   |   |
|---|---|
| <input type="checkbox"/> D..... Dealer                | <input type="checkbox"/> MO..... Mail Order           |
| <input type="checkbox"/> DS..... Distributor/Supplier | <input type="checkbox"/> OL..... Online Service       |
| <input type="checkbox"/> EI..... Export/Import        | <input type="checkbox"/> P..... Publisher             |
| <input type="checkbox"/> F..... Foundation            | <input type="checkbox"/> S..... School                |
| <input type="checkbox"/> G..... Government            | <input type="checkbox"/> SC..... Service/Consultant   |
| <input type="checkbox"/> M..... Manufacturer          | <input type="checkbox"/> SR..... Sales Representative |

\_\_\_\_\_  
Name of company, shown exactly as you wish it to be published.

\_\_\_\_\_  
Street address or P.O. box number (mailing address for product inquiry)

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip Code

**Telephone:**

(Only one telephone number will be listed per company, in addition to a fax number where available. Please indicate by checking the appropriate box whether you prefer to list your toll-free or local number. If no preference is indicated, we will list the 800 number.)

Toll Free \_\_\_\_\_  Local \_\_\_\_\_

Fax \_\_\_\_\_ Marketing Contact: \_\_\_\_\_  
(will not be published)

E-mail Address \_\_\_\_\_ Web Address: HTTP:// \_\_\_\_\_

**IMPORTANT:** When you have selected your category listings, please indicate the 5 most important categories in the spaces provided below, *in priority order*. If you are a nonadvertiser, you are entitled to 5 listings. If you are an advertiser in the April 2011 *Police Chief*, you are entitled to additional listings (see box at top left). Place check marks next to categories on pages 4-6 for your allotted number of listings, and then write your top 5 listings in the spaces provided below.

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_

The above information is authorized by the following company representative:

\_\_\_\_\_  
Name (please print or type) Title E-mail Address

\_\_\_\_\_  
Phone Signature Date

### Abbreviate Your Listing, Amplify Your Reach

The following abbreviations should **always** be used in entering Buyers' Guide listings:

Ave	Avenue	Assn	Association
Bldg	Building	Bldg	Building
Bld	Boulevard	Co	Company
Cir	Circle	Corp	Corporation
Ct	Court	Ctr	Center
Dr	Drive	Dept	Department
E, W	East, West	Div	Division
Fwy	Freeway	Fl	Floor
Ln	Lane	Inc	Incorporated
N, NE	North, Northeast	Inst	Institute
NW	Northwest	Intl	International
Pkwy	Parkway	Ltd	Limited
Pl	Place	Mfg	Manufacturing
Rd	Road	Mfrs	Manufacturers
Rte	Route	Mgr	Manager
S, SE	South, Southeast	Mgt	Management
SW	Southwest	Mktg	Marketing
Sq	Square	Natl	National
St	Street	Ste	Suite
Terr	Terrace	USA	United States of America
Tpk	Turnpike		
Tr	Trail		

### General Information

1. No space and no periods between initials
2. No periods ever
3. Commas should be used in only two circumstances:
  - a. Between street addresses and the suite number
  - b. Between the company name and the word "the" (General Store, The)
4. Post office box designations should read PO Box
5. Use "&" for "and," and "1" for "one."

## Category Listing

### Administration

- A005  Agency standards
- A007  Alcohol/drug education products
- A010  Architects/designers/space planners
- A020  Assessment centers
- A025  Associations
- A030  Audio-visual equipment
- A040  Awards/medals/plaques/trophies
- A050  Boards, bulletin/display
- A055  Collision reporting services
- A060  Community programs
- A070  Conferences, educational
- A080  Consultants
- A085  Departmental promotions
- A090  Detention, jail equipment
- A095  Document destruction
- A100  Executive placement services
- A105  Facilities, design/build
- A110  Filing/storage systems
- A115  Financial services
- A116  Flag cases
- A120  Flags/pennants
- A130  Identification, personnel
- A140  Insurance, liability
- A150  Insurance, life/health
- A160  Jewelry/gifts
- A165  Knife & Gun cases
- A170  Lockers

- A173  Medallion Holders
- A175  Media Relations
- A180  Microfilm recording systems
- A190  Office equipment/supplies
- A200  Parade equipment
- A210  Personnel screening/testing
- A220  Physical fitness/gym equipment
- A224  Policy/procedure manuals
- A227  Public education materials
- A230  Robots, public service
- A240  Safes/vaults/locks
- A247  Translation services
- A250  Treatment services, chemical dependency/stress
- A260  Victim services

### Animals

- P300  Dogs, K9 training
- P310  Dogs, K9 equipment
- P330  Horses, training
- P335  Horses, equipment

### Communications

- B010  Amplifiers/bridges/filters/multiplex systems
- B020  Antennas
- B030  Batteries
- B040  Batteries, chargers/analyzers

- B045  Community Evacuation Systems
- B050  Consoles
- B060  Dispatch systems, E911/CAD
- B070  Facsimiles
- B072  Furniture, conventional/ergonomic
- B080  Headsets
- B085  Heads-up display
- B087  Interoperability
- B090  Mobile communications/MDTs
- B100  Mounting equipment/hardware
- B110  Paging systems
- B120  Public address equipment
- B130  Radios/accessories
- B140  Recorders, audio
- B150  Repeaters
- B160  Scanners
- B170  Scramblers
- B180  Surveillance
- B190  Switching/control equipment
- B200  Tape storage equipment
- B210  Tape, magnetic
- B220  Telephone
- B230  Weather notification

### Computers

#### Hardware

- C005  Client server workstations
- C007  Computer accessories

### Category Listing

- C010  Mainframes
- C020  Networks
- C027  Peripherals
- C030  Personal computers
- C040  Portable/in-car

#### Software

- C045  911/E911
- C050  AFIS
- C060  Arrest/booking
- C063  Artificial intelligence
- C070  Automatic vehicle locators (AVL)
- C075  Case management
- C076  Communications Management
- C078  Community policing
- C080  Composite sketching
- C090  Computer-aided dispatch
- C098  Crime analysis
- C100  Crime scene analysis
- C101  Data mining
- C102  Data recovery
- C105  Domestic violence tracking
- C110  Emergency management
- C113  Facial Recognition
- C115  False Alarm Reduction
- C120  Fleet management
- C125  Forensics
- C130  Gang tracking
- C140  Geographic information
- C141  GPS
- C142  Gunshot location
- C143  Image Search & Analysis
- C145  Incident-based reporting system
- C150  Information sharing/NCIC
- C151  Intelligence-Led Policing
- C152  Internet services
- C155  Investigative
- C156  Alarm Billing & Collections
- C157  License Plate Recognition
- C158  Mapping
- C180  Narcotics investigation
- C185  Network
- C190  Offense records
- C195  Online services
- C200  Personnel management
- C202  Personnel scheduling
- C204  Photo identification
- C207  Predictive Policing
- C210  Property/evidence management
- C215  Public records
- C220  Records management
- C230  Report writing
- C235  Supplies
- C237  Terrorism
- C238  Towing Management
- C240  Traffic accident investigation
- C250  Traffic/parking violation management
- C260  Training
- C270  Uniform Crime Reports
- C275  Video Analysis & Enhancement
- C280  Warrant records
- C290  Weapon tracking

#### Emergency Response

- D010  Alarms, evacuation
- D020  Ambulances/accessories
- D030  Blankets
- D040  CPR mannequins
- D050  CPR masks
- D055  Defibrillators
- D060  Fire controls/extinguishers
- D070  First-aid products
- D080  Flares/guns/cases
- D090  Flashers
- D095  Gas detectors
- D100  Generators
- D110  Hazardous materials equipment
- D120  Hospital equipment
- D130  Lights, emergency
- D135  Portable weather stations
- D140  Rescue/disaster equipment
- D142  Resuscitation equipment

#### Investigation

- E005  Barrier tape
- E010  Binoculars
- E018  Cameras, digital
- E020  Cameras, general purpose/accessories
- E030  Cameras, identification/mug
- E040  Cameras, surveillance
- E050  Cameras, video
- E060  Countermeasure devices
- E070  Crime scene processing equipment
- E075  DNA test kits
- E077  DNA testing services
- E100  Dolls, anatomically correct
- E110  Evidence collection
- E120  Evidence storage/security
- E125  Explosive Detection Systems
- E130  Facial composite kits
- E140  Fingerprint kits
- E145  Forensic DNA testing services
- E150  Forensic test equipment/kits
- E155  Gunshot residue test kits
- E160  Laboratory equipment/supplies
- E170  Laboratory services
- E180  Lights, special purpose
- E190  Marine/diving equipment
- E200  Mirrors, surveillance
- E202  Night vision systems
- E205  Noise instruments
- E210  Photography, darkroom equipment/supplies
- E220  Photography, film
- E230  Photography, film editing/processing/splicing
- E240  Polygraph equipment
- E250  Recorders, audio
- E260  Recorders, video
- E270  Scales
- E280  Surveillance equipment
- E285  Thermal imaging systems
- E290  Tracking devices
- E300  Voice analyzers
- E305  Voice stress analysis

#### Personal Equipment

- F010  Badge cases
- F020  Badges/shields
- F030  Batons/baton carriers
- F040  Belt buckles
- F050  Clipboards/holders
- F055  Duty equipment, accessories
- F060  Flashlights
- F070  Infectious disease protection equipment
- F080  Lock-opening devices
- F085  Notebooks
- F087  Personal Protective
- F090  Restraint/defense devices
- F100  Weapons, personal impact

#### Security

- G010  Access control devices/systems
- G020  Alarm systems/intrusion detection systems
- G030  Cameras, CCTV/security systems
- G040  Communications, security systems
- G050  Deterrent systems
- G060  Enclosures/guard houses
- G067  Glass protection film
- G070  Glass, bullet-resistant
- G080  ID systems/badges
- G090  Metal/weapons detectors
- G100  Mirrors
- G110  Monitors, radio/TV/telephone
- G115  Plastic, bullet-resistant
- G120  Security devices/systems

#### Tactical & Protective Equipment

- H010  Armor, architectural
- H015  Armor, other
- H020  Armor, soft body
- H030  Armored clipboards
- H040  Armored shields
- H050  Ballistic materials
- H060  Barricades
- H070  Bomb detection
- H080  Bomb disposal
- H085  Cases, protective
- H090  Chemical munitions
- H100  Entry devices
- H110  Gas masks/accessories
- H120  Goggles, safety
- H130  Grenade launchers
- H135  Gun retention device
- H140  Helmets
- H150  Helmets, communication systems
- H160  Helmets, face shields
- H170  Hoods, fire retardant
- H180  Lights, special purpose
- H185  Post Disaster Recovery
- H190  Robots, tactical
- H200  Scopes/sights

#### Traffic Enforcement

- J010  Alcohol/drug detection devices
- J020  Immobilizers

### Category Listing

- J030  Measuring devices
- J040  Parking enforcement equipment
- J050  Parking meters/supplies
- J053  Pedestrian safety equipment
- J054  Red Light enforcement
- J055  Red-light cameras
- J060  Signs
- J070  Speed detection equipment
- J075  Standardized field sobriety test
- J080  Templates, accident reconstruction
- J085  Tint meters
- J087  Tire deflation devices
- J090  Traffic batons
- J095  Traffic Calming Device
- J100  Traffic control systems
- J110  Traffic markers/cones/flashers
- J120  Traffic ticket forms
- J130  Whistles

#### Training

- K010  Books/manuals/periodicals
- K020  Courses/schools/seminars
- K025  Crime Prevention
- K030  Defensive tactics
- K035  Devices/aids
- K036  Distance Learning
- K037  DNA
- K040  Driver
- K050  Emergency medical services
- K060  Equipment
- K070  Films/slides/videos
- K080  Firearms
- K085  Forensics
- K087  Graduate and Undergraduate Degree
- K088  Homeland Security
- K090  Interrogation/investigation
- K095  Law Enforcement Schools
- K100  Legal
- K110  Management
- K115  Polygraph
- K120  Rescue
- K130  Tactical

#### Transportation

- L010  Aircraft/accessories/parts
- L015  Alarms
- L020  Batteries/auto parts
- L030  Bicycles
- L040  Bicycles, registration/identification
- L050  Boats/accessories
- L060  Command centers, mobile
- L070  Consoles
- L080  Decals
- L090  Helicopters
- L100  Lights, mounted
- L110  Motorcycles/accessories
- L120  Motor scooters
- L130  Mounting hardware
- L140  Partitions/screens/shields
- L142  Push bumpers
- L150  Recording systems, audio/video in-car
- L160  Seat organizers
- L161  Seats, specialty
- L170  Sirens
- L180  Theft prevention devices
- L190  Tires
- L200  Trunk organizers
- L210  Vehicle accessories
- L220  Vehicle modification, custom design
- L225  Vehicle tracking systems
- L230  Vehicles, armored
- L235  Vehicles, electric
- L240  Vehicles, patrol
- L250  Vehicles, prisoner transport
- L260  Vehicles, special purpose
- L270  Video surveillance

#### Travel

- O005  Hotels, Extended Stay

#### Uniforms

- M010  Apparel, fire-retardant
- M020  Apparel, fluorescent/reflective

- M030  Apparel, rainwear
- M035  Apparel, undergarments
- M037  Duty equipment accessories
- M040  Emblems/insignia/nameplates
- M050  Footwear
- M060  Gloves
- M070  Handbags/purses
- M071  Name Badges
- M072  Motorcycle
- M080  Uniform accessories
- M090  Uniform belts
- M100  Uniform blazers
- M110  Uniform caps/hats
- M120  Uniform coats/jackets
- M123  Uniform fabrics
- M130  Uniform pants/shirts/skirts
- M140  Uniforms, custom design
- M150  Uniforms, detainees/inmates
- M160  Uniforms, riot/SWAT

#### Weapons

- N010  Ammunition, components/reloaders
- N020  Ammunition, sidearm/shotgun/rifle
- N030  Holsters
- N040  Knives
- N045  Scopes/sights
- N050  Shooting ranges/equipment
- N051  Shooting ranges/protective equipment
- N070  Weapons, accessories
- N078  Weapons, cleaning equipment
- N080  Weapons, conversion components
- N090  Weapons, firearms
- N100  Weapons, firearms repair/parts
- N110  Weapons, grips
- N120  Weapons, less-lethal
- N130  Weapons, personal impact
- N135  Weapons, safety locks
- N140  Weapons, storage/security

## We Help You Sell Your Product

Nine out of ten *Police Chief* readers are involved in purchasing decisions for their law enforcement agencies, according to a Readex Research e-survey. Highlight your products and services in front of these highly qualified buyers through one or both of these submission options:

**Advances and Applications (300 words).** Submissions to the Advances & Applications department in *Police Chief* magazine must describe a particular law enforcement agency's use of a product to save lives, save time, or save money. To be considered for publication, submissions must include a quote from a law enforcement agency executive testifying to the product's value to the department. Specific product names are permitted to appear in Advances & Applications. Accompanying images are accepted.

**Product Update (80 words).** Submissions to the Product Update department in *Police Chief* magazine must describe new or improved products from manufacturers. Specific product names are permitted to appear in Product Update. Accompanying images are accepted.

**Contact your *Police Chief* sales representative to send your submission.**