

# The Police Chief

THE PROFESSIONAL VOICE OF LAW ENFORCEMENT

Official publication of the International Association of Chiefs of Police

Effective January 1, 2011

## [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

**Size** (Images can be no larger than 120 pixels wide x 240 pixels high. All image files must be in jpg or gif format. File names must contain **NO** spaces, but may use underscores [i.e. police\_chief.jpg].)

**Alt Tag** (The Alt tag is a must for image standards compliance and is seen by web browsers for the blind. This is also the text that shows up if a mouse hovers over the image.) IE, company name generally.

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](mailto: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](mailto:Hendrickson@theiacp.org); INTERNET: [www.policechiefmagazine.org/advertising](http://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](mailto:rbondlow@earthlink.net) Northeast U.S., Eastern Canada, and Midwest: IL, IN, MI, OH, and WI

540-592-3634	Sally Wright	<a href="mailto:wilss@erols.com">wilss@erols.com</a>	DC, DE, MD, NJ, PA, VA, WV
813-671-8586	Steve Currie	<a href="mailto:sicurrie641@verizon.net">sicurrie641@verizon.net</a>	AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN
888-330-4223	Bill Smith	<a href="mailto:bills9@cox.net">bills9@cox.net</a>	Western U.S & Canada., Manitoba, and Midwest: KS, MN, MO, NE, ND, and SD
44 (0) 1442 877777 Bob Warren <a href="mailto:bobw@lansdowne-media.co.uk">bobw@lansdowne-media.co.uk</a> ; Angela O'Reilly <a href="mailto:angelao@lansdowne-media.co.uk">angelao@lansdowne-media.co.uk</a> ; 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](mailto:Hendrickson@theiacp.org)

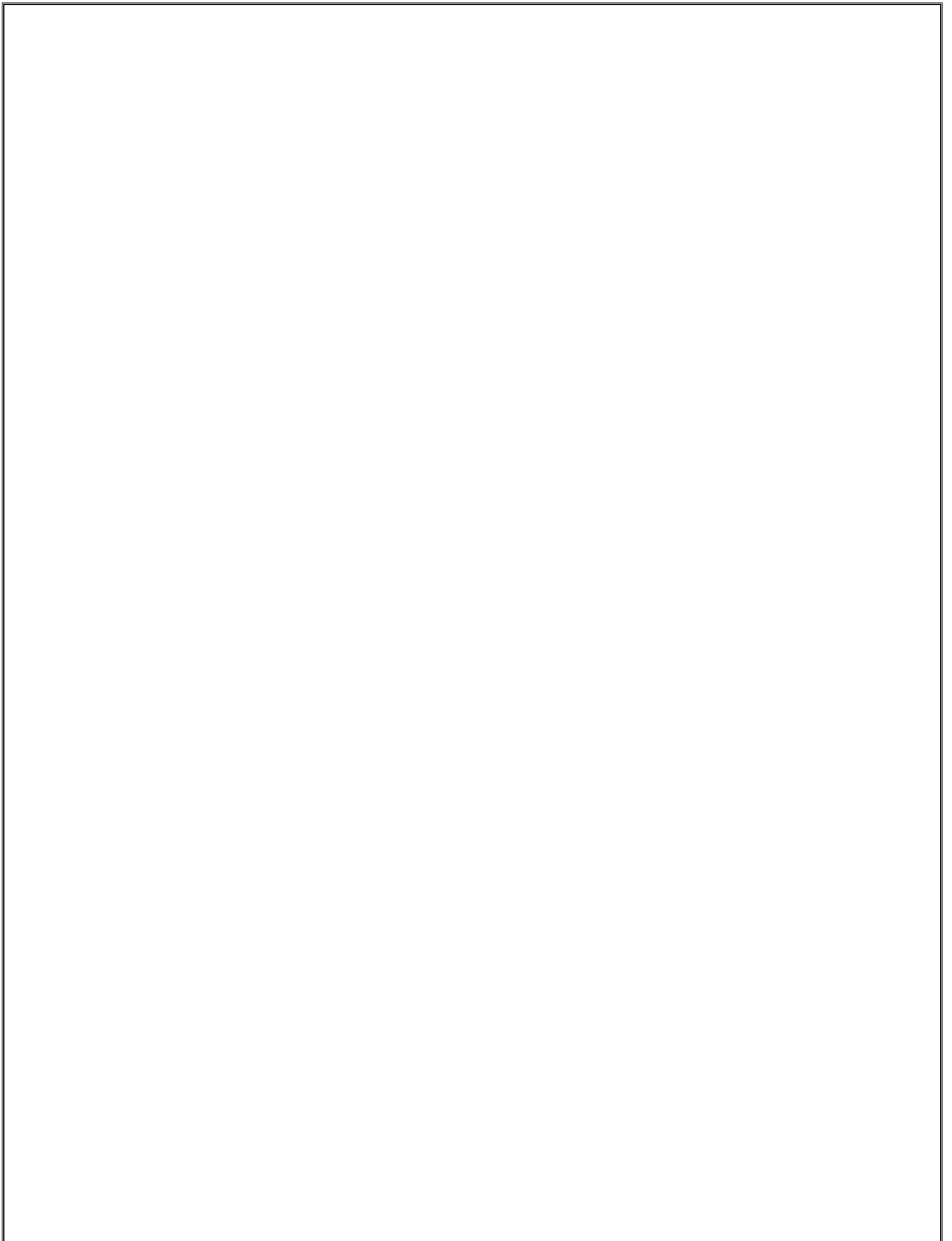
Sample online ads follow.

Specs shown in pixel lengths:



Another Sample Ad:





Police Chief Magazine

The Police Chief  
The Professional Voice of Law Enforcement

January 2004

HOME SITE MAP CONTACT US FAQs SUBSCRIBE IACP

Current Issue  
Archives Past Issues  
Web-Only Articles  
About Police Chief  
Advertising  
Editorial  
Subscribe  
Law Enforcement Jobs  
Buyers' Guide

January 2004

Police Chief  
CompStat and Beyond

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www.startnow.cp.edu

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POLICE  
SINCE 1893

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The online version of the Police Chief Magazine is possible through a grant from the IACP Foundation. To learn more about the IACP Foundation, [click here](#).

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Homepage Ad View

120 x 240 pixel vertical banner ad

Police Chief Magazine - View Article

Address: http://www.policemagazine.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

Article Page View

120 x 240 pixel vertical banner ad

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

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800-THE-IACP

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3000PII Rugged Notebook Computer  
www.microslate.com  
450-444-3680

Homepage Ad View

120 x 240 pixel vertical banner ad

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