



The PoliceChief 2012 Buyers' Guide

Paid Advertising Deadlines

Space reservation due: March 1, 2012
Advertisement materials due:
March 5, 2012

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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, 2012. Advertisers in the April issue of the *Police Chief* can obtain **even more listings**, and they have until March 1, 2012, 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 this page.
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

International Association of Chiefs of Police

515 North Washington Street, Alexandria, VA 22314, USA
703-836-6767 • 800-843-4227 • Fax 703-836-5386

As always, the April 2012 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 2012 *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.

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.

Abbreviate Your Listing, Amplify Your Reach

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

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

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."

FREE Listing Order Form

Indicate the categories in which your company is to be listed in the 2012 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 a paid advertiser in the April 2012 *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

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
- A083 Data destruction
- 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
- C010 Mainframes
- C020 Networks
- C027 Peripherals
- C030 Personal computers
- C040 Portable/in-car
- C054 Touch Screen Computers, Kiosks

Software

- C045 911/E911
- C050 AFIS
- C156 Alarm Billing & Collections
- 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
- C103 Custom Software
- 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
- C157 License Plate Recognition
- C158 Mapping
- C165 Mobile Cloud Computing
- C180 Narcotics investigation
- C185 Network
- C190 Offense records
- C195 Online services
- C200 Personnel management
- C202 Personnel scheduling
- C203 Personnel scheduling, extra duty management
- 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

Category Listing

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
- E015 Biomedical test instruments
- E018 Cameras, digital
- E020 Cameras, general purpose/accessories
- E025 Camera, head camera monitor
- 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
- E115 Evidence, currency processing
- 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
- 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

Category Listing

- 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