

The PoliceChief

2012 Editorial Calendar
& Rate Card



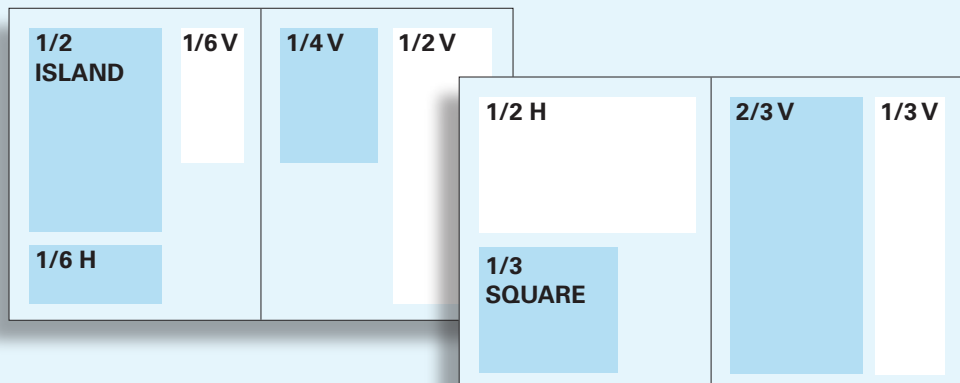
OFFICIAL PUBLICATION OF THE
INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE

2012 Editorial Calendar

Issue	Other Editorial	Advertising Space Deadline	Advertising Artwork Deadline	Mail Date
JAN	Ethics and Recruitment Processes	12/01/11	12/05/11	12/29/11
FEB	Homeland Security	01/02/12	01/05/12	02/07/12
MAR	Community Policing and 21st Century Policing	02/01/12	02/03/12	03/09/12
APR	Buyers' Guide International Policing	03/01/12	03/03/12	04/09/12
MAY	Officer Safety	04/02/12	04/04/12	05/08/12
JUN	Technology Social Media	05/01/12	05/04/12	06/07/12
JUL	Highway Safety	06/01/12	06/03/12	07/09/12
AUG	IACP Conference Insider's Guide Public Safety Facilities and Architects	07/02/12	07/06/12	08/07/12
SEP	Personnel Issues and Turnover	08/01/12	08/03/12	09/10/12
OCT	IACP Conference Issue	08/17/12	08/21/12	09/20/12
NOV	Police Education and Training, Management and Leadership	10/01/12	10/05/12	11/07/12
DEC	IACP Conference in Review	11/01/12	11/05/12	12/04/12

Black & White Rates (Gross)

Ad Size	1 time	3 time	6 time	12 time	BG rate
2-page spread	6,640	6,310	5,960	4,810	7,950
full page	3,610	3,470	3,250	2,790	4,330
2/3 page	2,510	2,400	2,270	1,940	3,040
1/2 island	2,120	2,010	1,920	1,760	2,550
1/2 page	1,990	1,870	1,710	1,540	2,390
1/3 page	1,410	1,320	1,230	990	1,670
1/4 page	1,110	980	870	790	1,350
1/6 page	950	810	780	690	1,120



Color Rates, per page, or fractional page, extra:

1 process color (cyan, magenta, yellow)	500
2 process colors (cyan, magenta, yellow)	550
4-color process	750
4-color process on 2-page spread	1,125

Guaranteed Position Rates (Extra)

Cover Rates

Covers sold only on noncancelable contract.

Cover 2—inside front cover	Space rate plus 20% additional
Cover 3—inside back cover	Space rate plus 15% additional
Cover 4—back cover	Space rate plus 25% additional
Other Special Page	Space rate plus 10% additional

Ad Material Specifications

Full Page non-bleed: 7 1/4" x 10"

Full Page with bleed:

Trim:	8 1/4" x 10 7/8"
Bleed:	8 1/2" x 11 1/8"
Live:	7 3/4" x 10 3/8"

2-page Spread with bleed:

Trim:	16 1/2" x 10 7/8"
Bleed:	16 3/4" x 11 1/8"
Live:	15 1/2" x 10 3/8"

1/2 Horizontal Spread:

Live and Trim:	15 1/2" x 4 3/4"
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Bleeds on fractional ads not accepted.

2/3 Vertical: 4 3/4" x 9 3/4"

1/2 Vertical: 3 1/2" x 9 3/4"

1/2 Horizontal: 7 1/4" x 4 3/4"

1/2 Island: 4 3/4" x 7 1/4"

1/3 Vertical: 2 1/4" x 9 3/4"

1/3 Square: 4 3/4" x 4 3/4"

1/4 Vertical: 3 1/2" x 4 3/4"

1/6 Vertical: 2 1/4" x 4 3/4"

1/6 Horizontal: 4 3/4" x 2 1/4"

There is a bleed tolerance of 1/8" and a margin tolerance of 3/16". To avoid loss of copy as a result of binding or trimming, keep essential elements within the live area (at least 3/8" from top, bottom, and outer edges, and 1/2" from gutter edge).

Effective January 1, 2012



Special Advertising Opportunities

Contact Ms. B.J. Hendrickson at 703-836-6767, ext. 236, or hendrickson@theiacp.org for pricing on furnished inserts, business reply cards, gatefolds, and other special advertising opportunities.

Preferred Position

Preferred position accommodated if possible; for guaranteed position, add 10 percent.

Cancellations

Written cancellations accepted prior to closing date; no cancellations accepted after closing date.

Commission

Fifteen percent commission to established advertising agencies; commission withdrawn on invoices not paid within 30 days.

Circulation

Established 1934. Published monthly by the International Association of Chiefs of Police, Inc., 515 North Washington Street, Alexandria, VA 22314-2357; 703-836-6767; fax 703-836-4543. Edited for the profession to give authoritative information on police practices, standard procedures, and new concepts for increased operational efficiency and effectiveness.

Single copy \$2.50; per year \$25.00. Subscription included in annual dues of members. Paid subscribers are 86.3 percent of circulation. Rates based on circulation of 26,000.

2011 Banner Ad Rates

www.policechiefmagazine.org Effective January 1, 2011

Position	Gross
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

* Online advertising available only to paid advertisers in Police Chief magazine.

Acceptable Media

- CD
- DVD
- E-mail

Please prepare your ad in four-color process (CMYK), grayscale is acceptable for black and white ads, and include a color composite proof with your file (required). Composite proofs can be composite color print outs or TIFF files.

Submission Options

- E-mail ad submissions to Ms. B.J. Hendrickson at hendrickson@theiacp.org. Please refer to the issue date and advertiser's company name in the subject line of your e-mail.
- Upload files to the TGD FTP site. Instructions are located at <http://www.tgdcom.com/tools/index.php>. Save files by company name and issue date (ex: TGD_March.tif) to the IACP folder ONLY. When your file has been uploaded, e-mail your file name to hendrickson@theiacp.org.
- Mail artwork submissions only to Michell Swearingin, TGD Communications, 901 N. Pitt Street, Suite 250, Alexandria, VA 22314. Send all correspondence, insertion orders, payments, etc., to Ms. B.J. Hendrickson at IACP (see last page for address).

Acceptable File Formats

(see unacceptable formats in next paragraph)

- Adobe Photoshop – 300 dpi or higher at 100%; flattened TIFF; four-color process (CMYK).
- Ad submissions can be high-resolution PDF files. The recommended setting is PDF/X-1a (Acrobat Distiller or InDesign). All fonts must be embedded and all files must use CMYK high-resolution images. Grayscale images can be used for black and white ads. Please include bleed and crop marks in your high-resolution PDF.

Unacceptable File Formats

- Quark files
- InDesign files
- Adobe Photoshop PSD files
- Adobe Illustrator AI files
- Microsoft PowerPoint
- RGB color, Index color

Police Chief Team

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Kentucky

Louisiana

Mississippi

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Oklahoma

South Carolina

Tennessee

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for UK, Western Europe*

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Puerto Rico

Virgin Islands

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Nova Scotia

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Prince Edward Island

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Police Chief Mission

To publish monthly the official publication of the IACP, a magazine for law enforcement professionals providing practical, authoritative, and timely information on police leadership and practices to increase operational efficiency and effectiveness.



International Association of Chiefs of Police

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Alexandria, VA 22314-2357

703-836-6767 ■ 800-THE-IACP ■ Fax: 703-836-5386 ■ www.theiacp.org

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