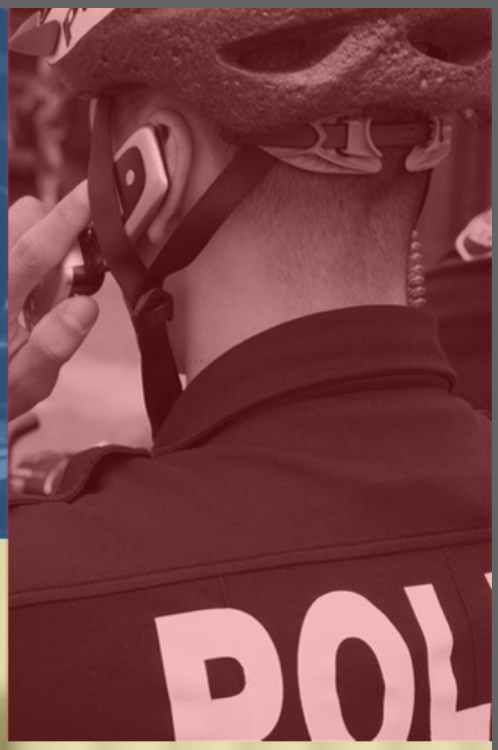
The Police Chief

OFFICIAL PUBLICATION OF THE INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE / WWW.POLICECHIEFMAGAZINE.ORG



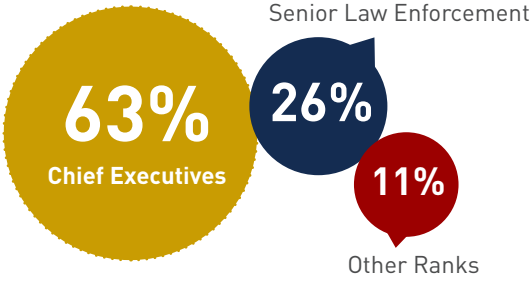
MOST TRUSTED. MOST EFFECTIVE.
THE *ONLY MAGAZINE* YOU NEED.

2017 Media Kit

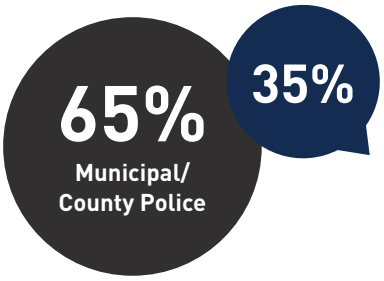
GAIN A SEAT AT THE CHIEF'S DESK

The Police Chief magazine offers an unparalleled opportunity to market your products to **police chiefs** and **important decision makers**.

JOB TITLES



TYPE OF ORGANIZATION



15% Federal or State Agency
9% University/Campus Police
5% Sheriff's Department
2% Military/Security
4% Other

PURCHASING POWER

87% involved in purchasing process

68% authorize or approve purchases

$16.8 MILLION average operating budget for fiscal year 2014.

Products/services reviewed, recommended, specified, or bought in the last 12 months.			
Weapons	76%	Communications	69%
Administrative	76%	Uniforms	68%
Training	75%	Computer Software	60%
Computer Hardware	74%	Tactical Equipment	59%
Transportation	73%	Traffic Enforcement	57%
Investigation	72%	Homeland Security	49%

Source: IACP Readership Study, Ruzinsky Research, Fall 2014

THE POLICE CHIEF

READER PROFILE

21,000 CIRCULATION x **6.93** READERS/COPY = **145,530** TOTAL READERS

49 MINUTES
average time spent reading an issue of *Police Chief*

84%
are regular readers (at least 3 of 4 issues)

74%
save issues of *Police Chief*

93%
took action after reading *Police Chief*

Actions taken as a result of reading *Police Chief*	
Shared or discussed an article with others	78.3%
Visited an advertiser's website	46.6%
Filed an article for future reference	46.2%
Requested additional information from a company, sales rep, or distributor	14.8%
Recommended the purchase of products/services advertised	13.6%
Bought products/services advertised	11.1%

AVERAGE READER ORGANIZATION

SERVES:

266,000 CITIZENS

EMPLOYS:

247 SWORN OFFICERS

Sources: IACP Readership Study, Ruzinsky Research, Fall 2014; BPA Brand Report, December 2015

THE POLICE CHIEF

EDITORIAL CALENDAR

Published by the **International Association of Chiefs of Police**, *Police Chief* has been connecting law enforcement leaders to their colleagues' best practices, solutions, products, and services for nearly 80 years. Strict editorial standards consistently yield the highest quality publication possible. It's no wonder readers prefer *Police Chief* over other competing publications by a wide margin.

Issue	Editorial Focus	Product Feature	Closing + Mail Dates
January	Leadership	Surveillance Equipment	Space: Nov 16 / Art: Nov 23 Mails: December 30
February	Culture of Policing	Uniforms and Accessories	Space: Dec 22 / Art: Dec 29 Mails: January 27
March	Community-Police Relations	Body-Worn Cameras	Space: Jan 23 / Art: Jan 26 Mails: February 24
April	**Can't Miss** Buyer's Guide Issue; Use of Force	Data Mining/Data Management	Space: Feb 20 / Art: Feb 23 Mails: March 24
May*	Officer Safety & Wellness	Vehicles	Space: Mar 27 / Art: Mar 30 Mails: April 28
June	Innovations in Policing	Firearms	Space: Apr 24 / Art: Apr 27 Mails: May 26
July*	Crime Control Strategies	Public Safety Facilities (Design)	Space: May 26 / Art: May 31 Mails: June 29
August	**Can't Miss** Pre-conference Issue; Risk Management	Image and Video Analysis	Space: Jun 23 / Art: Jun 29 Mails: July 28
September	Global Security	Professional Training	Space: July 28 / Art: Aug 3 Mails: September 1
October*	**Can't Miss** IACP Annual Conference Issue; Policing 2037	Body Armor	Space: Aug 25 / Art: Aug 31 Mails: September 29
November	Education and Training	Cloud Services	Space: Sep 22 / Art: Sep 27 Mails: October 27
December	**Can't Miss** Post-conference Issue; Healthy Communities	Dispatch Systems	Space: Oct 20 / Art: Oct 26 Mails: November 28

*Bonus Distribution | Editorial calendar is subject to change.

Interested in sponsoring a **white paper, case study or other custom content opportunities**? See Page 9.

THE POLICE CHIEF

AD RATES & SPECS

Four Color	1x	3x	6x	12x	BG Rate
Full Page	$4,490	$4,345	$4,120	$3,645	$5,230
Two-Page Spread	$8,000	$7,660	$7,300	$6,115	$9,345
2/3 Page	$3,360	$3,245	$3,110	$2,770	$3,905
1/2 Page Island	$2,955	$2,845	$2,750	$2,585	$3,400
1/2 Page	$2,820	$2,700	$2,535	$2,360	$3,235
1/3 Page	$2,225	$2,130	$2,040	$1,790	$2,495
1/4 Page	$1,915	$1,780	$1,670	$1,585	$2,165
1/6 Page	$1,750	$1,605	$1,575	$1,485	$1,925

Cover Positions	1x	3x	6x	12x	BG Rate
Cover 2	$5,390	$5,215	$4,945	$4,380	$6,280
Cover 3	$5,165	$5,000	$4,740	$4,190	$6,020
Cover 4	$5,615	$5,435	$5,150	$4,560	$6,540

Covers sold only on non-cancelable contracts. Add 10% to space rate for other premium position requests.

Black and White	1x	3x	6x	12x	BG Rate
Full Page	$3,720	$3,575	$3,350	$2,875	$4,460
Two-Page Spread	$6,840	$6,500	$6,140	$4,955	$8,190
2/3 Page	$2,585	$2,470	$2,340	$2,000	$3,130
1/2 Page Island	$2,185	$2,070	$1,980	$1,815	$2,625
1/2 Page	$2,050	$1,925	$1,760	$1,585	$2,460
1/3 Page	$1,450	$1,360	$1,265	$1,020	$1,720
1/4 Page	$1,145	$1,010	$895	$815	$1,390
1/6 Page	$980	$835	$805	$710	$1,155

BG = Buyer's Guide | All rates are gross | Written cancellations accepted prior to closing date; no cancellations accepted after closing date.

Ad Size	Width	Depth
Full Page (Bleed)	8.5"	11.125"
Full Page (Trim)	8.25"	10.875"
Full Page (Live)	7.75"	10.375"
Two-Page Spread (Bleed)	17"	11.125"
Two-Page Spread (Trim)	16.5"	10.875"
Two-Page Spread (Live)	15.5"	10.375"
2/3 Page Vertical	4.75"	9.75"
1/2 Page Vertical	3.5"	9.75"
1/2 Page Horizontal	7.25"	4.75"
1/2 Page Island	4.75"	7.25"
1/3 Page Vertical	2.25"	9.75"
1/3 Page Square	4.75"	4.75"
1/4 Page Vertical	3.5"	4.75"
1/6 Page Vertical	2.25"	4.75"
1/6 Page Horizontal	4.75"	2.25"

Margins: Bleeds on fractional ads are not accepted. There is a bleed allowance of 1/8" and a margin tolerance of 3/16". Keep essential elements within the live area (at least 3/8" from top, bottom, outer edges, and 1/2" from gutter edge).

Format: High-resolution PDF only. The recommended setting is PDF/X-1a (Acrobat Distiller or InDesign). Fonts must be embedded, and files must use CMYK high-resolution images. Grayscale images can be used for black and white ads. Bleed and crop marks are required. Please include a color composite proof with your file. Composite proofs can be composite color print outs or TIFF files.

Artwork Submission: Please send artwork to Kala Burke at kburke@townsend-group.com.

IACP DIGITAL

POLICE CHIEF WEBSITE

WWW.POLICECHIEFMAGAZINE.ORG

Average unique visitors: 95,000/month
Average page views: 162,000/month

The *Police Chief* website offers readers access to the valuable content in *Police Chief* magazine anytime, anywhere with a digital device.

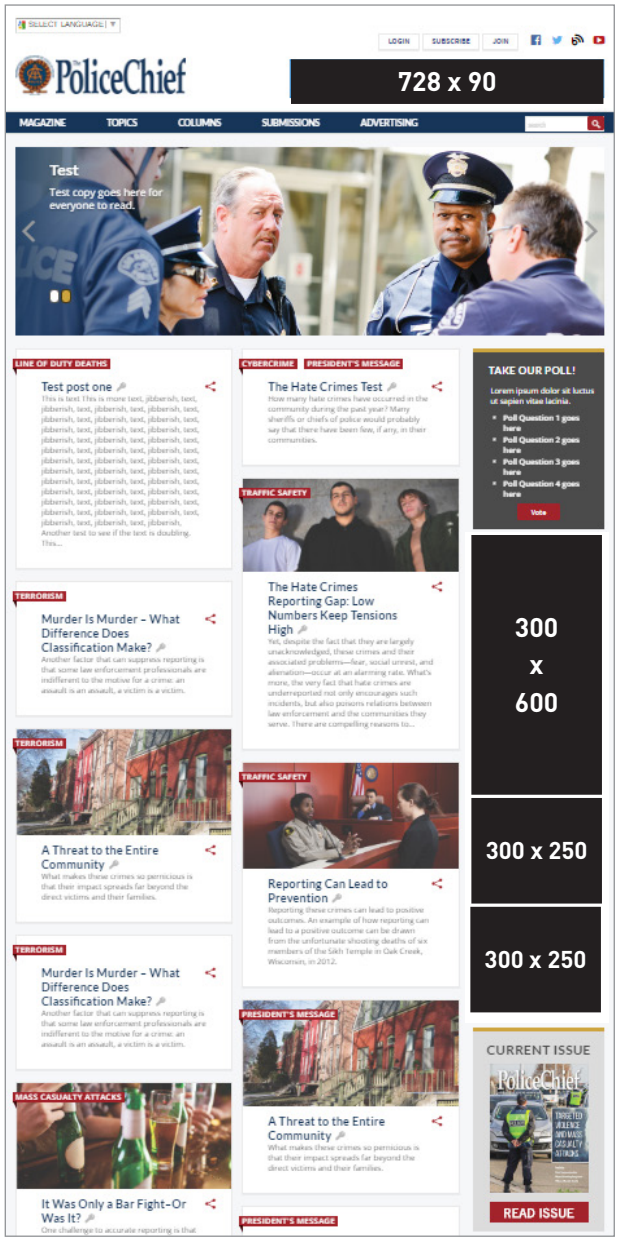
In addition to an extensive archive of *Police Chief* articles, *Police Chief* online also features web-only bonus content that engages and encourages readers to visit often.

Advertise today! Prominent ad units along the right-hand side of every page ensure maximum visibility. Hurry, advertising space is limited. Call today to confirm your participation.

Ad Unit	Ad Size	Gross Rate
Leaderboard	728 x 90	$45 CPM
Half Page	300 x 600	$50 CPM
Medium Rectangle	300 x 250	$40 CPM

- Minimum purchase of 20,000 impressions/month
- Insertion orders and materials are due 15 days prior to the start of the ad campaign
- JPG or GIF format; Flash accepted; Limit animation to seven seconds and three loops; 40 KB maximum
- RGB color format, 72 dpi
- Send artwork, target URL and ALT text to Kala Burke at kburke@townsend-group.com.

Home Page



Source: Google Analytics, January 2016-June 2016

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Companies 1-M
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ebarrett@townsend-group.com

Companies N-Z
Kevin McDonnell
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kmcdonnell@townsend-group.com

IACP DIGITAL

POLICE CHIEF UPDATE

OWN THE MONTHLY E-NEWSLETTER ALERTING READERS TO NEW POLICE CHIEF CONTENT

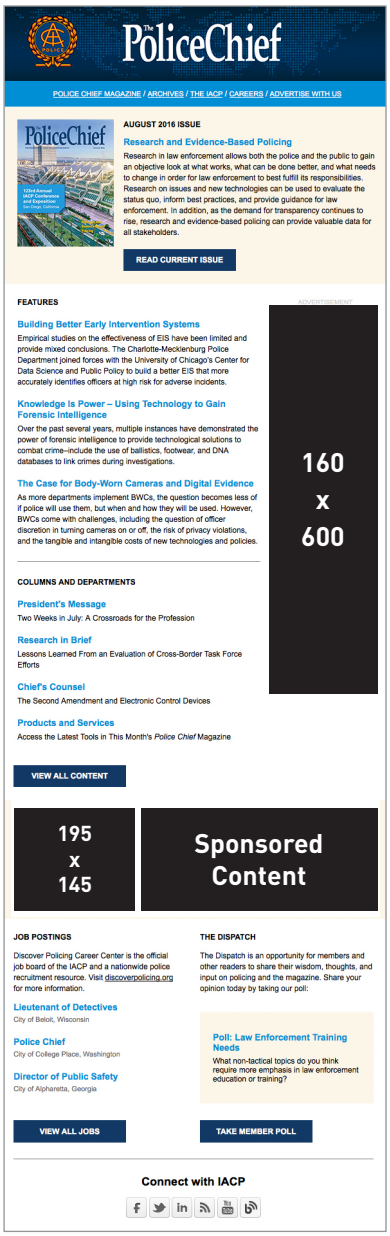
Frequency: Monthly
Circulation: 38,000
Open Rate: 25.31% | Click to Open Rate: 13.92%

Launched June 2015, *Police Chief Update* directs readers to the latest and newest content posted on the *Police Chief* website. In addition to a summary of the current issue, the e-newsletter contains job postings and a link to *The Dispatch*, IACP's popular member poll.

This valuable opportunity provide advertisers sole ownership of the e-newsletter with two ad units and an opportunity to provide sponsored content. Limited availability. Call today for more information.

Police Chief Update	Ad Units	Gross Rate
Exclusive Advertiser	• 160 x 600 • 195 x 145 • Sponsored content	$6,000/issue

- Insertion orders and materials are due 15 days prior to the newsletter issue date
- JPG or GIF format; No animation; 40 KB maximum
- RGB color format, 72 dpi
- Sponsored content: Headline (5-8 words) and copy (45 words max)
- Send artwork, target URL and ALT text to Kala Burke at kburke@townsend-group.com.



Source: Informz, January -June 2016

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IACP DIGITAL

IACP NEWS

AN INDISPENSIBLE SOURCE OF LAW ENFORCEMENT NEWS

Frequency: Biweekly
Circulation: 38,000 opt-in subscribers
Open Rate: 24.07% | Click to Open Rate: 15.44%

IACP News is the official e-newsletter of the IACP and the go-to resource for influential law enforcement leaders, linking them to essential information about:

- IACP events and resources
- Job postings
- IACP Blog updates and much more

Advertise in *IACP News* today and share your products and services with an audience of more than 38,000 law enforcement decision makers!

Ad Unit	Ad Size	Gross Rate
Rectangle	180 x 150	$1,250/issue
Sponsored Content	55 character headline 200 character body	$1,500/issue

Source: Informz, January-July 2015

- Insertion orders and materials are due 15 days prior to the newsletter issue date
- JPG or GIF format; No animation; 40 KB maximum
- RGB color format, 72 dpi
- Sponsored content limited to one (1) per issue
- Send artwork, target URL and ALT text to Kala Burke at kburke@townsend-group.com.

***Please be aware of the following restrictions in regards to IACP News Sponsored Content:**

- Cannot promote content that contradicts IACP policies or stance on issues
- Must promote an event or resource (not a product)
- Language and content must be approved by IACP

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IACP CUSTOM CONTENT

WHITE PAPERS, CASE STUDIES & CHANNEL E-NEWSLETTERS

BUILD STRONGER LEADS AND THOUGHT-LEADERSHIP FOR YOUR ORGANIZATION

From case studies to white papers and channel e-newsletters, IACP offers a great selection of custom content options to build stronger leads for your organization.

Contact your sales rep today to learn how you can collaborate with IACP's editorial staff to produce a custom content product that delivers results and works best for your products and services.

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The Police Chief

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