



# POLICE CHIEF

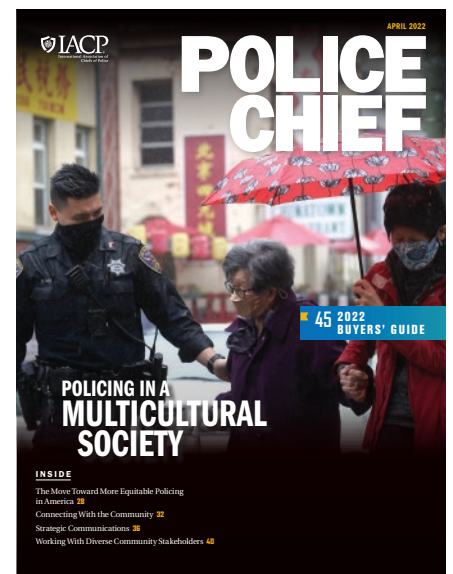
## 2023 MEDIA KIT



Official Publication of the International Association of Chiefs of Police  
[www.policechiefmagazine.org](http://www.policechiefmagazine.org)

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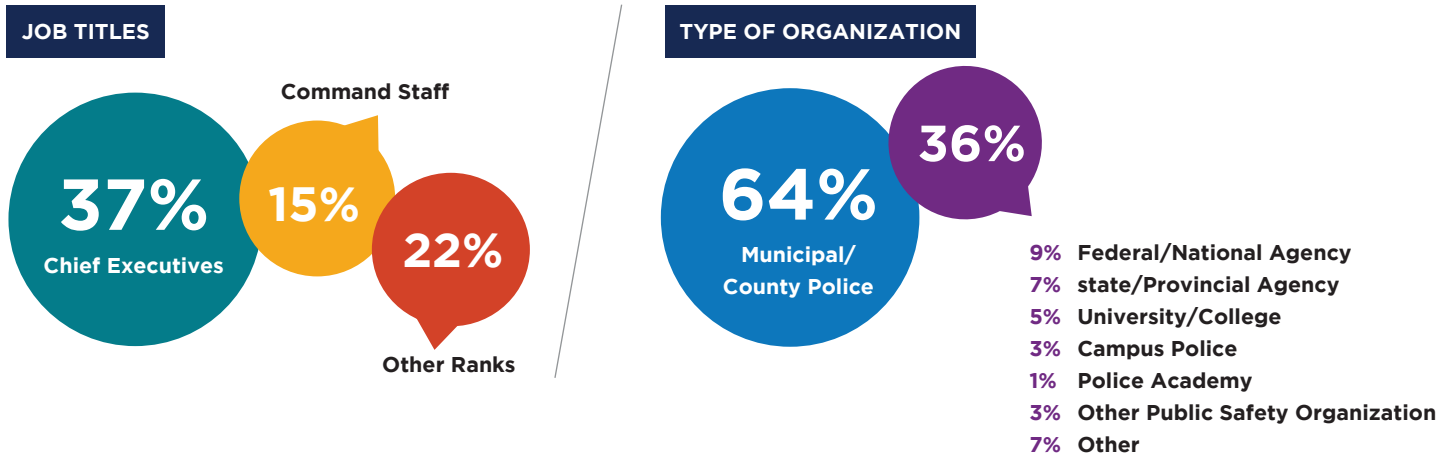
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# GAIN A SEAT AT THE CHIEF'S DESK



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



## PURCHASING POWER

80% involved in purchasing process

56% authorize or approve purchases

**\$16.1 MILLION** average operating budget.

### Products/services recently purchased or is considering purchasing

Body Worn Cameras	53%	Aerial Systems/Drones	25%
Personal Protective Equipment	48%	Traffic Safety Equipment	24%
Training Services/Systems	33%	Surveillance Equipment	23%
Mobile Devices	31%	CAD/Dispatch/911	23%
Data Management Tools	31%	GPS/Tracking Devices	18%
First Aid/Emergency Response Equipment	28%	Special Purpose Vehicles	17%
Evidence Management/Storage	27%	Video Analysis	13%
Cloud Services	26%	Other	9%

Source: *Police Chief* 2021 Readership Study, Readex Research

# READER PROFILE

$$28,300 \text{ CIRCULATION} \times 3.1 \text{ READERS/COPY} = 87,730 \text{ TOTAL READERS}$$

**46 MINUTES**

average time spent reading an issue of *Police Chief*

**75%**

are regular readers (at least 3 of 4 issues)

**72%**

prefer *Police Chief* vs. other law enforcement publications

**87%**

took action after reading *Police Chief*



## Actions taken as a result of reading *Police Chief*

Shared or discussed an article with others	77%
Visited IACP's website	46%
Filed an article for future reference	36%
Visited an advertiser's website	24%
Shared or discussed an ad with others	16%
Recommended the purchase of products/services advertised	8%

## AVERAGE READER ORGANIZATION

SERVES:

**308,000 CITIZENS**

EMPLOYS:

**294 SWORN OFFICERS**



Source: *Police Chief* 2021 Readership Study, Readex Research

# 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 90 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	Special Features	Closing + Mail Dates
January	Contemporary Issues in Policing <b>Product Features:</b> Safety & Tactical Gear	• IACP 2022 Awards; OSW preview	<b>Space:</b> November 17   <b>Artwork:</b> December 05 <b>Mails:</b> January 17
February	Innovations in Law Enforcement Training <b>Product Features:</b> Vehicles/Fleet Management		<b>Space:</b> January 3   <b>Artwork:</b> January 13 <b>Mails:</b> February 09
March	Violence Reduction Strategies <b>Product Features:</b> Employee Wellness	• Tech Conf Preview	<b>Space:</b> January 26   <b>Artwork:</b> February 7 <b>Mails:</b> March 02
April	Using Data to Drive Policing <b>Product Features:</b> Body-Worn Cameras	• Buyers' Guide	<b>Space:</b> February 28   <b>Artwork:</b> March 09 <b>Mails:</b> April 06
May	Officer Safety and Wellness <b>Product Features:</b> Weapons & Accessories	• OSW Recap/National Police Week	<b>Space:</b> March 27   <b>Artwork:</b> April 10 <b>Mails:</b> May 04
June	Policing with Vulnerable Populations <b>Product Features:</b> Artificial Intelligence	• DAID Preview	<b>Space:</b> April 24   <b>Artwork:</b> May 05 <b>Mails:</b> June 01
July	Media Strategies <b>Product Features:</b> Rescue/Disaster Equipment	• Tech Conf Recap	<b>Space:</b> May 25   <b>Artwork:</b> June 09 <b>Mails:</b> July 06
August	Mentoring & Development <b>Product Features:</b> Unmanned Aerial Systems/Drones	• Conference Preview 1	<b>Space:</b> June 26   <b>Artwork:</b> July 07 <b>Mails:</b> August 03
September	Police Innovation <b>Product Features:</b> Traffic Safety Equipment	• Conference Preview 2; 40 Under 40	<b>Space:</b> August 01   <b>Artwork:</b> August 09 <b>Mails:</b> September 07
October	Leadership & Accountability <b>Product Features:</b> Digital Evidence Management	• Conference, DAID Recap	<b>Space:</b> August 25   <b>Artwork:</b> September 08 <b>Mails:</b> October 05
November	Contemporary Issues in Policing <b>Product Features:</b> Crime Scene Supplies/Tools	• New Board	<b>Space:</b> September 22   <b>Artwork:</b> October 05 <b>Mails:</b> November 02
December	Partnerships in Public Safety <b>Product Features:</b> Forensics Tools/Kits & Digital Forensics	• Conference Recap	<b>Space:</b> October 26   <b>Artwork:</b> November 07 <b>Mails:</b> December 07

Editorial calendar is subject to change.

# AD RATES & SPECS

Four Color	1x	3x	6x	12x	BG Rate
Full Page	\$4,625	\$4,475	\$4,245	\$3,755	\$5,385
Two-Page Spread	\$8,240	\$7,890	\$7,520	\$6,300	\$9,625
2/3 Page	\$3,460	\$3,340	\$3,205	\$2,855	\$4,020
1/2 Page Island	\$3,045	\$2,930	\$2,835	\$2,665	\$3,500
1/2 Page	\$2,905	\$2,780	\$2,610	\$2,430	\$3,330
1/3 Page	\$2,290	\$2,195	\$2,100	\$1,845	\$2,570
1/4 Page	\$1,970	\$1,835	\$1,720	\$1,635	\$2,230
1/6 Page	\$1,805	\$1,655	\$1,620	\$1,530	\$1,985

Four Color	1x	3x	6x	12x	BG Rate
Cover 2	\$5,550	\$5,370	\$5,095	\$4,510	\$6,470
Cover 3	\$5,320	\$5,150	\$4,880	\$4,315	\$6,200
Cover 4	\$5,785	\$5,600	\$5,305	\$4,695	\$6,735

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

Four Color	1x	3x	6x	12x	BG Rate
Full Page	\$3,830	\$3,680	\$3,450	\$2,960	\$4,595
Two-Page Spread	\$7,045	\$6,695	\$6,325	\$5,105	\$8,435
2/3 Page	\$2,665	\$2,545	\$2,410	\$2,060	\$3,225
1/2 Page Island	\$2,250	\$2,130	\$2,040	\$1,870	\$2,705
1/2 Page	\$2,110	\$1,985	\$1,815	\$1,635	\$2,535
1/3 Page	\$1,495	\$1,400	\$1,305	\$1,050	\$1,770
1/4 Page	\$1,180	\$1,040	\$920	\$840	\$1,430
1/6 Page	\$1,010	\$860	\$830	\$730	\$1,190

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

Four Color	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 Taylor Parker at [parkert@theiacp.org](mailto:parkert@theiacp.org)

# TECHNOLOGY EXPOSITION

Take advantage of this exclusive opportunity to promote your technology or product.

For \$2,750, this promoted listing includes the following:

- Headline
- Image, 4" x 3"
- 100 words on your new technology
- 100 words on your company
- URL to drive traffic to your site

**Image 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 Taylor Parker at [parkert@theiacp.org](mailto:parkert@theiacp.org)

TECHNOLOGY Exposition

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**Stay up to date on new products and advances in technology to ensure your officers are equipped with the tools they need.**

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**AMPED FIVE: THE MOST TRUSTED IMAGE AND VIDEO FORENSICS SOFTWARE**

Amped FIVE is the most trusted software for forensic video analysis, conversion, and image enhancement for law enforcement, investigations, and intelligence. It provides more than 140 filters and tools to analyze, restore, and clarify digital images and videos generating a complete scientific report of the process to ensure your evidence is admissible in court. Amped FIVE is an all-in-one solution that works with any type of image and video data, from CCTV recordings and body-worn cameras to latent fingerprints, and supports any standard image and video format. It also automatically converts the majority of proprietary formats, eliminating the need to install multiple players.



Amped Software develops solutions for the forensic analysis, authentication, and enhancement of images and videos to assist an entire agency with investigations, helping from the crime scene, up to the forensic lab, and into the courtroom. Amped solutions are used by forensic labs, law enforcement, intelligence, military, security, and government agencies in more than 100 countries worldwide. With an emphasis on the transparency of the methodologies used, Amped empowers customers with the three main principles of the scientific method: accuracy, repeatability, and reproducibility.

[ampedsoftware.com](http://ampedsoftware.com) | [info@ampedsoftware.com](mailto:info@ampedsoftware.com)

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**Bathymetric Lidar**  
Teledyne Optech and Teledyne CARIS announce their next generation bathymetric lidar, the CZMIL SuperNova. The CZMIL SuperNova boasts the best depth performance and the highest green laser point density in its class. Introducing SmartSpacing technology for even and efficient point spacing, real-time processing capability for reduced post-processing time, and configurable modes for maximizing performance in different water environments, the SuperNova provides a wide range of inputs and is ideal for inland water environments, base mapping for coastal zones, and shoreline. Leveraging AI techniques for land/water discrimination and noise classification, this bathymetric solution effectively delivers efficiencies in the processing workflow.



[www.teledyneoptech.com](http://www.teledyneoptech.com)

**Assault Rifle**  
Israel Weapon Industries (IWI), a leader in producing combat-proven small arms for police units, law enforcement agencies, and governmental entities around the world, is launching the new ACE-N 52 assault rifle. The latest model in the ACE family, the ACE-N 52 has an improved ergonomic design that is suitable for use with standard NATO (AR-10) magazines, including 7.62x51mm ammunition. The ACE-N 52 meets the standards of MIL SDT S&10 and is able to withstand harsh weather and environmental conditions. With a foldable AR butt and adjustable cheek rest, the new weapon enables flexible operation and enhances mission accuracy. It also features a Picatinny rail, to adapt a wide range of equipment.



[www.iwi.net](http://www.iwi.net)

62 POLICE CHIEF • FEBRUARY 2022 [policechiefmagazine.org](http://policechiefmagazine.org)

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# CUSTOM CONTENT

From case studies to white papers, *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 *Police Chief* staff to produce a custom content product that delivers results and works best for your products and services.

- Topic of supplement must be included
- Final content due 2 weeks before the listed Police Chief space deadline (see page 5)
- Content subject to IACP approval
- Send content to Taylor Parker at [parkert@theiacp.org](mailto:parkert@theiacp.org)

**Three Reasons Data Priority is Essential for First Responders**  
by Teddy Durgin

First responders have to roll up on all sorts of uncertain, even daunting scenes—whether it's a building fire, an active shooter situation, or just fighting the crowds to get to a sick or injured person at a major festival or sporting event. Skills and training are, of course, essential. But equally important in this age of widespread mobile phones and cellular traffic is data priority and reliability.

U.S. Cellular, the fifth-largest wireless carrier in the United States, has made helping emergency personnel stay connected at all times both a business priority and a social responsibility. We sat down with two key members of the company—Amy Schillingman, Director of Business Markets for U.S. Cellular's business channel serving Wisconsin and Northern Illinois, and Patrick Patat, Senior Manager of IoT Product Management—to discuss the three main reasons why data priority is essential for first responders.

**Prioritizing Connectivity**

If you are a police officer, a firefighter, or a paramedic, reliable connectivity is a must when responding to an emergency. "Communication is the lifeblood of what we do, from everyday response scenarios to emergency response management," Schillingman said. "First responders need to stay connected in such situations."

U.S. Cellular has been providing emergency responders with a dedicated Long-Term Evolution (LTE) network that separates mission-critical data from commercial and consumer traffic.

"The network that we created is part of our public safety solution to provide consistent high-quality service with the ability to prioritize and provide pre-emption for our first responders during high-traffic public events or during emergencies," Schillingman said. "We have developed a network that separates mission-critical data from the commercial and consumer traffic."

U.S. Cellular

**A Range of Applications**

U.S. Cellular has had great success deploying its technology and team support in various disaster scenarios and, on the more fun side, during big entertainment and sporting events. Regarding the former, a recent effort where Schillingman had to mobilize his team was in Wisconsin, where there was flooding on the state's southern border. Many streets were shut down, and emergency responders had their hands full.

"We had to go to a particular firehouse and set up a wireless command center," he said. "We also had to provide them with additional handsets because their entire wireless communications network was down. So, they relied solely on the wireless data and the services we could provide."

Wisconsin also hosts SummerFest, the largest music festival in the United States. There were 10.8 million LTE data connections during the 2015 SummerFest. "It's really a small city down there for a 10-day period," Schillingman said. "If you're down there on a commercial network, in times of congestion, on some networks you're going to be slowed down or you're going to have connection issues. So, that was one area that we certainly were able to deploy the MPS to the organizations we support, and they were able to communicate fully."

Looking ahead, both men are excited about the potential 5G has to offer.

"I see us having carved out our public safety-focused network, we'll start enhancing that network with the new technologies that 5G offers," Patat said. "We'll create a virtual network for first responders that will feature functions that will be quite different from your normal consumer network."

"5G is the next generation of wireless technology," Schillingman added. "The 5G speeds will be much faster than the speeds we see today. The latency of moving data will be almost instantaneous. It will provide our first responders with real-time access to mission-critical information, allowing them to make quicker and more informed decisions when time is of the essence. 5G in the emergency response space is going to be a game-changer in the next two to three years."

For more information, visit [usccellular.com/business/publicsafety](http://usccellular.com/business/publicsafety)

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# POLICE CHIEF SUPPLEMENTS

Sponsor a print or digital *Police Chief* supplement to showcase your thought-leadership content and increase your visibility. Every supplement includes past *Police Chief* articles along with your provided content. Showcase your most recent case study, white paper or product review when securing your sponsorship!

Print	Ad Size	Net Rate
8-Page Supplement	<ul style="list-style-type: none"><li>• 2 pages of sponsored content</li><li>• Cover 2</li><li>• Cover 4</li><li>• Polybag</li></ul>	\$31,500/issue
16-Page Supplement	<ul style="list-style-type: none"><li>• 4 pages of sponsored content</li><li>• Cover 2</li><li>• Cover 4</li><li>• Polybag</li></ul>	\$36,500/issue

Digital	Ad Size	Net Rate
8-Page Supplement	<ul style="list-style-type: none"><li>• 2 pages of sponsored content</li><li>• Cover 2</li><li>• Cover 4</li></ul>	\$10,000/issue
16-Page Supplement	<ul style="list-style-type: none"><li>• 4 pages of sponsored content</li><li>• Cover 2</li><li>• Cover 4</li></ul>	\$15,000/issue

- Topic of supplement must be included
- Final content due 2 weeks before the listed Police Chief space deadline (see page 5)
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DIGITAL

# POLICECHIEFMAGAZINE.ORG

**Average Unique Visitors/Month: 45,000**  
**Average Monthly Page Views: 90,000**

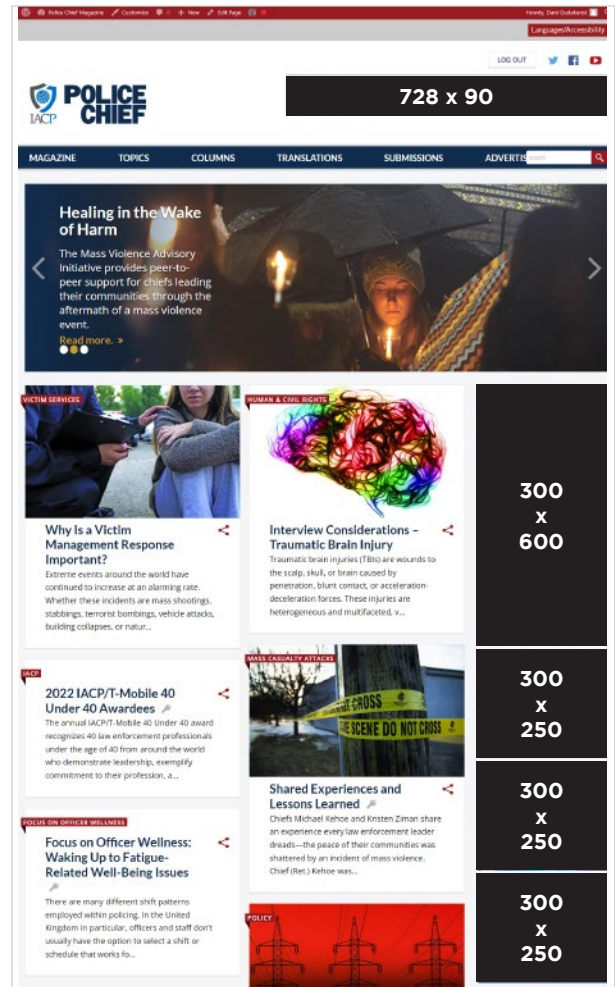
The *Police Chief* website offers readers access to the valuable content in *Police Chief* magazine anytime, anywhere with a digital device.

**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	Net Rate
Top Leaderboard	728 x 90	\$55 CPM
Half Page	300 x 600	\$65 CPM
Medium Rectangle	300 x 250	\$50 CPM
Sponsored Article	Specs below	\$3,000
<b>NEW</b> Interstitial Leaderboard	728 x 90	\$100 CPM

## Sponsored article:

- Homepage positioning for at least 2 weeks
- IACP social media promotion: 1 tweet, 1 Facebook post
- 20,000 impressions in 3rd medium rectangle placement to promote article.
- Video can be embedded in the article for an additional \$500



- Minimum purchase of 20,000 impressions/month
- Space and artwork due 15 days prior to start of ad campaign
- JPG or GIF; RGB color format; 72 dpi; Flash accepted; Limit animation to 7 seconds and 3 loops; 40 KB max
- Send artwork and target URL to Taylor Parker at [parkert@theiacp.org](mailto:parkert@theiacp.org)

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DIGITAL

# POLICE CHIEF UPDATE

**Frequency: Monthly**  
**Circulation: 69,000**  
**Unique Open Rate: 25% | CTOR: 11%**

*Police Chief Update* alerts readers to the newest content posted on the *Police Chief* website. This monthly e-newsletter contains an issue summary, job postings, and more.

The exclusive advertiser will have ownership of two ad units and an opportunity to provide sponsored content. Limited availability. Call today for more information.

Ad Unit	Ad Size	Net Rate
Exclusive Advertiser	<ul style="list-style-type: none"> <li>• 160 x 600</li> <li>• 195 x 145</li> <li>• Sponsored content</li> </ul>	\$6,000/issue

- Space and artwork due 15 days prior to issue date
- JPG or GIF; No animation; RGB color; 72 dpi; 40 KB max
- Sponsored content: Headline (5-8 words) and copy (45 words max)
- Send artwork and target URL to Taylor Parker at [parkert@theiacp.org](mailto:parkert@theiacp.org)

The screenshot shows the Police Chief Magazine website. At the top is the IACP logo and the magazine title. Below is a navigation bar with links like 'POLICE CHIEF MAGAZINE', 'ONLINE EDITORS GUIDE', 'ARCHIVES', 'THE IACP', 'CAREERS', 'ABOUT IACP', and 'ADVERTISING'. The main content area features the July 2022 issue cover with the headline 'Violent Extremism'. Below the cover is a 'READ CURRENT ISSUE' button. A 'FEATURES' section lists articles such as 'The Changing Face of Hate', 'The Fractured Threat Landscape', and 'Thoughtful Leadership for Threat Mitigation'. A 'COLUMNS' section lists 'President's Message', 'Chief's Counsel', 'Traffic Safety Initiatives', and 'Products and Services'. A 'SPONSORED CONTENT' section is at the bottom with the headline 'Gain a Seat at the Chief's Desk'. On the right side, there is a vertical black box with the text '160 x 600'.

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DIGITAL

# POLICE CHIEF SPECIAL REPORTS

**Frequency: 6x (Feb, Apr, Jun, Aug, Oct, Dec)**  
**Circulation: 53,000**

Position your company as a thought-leader. *Police Chief Special Report* provides industry suppliers a powerful venue to own and submit custom content to be delivered in an IACP branded e-newsletter.

Topics may include leadership, officer safety and wellness, traffic safety and others. IACP editorial staff will curate the best articles to accompany your company's message.

Ad Unit	Ad Size	Net Rate
Exclusive Advertiser	<ul style="list-style-type: none"><li>• 195 x 145</li><li>• Sponsored content</li></ul>	\$7,500/issue

- Space and artwork due 15 days prior to issue date
- JPG or GIF; No animation; RGB color; 72 dpi; 40 KB max
- Sponsored content: Headline (5-8 words) and copy (45 words max)
- Send artwork and target URL to Taylor Parker at [parkert@theiacp.org](mailto:parkert@theiacp.org)

**POLICE CHIEF** Special Report On: **Leadership** February 16, 2021  
Sponsored by FireNet

POLICE CHIEF MAGAZINE / ONLINE BUYERS' GUIDE / ARCHIVES / THE IACP / CAREERS / IACPteam / ADVERTISE WITH US

**FEATURES**

**Three Strategies for Crisis Leadership**  
In this new era of seemingly constant crisis, police leaders need to effectively build trust, manage ongoing and overlapping crises, and, most importantly, lead.

**Shaping Police Leaders for the 21st Century**  
In a period of turmoil, the Atlanta Police Department developed an innovative Solution to provide leadership training and mentorship to rising leaders.

**SPONSORED CONTENT**

**195 X 145**

**Leadership in the Face of Fire**  
Unprecedented challenges, including record-breaking wildfires and large-scale protests, demanded agility and adaptability from the Colorado State Patrol.

**Shaping Police Leaders for the 21st Century**  
In a period of turmoil, the Atlanta Police Department developed an innovative Solution to provide leadership training and mentorship to rising leaders.

**ADVERTISMENT**

Your private information is online, open for everyone to see.

You are at risk of Harassment, Doxing, and Identity Theft.

Protect your privacy today.

Sign up at [OfficerPrivacy.com](http://OfficerPrivacy.com)

**LEARN MORE!**

**Connect with IACP**

International Association of Chiefs of Police  
44 Canal Center Plaza, Suite 200, Alexandria, VA 22314  
1.800.THE.IACP | [www.theiacp.org](http://www.theiacp.org)

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DIGITAL

# IACP MONTHLY

## AN INDISPENSIBLE SOURCE OF LAW ENFORCEMENT NEWS

**Frequency: Monthly**

**Circulation: 53,000 opt-in subscribers**

**Unique Open Rate: 25% | CTR: 6%**

*IACP Monthly* 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 Monthly* today and share your products and services with an audience of more than 40,000 law enforcement decision makers!

Ad Unit	Ad Size	Net Rate
Rectangle	180 x 150	\$1,250/issue
Sponsored Content	<ul style="list-style-type: none"> <li>• 55 character headline</li> <li>• 200 character body</li> <li>• 125 x 125 image</li> </ul>	\$1,500/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: limited to one (1) per issue
- Send artwork and target URL to Taylor Parker at [parkert@theiacp.org](mailto:parkert@theiacp.org)

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The advertisement layout features the IACP logo and 'IACP Monthly' branding at the top. It displays three 180 x 150 ad units. Below these, there is a section titled 'IN THIS ISSUE' with a list of articles. To the right, a section titled 'Police Chief Magazine Temporary Adaptation' explains the transition to digital format. Further down, there is a 125 x 125 ad unit for '10-Hour Shifts in Law Enforcement: 5 Considerations' and a 'POLICE CHIEF' magazine cover image with the headline 'ILLCIT MARKETS'. A 'IACP 2022 Explore Membership' button is also visible.

### \*Please be aware of the following restrictions in regards to IACP Monthly 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

DIGITAL

# THE LEAD

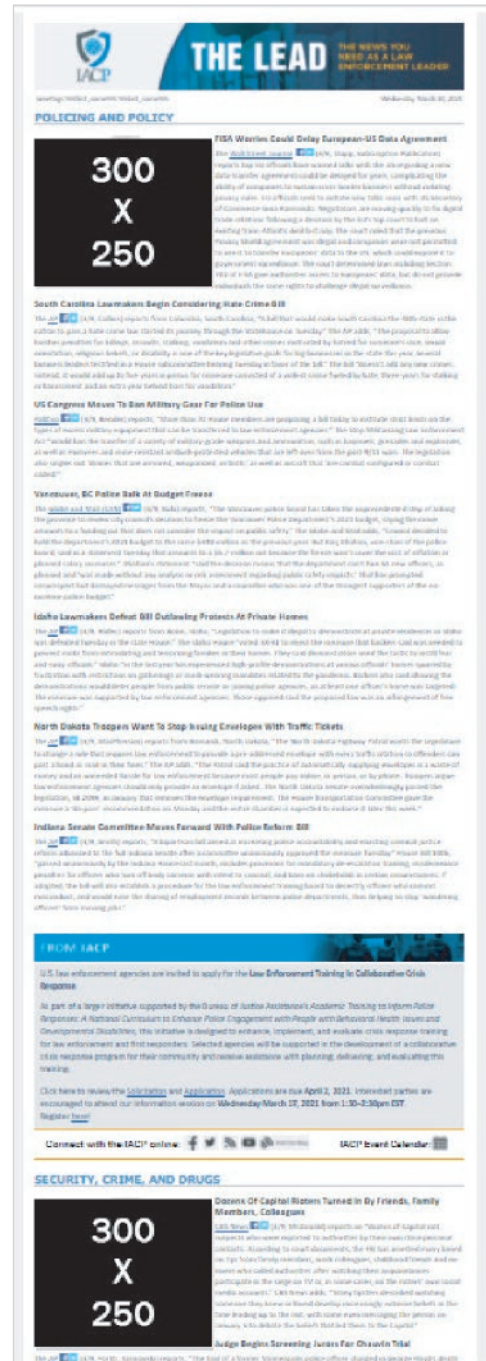
## A DAILY DIGEST FOR LAW ENFORCEMENT LEADER

Frequency: Daily  
Circulation: 16,000 opt-in subscribers  
Unique Open Rate: 39%

Advertise in *The Lead* and reach industry professionals on a daily basis for one month. Every issue covers topics such as Policing and Policy; Security, Crime, and Drugs; and Technology.

Ad Unit	Ad Size	Net Rate
Rectangle 1	300 x 250	\$8,000/monthly
Rectangle 1	300 x 250	\$7,000/monthly

- Insertion orders and materials are due 15 days prior to start of the ad campaign
- JPG; No animation; 80 KB maximum, linking URL, all ads with white or partially white backgrounds must use a black 1-pixel boarder
- RGB color format, 72 dpi
- Send artwork and target URL to Taylor Parker at [parkert@theiacp.org](mailto:parkert@theiacp.org)



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