



# POLICE CHIEF

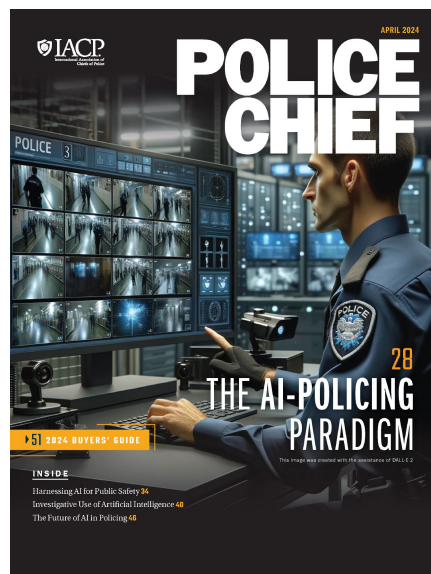
## 2025 MEDIA KIT



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

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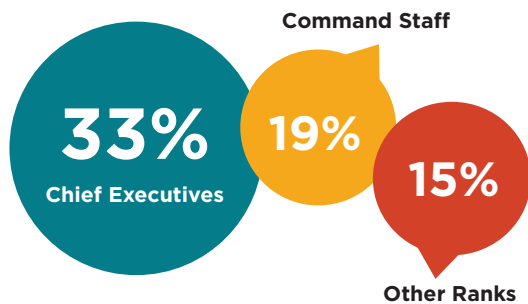


# GAIN A SEAT AT THE CHIEF'S DESK

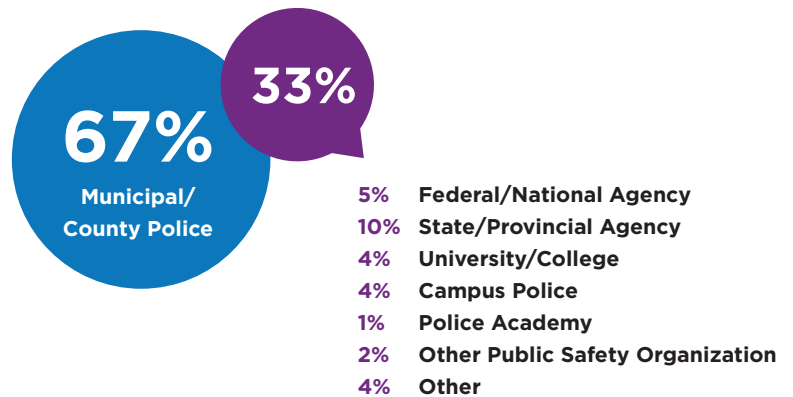


*Police Chief* magazine offers an unparalleled opportunity to market your products to police chiefs and important decision makers.

## JOB TITLES



## TYPE OF ORGANIZATION



## PURCHASING POWER

**82%**  
involved in  
purchasing  
process

**57%**  
authorize  
or approve  
purchases

**\$17.3 MILLION** average operating budget.

| Products/services recently purchased or is considering purchasing |     |                          |     |
|-------------------------------------------------------------------|-----|--------------------------|-----|
| Body Worn Cameras                                                 | 53% | Aerial Systems/Drones    | 37% |
| Personal Protective Equipment                                     | 39% | Traffic Safety Equipment | 29% |
| Training Services/Systems                                         | 32% | Surveillance Equipment   | 28% |
| Mobile Devices                                                    | 34% | CAD/Dispatch/911         | 25% |
| Data Management Tools                                             | 24% | GPS/Tracking Devices     | 20% |
| First Aid/Emergency Response Equipment                            | 27% | Video Analysis           | 18% |
| Evidence Management/Storage                                       | 28% | AI-Enabled Systems       | 16% |
| Cloud Services                                                    | 26% | Other                    | 7%  |

Source: *Police Chief* 2024 Readership Study, Readex Research

# READER PROFILE

$$\begin{array}{rcl}
 \mathbf{32,000} & \times & \mathbf{2.5} \\
 \text{CIRCULATION} & & \text{READERS/COPY} \\
 & & = \mathbf{80,000} \\
 & & \text{TOTAL READERS}
 \end{array}$$

**35 MINUTES**

average time spent reading an issue of *Police Chief*

**54%**

are regular readers (at least 4 of 4 issues)

**64%**

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               | 74% |
| Visited IACP's website                                   | 47% |
| Filed an article for future reference                    | 30% |
| Visited an advertiser's website                          | 26% |
| Shared or discussed an ad with others                    | 19% |
| Recommended the purchase of products/services advertised | 8%  |

## AVERAGE READER ORGANIZATION

SERVES:

**482,000 CITIZENS**

EMPLOYS:

**1,110 SWORN OFFICERS**



Source: *Police Chief* 2024 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                                                                |
|------------------|--------------------------------------------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------------------------|
| <b>January</b>   | Youth-Focused Policing<br><b>Product Features:</b> Training programs/schools                     | • IACP 2024 Awards;<br>OSW preview   | <b>Space:</b> December 06   <b>Artwork:</b> December 10<br><b>Mails:</b> January 17 |
| <b>February</b>  | Contemporary Issues in Policing<br><b>Product Features:</b> Human Resources/Personnel Management |                                      | <b>Space:</b> January 03   <b>Artwork:</b> January 17<br><b>Mails:</b> February 06  |
| <b>March</b>     | Roadway Safety<br><b>Product Features:</b> Uniforms                                              | • Tech Conf Preview                  | <b>Space:</b> January 24   <b>Artwork:</b> February 04<br><b>Mails:</b> March 03    |
| <b>April</b>     | Connectivity for Public Safety<br><b>Product Features:</b> Emergency Response                    | • Buyers' Guide/National Police Week | <b>Space:</b> February 28   <b>Artwork:</b> March 11<br><b>Mails:</b> April 04      |
| <b>May</b>       | Officer Safety & Wellness<br><b>Product Features:</b> Evidence Collection/Management             | • OSW Recap                          | <b>Space:</b> April 01   <b>Artwork:</b> April 10<br><b>Mails:</b> May 02           |
| <b>June</b>      | Investigative Techniques<br><b>Product Features:</b> Tactical Gear                               | • IDTS Preview                       | <b>Space:</b> April 25   <b>Artwork:</b> May 07<br><b>Mails:</b> June 05            |
| <b>July</b>      | Navigating the Drug Crisis<br><b>Product Features:</b> Dispatch Systems                          | • Tech Conf Recap                    | <b>Space:</b> May 29   <b>Artwork:</b> June 06<br><b>Mails:</b> July 07             |
| <b>August</b>    | Contemporary Issues in Policing<br><b>Product Features:</b> Lab Equipment/Supplies               | • IACP 2025 Preview 1                | <b>Space:</b> June 27   <b>Artwork:</b> July 09<br><b>Mails:</b> August 01          |
| <b>September</b> | Transnational Crime Trends<br><b>Product Features:</b> Case Management Software                  | • IACP 2025 Preview 2, 40 Under 40   | <b>Space:</b> August 05   <b>Artwork:</b> August 12<br><b>Mails:</b> September 09   |
| <b>October</b>   | Pivotal Policing Moments: 2010-2025<br><b>Product Features:</b> Explosives Detection/Disposal    | • IACP 2025, IDTS Recap              | <b>Space:</b> August 25   <b>Artwork:</b> September 10<br><b>Mails:</b> October 02  |
| <b>November</b>  | Addressing Violent Crime<br><b>Product Features:</b> Police Bicycles                             | • New Board                          | <b>Space:</b> September 19   <b>Artwork:</b> October 03<br><b>Mails:</b> October 29 |
| <b>December</b>  | Translating Research into Action<br><b>Product Features:</b> Biometrics Equipment                | • IACP 2025 Recap                    | <b>Space:</b> October 24   <b>Artwork:</b> November 05<br><b>Mails:</b> December 04 |

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.

| Black & White   | 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.

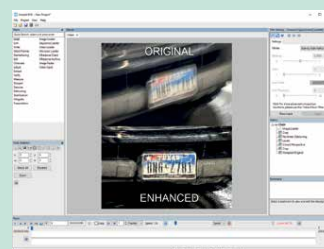
**Artwork Submission:** Please send artwork to Taylor Parker at [parkert@theiacp.org](mailto:parkert@theiacp.org)

## TECHNOLOGY Exposition

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

### 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.



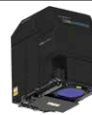
Amped Software develops solutions for the forensic analysis, authentication, and enhancement of images and videos to assist an entire agency with investigations, helping from the crime scene, up to the forensic lab, and into the courtroom. Amped solutions are used by forensic labs, law enforcement, intelligence, 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)

#### 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 STD 810 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)



## IACP Advertising Sales Representatives

### Carol Nettles

404-347-1755

[nettlles@theiacp.org](mailto:nettlles@theiacp.org)

### JT Hroncich

404-347-4170

[hroncich@theiacp.org](mailto:hroncich@theiacp.org)



# 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)
- Content subject to IACP approval
- Send content to Taylor Parker at [parkert@theiacp.org](mailto:parkert@theiacp.org)

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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 & 320 x 50    | \$55 CPM  |
| Half Page                     | 300 x 600              | \$65 CPM  |
| Medium Rectangle              | 300 x 250              | \$50 CPM  |
| Interstitial Medium Rectangle | 300 x 250              | \$100 CPM |
| Interstitial Banners          | 340 x 480 or 336 x 280 | \$100 CPM |

- 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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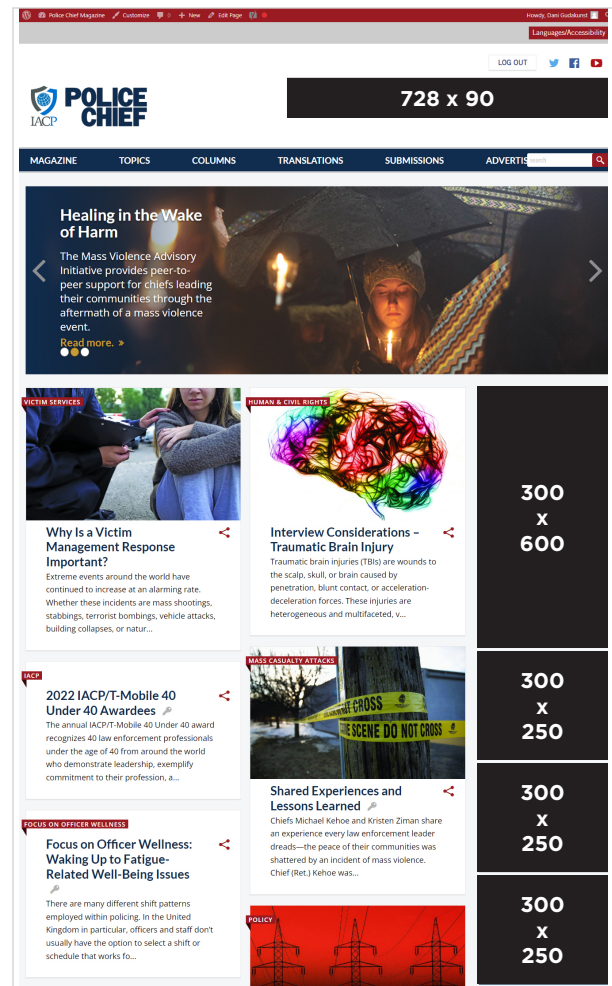
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# SPONSORED ARTICLE

## Content

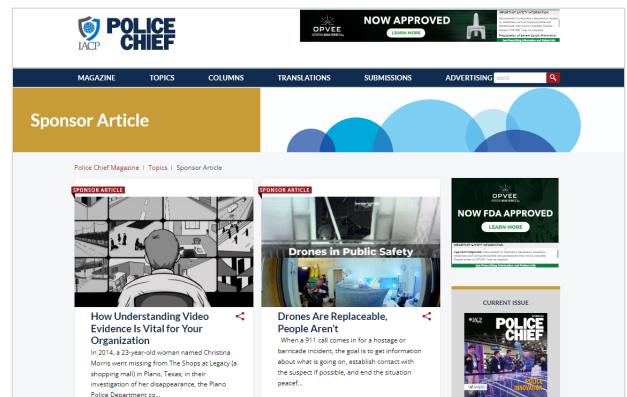
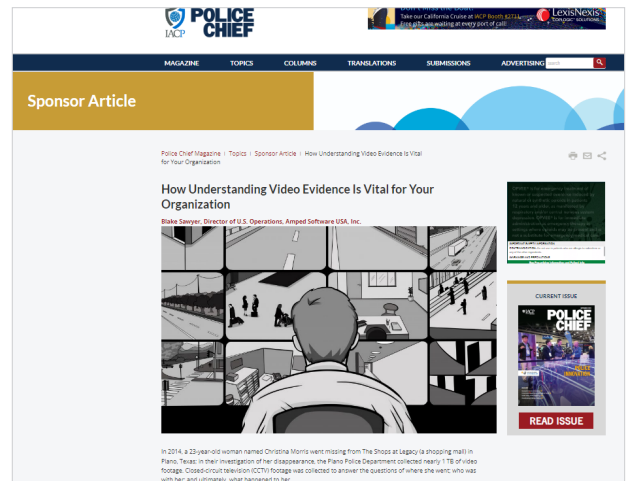
- The article must be directly relevant to law enforcement, public safety, or criminal justice.
- The content should clearly present application or value to law enforcement. Companies are encouraged to focus on issues, research, or other applicable information. The item must be a white paper, thought piece, case study, or other resource of value to IACP members. It cannot be a marketing brief, product release, or similar solely promotional material.

## Style & Structure

- 600-1500 words. Word count does not include title, byline, author bio, or company summary.
- Any facts should be supported by citations presented as numbered endnotes.
- Each article can have one featured (“head”) image. This image cannot be a logo or product image. Any images intended to accompany the text must be at least 72 dpi and should be accompanied by a caption (excluding the head image).
- Additional images/graphics are welcomed, but not required. The images should not be logos or simple promotional product images. They should be relevant to the content and law enforcement. Any images intended to accompany the text must be at least 72 dpi and should be accompanied by a caption (excluding the head image).

## Each sponsored article will receive the following promotion:

- 2 weeks on Police Chief Online among top four articles on the homepage (exact placement will vary)
- Articles have permanent status in the Bonus Online Articles archive unless the advertiser requests removal.
- One post about article on IACP Facebook account.
- One post about article on IACP Twitter account.



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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 image</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)



POLICE CHIEF MAGAZINE | ARCHIVES | THE IACP | CAREERS | IACP LEARN | ADVERTISE



SEPTEMBER 2023 ISSUE

**Police Innovation**

With current advancements in technology, mental health awareness, and training, law enforcement agencies have myriad opportunities to take advantage of such progress and innovate ways to use new products and resources to move policing forward, increase efficiency, and improve service to their communities. Whether it's using the newest high-tech tool or finding new ways to connect with community-based partners, the profession is embracing innovation around the globe.

READ CURRENT ISSUE

### FEATURES

**Innovative Tools or Torment?**  
As drones take to the sky and the courtroom, law enforcement needs to consider the benefits and drawbacks of this constantly evolving tool.

**Community Safety Starts with Officer Safety**  
The loss of a constable brought more than grief to the New Zealand Police; it brought the rollout of a new policing method to create a safer police force.

**Traffic Safety in the Digital Age**  
Having access to vehicle data could be the key to eliminating traffic fatalities—especially as vehicles become more automated. What needs to be done to make this possible?

### COLUMNS

**President's Message**  
Open Dialogue Can Spark Innovative Solutions

**Chief's Counsel**  
Innovating to Reduce Video Perception Bias

**Inside the FBI/CJIS**  
Equipping Officers with Critical Information

**Products and Services**  
Access the latest tools in this month's *Police Chief*.

VIEW ALL CONTENT

160  
x  
600

195  
x  
145

Ad Copy

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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>160 x 600</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:  
**Community-Police Relations**

August 2, 2023

Sponsored by  
Babbel

POLICE CHIEF MAGAZINE / ARCHIVES / THE IACP / CAREERS / IACP LEARN / ADVERTISE WITH US

**FEATURES**  
**Building Community Trust through Language Justice**  
Ensuring sufficient communication and equitable service to community members across language barriers is understandably challenging; however, there are promising practices for agencies to emulate, including the Portland, Oregon, Police Bureau Language Justice Program.  
**The Snowball Effect**  
Police agencies must engage their stakeholders in activities that educate, empower, and build stronger relationships. Small actions will cause bigger actions and results, ultimately leading to noticeable change.

**SPONSORED CONTENT**  
**Build Trust and Improve Safety with Language Learning**  
It's essential for police officers to communicate effectively—both with their teams and the communities they work in. With [Babbel for Business's](#) language learning solution, police departments can keep officers safe, avoid miscommunication with the populations they serve, and build a safer environment for the public. [Learn more.](#)

**Accountable and Inclusive Policing**  
One of the most important things the police can do to uphold their sacred obligation to community safety is to work deliberately to make everyone feel they are represented, that they are included, that they are valued, that they have a voice, and that they have agency.

**Strategic Communications**  
Effectively communicating in a culturally relevant manner with various audiences is an essential component of community policing. To that end, a multidimensional, multicultural approach to strategic communications is imperative.

ADVERTISEMENT  
**160  
x  
600**

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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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# IACP Monthly

180  
X  
150

180  
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### IN THIS ISSUE

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- New Resources on Developmental Disabilities
- 2022 IACP Member-to-Member Drive
- Help Us Help You: Update Your Online Profile

### Police Chief Magazine Temporary Adaptation

A severe paper shortage is unfortunately making it necessary for the IACP to transition *Police Chief* magazine to a digital format until this unavoidable situation is resolved. Nonetheless, the IACP is committed to delivering the *Police Chief* magazine you have come to expect—just in a different format. Over the next few months, you will see a transition from print to electronic formats—a link to a full version of *Police Chief* magazine will be distributed via email to all members, and a condensed version of the magazine will be mailed to you through December. Please ensure your membership information is up-to-date to receive the latest magazine issue.

We look forward to returning to a full print publication as soon as possible. [Access content online](#)

IACP 2022

Explore Membership



125  
X  
125

### 10-Hour Shifts in Law Enforcement: 5 Considerations

In law enforcement, shift schedules vary widely, depending on response and staffing needs. The question: Which shift arrangement is best? In this [white paper](#), Lexipol training developer Rex M. Scism, a 32-year veteran of law enforcement, considers the issues and research into shift length, fatigue and human performance.

Download this [free white paper](#) today to learn about the five critical considerations for determining which shift regimen is best suited for your response area and team.

### \*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: 18,000 opt-in subscribers  
Unique Open Rate: 48.4%

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 2 | 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)

\*In rare circumstances, at the IACP's discretion, we reserve the right to move or remove an ad from an edition of the news brief due to a potential conflict of interest or other area of concern.



# THE LEAD

THE NEWS YOU NEED AS A LAW ENFORCEMENT LEADER

Security, Policy, Justice, Reform, Justice

Wednesday, March 31, 2021

## POLICING AND POLICY

300  
X  
250

### TSA Workers Could Delay European-US Data Agreement

The [Wall Street Journal](#) reports that TSA workers have agreed to a new data-to-travel agreement that could be delayed for years, complicating the ability of European countries to share business and travel information. The deal would allow TSA workers to access sensitive data from European countries, but it would also require the U.S. to provide similar access to European countries. The deal is still in the works, and it is unclear when it will be finalized.

### South Carolina Lawmakers Begin Considering Hate Crime Bill

The [Wall Street Journal](#) reports that South Carolina lawmakers have begun considering a hate crime bill. The bill would make it a crime to commit a hate crime against a person based on their race, ethnicity, or religion. The bill is still in the works, and it is unclear when it will be finalized.

### US Congress Moves To Ban Military Gear For Police Use

The [Wall Street Journal](#) reports that the U.S. House of Representatives has passed a bill to ban the use of military gear by police. The bill would prohibit the use of military-style uniforms, equipment, and tactics by police. The bill is still in the works, and it is unclear when it will be finalized.

### Vancouver, BC Police Bats At Budget Cuts

The [Vancouver Sun](#) reports that Vancouver police are facing budget cuts. The police department is looking for ways to save money, including cutting back on training and equipment. The police are concerned that these cuts will affect their ability to keep the city safe.

### Idaho Lawmakers Defeat Bill Outlawing Protests At Private Homes

The [Wall Street Journal](#) reports that Idaho lawmakers have defeated a bill that would outlaw protests at private homes. The bill would have made it a crime to protest at someone's home without their permission. The bill was defeated because many lawmakers felt it was too restrictive.

### North Dakota Troopers Want To Stop Issuing Envelopes With Traffic Tickets

The [Wall Street Journal](#) reports that North Dakota troopers want to stop issuing traffic tickets in envelopes. The troopers feel that the envelopes are disrespectful and that they should be able to speak directly to the driver. The state is considering the troopers' request.

### Indiana Senate Committee Moves Forward With Police Reform Bill

The [Wall Street Journal](#) reports that the Indiana Senate Committee has moved forward with a police reform bill. The bill would require police departments to have a civilian review board and to provide training on de-escalation techniques. The bill is still in the works, and it is unclear when it will be finalized.

### FROM IACP

#### U.S. Law Enforcement Agencies are Invited to Apply for the Law Enforcement Training in Collaborative Crisis Response

As part of a larger initiative supported by the Bureau of Justice Assistance's Academic Training to Inform Police Response: A National Curriculum to Enhance Police Engagement with People with Behavioral Health Issues and Developmental Disabilities, this initiative is designed to enhance, implement, and evaluate crisis response training for law enforcement and first responders. Selected agencies will be supported in the development of a collaborative crisis response program for their community and receive assistance with planning, delivering, and evaluating the training.

Click here to review the [eligibility](#) and [application](#). Applications are due April 5, 2021. Interested parties are encouraged to attend our information session on **Wednesday March 31, 2021 from 1:30-3:30pm EST**.

[Register here!](#)

Connect with the IACP online: [Facebook](#) [Twitter](#) [LinkedIn](#) [YouTube](#) [Instagram](#) [TikTok](#) [Snapchat](#) [Pinterest](#)

ICAP's Event Calendar

## SECURITY, CRIME, AND DRUGS

300  
X  
250

### Citizens Of Capital Blamed Turned In By Friends, Family Members, Colleagues

The [Wall Street Journal](#) reports that a group of citizens who were turned in by their friends, family, and colleagues are being charged with capital offenses. The group is being charged with capital offenses because they were turned in by their friends, family, and colleagues. The charges are still in the works, and it is unclear when they will be finalized.

### Judge Begins Screening Jurors For Chauvin Trial

The [Wall Street Journal](#) reports that a judge has begun screening jurors for the trial of George Floyd's killer, Derek Chauvin. The judge is looking for jurors who are fair and impartial. The screening process is still in the works, and it is unclear when the trial will begin.

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[www.policemagazine.org](http://www.policemagazine.org)

## EXHIBIT & SPONSORSHIP OPPORTUNITIES

**OCTOBER 18-21, 2025**

**COLORADO CONVENTION CENTER IN DENVER, COLORADO, USA**

IACP 2025 provides an opportunity to put your business in front of thousands of law enforcement professionals from across the country and around the world. The conference will be held October 18-21, 2025, at the Colorado Convention Center in Denver, Colorado, USA. The exhibition dates are October 19-21, 2025.

### SPONSORSHIPS

Review the [Sponsorship Prospectus](#) to learn more about exhibiting and sponsorship opportunities. Please reach out to [sponsorship@theIACP.org](mailto:sponsorship@theIACP.org) for additional information.

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