



# POLICE CHIEF

## 2022 MEDIA KIT



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

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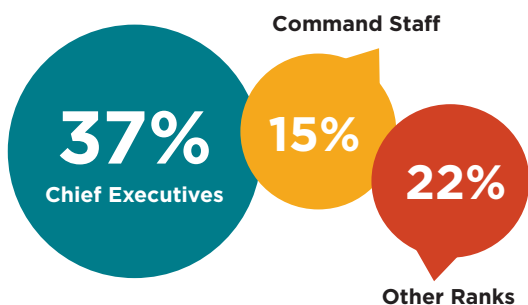


# GAIN A SEAT AT THE CHIEF'S DESK

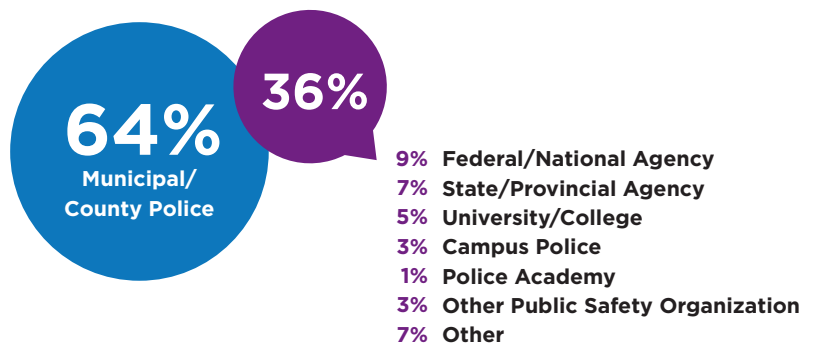


*Police Chief* magazine offers an unparalleled opportunity to market your products to police chiefs and important decision makers.

## JOB TITLES



## TYPE OF ORGANIZATION



## PURCHASING POWER

**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

$$\begin{array}{rcl}
 \mathbf{28,300} & \times & \mathbf{3.1} \\
 \text{CIRCULATION} & & \text{READERS/COPY} \\
 & & = \mathbf{87,730} \\
 & & \text{TOTAL READERS}
 \end{array}$$

## 46 MINUTES

average time spent reading an issue of *Police Chief*

## 75%

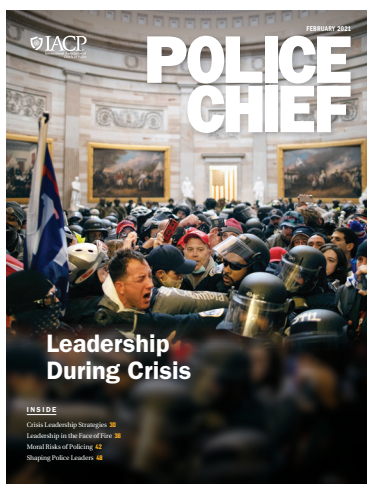
are regular readers (at least 3 of 4 issues)

## 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

# 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>	Leading through Change <b>Product Feature:</b> Safety & Tactical Gear	<ul style="list-style-type: none"> <li>• IACP 2021 Awards</li> <li>• OSW Preview</li> </ul>	<b>Space:</b> November 22   <b>Artwork:</b> December 1 <b>Mails:</b> December 17
<b>February</b>	Developing Police Professionals <b>Product Feature:</b> Digital Forensics		<b>Space:</b> December 29   <b>Artwork:</b> January 7 <b>Mails:</b> January 24
<b>March</b>	Cybersecurity & Cybercrime <b>Product Feature:</b> Personnel Management/Scheduling	<ul style="list-style-type: none"> <li>• Tech Conference Preview and Bonus Distribution</li> </ul>	<b>Space:</b> January 20   <b>Artwork:</b> January 28 <b>Mails:</b> February 16
<b>April</b>	Policing in a Multicultural Society <b>Product Feature:</b> Body-Worn Cameras	<ul style="list-style-type: none"> <li>• Buyers' Guide</li> </ul>	<b>Space:</b> February 18   <b>Artwork:</b> March 1 <b>Mails:</b> March 17
<b>May</b>	Officer Safety & Wellness <b>Product Feature:</b> Vehicles/Fleet Management	<ul style="list-style-type: none"> <li>• OSW Recap</li> <li>• National Police Week</li> </ul>	<b>Space:</b> March 25   <b>Artwork:</b> April 5 <b>Mails:</b> April 21
<b>June</b>	Illicit Markets <b>Product Feature:</b> Digital Evidence	<ul style="list-style-type: none"> <li>• DAID Preview</li> </ul>	<b>Space:</b> April 22   <b>Artwork:</b> May 3 <b>Mails:</b> May 19
<b>July</b>	Violent Extremism <b>Product Feature:</b> UAS/Drones	<ul style="list-style-type: none"> <li>• Tech Conference Recap</li> </ul>	<b>Space:</b> May 20   <b>Artwork:</b> May 31 <b>Mails:</b> June 16
<b>August</b>	Evolution of Crime Trends <b>Product Feature:</b> Employee Wellness	<ul style="list-style-type: none"> <li>• IACP 2022 - Preview 1</li> </ul>	<b>Space:</b> June 24   <b>Artwork:</b> July 5 <b>Mails:</b> July 21
<b>September</b>	Special Edition: Perspectives <b>Product Feature:</b> Forensics Tools/Kits	<ul style="list-style-type: none"> <li>• IACP 2022 - Preview 2</li> </ul>	<b>Space:</b> July 22   <b>Artwork:</b> August 2 <b>Mails:</b> August 18
<b>October</b>	Human Trafficking <b>Product Feature:</b> Uniforms	<ul style="list-style-type: none"> <li>• IACP 2022 Issue and Bonus Distribution</li> <li>• DAID Recap</li> </ul>	<b>Space:</b> August 25   <b>Artwork:</b> September 6 <b>Mails:</b> September 22
<b>November</b>	Critical Incident Management <b>Product Feature:</b> Artificial Intelligence	<ul style="list-style-type: none"> <li>• New IACP Executive Board</li> </ul>	<b>Space:</b> September 23   <b>Artwork:</b> October 4 <b>Mails:</b> October 20
<b>December</b>	Recruitment & Performance <b>Product Feature:</b> Traffic Safety Equipment	<ul style="list-style-type: none"> <li>• IACP 2022 Recap</li> </ul>	<b>Space:</b> October 21   <b>Artwork:</b> November 1 <b>Mails:</b> November 18

Editorial calendar is subject to change.

Interested in sponsoring a **white paper, case study, or other custom content opportunities**? See Page 11.

## POLICE CHIEF

# 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

Cover Positions	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 and 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.

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 Krishna Examen at [kexamen@townsend-group.com](mailto:kexamen@townsend-group.com)

# 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 Krishia Examen at [kexamen@townsend-group.com](mailto:kexamen@townsend-group.com)

TECHNOLOGYExposition

**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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**COPLOGIC ETHOS—PROPELLING AGENCIES INTO THE NATIVE MOBILE ERA**


LexisNexis Coplogic Solutions recently unveiled a dynamic and highly configurable cloud-based data management and optimization platform—Coplogic Ethos. Coplogic Ethos allows for improved officer safety and productivity and greater control of data management, and it acts as a force multiplier, enabling proactive patrolling with simplified workflows.

Today, two key solutions run on the new platform: LexisNexis eCrash and LexisNexis eCitation. The flexible and convenient Coplogic Ethos fast tracks and simplifies field-based crash and citation reporting across the traffic unit, including motor, bike, and patrol units.


Native mobile apps like Coplogic Ethos can be used on any device or operating system without an Internet connection, which enables fast performance and a high degree of reliability.

LexisNexis Risk Solutions helps law enforcement agencies address the challenge of protecting their communities and staying mission-ready, with fewer resources. Through our powerful suite of web-based tools, LexisNexis Coplogic Solutions combines high-caliber analytics and process automation to enable significant time and cost savings in ways that expand services to communities while improving officer and public safety.

[LexisNexisRisk.com/Coplogic](http://LexisNexisRisk.com/Coplogic) | 877.719.8806




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**Bluetooth Credential Reader**

When installed as part of a pdk io access control system, ProdataKey's new "touch io" Bluetooth readers allow users who have installed a mobile credential on their smartphone to enter a controlled door by simply touching their hand to the reader. The touch reader differentiates between the use of an electronic credential and encrypted Bluetooth authentication, providing a record of presented credential type to the pdk io system's events log. This capability allows administrators to limit use of mobile credentials to certain times of day and can assist in actively identifying misuse or sharing of cards or fobs between employees.

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



**Occupancy Monitoring System**

Hanwha Techwin America, a global supplier of IP and analog video surveillance solutions, announces a new occupancy monitoring system and mask detection analytic for its P series AI cameras. The license-free occupancy monitoring solution uses AI to accurately detect and count people entering and exiting premises from multiple entrances while dynamically displaying the current occupancy level for customers and staff. Mask detection analytics detect if masks are not worn or worn improperly and send out alerts including customizable audio messages directly from the cameras. The system can also generate alarm outputs to control automatic doors and traffic beacons for additional control.

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

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## IACP Advertising Sales Representatives

### Companies 1-M

Liz Barrett  
202.367.1231  
[ebarrett@townsend-group.com](mailto:ebarrett@townsend-group.com)

### Companies N-Z

Hallie Brown  
202.367.1229  
[hbrown@townsend-group.com](mailto:hbrown@townsend-group.com)

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[www.policechiefmagazine.org](http://www.policechiefmagazine.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	2 pages of sponsored content Cover 2 Cover 4 Polybag	\$31,500/issue
16-Page Supplement	4 pages of sponsored content Cover 2 Cover 4 Polybag	\$36,500/issue

Digital	Ad Size	Net Rate
8-Page Supplement	2 pages of sponsored content Cover 2 Cover 4	\$10,000/issue
16-Page Supplement	4 pages of sponsored content Cover 2 Cover 4	\$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 Krishia Examen at [kexamen@townsend-group.com](mailto:kexamen@townsend-group.com)

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[ebarrett@townsend-group.com](mailto:ebarrett@townsend-group.com)

### Companies N-Z

Hallie Brown  
202.367.1229  
[hbrown@townsend-group.com](mailto:hbrown@townsend-group.com)



# 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 Krishnia Examen at [kexamen@townsend-group.com](mailto:kexamen@townsend-group.com)

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[hbrown@townsend-group.com](mailto:hbrown@townsend-group.com)

DIGITAL

# POLICE CHIEF UPDATE

**Frequency: Monthly**

**Circulation: 69,000**

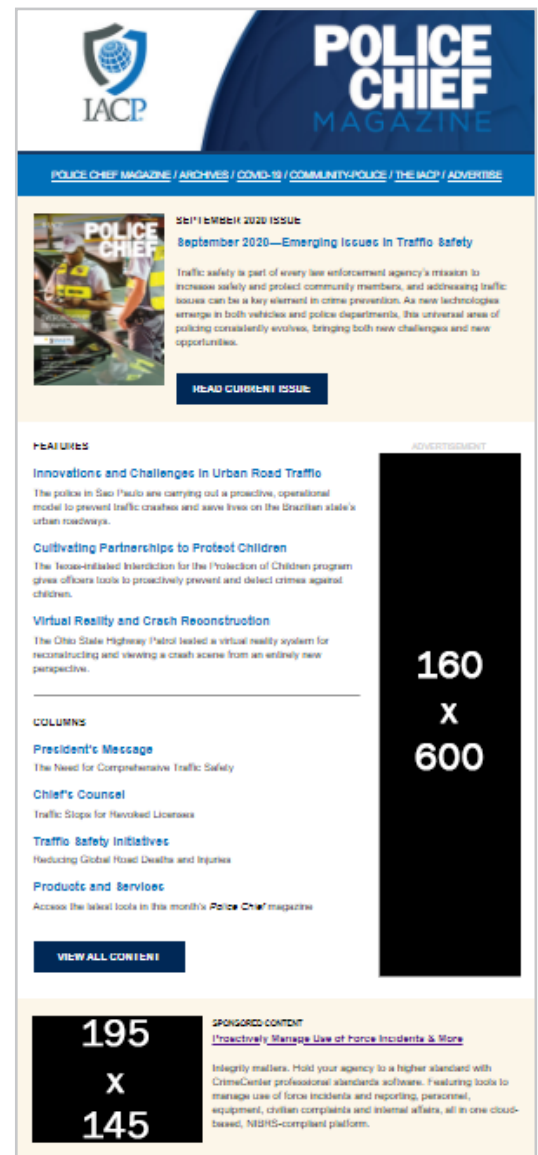
**Unique Open Rate: 25% | CTOR: 11%**

*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	• 160 x 600 • 195 x 145 • Sponsored content	\$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 Krishnia Examen at [kexamen@townsend-group.com](mailto:kexamen@townsend-group.com)



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[hbrown@townsend-group.com](mailto:hbrown@townsend-group.com)

## 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	• 195 x 145 • Sponsored content	\$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)
- Content subject to IACP approval
- Send artwork and target URL to Krishia Examen at [kexamen@townsend-group.com](mailto:kexamen@townsend-group.com)

**POLICE CHIEF**

Special Report On:

February 16, 2021

**Leadership**

Sponsored by  
Officer Privacy

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; managing 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.






**195  
x  
145**

SPONSORED CONTENT  
**Proactively Manage Use of Force Incidents & More**  
Integrity matters. Hold your agency to a higher standard with CrimeCenter professional standards software. Featuring tools to manage use of force incidents and reporting, personnel, equipment, civilian complaints and internal affairs, all in one cloud-based, NISHS-compliant platform.

**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.

**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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[ebarrett@townsend-group.com](mailto:ebarrett@townsend-group.com)

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[hbrown@townsend-group.com](mailto:hbrown@townsend-group.com)

DIGITAL

# IACP MONTHLY

**AN INDISPENSIBLE SOURCE OF  
LAW ENFORCEMENT NEWS**

**Frequency: Monthly**

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

**Unique Open Rate: 25% | CTOR: 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	55 character headline 200 character body 125 x 125 image	\$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 Krishnia Examen at [kexamen@townsend-group.com](mailto:kexamen@townsend-group.com)


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202.367.1229  
[hbrown@townsend-group.com](mailto:hbrown@townsend-group.com)



# IACP Monthly

180  
X  
150

180  
X  
150

180  
X  
150

**IN THIS ISSUE**

In this issue:

- IACP 2020 Early Bird Rates Extended
- U.S. Presidential Candidate Responses to IACP Questionnaire
- Complimentary Cybersecurity Risk Assessment
- Preventing Law Enforcement Suicide: Strategies for Effective and Positive Messages
- Sexual Assault Kit Initiative Series Available
- New Online Training Series
- Ask Your Leadership's Questions
- WHO'S HIRING

**IACP 2020 Early Bird Rates Extended**


Join us for the IACP 2020 Virtual Training Event and Expo, October 21-23. This year's event will be exclusively online, offering the exceptional education you have come to expect from an IACP event. Early bird rates will be available through August 31, 2020. Stay tuned, educational information will be available later this week on the [website](#).

[Register Today](#)

**U.S. Presidential Candidate Responses to IACP Questionnaire**

In keeping with the IACP's mission to support and advance the policing profession, the IACP submitted to the two leading 2020 U.S. presidential nominees a questionnaire on pressing criminal justice policy issues. The questionnaire was sent to both President Donald J. Trump and Vice President Joe Biden and was designed to provide the IACP membership, and the policing profession, with important insight into their respective policy initiatives, in their own words. While as a non-partisan, 501(c)(3) non-profit organization, the IACP does not, and cannot, endorse or support candidates for political office, we are pleased to share the responses of President Trump and Vice President Biden.

[Read Responses](#)



**Complimentary Cybersecurity Risk Assessment**

Sponsored by Mission Critical Partners

125  
X  
125

Discover your risks and strategies for mitigating them—and how your agency compares with other law enforcement agencies with Mission Critical Partners' Complimentary report.

[Request Your Free Report](#)

### \*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 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 Krishnia Examen at [kexamen@townsend-group.com](mailto:kexamen@townsend-group.com)



**THE LEAD**  
THE NEWS YOU NEED AS A LAW ENFORCEMENT LEADER

Wednesday, March 23, 2021

**POLICING AND POLICY**

### 300 X 250

#### TISA Worries Could Delay European-US Data Agreement

The 2021 Street Journal (LAW) reports (Publication) reports that TISA officials have warned that the US regarding a new data transfer agreement could be delayed for years, complicating the ability of companies to transfer data between the US and Europe without violating privacy rules. TISA officials seek to update new TISA rules with US Secretary of Commerce Gina Raimondo. Negotiations are moving quickly to the digital trade initiative following a decision by the WTO to rule that the previous Privacy Shield Agreement was illegal and companies were not protected in use of it to transfer consumer data to the US, which could expose it to government surveillance. The court determined that including Section 7 of that law authorizes access to consumer data, but does not provide individuals the same rights to challenge illegal surveillance.

#### South Carolina Lawmakers Begin Considering Hate Crime Bill

The 2021 Street Journal (LAW) reports (Publication) South Carolina is the nation to pass a hate crime law. The bill would make it a crime for anyone to commit a hate crime against a person based on race, ethnicity, religion, sexual orientation, gender identity, or disability in one of the key legislative goals for big business in the state this year. Several business leaders testified in a House subcommittee hearing on the bill. The bill would add up to four years in prison for someone convicted of a violent crime based on race, ethnicity, religion, sexual orientation, gender identity, or disability in one of the key legislative goals for big business in the state this year. The bill would add up to four years in prison for someone convicted of a violent crime based on race, ethnicity, religion, sexual orientation, gender identity, or disability in one of the key legislative goals for big business in the state this year.

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

The 2021 Street Journal (LAW) reports (Publication) House and Senate are preparing a bill today to restrict the use of military-grade weapons and ammunition, such as assault rifles, grenades and explosives, as well as munitions and non-lethal weapons. The bill would ban the use of military-grade weapons and ammunition, such as assault rifles, grenades and explosives, as well as munitions and non-lethal weapons. The bill would ban the use of military-grade weapons and ammunition, such as assault rifles, grenades and explosives, as well as munitions and non-lethal weapons.

#### Vancouver, BC Police Balk At Budget Freeze

The 2021 Street Journal (LAW) reports (Publication) The Vancouver Police Board has taken the unprecedented step of asking the province to delay its decision to freeze the Vancouver Police Department's 2021 budget, saying the police are in a funding crisis that does not consider the impact on public safety. The board and the province are in a funding crisis that does not consider the impact on public safety. The board and the province are in a funding crisis that does not consider the impact on public safety.

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

The 2021 Street Journal (LAW) reports (Publication) Idaho lawmakers defeated a bill that would have made it a crime to protest at someone's home. The bill would have made it a crime to protest at someone's home. The bill would have made it a crime to protest at someone's home.

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

The 2021 Street Journal (LAW) reports (Publication) North Dakota troopers want to stop issuing envelopes with traffic tickets. The troopers want to stop issuing envelopes with traffic tickets. The troopers want to stop issuing envelopes with traffic tickets.

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

The 2021 Street Journal (LAW) reports (Publication) Indiana lawmakers moved forward with a police reform bill. The bill would require police departments to have a civilian review board. The bill would require police departments to have a civilian review board.

**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 Responses: 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 this training.

Click here to review the Solicitation and Application. Applications are due April 3, 2021. Interested parties are encouraged to attend our information session on Wednesday March 27, 2021 from 1:30-2:30pm EST. Register here.

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#### Dozens Of Capitol Riots Turned In By Friends, Family Members, Colleagues

The 2021 Street Journal (LAW) reports (Publication) Dozens of people who were involved in the January 6th riots at the US Capitol turned in by friends, family members, and colleagues. The people who were involved in the January 6th riots at the US Capitol turned in by friends, family members, and colleagues.

#### Judge Begins Screening Jurors For Chauvin Trial

The 2021 Street Journal (LAW) reports (Publication) A judge began screening jurors for the trial of George Floyd's killer, Derek Chauvin. The judge began screening jurors for the trial of George Floyd's killer, Derek Chauvin.

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Liz Barrett

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**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—Andy Schlingman, Director of Business Markets for U.S. Cellular's business channel serving Wisconsin and Northern Illinois, and Mahesh Patel, 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," Schlingman 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," Schlingman said. "We have developed a network that separates mission-critical data from the commercial and consumer traffic."

From a layman's perspective, what U.S. Cellular has done is provide a dedicated SIM card to its emergency responders that puts them at the front of the line when it comes to mission-critical data. The dedicated SIM allows emergency responders to have both quality of service and priority of service.

"The biggest challenge you have with first responders overall is competing with consumer traffic," Patel said. "Our dedicated core helps get prioritized traffic onto the network to deliver the back-end services that first responders need. One way to think about it is when you are driving on a highway and you have traffic all flowing together and it gets jammed. We open up a lane just for first responders so they don't get congested with the other traffic."

Also proving effective is U.S. Cellular's Wireless Priority Service (WPS), a solution for the cellular communications side of emergency response. The service evolved out of the Department of Homeland Security's Office of Emergency Communications' efforts to address the growing need for priority when excessive call volumes exist. WPS access is an add-on feature to existing wireless networks, but it's restricted to use by emergency support, national security, and emergency preparedness activities such as command and control functions, usually within the first 24 to 72 hours of team support. The best application for the WPS is in situations like disasters, major power outages, civil emergencies, sporting events, festivals, and other large public gatherings, Schlingman said.

**Peace of Mind**

Equally important is knowing a solution is going to work regardless of how dire the emergency is or how large the event being policed is. Schlingman describes his team as the front line.

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"Fortunately, I don't think first responders have a stigma when adapting to cutting-edge technology—we just need to make sure the technology works when they need it," he said. "We work with police, fire, and emergency responders prior, during, and after implementation of a new solution. We allow them to test the solution in their own environment in order to provide that peace of mind when adapting to new technology. We want them to say, 'Whatever I'm running into, I know this is going to work.'"

The company also offers 24/7 emergency support. So if an emergency within an emergency does occur, U.S. Cellular staff is available to help.

"A common call to 24/7 support is a broken device," Schlingman said. "Someone dropped their phone, and it got wet or broken for one reason or another. Or there are those scenarios where there's a large group of people that are coming in to support a festival or a large public gathering. There may be a lot of volunteers and other support staff, and they don't have enough devices. So, what we do is help them out—by fixing a broken device over the air with spare devices they have on hand or by having a team of people ready and able to run a new device or a new SIM card out to them."

Another factor that plays into peace of mind is choosing the best data plan. U.S. Cellular works with customers to make sure they always have the right-size plan. Unlimited plans are a popular option that provide peace of mind.

"Generally, those are the plans that first responders gravitate to," Schlingman said. "But there are other options. What it boils down to is, with U.S. Cellular, no matter what plan the first responders choose, we are always going to have that quality, that priority, and that pre-emption that they need in a time of crisis."

**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, one recent effort where Schlingman 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 wire-line communications network was down. So, they relied solely on the wireless side and the services we could provide."

Wisconsin also hosts SummerFest, the largest music festival in the United States. There were 19.8 million LTE data connections during the 2018 SummerFest. "It's really a small city down there for a 10-day period," Schlingman 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 going to have connection issues. So, that was one area that we certainly were able to deploy the WPS 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," Patel 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," Schlingman 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."



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Hallie Brown  
202.367.1229  
[hbrown@townsend-group.com](mailto:hbrown@townsend-group.com)





# POLICE CHIEF

## **IACP Advertising Sales**

The Townsend Group  
2001 K Street, NW  
3rd Floor North  
Washington, DC 20006

Companies 1-M  
Liz Barrett  
202.367.1231  
[ebarrett@townsend-group.com](mailto:ebarrett@townsend-group.com)

Companies N-Z  
Hallie Brown  
202.367.1229  
[hbrown@townsend-group.com](mailto:hbrown@townsend-group.com)

## **Editorial Inquiries**

Danielle Gudakunst  
Managing Editor  
703.647.7321  
[dgudakunst@theiacp.org](mailto:dgudakunst@theiacp.org)

## **Production Contact**

Krishia Examen  
Account Associate  
202.367.2475  
[kexamen@townsend-group.com](mailto:kexamen@townsend-group.com)

## **IACP Headquarters**

44 Canal Center Plaza, Suite 200  
Alexandria, VA 22314  
1.800.THE IACP

