

The Police Chief

THE PROFESSIONAL VOICE OF LAW ENFORCEMENT

Official publication of the International Association of Chiefs of Police

Effective January 1, 2009

WEB ADVERTISING on www.Policechiefmagazine.org

The electronic version of the Police Chief Magazine

Online Advertising Opportunity with *Police Chief Online*

Advertise online and receive: Increased exposure among Police Chief reading audience.
Direct link to your Web site

The *Police Chief Online* uses an integrated rotating advertisement system. This means that advertisements rotate an unlimited number of times through the system, and each advertisement is likely to be viewed several times while each visitor is at the site. The advertisement is displayed on the right-hand side of the screen, in vertical banners, one above the other, alongside the content being reviewed by the readers.

Web Ad Rates

Web ad is live for one month following the publication of the corresponding print issue in which your print ad appears. IE, print ad in January, web ad thru end of January or 31 days after print date. Or, 31 days after the web ad is received. Web ads offered only to print advertisers. Web ads are free to 6 and 12 time advertisers for positions other than the Homepage or Table of Contents pages. Rates shown are gross; deduct 15% to for net invoice amount.

12 time, full-page or greater, print advertiser	\$450 month gross \$0 – no charge	Homepage Box Ad Article Page, Position 1 or 2
6 to 12 time, any size, print advertiser	\$350 month gross \$0 – no charge	Table of Contents Article Page, Position 1 or 2
3 to 6 time, any size, print advertisement	\$150 month gross	Article Page, Position 3
1 time, any size, print advertiser	\$200 month gross	Article Page, Position 4

Requirements

PoliceChiefMagazine.org web advertisements are available only to print advertisers in the Police Chief magazine. Requirements are:

- Must be print advertiser in that month's issue
- **To qualify for homepage or table of contents position, must be under contract for entire advertising schedule**
- **Payments must be current**
- **Provide ad according to specifications. IACP will create the ad at an additional cost.**

Hyperlink

The advertisement is a hyperlink to the advertiser's Web page.

Recommendation is to direct the reader to a specific section of the advertiser's Web site that displays the message "Welcome *Police Chief* Reader" and carries them to the product being advertised. Readers should not have to search through the advertiser's site to find information about the product; instead, the link should carry the reader to information about the advertised product and then let them browse through the site.

ADVERTISING SALES REPRESENTATIVES

781-934-8104	Ron Bondlow	rbondlow@earthlink.net	Northeast U.S., Eastern Canada, Midwest: IL,IN,MI,OH,WI
540-592-3634	Sally Wright	wilss@erols.com	DC, DE, MD, NJ, PA, VA, WV
813-671-8586	Steve Currie	sicurrie641@verizon.net	AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN
888-330-4223	Bill Smith	bills9@cox.net	Western U.S & Canada., Manitoba, Midwest: KS,MN,MO,NE,ND,SD
44 (0) 1442 877777	Bob Warren	bobw@lansdowne-media.co.uk ;	Angela O'Reilly angelao@lansdowne-media.co.uk ; UK, Western Europe

Placement opportunities

Homepage
Current Issue - Table of Contents page
Article pages (includes all columns and departments)
Exclusivity and sponsorships on homepage are available

One ad size offered: 120x240 pixels

Banner Ad Positions

Advertisements are stacked on right side of viewing page, with at the most four positions, rotating at different times.

Web Page	Number of ads appearing at one time
Homepage	1
Table of Contents	2
Article Pages	4

SPECIFICATIONS

Width - 120 pixels
Height - 240 pixels
Resolution - low, 72 dpi or ppi
Image Files - jpg or gif format; rotating Gif
No Flash files; we do not accept javascript and/or iframes
No streaming video
Max file size: 20K
File Names - No spaces but may use underscores (police_chief.jpg)

ROTATION OF BANNER ADS

Banner ads displayed on Police chief Magazine site at <http://policechiefmagazine.org/> rotate every 8 seconds. For instance, if there are 3 ads total on the site, then the first time you browse the page, you will see ad #1 for 8 seconds, then ad #2 for 8 seconds and then ad #3 for 8 seconds. Then ad #1 is displayed again for 8 seconds, etc.

TIMING OF LOOPS WITHIN A BANNER AD

If you have looping within an ad, then all loops must be less than 8 seconds total in order to see the rotation inside the ad. There are no restrictions on how many seconds each loop can be. The total time of all loops within an ad must not exceed 8 seconds. If it does, then part of the image in the ad is not displayed because it has rotated to the next ad

Include following information when you email your ad to us

Exact URL the banner ad should drive to _____
Company name as it should appear when web visitor's mouse hovers over the ad _____

A recommended format is to create your online ads with Photoshop (or similar graphic/photo editing program). PC Magazine has developed a Photoshop file template available for your use. If you wish to receive one, please contact BJ Hendrickson at: 800.843.4227 ext.; email Hendrickson@theiacp.org

Email web ad materials to:

Ms. B.J. Hendrickson, Advertising Coordinator

Police Chief Magazine, c/o I.A.C.P.

515 N. Washington Street, Alexandria, VA 22314-2357

800.843.4227 ext. 236; 703.836.6767; Fax; 703-836-5386

EMAIL Hendrickson@theiacp.org; INTERNET: www.policechiefmagazine.org/advertising

Deadlines

First of month of date of issue (January 1st for the January issue) with flexibility. Web ads can be placed on the site at any time and will stay on the web site for one month (or time period contracted) after the start date you specify.

Examples

A recommended format to create your online ads is with Photoshop (or similar graphic/photo editing program). PC Magazine has developed a Photoshop file template available for your use. If you wish to receive one, please contact BJ Hendrickson at: 800.843.4227 ext.; email Hendrickson@theiacp.org

Sample online ads follow.

Specs shown in pixel lengths:

240

120

Other Sample Ads:

PROFESSIONAL ASSISTANCE

EXECUTIVE SEARCH

Let our services work for you!

CLICK HERE

INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE

800-843-4227

CoBRA

A PARCEL BOMB JUST DETONATED
WHAT DO YOU DO?

CoBRA
Emergency Response
Software & Hardware

WWW.COBRAGUIDES.COM

877-233-5789

MENTION THE
POLICE CHIEF
MAGAZINE

Police Chief Magazine

The Police Chief

The Professional Voice of Law Enforcement

January 2004

HOME SITE MAP CONTACT US FAQs SUBSCRIBE IACP

Current Issue
Archives Past Issues
Web-Only Articles
About Police Chief
Advertising
Editorial
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Buyers' Guide

January 2004

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www.startnow.cp.edu

INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE
POLICE
SINCE 1893

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The online version of the Police Chief Magazine is possible through a grant from the IACP Foundation. To learn more about the IACP Foundation, [click here](#).

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Homepage Ad View

120 x 240 pixel vertical banner ad

Police Chief Magazine

The Police Chief

The Professional Voice of Law Enforcement

January 2004

HOME SITE MAP CONTACT US FAQs SUBSCRIBE IACP

Columns
President's Message
Chief's Counsel
Legislative Alert
Technology Talk
From the Director

Departments
Advances & Applications
Highway Safety Initiatives
IACP News
Line of Duty Deaths
New Members
Products & Services
Product Update
Survivors' Club

Current Issue
Archives Past Issues
Web-Only Articles
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Advertising
Editorial
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Presidents Message

State and Local Law Enforcement's Role in Immigration Enforcement
Chief Joseph M. Polisar, Garden Grove, California

It is clear that the September 11 attacks have had a profound impact on the manner in which law enforcement agencies view their responsibilities and duties. In the ensuing two years, state and local law enforcement agencies have done a magnificent job of meeting the challenges presented by this new reality, and we have done much to make our communities and our citizens safer and more secure.

We used a variety of methods, including increased cooperation with federal law enforcement, reassessment of current training and patrol methods, and greater communication and intelligence sharing between and among law enforcement agencies. But the specter of foreign terrorists has also brought the state and local law enforcement community

INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE
TRAINING KEYS
OVER 300 TRAINING DOCUMENTS FOR YOUR USE
Let our services work for you!
CLICK HERE
800-THE-IACP

microslate
Tools of the Trade
3000PIII Rugged Notebook Computer
www.microslate.com
450-444-3680

Article Page View

120 x 240 pixel vertical banner ad