



POLICE CHIEF

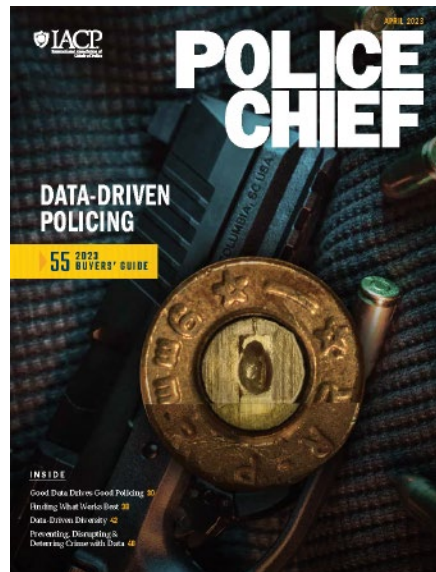
2024 MEDIA KIT



Official Publication of the International Association of Chiefs of Police
www.policechiefmagazine.org

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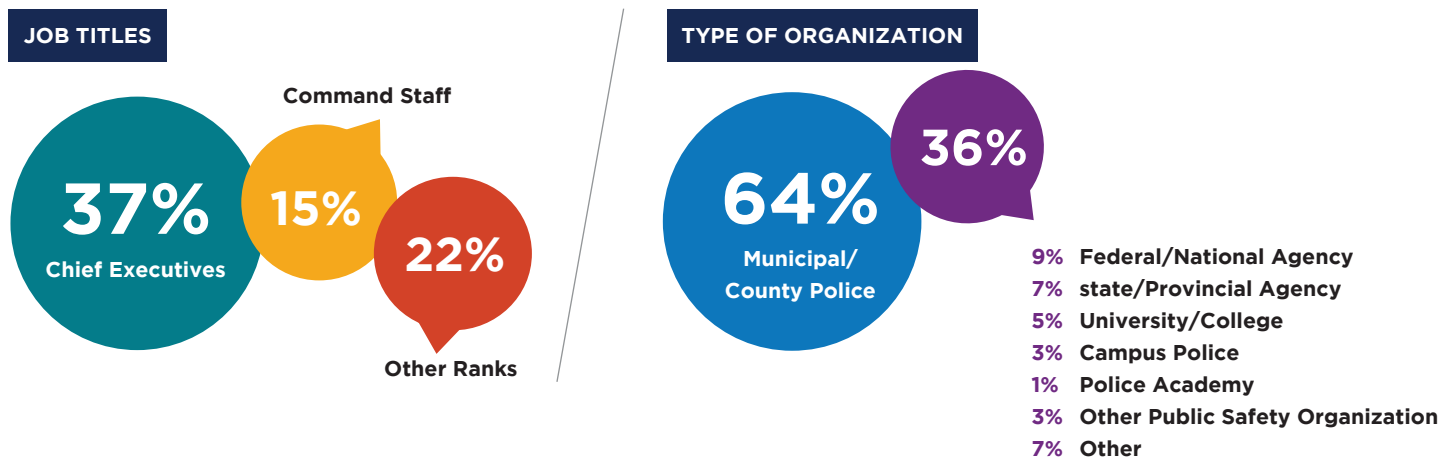
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GAIN A SEAT AT THE CHIEF'S DESK



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	Illicit Drugs/Substance Abuse Product Features: Video/Photo Editing & Analysis	• IACP 2023 Awards; OSW preview	Space: November 16 Artwork: December 04 Mails: January 18
February	Contemporary Issues in Policing Product Features: Uniform Accessories		Space: January 3 Artwork: January 12 Mails: February 08
March	Women in Policing Product Features: Specialty Vehicles	• Tech Conf Preview	Space: January 25 Artwork: February 6 Mails: March 01
April	Artificial Intelligence Product Features: K9 Products, Gear & Services	• Buyers' Guide/National Police Week	Space: February 27 Artwork: March 07 Mails: April 04
May	Officer Safety & Wellness Product Features: Patches & Badges	• OSW Recap	Space: March 25 Artwork: April 08 Mails: May 02
June	Tactical Crisis Response Product Features: VR & Simulation Training	• IDTS Preview	Space: April 22 Artwork: May 03 Mails: June 06
July	Contemporary Issues in Policing Product Features: Aerial Policing	• Tech Conf Recap	Space: May 23 Artwork: June 07 Mails: July 08
August	Underserved Populations Product Features: Robotics	• IACP 2024 Preview 1	Space: June 24 Artwork: July 05 Mails: August 02
September	Political Violence Product Features: Records Management	• IACP 2024 Preview 2, 40 Under 40	Space: August 06 Artwork: August 14 Mails: September 09
October	Police Leadership & Culture Product Features: Thermal Imaging	• IACP 2024, IDTS Recap	Space: August 23 Artwork: September 6 Mails: October 03
November	Nonsworn Resources Product Features: Communications	• New Board	Space: September 20 Artwork: October 03 Mails: October 31
December	Contemporary Issues in Policing Product Features: GIS & Mapping	• IACP 2024 Recap	Space: October 24 Artwork: November 05 Mails: December 05

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

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

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 | 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



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



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

Digital	Ad Size	Net Rate
8-Page Supplement	<ul style="list-style-type: none">• 2 pages of sponsored content• Cover 2• Cover 4	\$10,000/issue
16-Page Supplement	<ul style="list-style-type: none">• 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 Taylor Parker at parkert@theiacp.org

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DIGITAL

POLICECHIEFMAGAZINE.ORG

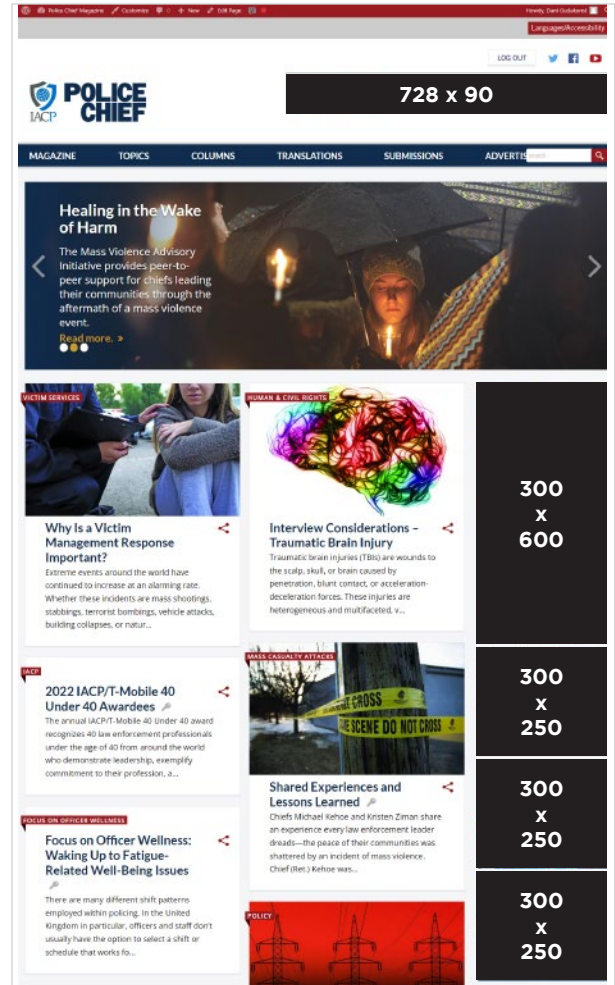
Average Unique Visitors/Month: 45,000
Average Monthly Page Views: 90,000

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 Leaderboard	728 x 90	\$100 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



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SPONSORED ARTICLE

Content

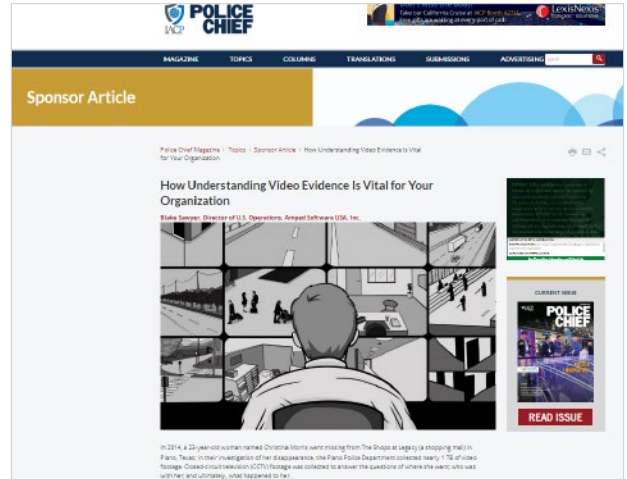
- The article must be directly relevant to law enforcement, public safety, or criminal justice.
- The content should clearly present application or value to law enforcement. Companies are encouraged to focus on issues, research, or other applicable information. The item must be a white paper, thought 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"> • 160 x 600 • 195 x 145 image • 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 Taylor Parker at parkert@theiacp.org

The screenshot shows the Police Chief Magazine website interface. At the top, there's the IACP logo and the magazine title 'POLICE CHIEF MAGAZINE'. Below that, a navigation bar includes links for 'POLICE CHIEF MAGAZINE | ARCHIVES | THE IACP | CAREERS | IACP LEARN | ADVERTISE'. The main content area features the 'SEPTEMBER 2023 ISSUE' cover with a 'Police Innovation' article highlighted. A 'READ CURRENT ISSUE' button is visible. Below the main content, there's a 'FEATURES' section with articles like 'Innovative Tools or Torment?', 'Community Safety Starts with Officer Safety', and 'Traffic Safety in the Digital Age'. A 'COLUMNS' section follows with 'President's Message', 'Chief's Counsel', 'Inside the FBI/CJIS', and 'Products and Services'. A 'VIEW ALL CONTENT' button is at the bottom. On the right side, there are two large black boxes with white text: '160 x 600' and 'Ad Copy'.

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DIGITAL

POLICE CHIEF SPECIAL REPORTS

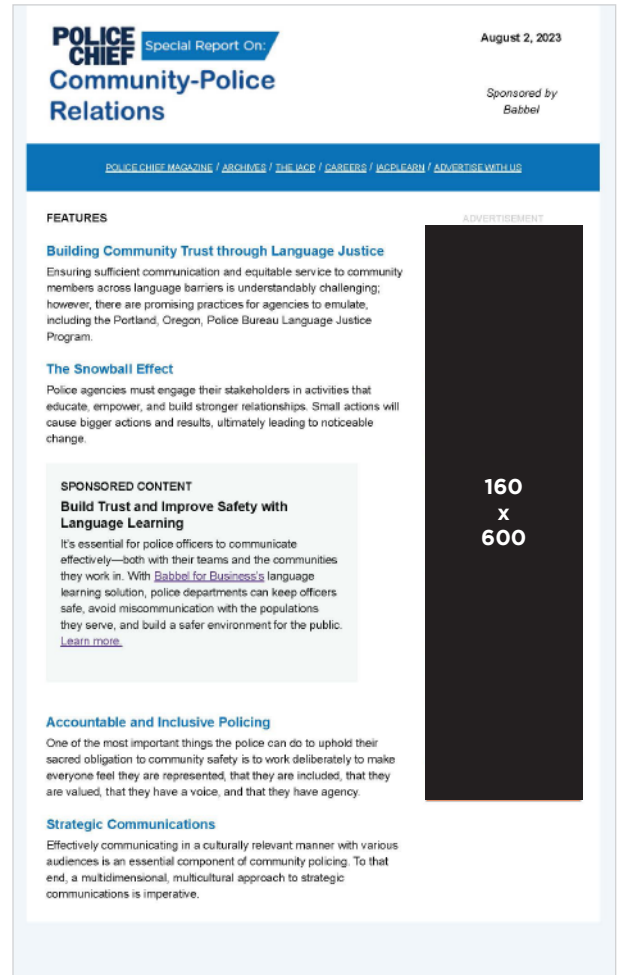
Frequency: 6x (Feb, Apr, Jun, Aug, Oct, Dec)
Circulation: 53,000

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"> 160 x 600 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)
- Send artwork and target URL to Taylor Parker at parkert@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"> • 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 Taylor Parker at parkert@theiacp.org

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180 X 150 **180 X 150** **180 X 150**

IN THIS ISSUE

- Police Chief Magazine Temporary Adaptation
- IDTS Registration is Now Open
- 2023 OSW Symposium Call for Proposals Now Open
- Register Now for IACP 2022
- In Need of Training on Hate Crimes?
- Home Safe Library of Resources
- Mass Violence Advisory Initiative: Healing in the Wake of Harm Podcast
- 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: 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 Taylor Parker at 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.



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