



# POLICE CHIEF

## 2020 Media Kit



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

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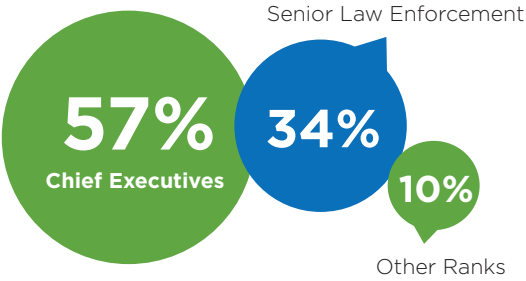


# GAIN A SEAT AT THE CHIEF'S DESK

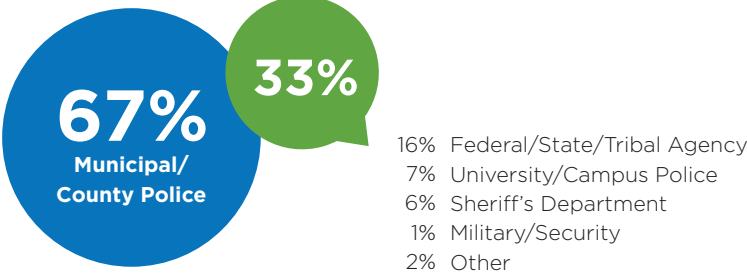


*Police Chief* magazine offers an unparalleled opportunity to market your products to police chiefs and important decision makers.

### JOB TITLES



### TYPE OF ORGANIZATION



### PURCHASING POWER

**87%**  
involved in purchasing process

**68%**  
authorize or approve purchases

**\$18.4 MILLION** average operating budget for fiscal year 2017.

| Products/services reviewed, recommended, specified, or bought in the last 12 months. |     |                     |     |
|--|-----|---------------------|-----|
| Administrative   | 78% | Uniforms            | 65% |
| Investigation  | 72% | Communications      | 63% |
| Training   | 70% | Computer Hardware   | 62% |
| Transportation   | 67% | Tactical Equipment  | 59% |
| Weapons  | 67% | Traffic Enforcement | 46% |
| Computer Software  | 66% | Homeland Security   | 43% |

Source: IACP Readership Study, Ruzinsky Research, March 2017



# READER PROFILE

**30,600** × **4** = **122,400**  
 CIRCULATION READERS/COPY TOTAL READERS

**45 MINUTES**

average time spent reading an issue of *Police Chief*

**82%**

are regular readers (at least 3 of 4 issues)

**73%**

prefer *Police Chief* vs. other law enforcement publications

**91%**

took action after reading *Police Chief*



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

|  |     |
|--|-----|
| Shared or discussed an article with others                                 | 74% |
| Filed an article for future reference                                      | 41% |
| Visited an advertiser's website  | 34% |
| Shared or discussed an ad with others                                      | 28% |
| Requested additional information from a company, sales rep, or distributor | 11% |
| Recommended the purchase of products/services advertised                   | 10% |

### AVERAGE READER ORGANIZATION

SERVES:

**277,800 CITIZENS**

EMPLOYS:

**275 SWORN OFFICERS**



Sources: IACP Readership Study, Ruzinsky Research, March 2017



# 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 80 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  | Bonus Distribution  | Closing + Mail Dates                              |
|-----------|--|---|---|
| January   | Leadership<br>Product Feature: Communications Equipment  |   | Space: Nov 25 / Art: Dec 3<br>Mails: December 30  |
| February  | Investigations<br>Product Feature: Virtual Reality & Simulator Training Systems                                    |   | Space: Dec 4 / Art: Dec 27<br>Mails: January 29   |
| March     | Innovations in "Smart" Policing<br>Product Feature: Asset Management Technology                                    | IACP Technology Conference  | Space: Jan 23 / Art: Feb 3<br>Mails: February 26  |
| April     | <b>Buyer's Guide Issue</b> Recruitment & Retention<br>Product Feature: Forensic Tech Tools                         |   | Space: Feb 18 / Art: Mar 2<br>Mails: March 18     |
| May       | Officer Safety & Wellness<br>Product Feature: Automated License Plate Readers                                      |   | Space: Mar 17 / Art: Mar 30<br>Mails: April 29    |
| June      | Targeted Violence<br>Product Feature: Mobile Technology  |   | Space: Apr 22 / Art: May 4<br>Mails: May 28       |
| July      | Great Ideas<br>Product Feature: Police Facilities  | IACP Training Conference on Drugs, Alcohol, and Impaired Driving (DAID) | Space: May 21 / Art: May 28<br>Mails: June 24     |
| August    | <b>Pre-Conference Issue</b> Youth Safety & Engagement<br>Product Feature: Cloud-Based Software                     |   | Space: Jun 17 / Art: Jun 29<br>Mails: July 29     |
| September | <b>Conference Pocket Guide Issue</b> Emerging Issues in Traffic Safety<br>Product Feature: Unmanned Aerial Systems |   | Space: July 24 / Art: Aug 4<br>Mails: August 26   |
| October   | <b>Conference Issue</b> Police & Policy<br>Product Feature: Daily Policing Tools & Equipment                       | IACP Annual Conference  | Space: Aug 21 / Art: Sep 1<br>Mails: September 23 |
| November  | Human Trafficking<br>Product Feature: Online University Programs   |   | Space: Sep 11 / Art: Sep 24<br>Mails: October 28  |
| December  | <b>Post-Conference Issue</b> Leveraging Data in Law Enforcement<br>Product Feature: Vehicles                       |   | Space: Oct 26 / Art: Nov 3<br>Mails: November 25  |

Editorial calendar is subject to change.

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

**THE 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 Elizabeth Ferry at [eferry@townsend-group.com](mailto:eferry@townsend-group.com)

# TECHNOLOGY EXPOSITION

This is a new and 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 Elizabeth Ferry at [eferry@townsend-group.com](mailto:eferry@townsend-group.com)

TECHNOLOGY
Exposition

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

**SCALABLE ALPR — THE FLOCK SAFETY FALCON CAMERA**

**Capture Every Detail Detectives Need**

Trusted by 270 cities in 30 states and helping police solve 1-2 crimes daily, Flock Safety delivers more than just license plate numbers. The Falcon camera reads and captures a plate's state details and vehicle details like color and type. Flock's system can also identify a temporary paper tag or a vehicle where the tag is missing.

**Achieve City-Wide Coverage Thanks to Low Costs**

You'll never go over your budget. The cost of a Falcon camera includes installation, ongoing maintenance, cloud storage, unlimited user access, and software updates.



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**About Flock Safety**

Flock Safety provides the most advanced crime-stopping technology for law enforcement agencies. With 24-hour license plate reading cameras, Flock gathers the number one type of evidence used by local police to solve and prevent crime. Flock Safety serves 270 cities in 30 states and helps police solve 1-2 crimes daily. Cities of any size can rely on Flock to capture the details detectives need. Flock Safety is a venture-backed startup based in Atlanta, Georgia.

[flocksafety.com/falcon-alpr](http://flocksafety.com/falcon-alpr) | 866.522.8863



**Adjustable Height Belt Loop**

The Vertical Universal Belt Loop (VUBL) is the first of its kind, enabling users to raise or lower their duty holster to one of three height positions while the holster is on the belt. This new design offers instant adjustment, especially convenient when officers go from field to vehicle to desk. The VUBL is designed for comfort and will not pinch or add pressure to the hip bone. It slides onto equipment belts and is available for belt widths of 2 inches or 2.25 inches. It is compatible with Safariland's Quick Locking System (QLS) and all Safariland three-hole pattern duty holsters.

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



**Vehicle Guards and Dividers**

Travall, Europe's leading brand for vehicle-specific pet and cargo area barriers and dividers, has expanded its product line to fit U.S.-model vehicles—many of which are popular fleet vehicles. The Travall Guard helps to keep equipment in the cargo and trunk areas of vehicles, improving driver safety. The products are manufactured to fit each specific vehicle model without modifications. Products contain durable steel construction, are easy to install, and come with a limited lifetime warranty. Many of the new Travall Guards and Travall Dividers will fit specific vehicles from brands like Ford, Chevrolet, Subaru, Honda, and Audi, among many others.

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

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[policechiefmagazine.org](http://policechiefmagazine.org)

## IACP Advertising Sales Representatives

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# POLICECHIEFMAGAZINE.ORG

**Average Unique Visitors/Month: 24,800**

**Average Monthly Page Views: 56,200**

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 |
|-------------------|------------|----------|
| Leaderboard       | 728 x 90   | \$55 CPM |
| Half Page         | 300 x 600  | \$65 CPM |
| Medium Rectangle  | 300 x 250  | \$50 CPM |
| Sponsored Article | Spec below | \$3,000  |

- Minimum purchase of 20,000 impressions/month
- Space and artwork due 15 days prior to start of ad campaign
- 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.
- 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 Elizabeth Ferry at [eferry@townsend-group.com](mailto:eferry@townsend-group.com)

The screenshot displays the Police Chief website interface. At the top, there's a navigation bar with 'MAGAZINE', 'TOPICS', 'COLUMNS', 'SUBMISSIONS', and 'ADVERTISING'. A large banner at the top right features a camera lens graphic and the text 'Submit Your Photos'. Below this, several article teasers are visible, including 'Candidate for IACP Vice President at Large: 2019-2020 Office', 'Effective Police-Media Relations', 'Candidate for IACP Fourth Vice President: 2019-2020 Office', 'Sworn vs. Civilian PIOs: Adapting the Role of the Public Information Officer for 21st Century Law Enforcement', 'Forging a Strong Rapport: The Benefits of Investing in Relationships with Local Media', 'Finding Your Agency's Identity: The "All-Levels" Marketing Approach', and 'Product Feature: Enhancing the Eyes and Ears of Surveillance'. On the right side, there are three vertical ad units, each measuring 300 x 600, 300 x 250, and 300 x 250 pixels respectively. At the bottom right, there's a 'CURRENT ISSUE' section with a 'READ ISSUE' button.

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# POLICE CHIEF UPDATE

**Circulation: 41,000**

**Unique Open Rate: 27.7% | CTOR: 13.6%**

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

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

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

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

**IACP** **POLICE CHIEF MAGAZINE**

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

**JULY 2019 ISSUE**  
**July 2019 – Serving Diverse & Vulnerable Populations**  
 Communities in the 21st century are not homogenous; they contain people from varying backgrounds, encompassing different ethnicities, races, ages, genders, religions, economic classes, and identities. Diverse communities require diverse solutions—understanding the specialized needs of these varied groups help law enforcement agencies provide a high quality of service to all community members.

[READ CURRENT ISSUE](#)

**FEATURES**

**Police Search Response to Lost Vulnerable Adults**  
 The Irvine Police Department conducted a study of missing adults to identify vulnerability factors and how and where these individuals were eventually located to develop recommendations for effective responses to lost vulnerable adult calls.

**Responding to Incidents Involving Vulnerable Persons with Special Needs**  
 Persons with cognitive or emotional disabilities present specific challenges for officers who encounter them in the course of responding to or investigating crimes. Training for and understanding these challenges are key to successful interactions.

**Drug Abuse Response Team Achieves Community-Wide Change**  
 Lucas County's D.A.R.T., in collaboration with local mental health and community-based groups, addresses the significant drivers of the opioid epidemic (supply and demand) through targeted interventions.

**COLUMNS**

**President's Message**  
 Protecting Our Most Vulnerable Communities  
 Available in five languages!

**Traffic Safety Initiatives**  
 Distracted Driving Victim Impact Panels

**Chief's Counsel**  
 Liability for Failure to Investigate Sexual Harassment Complaints

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

[VIEW ALL CONTENT](#)

**195 X 145**  
**Sponsored Content**  
**Crystal Clear Evidence from a Compact Camera**  
 The Arbitrator AS-1 Front Camera packs the performance of Panasonic's I-PRO Extreme into a small unit that can mount out of sight, behind the rearview mirror. It captures 1080p, HD video that renders faces, license plates and small details accurately even in harsh lighting and near darkness conditions.

**160 X 600**

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DIGITAL

# IACP MONTHLY

**AN INDISPENSIBLE SOURCE OF  
LAW ENFORCEMENT NEWS**

**Frequency: Monthly**

**Circulation: 41,000 opt-in subscribers**

**Unique Open Rate: 27.4% | Click to Open Rate: 6.8%**

*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<br>200 character body<br>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 Elizabeth Ferry at [eferry@townsend-group.com](mailto:eferry@townsend-group.com)

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**2019 DAID Conference**  
There is only a month left to register for the Annual IACP Training Conference on Drugs, Alcohol, and Impaired Driving (DAID). This year's conference will take place August 10 - 12, 2019, at the Anaheim Marriott in Anaheim, California. The program will cover topics such as new drug trends, cannabis crash investigations, and crash prevention through high-visibility enforcement efforts. New this year are tracks on traffic safety and executive leadership. Visit the [DAID webpage](#) to view this program, book lodging, and register for the conference. The deadline to book your hotel is July 17, 2019. [Register now.](#)

**Police Response to Active Shooter Instructor Certification**  
Register today for the no-cost Police Response to Active Shooter Instructor Certification course, July 28—August 1, 2019 in Park Forest, Illinois. This training is designed for individuals assigned the responsibility to instruct police and SWAT personnel in immediate deployment/rapid intervention techniques. This training is provided through the Collaborative Reform Initiative Technical Assistance Center (CRI-TAC), a project of the Office of Community Oriented Policing Services and the IACP. To learn more about CRI-TAC, visit [www.collaborativeriform.org](http://www.collaborativeriform.org). [Register now.](#)

**Free E-Book: 10 Digital Evidence Management System Must-Haves**  
Sponsored by NICE  
Is your department looking for a better way to manage growing volumes of digital evidence? Download your copy of this complimentary E-Book to read about the latest trends in digital evidence management (DEM) and advice from chiefs Danie Dvorak and Lee Russo on ten 'must-haves' for your next DEM solution. [DOWNLOAD FREE E-BOOK](#)

**Resolutions Deadline Approaching**  
The resolutions process is the cornerstone of IACP's policy development. Resolutions direct the efforts of the IACP and serve as the guiding statement in accomplishing the work of the association. Each year, individual members, committees, sections, and divisions are given the opportunity to submit resolutions for the membership's consideration. The submission deadline for 2019 resolutions is August 27, 2019.

**Upcoming Events**  
Jul 21-25 [Women's Leadership Institute](#), Minneapolis, MN

### \*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



# WHITE PAPERS, CASE STUDIES & CUSTOM CONTENT

BUILD STRONGER LEADS AND THOUGHT-LEADERSHIP  
FOR YOUR ORGANIZATION



SPONSORED CONTENT

CASE STUDY


**Getting Into High GEARS: Police in LaGrange, Georgia Use Crash-Reporting Technology to Manage Resources, Maintain Public Safety**

Advances in automobile crash reporting technology are helping law enforcement agencies across the country to better manage resources and keep their jurisdictions safe. One of the places where this is happening is LaGrange, Georgia, where Chief Louis Dekmar and the LaGrange Police Department have been leaders in improving traffic safety in their community.

By applicable state laws, crash data is collected by police departments statewide and sent to the state crash repository maintained by the Georgia Department of Transportation. Prior to 2009, that data was collected using paper forms, and months or years could pass before it was manually entered into an antiquated computer system.

"Police collect a lot of information," said Chief Dekmar, "but the challenge is getting that information out in a way that allows you to affect public safety and traffic." Due to the lag that existed between data collection and its eventual availability, police, local elected officials, and other public safety stakeholders were hamstrung in their ability to make data-driven decisions in a timely way.

When Georgia adopted a statewide system called Georgia Electronic Accident Reporting System (GEARS) to collect, store and analyze crash data, LaGrange, situated near the state's western border, was one of the first law enforcement agencies in the state to make use of the new technology. "It was about being able to use [data] in a way that better serves your community," said Chief Dekmar.

**Why data matters**

Vehicle crash data serves a number of functions in law enforcement and public safety. Highway research and safety groups make use of it when they ask for traffic studies, transportation agencies and elected officials rely on it when planning new routes or putting traffic-calming devices in place, and for law enforcement officials and organizations like Chief Dekmar and the LaGrange Police Department, it is a vital need in order to make informed decisions about how to best deploy officers and resources.

**Using data to boost efficiency**

Historically, according to Chief Dekmar, crash data had to be processed manually and could take a significant amount of time to make its way into an accessible format. "Technology was paper and a pen. That was technology," Chief Dekmar said of his beginnings in law enforcement. "I came in 40 years ago: 27 years as police chief and 40 years in policing, so yes, of course it was all paper." Officers would have to return to the station and transfer information from paper reports using desktop PCs, transitioning to laptops only in the late 1990s to early 2000s.

This was a common situation among Georgia law enforcement agencies until the state implemented GEARS in 2009. Developed by a company that would eventually become a part of LexisNexis Risk Solutions, GEARS was one of the first statewide electronic crash reporting systems in the nation. And, due in part to a briefing on the new technology delivered to board members of the Georgia Association of Chiefs of Police, Chief Dekmar was eager to take advantage of the solution and put it to use in LaGrange.

One of the major impacts of GEARS has been increased efficiency in deploying traffic enforcement personnel to high-priority locations, Chief Dekmar said. "We want fifty percent of our citations written in areas of the city where we have the most accidents or complaints. And GEARS certainly provides the guidance in assigning those areas."

**Saving time and resources**

Another advantage is a reduction in staff time spent analyzing data. "Given the size of our agency, we can't afford to have somebody spend a day or two pouring through [crash data]," said Chief Dekmar, adding that LaGrange had 2,444 accidents in the previous year. Analysis at this volume level would significantly cut into time better spent on more critical tasks.

**Achieving results: public service and public safety**

Chief Dekmar said the response to electronic reporting has been positive, cutting down on the need to make an in-person visit to the police department.

The additional speed and efficiencies provided by GEARS have had concrete impact on Chief Dekmar's department and on public safety in the city. The LaGrange Police Department has improved its ability to allocate officers and resources effectively in order to be responsive to citizens, Chief Dekmar said. "The expectations of the police are always expanding, and there are fewer social controls, whether they be in family, or community, or neighborhood, or education. The substitute for that when things go bad is always more police presence or more police involvement. You leverage everything you can in order to get those resources, and of course taking advantage of technology is one of those ways."

"Our citizens receive the benefit of better enforcement and safer roads," said Chief Dekmar. "GEARS is one piece of the puzzle that helps us improve traffic safety in our community."



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From case studies to white papers, IACP offers a great selection of custom content options to build stronger leads for your organization.

Contact your sales rep today to learn how you can collaborate with IACP's editorial staff to produce a custom content product that delivers results and works best for your products and services.

## IACP Advertising Sales Representatives

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# POLICE CHIEF

## **IACP Advertising Sales**

The Townsend Group  
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