

ONLINE ADVERTISING

at APBWEB.com

We invite you to partner with us on our popular website full of videos, pictures and stories from inside the world of law enforcement. We average over 100,000 unique visitors and almost 130,000 page views every month, and boast a social media following of over 60,000 between Facebook and Twitter.

One week sponsorship on APBweb.com

Your ad will be embedded in the middle of a guaranteed minimum of 10 web postings (or more depending how many articles are posted that week). Every posting that your ad is featured in will also be shared on Facebook and Twitter. But the best part? Your ads will remain in those stories indefinitely, and will not be taken down when the week is up. The potential is limitless.

Specs: 230 px wide by 276 px tall. Ad types accepted: Static (JPEG), animated GIFs, flash animation. We also accept video embedded in the advertisement. Videos should be 30 seconds or less.

\$495 per week

Sponsored e-mail newsletters

Our weekly e-newsletters, which feature our most popular stories of the week, will have your banner prominently displayed at the top of the e-mail, as well as a post containing your advertorial content with a direct link to your site. We have over 10,000 law enforcement professionals who have signed up to get the APB newsletters and the list is growing daily.

Specs: 522 px wide by 90 px tall. Ad types accepted: Static (JPEG), animated GIFs, flash animation. We also accept video embedded in the advertisement. Videos should be 30 seconds or less.

\$495 per e-newsletter

Top Banner Ad

The leaderboard banner on APBweb.com shows at the top of every page of the website – the most prominent position available. This banner ad is rotating, but will have no more than three total ads in the slot, to make sure everyone gets plenty of traffic.

Specs: 770 px wide x 90 px tall. Ad types accepted: Static (JPEG), animated GIFs, flash animation. We also accept video embedded in the advertisement. Videos should be 30 seconds or less.

\$295 per month

Sidebar Ad

The sidebar ad shows alongside our content to ensure that your message is received as readers peruse the stories and videos on the site. There are a total of four sidebar slots that your ad will rotate through.

Specs: 230 px wide by 276 px tall. Ad types accepted: Static (JPEG), animated GIFs, flash animation. We also accept video embedded in the advertisement. Videos should be 30 seconds or less.

\$195 per month