

APB American Police Beat MEDIA KIT



NUMBER ONE IN LAW ENFORCEMENT



MORE

DECISION MAKERS

Read American Police Beat

Total circulation: 50,300

**New Readers
Every Month
13,000+**

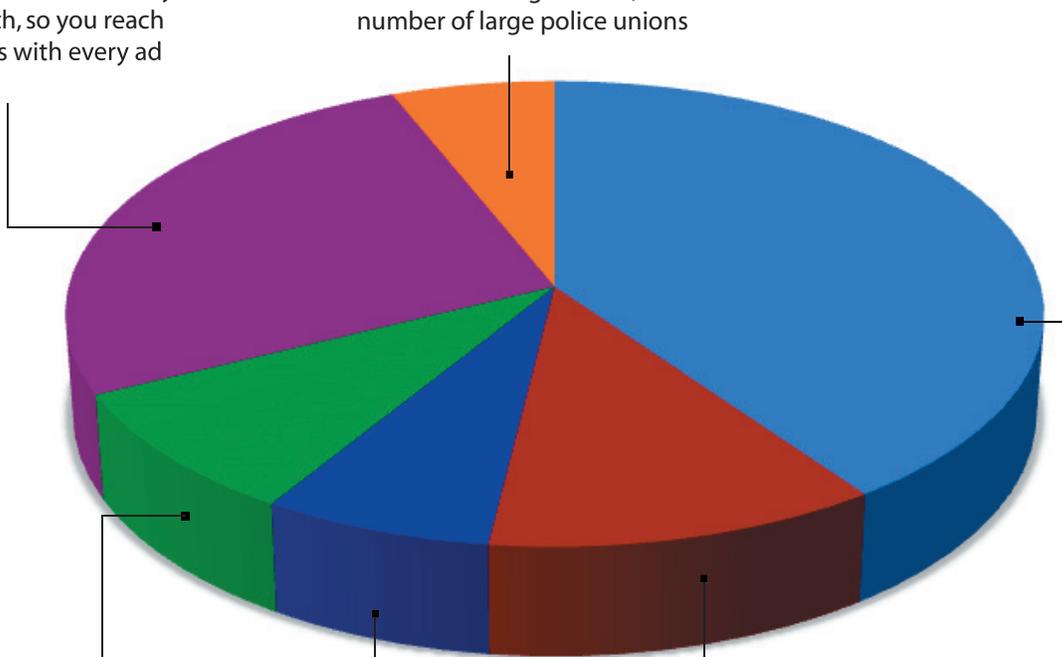
Distributed to officers at work sites - these copies reach different officers every single month, so you reach new readers with every ad

**Misc. qualified
requesters
3,044**

These subscriptions were requested by a variety of law enforcement personnel including members of APCO, graduates of advanced training courses, and a number of large police unions

**Chiefs, Sheriffs &
State Agencies
20,228**

Administrators including chiefs, sheriffs, and head of state law enforcement agencies



**Paid
Subscribers
4,446**

Law Enforcement Professionals from all disciplines

**Academies &
Training
3,449**

Training: Academy directors, training sites, firearms instructors

**Leadership
5,891**

Leadership of homeland security, military and campus law enforcement, federal law enforcement, recruitment officers and more

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646-726-4833 | www.apbweb.com | Fax: 646-657-0162



American Police Beat



"American Police Beat keeps every law enforcement professional everywhere in the country abreast of our mutual concerns. We thank the editors of American Police Beat for publishing such a fine magazine."

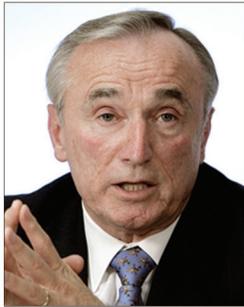
Kathy O'Toole
Chief
Seattle Police Dept.



"American Police Beat is an entertaining and informative police magazine. Cops more than most people need a laugh and a break from the doom and gloom we all see on the job every day. There's always something in APB that's good for a laugh and sometimes that's what we need most."

Charlie Beck
Chief
Los Angeles Police Dept.

Here's what the top chiefs have to say



"I have been an avid reader of *American Police Beat* since the first issue was published in 1994. It's the only law enforcement publication that I know of that focuses on the big picture. And it's as entertaining as it is informative - a must read for all of us who want to keep up with all the news and best practices throughout the country."

Bill Bratton
Commissioner New York City Police Dept., former Chief LAPD and Boston P.D.



"Most of the law enforcement magazines I see are product-driven. The thing I like about *American Police Beat* is that it focuses more on the job. It's a great way to stay on top of court decisions, labor rulings, and other issues that impact policing on the ground."

Dean Esserman
Chief
New Haven Police Dept.



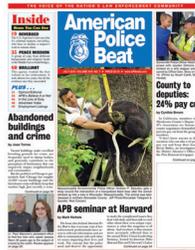
"*American Police Beat* has become an important part of the law enforcement landscape. Over the years they have written about a lot of our projects undertaken here at the Police Executive Research Forum (PERF). I have always found their coverage to be as accurate as it is well written. It's a great resource to keep up with all the news in the world of public safety."

Chuck Wexler
Executive Director
Police Executive Research Forum (PERF)



"*American Police Beat*, which I read every month, has established a solid relationship with law enforcement leaders and the rank and file alike. You don't last as long as they have without that kind of connection."

Chuck Ramsey
Commissioner, Philadelphia Police Dept.
President, Police Executive Research Forum (PERF) & Major Cities Chiefs Assoc.



A NATIONAL LEADER AMONG LEADERS



Cynthia Brown has devoted close to four decades of her professional life advocating and supporting the law enforcement profession. She is the publisher and founder of *American Police Beat* magazine, the nation's largest law enforcement publication, with over 220,000 monthly readers. Cynthia founded *American Police Beat* in 1994 with the goal of creating a way for the law enforcement community to reach out to each other about the most pressing issues and concerns facing their profession.

She was inspired to undertake this project after working for several years for the Boston Police Department doing a number of tasks including facilitating meetings between beat cops and residents in one of the city's most crime-plagued neighborhoods and producing a neighborhood newsletter for Boston's five police districts. Bill Bratton, the former police chief in Boston, and Los Angeles, and the present commissioner of the New York City Police Department, was her boss.

Cynthia is also a founding member of the Police Union Leadership Seminar, a three-day annual event run in conjunction with Harvard University that is attended by the presidents of the largest police associations in the country. In 2009, at Cynthia's invitation, U.S. Attorney General Eric Holder came to Cambridge to speak to the participants and answer questions about the Obama administration's agenda for the Department of Justice. Homeland Security Secretary Janet Napolitano addressed the group the following year in 2010.

That same year, she also published a book, *Brave Hearts: Extraordinary Stories of Pride, Pain and Courage* which tells the stories of 15 people of various ranks and assignments working for the NYPD. The book went into a second printing after just one year and is being incorporated into the curriculum at police academies, colleges and universities across the United States. To date *Brave Hearts* has sold over 15,000 copies and has been called "the best book ever written about what cops actually do and the price they pay to do it."

In 2005, when it became apparent that Hurricanes Katrina and Rita were going to present major problems for hundreds of law enforcement agencies and tens of thousands of individual officers, Cynthia teamed up with Sheriff Mike Brown of the Bedford County (VA) Sheriff's Office. Together, they raised more than \$4 million in cash and equipment for local police and sheriff's departments that had been devastated by the hurricanes.

Cynthia has frequently been called the most influential civilian in law enforcement. She is the recipient of many awards including the most prestigious honor in law enforcement, the National Law Enforcement Officers Memorial Fund's Distinguished Service Award. Upon presenting Cynthia with the award, Craig Floyd, the chairman of the National Law Enforcement Officers Memorial Fund said, "For two decades Cynthia Brown has helped to make law enforcement in America more informed, more strategic and more effective by reporting on the critical issues of the day and by highlighting the dedicated and heroic service of law enforcement officers nationwide."

Former recipients of the Distinguished Service Award include several U.S. Senators, the CEOs of Motorola and DuPont, and former Presidents Bill Clinton and George H.W. Bush. Cynthia has been profiled in *The New York Times*, *Boston Magazine*, *Inc. Magazine*, and several times in *The Boston Globe*. She has been interviewed on several radio programs including the syndicated NPR program *Fresh Air* hosted by Terry Gross. She receives numerous requests for interviews from network and cable television programs, newspapers and magazines and is a frequent speaker at law enforcement seminars.

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 220,000 page views every month, and boast a social media following of over 90,000 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 12,000 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. *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.

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

VALUE-ADDED PERKS

For APB Advertisers

As a program advertiser with *American Police Beat*, you will receive the following perks at no extra charge:

- ✦ Your own section on our website. You can feature special sales, promotions, talk about R&D you are doing or anything that will be of interest to your customers, prospects, or prospective students.
- ✦ If your organization has some newsworthy information to report, we will write it up for you, post it on the website and give it the widest possible distribution. We can post articles, videos, and/or photos. Milestones, good works in the community, new technologies you are using or developing, new training and educational opportunities – these are all good topics for news stories.
- ✦ Everything we post will be reinforced on all our social networking sites in order to get you optimum PR and coverage.
- ✦ Use of our exclusive mailing list with all the precincts, station houses and work sites of every town, city, county and state law enforcement agency in the country employing 100 sworn personnel or more.
- ✦ Opportunity to offer a free three-year subscription to *American Police Beat* to customers, dealers, prospective students, or anyone else you choose.

American Police Beat



Our unique circulation strategy pays off for our advertisers



We are the only publication that is delivered to the leaders of every town, city, county and state law enforcement agency in the country – over 23,000 of them. That means your message is delivered to every agency in the nation.

19,000 copies of our 50,000+ press run are distributed to a rotating list of law enforcement supply stores, training academies and roll call rooms of large agencies, where they create a significant audience of new readers every month. This list, which was developed exclusively by American Police Beat, is available at no charge to our program advertisers.

Assuming 4 readers per copy, that's an additional audience of 76,000 NEW readers every month, or 912,000 each year. This is just one more reason to make sure you advertise in American Police Beat every month.

We conservatively guesstimate that 220,000 people read each issue. There is a huge pass-along factor with American Police Beat. The chief or sheriff often leaves it out in the roll call room for his officers to check out after he's done reading it. We even heard one story where 19 cops chipped in for the \$12 subscription and passed the magazine around for weeks after it arrived. Crazy, but true!

APB hits the sweet spot of circulation strategies – we deliver your message consistently to the most important law enforcement leaders while simultaneously providing fresh new readership for your ad with every single issue. Combined with our popular new web site and social media programs, you won't find a better way to get the word out than with a message in the pages of American Police Beat.

apbweb.com

DEADLINES AND MATERIALS – 2017

DEADLINES

Issue Date	Space Deadline	Materials Deadline
January	Nov. 21	Dec. 1
February	Dec. 23	Jan. 2
March	Jan. 23	Feb. 1
April	Feb. 23	Mar. 1
May	Mar. 23	Mar. 31
June	Apr. 24	May 1
July	May 23	June 1
August	June 23	June 30
September	Jul. 24	Aug. 1
October	Aug. 23	Sept. 1
November	Sept. 22	Oct. 2
December	Oct. 23	Nov. 1

AD SIZES

2 Page Spread (Tabloid Size - Full Bleed)

- Bleed size 20.750" x 13.5"
- Trim size 20.250" x 13"

1 Page (Tabloid Size - Full Bleed)

- Bleed size 10.625" x 13.5"
- Trim size 10.125" x 13"

Junior Page 7.5" x 9.375"

1/2 Page (Horizontal) 9.375" x 5.625"

1/2 Page (Vertical) 4.625" x 11.75"

1/3 Page (Horizontal) 9.375" x 3.875"

1/3 Page (Vertical) 5.5" x 6.5"

1/4 Page (Horizontal) 9.375" x 2.875"

1/4 Page (Vertical) 5.5" x 4.75"

1/6 Page (Horizontal) 5.5" x 3.25"

1/6 Page (Vertical) 3.625" x 4.75"

- Advertiser Supplied Inserts, Tip-Ons, etc.: Many options are available; contact your sales rep for details.
- Digital Advertising: Contact your sales rep for full details about our digital advertising programs.

All rates are negotiable. Contact Dave Quimby at 800-234-0056 x102 or dave@apbweb.com.

SUBMISSION GUIDELINES

LIVE AREA

For Bleeds: Bleed size is 10.625" x 13.5". Trim size is 10.125" x 13". To prevent loss from trimming or binding, please keep all text and essential elements at *least* 1/2" away from the edges of full-page bleeds.

ELECTRONIC SUBMISSION OF ADS

High resolution PDF or EPS documents preferred. All fonts, pictures, etc. must be properly embedded and not compressed. CMYK and Grayscale only. If you must send another format, please call us ahead of time to make arrangements. CDs, email, or FTP submission accepted (call or email for FTP access info). Do not use a resolution greater than 400 dpi or less than 200 dpi for images. Please contact us before sending anything other than PDF, EPS, or 300-dpi .TIFF files.

COLOR

Cyan, Magenta, Yellow, and Black process. Color match print must accompany ads. Spot color: prepare as CMYK process. Black and White ads should be Grayscale. Color ads should be CMYK. Do not use RGB in four-color ads, as it may not reproduce correctly when translated to CMYK.

CONTACT

Sarah Vallee, Production Manager: sarah@apbweb.com, or 646-726-4833 ext. 106, with any questions regarding materials. Please send all materials to Sarah Vallee, American Police Beat, 505 8th Avenue, Suite 1004, New York, NY 10018.

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