ONLINE ADVERTISING RATES

Effective January 1, 2018

5 Options

> Leaderboard 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 a limited number of ads in the slot.

770 px wide x 90 px tall
$295 per month

> Story Sponsorship Ad

Your advertisement embedded in a top story posted on **APBweb.com** that links to your site. Story will be emailed to our list of thousands of law enforcement professionals and posted on all APB Social Media Sites. Story and ad will stay on the American Police Beat website indefinitely.

250 px wide x 450 px tall
$495 per story

> Sponsored eNewsletters

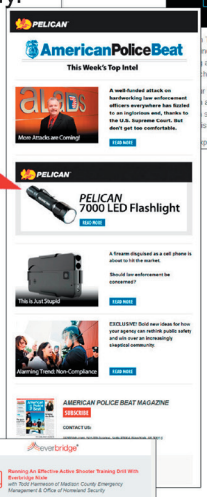
APB e-newsletters, which feature our most popular stories will have your banner prominently displayed at the top of the e-mail, as well as a post containing your content with a direct link to your site. We have over thousands of law enforcement professionals who have signed up to get the APB newsletters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

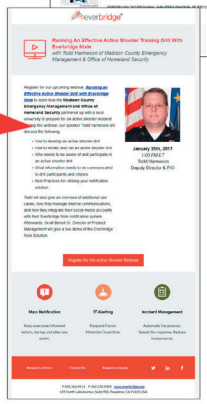
522 px wide x 90 px tall
$295 per e-newsletter

> Exclusive eNewsletters

Your own message delivered to the inboxes of thousands of law enforcement professionals. With open rates that reach up to 30%, you can be assured your message will be seen by the top decision makers in the profession.

$395 per e-newsletter





> Sidebar Ad

The sidebar ad shows alongside our content to ensure your message is received as readers check out the stories, pictures and videos on the site.

230 px wide x 276 px tall
$195 per month

Ad types accepted:

- Static (JPEG), animated GIFs, flash animation.
- We also accept video embedded in the advertisement.
- Videos should be 30 seconds or less.

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American Police Beat