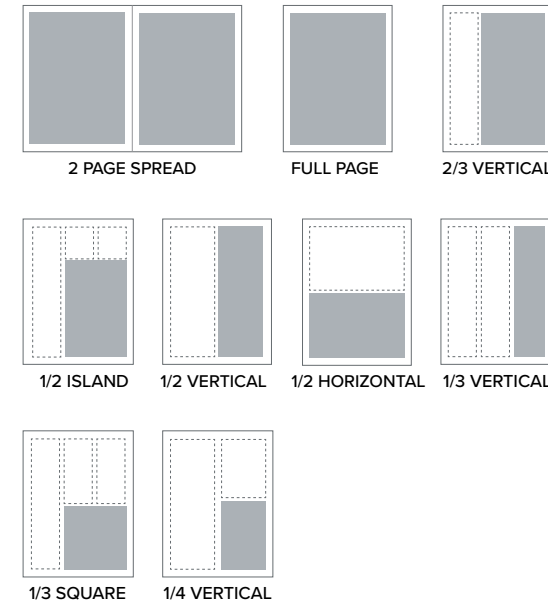


PUBLICATION CONTENT, DEADLINES & RATES

EDITORIAL CALENDAR

	EDITORIAL HIGHLIGHTS	CONTESTS & SPECIAL COVERAGE	TARGETED SPECIAL DISTRIBUTION	AD CLOSE	MATERIAL DUE
JAN	<ul style="list-style-type: none"> Firearms & Accessories Sights & Optics Armored Solutions Firearms Training Solutions Tactical Apparel/Accessories 	<ul style="list-style-type: none"> Outfit the Tactical Officer Contest SHOT Show Exhibitor Merchandising Package 	<ul style="list-style-type: none"> SHOT Show 	12/1/22	12/6/22
FEB/MAR	<ul style="list-style-type: none"> Continuing Education Fleet Management/Up fitting Online Training/Training Management Training Simulators/VR Less-Lethal Training Products Fleet Management 	<ul style="list-style-type: none"> Traffic Safety & Enforcement eSupplement Outfit the Bike Officer Contest SHOT Show Review 	<ul style="list-style-type: none"> ILEETA NAUMD NRA 	2/7/23	2/10/23
APR/MAY	<ul style="list-style-type: none"> Officer Health & Safety Drones/Robots Investigative Technologies Drug/Alcohol Detection/Enforcement Fleet Management 	<ul style="list-style-type: none"> Critical Incident Response eSupplement Equip the Trainer Contest 	<ul style="list-style-type: none"> NYTOA IADLEST NLEOMF WSHNA IACP Technology Conference 	3/9/23	3/14/23
JUN	<ul style="list-style-type: none"> Summer Apparel/Accessories Public Safety Software Firearms & Accessories 	<ul style="list-style-type: none"> Annual Industry Directory (print/website) 	<ul style="list-style-type: none"> NSA PSE 	5/9/23	5/12/23
JUL/AUG	<ul style="list-style-type: none"> Laptops/Mobile Devices Communications Surveillance UAV Operations Tactical Training Campus/School Safety Fleet Management 	<ul style="list-style-type: none"> Officer Health, Safety and Training eSupplement 	<ul style="list-style-type: none"> APCO Commercial UAV Expo TACOPS East TACOPS South NYTOA IAATI (International Association of Auto Theft Investigators) 	6/7/23	6/12/23
SEP	<ul style="list-style-type: none"> Mobile/Body-Worn Video Winter Apparel/Accessories Patrol Vehicles ALPR/LPR Fleet Management 	<ul style="list-style-type: none"> Outfit the Patrol Officer Contest IACP Exhibitor Merchandising Package 2023 Innovative Police Leaders Sponsorship 	<ul style="list-style-type: none"> IACP 	8/2/23	8/7/23
OCT	<ul style="list-style-type: none"> Special Event Planning & Security Ballistic Protection Fleet Management 			9/6/23	9/11/23
NOV/DEC	<ul style="list-style-type: none"> Storage Solutions (Firearms, Evidence, etc) Smart City Technologies Crime Scene Technology New Products & Technologies Year in Review 2023 	<ul style="list-style-type: none"> 12 Days of Holiday Giveaways Program 		11/6/23	11/9/23

MAGAZINE



AD SIZE	12X Rate	6X Rate	3X Rate	1X Rate
Spread	\$4,206	\$4,488	\$4,600	\$4,689
Full Page	\$2,761	\$2,771	\$2,832	\$2,900
2/3	\$2,057	\$2,169	\$2,217	\$2,247
1/2 Island	\$1,901	\$1,982	\$2,006	\$2,016
1/2	\$1,880	\$1,887	\$1,911	\$1,931
1/3	\$1,333	\$1,377	\$1,462	\$1,544
1/4	\$1,142	\$1,163	\$1,170	\$1,227


PRODUCT SHOWCASE GUIDE AD

Maximize the sales return on your book, website, catalogs, product brochures, company literature and collateral pieces. This special advertising section will let *POLICE* magazine's 45,000 subscribers order directly from you! ONLY \$450 With each showcase you receive the following:

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- > We will create the ad for you at no additional cost!
- > Each ad features a contact phone number and/or website

INSERTS


 Contact your sales representative for pricing and options.

Inserts, tip in, posters, CS inserts, gatefolds, business reply cards and other custom publishing are available and by custom quote. Please consult your Regional Sales Manager for a specific quotation on any of these services. If you have a unique marketing concept, please let us know we would be happy to accommodate your special needs.

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Compliment your 1/2 or full page with equal ad space of advertorial, published as a spread and focusing on Corporate Profile, Product Spotlight, testimonial, case study, thought leadership or industry trends.

- > Full Page Advertorial \$750
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 See Publication Specifications Page For Detailed Specs.