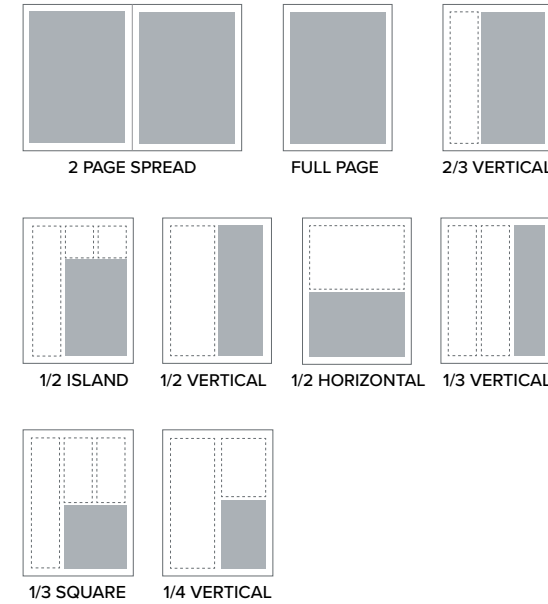


PUBLICATION CONTENT, DEADLINES & RATES

EDITORIAL CALENDAR

	EDITORIAL HIGHLIGHTS	CONTESTS & SPECIAL COVERAGE	TARGETED SPECIAL DISTRIBUTION	AD CLOSE	MATERIAL DUE
JAN	<ul style="list-style-type: none"> Firearms & Accessories Ballistic Protection Range Tools & Equipment Command Concerns 	<ul style="list-style-type: none"> Well Dressed Tactical Officer Contest Special Coverage: Current Events 	<ul style="list-style-type: none"> SHOT Show Official LEEP Media Partners 	12/8/20	12/11/20
FEB	<ul style="list-style-type: none"> Spring Apparel & Accessories Fleet Upfitting Command Concerns 	<ul style="list-style-type: none"> Fleet Management Month, Policemag.com Special Coverage: Current Events 		1/8/21	1/13/21
MAR	<ul style="list-style-type: none"> Training Policies & Procedures Command Concerns 	<ul style="list-style-type: none"> Wireless Technology Innovations for Policing eSupplement Law Enforcement Policies & Procedures Month, Policemag.com Special Coverage: Current Events 	<ul style="list-style-type: none"> ILEETA WCE TTPOA WSHNA 	2/4/21	2/9/21
APR	<ul style="list-style-type: none"> Officer Health & Safety Crowd Control Command Concerns 	<ul style="list-style-type: none"> Well Dressed Bike & Motor Officer Contest Special Coverage: Current Events 	<ul style="list-style-type: none"> Police Week/NLEOM IPMBA 	3/10/21	3/15/21
MAY	<ul style="list-style-type: none"> Drug & Alcohol Detection/Enforcement Investigations Command Concerns 	<ul style="list-style-type: none"> Investigations Month, Policemag.com Special Coverage: Current Events 	<ul style="list-style-type: none"> IADLEST 	4/8/21	4/13/21
JUN	<ul style="list-style-type: none"> Public Safety Software & Apps Rugged Technology Summer Apparel & Accessories Command Concerns 	<ul style="list-style-type: none"> Police Technology Experience Week Annual Industry Buyer's Guide 	<ul style="list-style-type: none"> NSA PSE NASRO 	5/13/21	5/18/21
JUL	<ul style="list-style-type: none"> Body and In-Vehicle Video Officer Efficiency Tools Command Concerns 	<ul style="list-style-type: none"> Police Technology Innovations eSupplement Special Coverage: Current Events 	<ul style="list-style-type: none"> FBI-LEEDA APCO 	6/11/21	6/16/21
AUG	<ul style="list-style-type: none"> Smart City Technologies Winter Apparel Communications Command Concerns 	<ul style="list-style-type: none"> Well Dressed Patrol Officer Contest Online & Simulated Training eSupplement Special Coverage: Current Events 	<ul style="list-style-type: none"> IACP NTOA 	7/13/21	7/16/21
SEP	<ul style="list-style-type: none"> Traffic Enforcement Police Vehicles 2022 Command Concerns 	<ul style="list-style-type: none"> Traffic Safety & Enforcement Month, Policemag.com Special Coverage: Current Events 	<ul style="list-style-type: none"> COPS West CAHN IALEFI 	8/11/21	8/16/21
OCT	<ul style="list-style-type: none"> Tactical Gear Lighting Command Concerns 	<ul style="list-style-type: none"> Fill The Go Bag Contest Special Coverage: Current Events 	<ul style="list-style-type: none"> MSPCE 	9/9/21	9/14/21
NOV	<ul style="list-style-type: none"> Crime Scene Investigations Armor Protection Command Concerns 	<ul style="list-style-type: none"> Special Coverage: Current Events 	<ul style="list-style-type: none"> CNOA 	10/8/21	10/13/21
DEC	<ul style="list-style-type: none"> IACP Roundup- New Tech for 2022 Firearms Storage Solutions Command Concerns 	<ul style="list-style-type: none"> Holiday Giveaways Contest Police Technology eXchange, special event coverage Special Coverage: Current Events 	<ul style="list-style-type: none"> Police Technology eXchange 	11/8/21	11/11/21

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


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