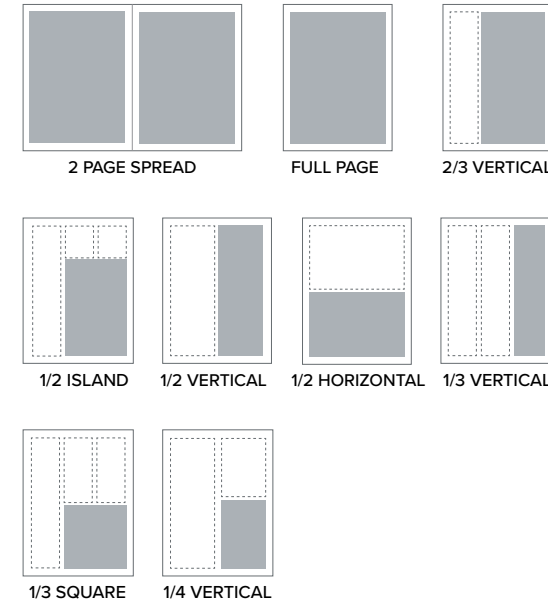


# PUBLICATION CONTENT, DEADLINES & RATES

## EDITORIAL CALENDAR

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

## 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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- > We will create the ad for you at no additional cost!
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