



Print Advertising Rates and Specs

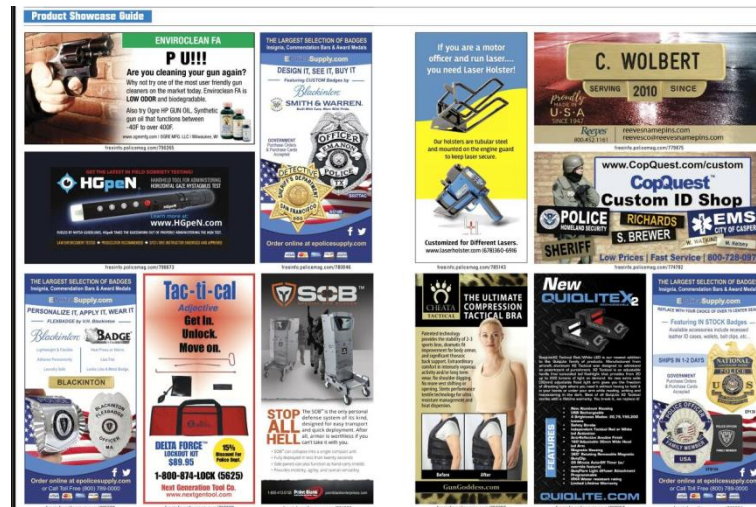
PRODUCT SHOWCASE GUIDE AD AND INSERTS

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 46,000 subscribers order directly from you! **ONLY \$450**

With each showcase you receive the following:

A choice of sizes: 1/6 page Vertical (21/4" x 45/8") or 1/6 page Horizontal (45/8" x 21/4"), including a photo or literature cover and a 50- word description of your product, book, website, service or literature.

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



INSERTS

Charges include printing and binding. 2-page 4/color insert printed on 70#glass book, tipped in \$2640. 4-page 4/color insert, printed on 70# gloss book, tipped in \$3645. 6-page gatefold, 4/color printed on 70# gloss book, bound in \$5455. 8-page double gatefold 4/color printed on 70# gloss book, bound in \$5910. Space charges are additional and based on insert size advertiser's frequency. Inserts, tip-in, ride-along, 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.

ADVERTORIALS

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.

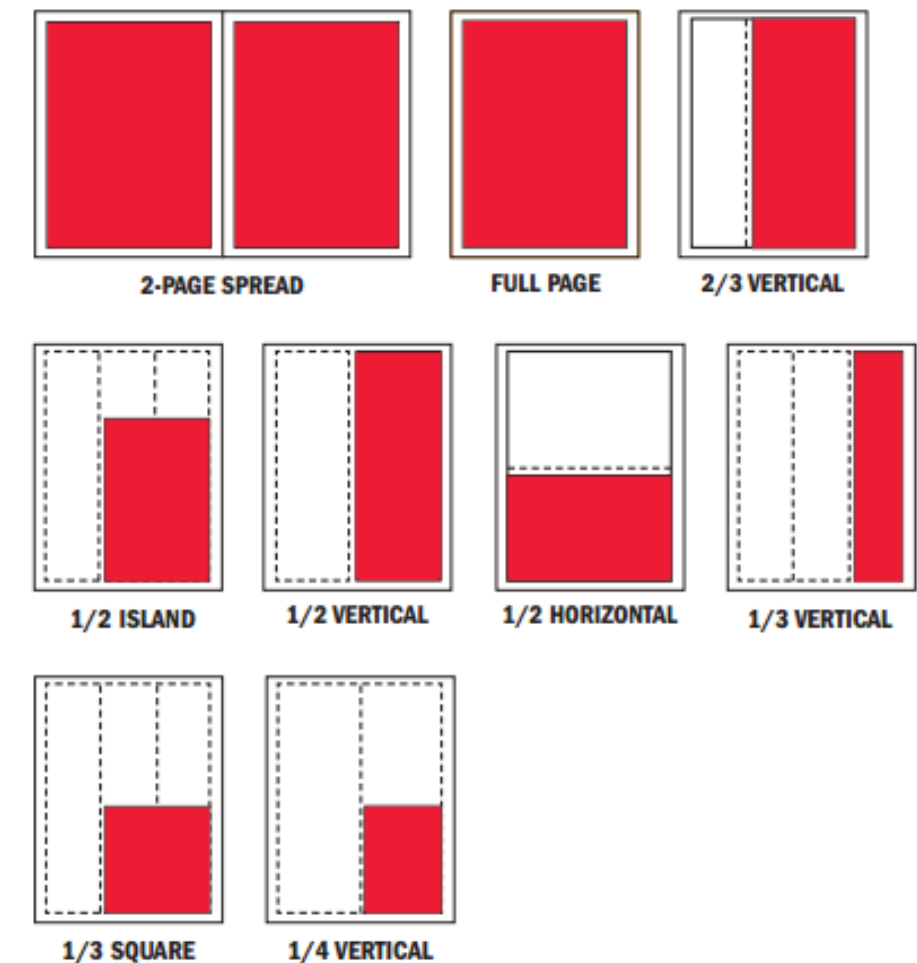
Full Page Advertorial \$750

1/2 Page Advertorial \$350



MAGAZINE RATES AND SIZES

AD SIZE	12X	6X	3X	1X
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





SPECS & GUIDELINES

TERMS AND CONDITIONS

Frequency Discounts: Frequency rate is earned by the number of separate advertisements used within a contract year. Different size units may be used to earn this rate. The Fact Book is published annually and earns frequency discount.

SPECIAL POSITIONS RATES

Cover 2	\$300
Cover 3	\$200
Cover 4	\$500

DIGITAL AD PRODUCTION REQUIREMENTS

Complete digital ad specifications can be downloaded at: <http://addesk.bobit.com> - Click on the Information & Help tab and then select the POLICE listing. All ad materials and production questions can be addressed to:

POLICE Magazine
Lori Branch – Production Manager
3520 Challenger Street, Torrance, CA 90503
PH: (310) 533-2516 • Fax: (310) 533-2501
Email: lori.branch@bobit.com

DIGITAL SUBMISSIONS FOR ADVERTISERS (PRINT EDITION):

Please contact POLICE Production Manager for AdPortal information to upload your ad.

DIGITAL SUBMISSIONS FOR ADVERTISERS (DIGITAL EDITION)

Digital editions cannot accept rasterized PDFs. PDFs must be 1st generation. All web/URLs must contain active links.

MECHANICAL REQUIREMENTS

(a) Ad Specs: Magazine

Ad Size	Wide-Deep
Full Page	7" x 10"
2/3 Vertical	4-9/16" x 10"
1/2 Vertical	3-3/8" x 10"
1/2 Island	4-9/16" x 7-1/2"
1/2 Horizontal	7" x 4-7/8"
1/3 Vertical	2-3/16" x 10"
1/3 Square	4-9/16" x 4-7/8"
1/4 Vertical	3-3/8" x 4-7/8"

(b) Ad Specs: Classified

Ad Size	Wide-Deep
Full Page	7" x 10"
1/2 Horizontal	7" x 4-7/8"
1/3 Square	4-9/16" x 4-7/8"
1/4 Vertical	3-3/8" x 4-7/8"
1/6 Vertical	2-3/16" x 4-7/8"

(c) Trim size

Display ad pages trim to 7-7/8" x 10-3/4". Single column width 2-3/16". Double column width 4-9/16". Column depth 10". Binding is saddle stitched, except the Annual Fact Book or an issue that is 100 pages or larger, which are perfect bound. Allow 1/8" for head trim and 1/4" for gutter.

(d) Bleed

No charge for bleed on four-color ads; no charge for gutter bleed on full-page spread ads.

e) Bleed Size

Single-page bleed	8-1/8" x 11"
Spread bleed	16-1/4" x 11"

Vital parts of copy and layout should be kept at least 3/8" distance from the gutter and top, outside and bottom edges.

CLASSIFIED AD RATES

Additional rate discounts available based on ad size. **Payment required in advance of publication, non-commissionable.** VISA, MC and AMEX are accepted.

Display sizes and rates are not applicable in the classified pages of the magazine.

STANDING MATERIALS

Ad material will be retained in storage for 12 months following use and then destroyed unless instructed otherwise by the advertiser or agency.

PUBLICATION DATES

Published 12 times annually.

GENERAL

Publisher reserves the right to reject any advertising that, in the sole discretion of the publisher, does not conform to publication standards. Publisher reserves the right to place the word "advertisement" on copy that, in its opinion, closely resembles editorial matter. Advertisers will be short-rated if, within a 12-month period from the date of first insertion, they do not use the amount of space upon which their billings have been based.

Publisher is not bound by conditions appearing on contracts, insertion orders or instructions from any agency or advertiser that conflict with the terms listed herein. Only written instructions including those on contracts and insertion orders, agreed to in writing by the publisher, are binding.

POSITIONING REQUESTS: Positioning of advertisements is at the discretion of the Publisher. Position requests other than those specified in the rate card with an additional charge are valid only with the written acceptance of the publisher.

PUBLISHER'S LIABILITY: Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images and illustrations), representations, trademark or copyright of submitted advertisements. Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

SEQUENTIAL LIABILITY

Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order.

INVOICES, CREDIT & CONDITIONS

Our invoices are NET 30 Days on approved credit for all services, payable in U.S. dollars. Marketplace/Classified advertising: payment is required in advance – VISA, MasterCard, and AMEX accepted. New advertisers and agencies may be required to prepay their first insertion and submit a credit application. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.