

POLICE Recruit



POLICE Recruit is distributed free of charge to law enforcement academies, criminal justice colleges, continuing education institutions and police supply stores with a print run of up to 20,000.—all 100% direct request.

We have a variety of advertising options, including the following high impact advertorials:

FAQ: Where advertisers provide the most commonly asked questions about their product category. Explain to readers how your product works, its benefits and how you, the manufacturer, help the new recruit do his job better. Advertiser submits approximately 600 words of copy, a high res (300 dpi) logo and up to three photos or images.

How To: Where advertisers show new cops how to evaluate purchases in their product category. It provides readers step-by-step information how your product works, how to evaluate your product or how to purchase from the right manufacturer. How To is the next best thing to giving a live demonstration of your product. Advertiser submits approximately 600 words of copy, a high res (300 dpi) logo and up to three photos or images.

We will edit material for style, clarity, and consistency, and will return edited copy to you for review and approval. Our graphic artists will layout the material in a consistent format that will get high reader recognition.

Cover Snipe: your message in a cover snipe packs a punch. You earn cover positioning with a triangular, corner ad (approximately 3" x 1.75" x 1.75"). Use this unique format to draw readers to your advertising inside or to your website. We can also create a cover sticker on bright or fluorescent paper for high impact.

Subscription Card Ad: Readers will be drawn to this one-of-a-kind position on the subscription card. Advertising is formatted as a one-third vertical page, four color, right on the subscription card. Advertiser can also be featured on a subscription house ad if willing to provide a giveaway product to new recruits.

For more information, contact:

Leslie Maris—West Coast
480-367-1101 • leslie.maris@policemag.com

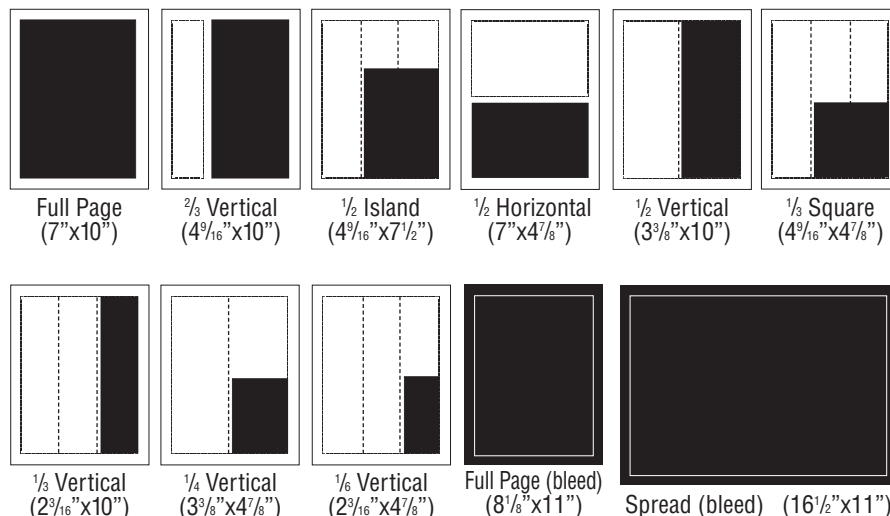
Susan Freel—East Coast
920-397-7570 • susan.freel@policemag.com

- Ad Close: 10/19/10 • Ad Material Due: 10/27/10
- Mails Out: November 2010

NET RATES

NET 4/C rates	Open Rate	POLICE Rate	Open Rate	POLICE Rate
Premium Package*	\$3,500	\$3,145	Back cover premium	\$3,600 \$3,095
Full page	\$2,600	\$2,085	Inside front cover premium	\$3,400 \$2,895
2/3-page	\$2,050	\$1,515	Inside back cover premium	\$3,250 \$2,775
1/2-page	\$1,500	\$940	Center spread premium	\$3,150 \$2,500
1/3-page	\$1,000	\$835	Ad on subscription card	\$2,300 \$1,895
1/4-page	\$795	\$730	Cover sticker ad	\$3,300 \$2,795
Advertorial page	\$2,000	\$1,570		
Resouce ads (4 per page)	\$700	\$625		
Catalog ads (6 per page)	\$395	\$310		

* Includes full page, 4/c ad, advertorial page and e-newsletter sponsorship
POLICE advertisers 6X and over earn the special POLICE rate



Trim Size: 7 7/8" x 10 3/4" Live matter on bleed units must be kept 1/4" from all outside edges and gutter.

Production Regulations

POLICE Magazine is produced using computer to plate technology. Advertisers are requested to submit digital material for their advertisements. Material can be accepted via email, disk or via our ftp site.

Digital Submissions for Advertisers:

All files must be Mac compatible. Ads can be accepted on CD Rom, DVD and or via an ftp site. Please provide a digital proof or color laser. Disks should include a disk directory. Acceptable file formats for page layout and images include the following: PDF, QuarkXPress, Adobe Illustrator or Photoshop, EPS, JPEG, or TIFF. Resolution must be at least 300 dpi. Please convert all colors to CMYK (no PMS or RGB colors/images). Fonts must be Type 1 postscript (include both printer font and screen font). We do not accept True Type, Multiple Master or PC fonts.

Please send materials to: Production Manager, Police Recruit, Bobit Business Media, 3520 Challenger Street, Torrance, CA 90503. Please contact the Production Manager at 310-533-2517 for ftp instructions and/or further requirements.

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 the contract, insertion order, etc.