

Reach the most influential audiences in the law enforcement market

PoliceOne, the world's largest source of law enforcement information and resources, is the most comprehensive and trusted online destination for law enforcement professionals, department decision-makers and department decision-influencers. With more than 235,000 registered law enforcement members representing more than 16,000 departments, PoliceOne delivers your message to the right audience at the right time.



Some great reasons to advertise on PoliceOne.com:

PoliceOne.com is the definitive resource for law enforcement research and mission critical information. We have developed and launched more than 200 product categories on the site, which attract over half a million visits per month and deliver more than 100,000 potential customers to our sponsors each month.

PoliceOne has more than 235,000 registered law enforcement members, 31% of which are upper level management, and our electronic newsletter is sent to more than 130,000 officers 3 times each week. In addition, PoliceOne owns and operates the **Calibre Press Street Survival Seminar**.

PoliceOne provides companies in the law enforcement market unequalled opportunities to access purchasers and influencers, distribute information, build brand and generate exposure.

Opportunities:

PoliceOne provides **targeted** and **trackable** advertising opportunities. Programs range from annual packages based on a product category sponsorship to one-off programs lasting one week to several months. Programs can include product category sponsorships, banner ads, newsletter insertions, directory listings, site features and market research studies.

Our packages are designed to use multiple touch points to our members, maximizing reach and frequency of exposure. Participation includes a sponsorship of each relevant category combined with marketing on PoliceOne, including banner ads, the PoliceOne newsletter and custom site features. Each product category includes a wide range of content designed to help the law enforcement decision maker or influence research and procure product. Category sponsorships include placement of new products, articles, reports and releases as well as testimonials, video and promotions, all of which are distributed to our more than 130,000 newsletter subscribers. Each category can also link to leading distributors as well as dealers, sales reps and Web site shopping cart. Our goal is to provide targeted access to the 10 - 20% of officers that are key purchase influencers or decision makers across law enforcement.

PoliceOne is operated by the **Praetorian Group**, the proven leader in online public safety resources. The experience and resources of the Praetorian Group has yielded a trusted and reliable online environment for the exchange of information between law enforcement professionals and departments from across the United States and around the world.

PoliceOne.com at a Glance • February 2008

Unique Visitors per month	671,177
Total monthly site visitors	1,504,560
Unique Product Category visitors	113,351
Total Product Category visits	581,503
Registered members	237,366
Page Views Per Month	8,351,799
Page Views Per Visit	5.7
Newsletter Subscribers	132,521



Packages:

Rates for 2008 Available Through December 31, 2008

Premium Sponsorship

\$3,000 per month

May include some or all:

- Sponsored editorial column
- Topic sponsorship
- Multiple category sponsorship
- Logo links in categories
- Newsletter ads and press releases as appropriate
- Banner ads - ROS & premium
- Featured product and what's hot rotation
- Word link in Vendor Directory as a Featured Vendor
- Unlimited posting of articles, press releases and new products

Enhanced Sponsorship

\$1,250 - 2,000 per month

May include some or all:

- Multiple category sponsorship
- Logo links in categories
- Unlimited posting of articles, press releases and new products
- Newsletter ads and press releases as appropriate
- Banner ads - ROS & premium
- Featured product and what's hot rotation
- Word link in other categories as appropriate
- Word link in Vendor Directory as a Featured Vendor

Basic Category Sponsorship

\$700 per month

per Category:

- Logo link in your category
- Featured product and what's hot rotation
- Newsletter press releases as appropriate
- Word link in other categories as appropriate
- Word link in Vendor Directory as a Featured Vendor
- Press releases, articles, new product announcements or video releases
- Optional newsletter and banner programs

All packages include a monthly report (Site Statistics, Program performance & Clicks)

Results:

Premium Packages typically generate 250,000 - 500,000+ impressions and send 1,500 - 3,000+ visitors per month to your Web site. Enhanced Packages generate 150,000 - 250,000 impressions and 1,000 - 2,000 visits to your Web site. Basic Packages generate 300 - 750 visits per month. PoliceOne users are **confirmed law enforcement officers** who are purchasing or evaluating products.

Traffic to PoliceOne product categories has been increasing by 20% per month. Newsletter insertions generate an average of 275 clicks per ad. Our market research surveys generate 500 - 6,000 (average 1,600) responses across all levels of law enforcement.

At PoliceOne we work closely with our clients to maximize exposure and run programs to fit your marketing needs and objectives. We provide detailed monthly reports and constantly analyze our performance. Contact us today to discuss a program.

Sample Traffic Reports Monthly Averages

Full Category-Sponsorship	Impressions	Ad Campaign Visitors
Products Category (visits)	2,961	517
Banner Ads	15,000	55
1 Newsletter	96,000	273
2 Press Releases/Articles	464,000	95
New Product Launch	45,000	164
Site Feature**	3,029	56
Total	200,990	1,306

* Press Releases and Articles are sent out in the newsletter and link back to content on PoliceOne.com

** Site features could include targeted advertising in articles addressing topics relevant to your product, various features on the homepage, video features or features in relevant divisions.

**Contact us today:
Sales@PoliceOne.com**