

PoliceOne is **THE** leading online resource for the law enforcement community

More than 1 million officers visiting PoliceOne every month for information that makes them safer & helps them better protect their communities as well as provides them with a source to research law enforcement products, services and training.

PoliceOne helps over 230 companies showcase their offerings to the law enforcement community. Sponsorship packages include a broad range of touch points for the marketer to connect with potential customers when they are looking for product information. Packages include information distribution in the form of articles, white papers, case studies, press releases and new product announcements, featured product and what's hot rotations, as well as options to participate in banner and newsletter campaigns. Click-through rates of 15% - 50%+ are not unusual from our product categories.

Open Net Rates

Banners

ROS Standard 344x60 & 160x240	\$25 per Thousand
ROS Standard 468x60	\$20 per Thousand
ROS Top Right Corner 160x100	\$20 per Thousand
ROS Jumbo 336x280	\$30 per Thousand
ROS Tower 160x600	\$30 per Thousand
Homepage Top Right Corner 160x100	\$25 per Thousand
Homepage Jumbo 336x280	\$40 per Thousand
Targeted Product Category Tower 160x600	\$40 per Thousand
Homepage Tower 160x600	\$40 per Thousand
"What's Hot" Homepage Banner Creation	\$250 per Day \$135 for one or \$750 for up to 6 banners

e-Newsletters

PoliceOne Member News: (circulation 132,521)

- \$1,500 per Insertion - top position
- \$1,000 per Insertion - secondary position
- \$500 per Tile Insertion

PoliceOne Technology News: (circulation 37,081)

- \$1,500 per Insertion - top position
- \$1,000 per Insertion - secondary position

Force Science News: (circulation 17,000)

- \$1,500 per Insertion

Additional Advertising Opportunities

Webcasts	\$13,000
Calibre Press e-Blast	\$5,500 per mailing
Deals and Specials Rotation	\$350 per month
Police Training Video	\$1,000
Polls Sponsor	\$500 per month
Tips Sponsorship	\$200 per tip, \$1,000 per month
Sponsored Topic	\$1,200 per month
Sponsored Editorial	\$1,200 per month

Training Listings

- \$50 per Listing up to 5 courses
- \$40 per Listing 6 - 15 courses
- \$35 per Listing 16 - 25 courses

Directory Listing

- \$450 annually for First Category
- \$50 annually for each additional Category

Custom Market Research

- \$2,000 basic 5-question survey with 300 - 500 respondents or market pricing depending upon complexity and response patterns

Product Category Net Rates

Base Sponsorship Category: \$700 per month

Includes:

- Corporate Logo
- Featured products, press release articles, and Buy Now section
- Category Featured Product
- What's Hot

Additional Categories: \$300 per month

Includes:

- Corporate Logo
- Featured products, press release articles, and Buy Now section
- Category Featured Product
- What's Hot

Premium Product Category: \$1000 per month

Includes:

- Categories exceeding 10,000 visitors per month

