

What our Advertisers are Saying



"I got more leads out of the PoliceOne Weekly Win than I have received at the last three IACP shows combined. Very nice. Thanks!"

Peter B. Gill, President, Peerless Handcuff Company



"TEA has been advertising on PoliceOne.com since its inception and a day doesn't pass that we don't receive leads from this site - (I know because the prospects tell us.) The nice part is that their leads are serious prospects and not Sunday drivers. These guys really did invent the internet when it comes to marketing law enforcement products. When you call....tell 'em Bill sent you."

Bill Pegler, President, Television Equipment Associates



"To fully maximize the impact of our new technology launch and leap ahead of our competition, we needed to move very quickly to get the word out to law enforcement. PoliceOne was the only media outlet that could meet our tight timeframe and deliver the level of exposure we needed. Not only did they exceed expectations in spreading the word, but the custom campaign microsite, www.bebrightbesafe.com, has continued to provide a steady stream of highly qualified leads and ROI long after the initial launch."

Kelly Kyriakos, Vice President of Sales, Code 3, Inc.



"As a result of your high quality internet services, Baker Ballistics, LLC has enjoyed a large increase in product exposure that has translated into increased sales to forward thinking police agencies across the country. The PoliceOne audience represents a highly educated segment of the law enforcement community. Many of these officers are at the cutting edge of delivering advanced public safety services to their respective communities. Keep up the good work!"

Al Baker, President, Baker Batshield



"PoliceOne has been an outstanding partner to work with in supporting our campaign efforts. They are open to our suggestions and find ways to help us meet our goals."

Jennifer Berg, Marketing Communications Manager, Motorola

What Media Experts are Saying



"More than two-thirds of b2b marketers plan to decrease spending on print advertising in the next two to three years. Concurrently, 64% of b2b marketers plan to boost digital spending and 67% plan to increase spending on social media efforts. A majority of respondents agreed that developing innovative marketing activities around e-platforms and engaging with clients via social media were important objectives."

2010 B2B Marketing Leadership Study, American Business Media, the Association of National Advertisers and Booz & Co



"In 2010, b2b e-media spending is anticipated to reach \$4.8 billion, a 9% increase over 2009, and should reach \$8.0 billion by 2014. At the same time, b2b print spending will decline 11% to \$7.2 billion this year. By 2014, print spending will have plummeted to \$6.4 billion, down from \$10.3 billion in 2004."

Communications Industry Forecast, 2004-2014, Veronis Suhler Stevenson