

PUBLIC SAFETY Communications



Integrated **Media** Kit

2012

[HOME](#)[AUDIENCE](#)[AUDIENCE PROFILE](#)[EDITORIAL](#)[PRINT OPPS](#)[ONLINE OPPS](#)[RATES](#)[SPECS](#)[CONTACT](#)

AUDIENCE

OFFICIAL MAGAZINE OF
APCO INTERNATIONAL



EDITORIAL

SERVING THE INDUSTRY
WITH EXPERT CONTENT.

RATES

COST-EFFECTIVE PROGRAMS FOR
EVERY BUDGET.

A monthly publication, *Public Safety Communications* (PSC) is the official magazine of the Association of Public Safety Communications Officials (APCO) International, and serves 9-1-1/dispatch centers and radio/field personnel.

Build your marketing communications plan around an integrated platform, utilizing both print and online delivery channels, to reach your new customers. Marry that with industry-specific editorial content and you'll reach your customers frequently, consistently and at the most critical time—when their minds are concentrating on work-related issues.



87% of readers are **INVOLVED IN PURCHASING PRODUCTS***

AUDIENCE

Public Safety Communications (PSC) is an integral part of the public safety communications industry. The official magazine of the Association of Public-Safety Communications Officials (APCO) International, PSC provides exceptional education to professionals around the world ... and exceptional opportunities to reach them with your marketing message.



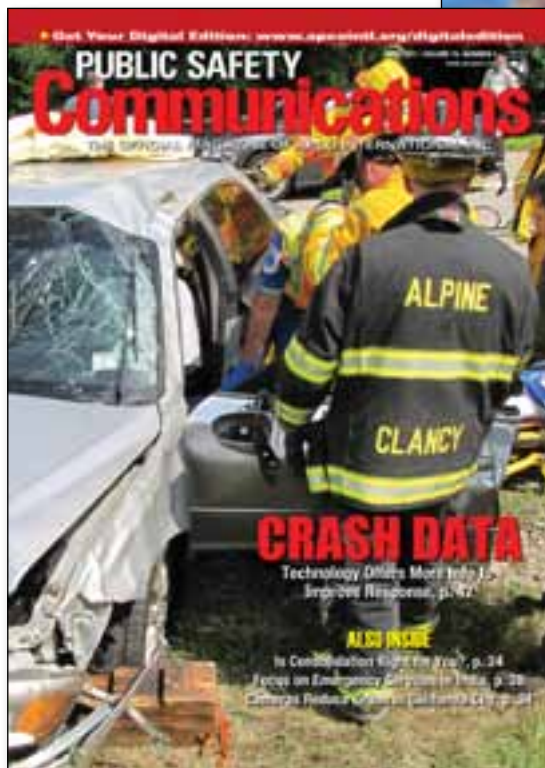
Delivers the customers you need:

Total Audience per Issue

12,678 Average Qualified Circulation*

54,515 Additional Pass-along Readers**

= 67,193 Total Audience***



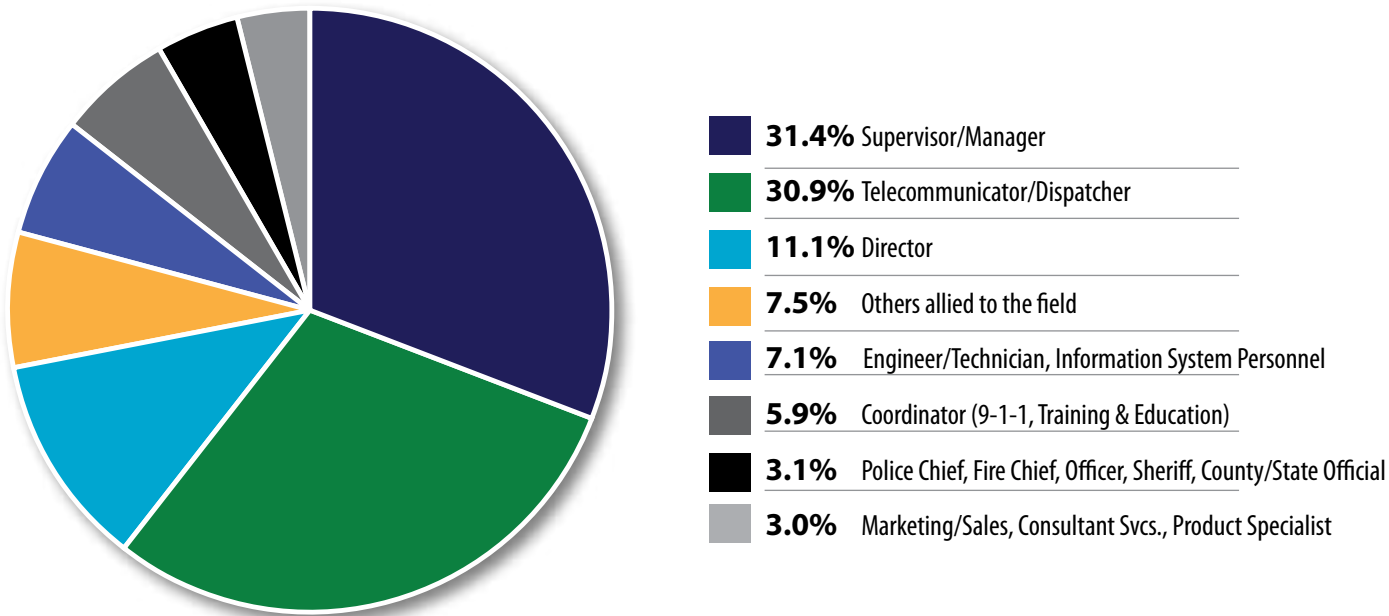
* June 2011 BPA Statement.
**2005 Reader Survey, Stratton Publishing & Marketing, Inc. Sample size: 412
Pass along rate is 4.3
*** Publisher's Data, August 2011

AUDITED CIRCULATION. Our circulation numbers are audited by BPA, an independent 3rd party organization. When you have a choice in media, it's always best to choose an audited publication.
YOU CAN TRUST THE NUMBERS.

AUDIENCE PROFILE

The active subscribers you want to reach with your advertising message!

PSC Qualified Circulation, by Title*



THE OFFICIAL PUBLICATION OF APCO INTERNATIONAL, the industry's leading public safety communications association. Each APCO member receives the magazine.

And ... **100%** of the circulation is 1-year qualified, so you know the circulation list is up-to-date!**

86% → of all respondents **HAVE TAKEN ACTION** as a result of advertisements and/or articles in **PUBLIC SAFETY COMMUNICATIONS**.***

* June 2011 BPA Statement
 May 2011 Total Qualified Circulation of 12,414
 ** June 2011 BPA Statement
 *** Publisher's Data: May 2007 Advertising Study, Harvey Research, Inc.
 Sample Size: 100

AUDIENCE STRENGTH

IN THIS SECTION

Public Safety Communications, a BPA-audited publication with 100% circulation to the APCO-membership. Stable, credible, qualified.

▶ **Editorial Calendar**

Status of Public Safety Communications Publications		
	2009	2011*
Public Safety Communications	BPA-audited	BPA-audited
Radio Resource Mission Critical	BPA-audited	BPA-audited
Urgent Communications	BPA-audited	BPA resignation pending, as of July 2011
9-1-1 Magazine	Not Audited	No longer published
Emergency Communications Professional	Not Audited	No longer published

Public Safety Communications ... **

100% qualified 1-year!
93% qualified by name and title!



APCO Membership is made up of those personnel who staff, manage, design, construct, install, command or operate a public safety communications center and supporting information systems ***

... and 100% of *Public Safety Communications'* circulation is APCO membership!**

*Publisher's Own Data: August 2011
** June 2011 BPA Statement
*** APCO Web site, www.apcointl.org

EDITORIAL

2012 PUBLIC SAFETY COMMUNICATIONS EDITORIAL CALENDAR (JANUARY - JUNE)

IN EVERY ISSUE: *Comm Center Operations; Technology; Industry Trends; New Product Information; Regulatory & Legislative Analysis; Spectrum Issues*

IN THIS SECTION

▶ **Editorial Calendar**

	EDITORIAL HIGHLIGHT	SPECIAL COVERAGE	BONUS DISTRIBUTION	ADVERTISER BONUS*	ADVERTISER DEADLINES**
JANUARY	Call Answering Standards	<ul style="list-style-type: none"> Automated Alarm Protocol Product Spotlight: Dispatch Systems & Equipment 	SHOT Show Las Vegas, NV January 17-20	2012 Product Launch Section (print + electronic)	Ad: 11/18/11 Art: 12/1/11
FEBRUARY	EMD: Chemical Suicide	<ul style="list-style-type: none"> Operational Aspects of Call Center Design Product Spotlight: Software & Applications 	IWCE Las Vegas, NV February 20-24	IWCE Show Issues Polybag Insert	Ad: 12/16/11 Art: 12/28/11
MARCH	Beta Testing Technology	<ul style="list-style-type: none"> Runaways NG9-1-1 Product Spotlight: Interoperability 	EMS Today Baltimore, MD February 28-March 3	Buy One, Get One Free Matching Ad/Advertorial	Ad: 1/17/12 Art: 1/26/12
APRIL	Resolving GPS Interference	<ul style="list-style-type: none"> TERT & Tactical Dispatch Product Spotlight: Consoles & Furniture 	FDIC Indianapolis, IN April 16-21	Ad on APCO Web Site	Ad: 2/21/12 Art: 3/1/12
MAY	Member Resource Guide	<ul style="list-style-type: none"> EMD: Child Callers Radio Basics Product Spotlight: Computers & Accessories 	Fire Expo Harrisburg, PA May 18-20	Product Showcase	Ad: 3/19/12 Art: 3/28/12
JUNE	How to Spec a CAD or Records Mgmt. System	<ul style="list-style-type: none"> Generational Diversity NG9-1-1 Product Spotlight: GIS/Mapping 	NENA Long Beach, CA June 9-14	NENA Show Issues Polybag Insert	Ad: 4/19/12 Art: 4/30/12

*These added-value opportunities are **FREE** with half-page or larger ads in the issues listed!

EDITORIAL

2012 PUBLIC SAFETY COMMUNICATIONS EDITORIAL CALENDAR (JULY - DECEMBER)

IN EVERY ISSUE: *Comm Center Operations; Technology; Industry Trends; New Product Information; Regulatory & Legislative Analysis; Spectrum Issues*

IN THIS SECTION

▶ **Editorial Calendar**

	EDITORIAL HIGHLIGHT	SPECIAL COVERAGE	BONUS DISTRIBUTION	ADVERTISER BONUS*	ADVERTISER DEADLINES**
JULY	APCO Conference Preview	<ul style="list-style-type: none"> • Fire Dispatching • Product Spotlight: Voice & Data Recording 	Firehouse Expo Baltimore, MD July 19-21	APCO Show Preview eBlast	Ad: 5/21/12 Art: 5/31/12
AUGUST	APCO CONFERENCE ISSUE	<ul style="list-style-type: none"> • FCC Licensing • NG9-1-1 • Product Spotlight: Power Systems & Equipment 	IAFC Denver, CO July 31-August 3 APCO Minneapolis, MN August 18-22	APCO Show Issues Polybag Insert	Ad: 6/19/12 Art: 6/28/12
SEPTEMBER	EMD: Allergic Reactions	<ul style="list-style-type: none"> • PSAP Accreditation • Product Spotlight: Training Tools 	IACP San Diego, CA September 29-October 3	APCO Post-Show eBlast	Ad: 7/23/12 Art: 8/1/12
OCTOBER	Buyer's Guide	<ul style="list-style-type: none"> • Ethics in the Comm Center • Product Spotlight: CAD & RMS 	EMS World Expo New Orleans, LA October 31-November 2	Buyer's Guide Enhancements	Ad: 8/20/12 Art: 8/29/12
NOVEMBER	Hot Products	<ul style="list-style-type: none"> • EMD: Blunt Trauma • NG9-1-1 • Product Spotlight: Ergonomics 		Company Profile	Ad: 9/19/12 Art: 9/28/12
DECEMBER	The Perfect Chair	<ul style="list-style-type: none"> • 800 MHz Rebanding Update • Product Spotlight: Mobile/Portable Radios 		Listing in PSC eNews	Ad: 10/18/12 Art: 10/29/12

***FREE** for advertisers of a half-page or larger in the specified issue.

**Please contact the editor at PSCeditor@apcointl.org for the Editorial Content Deadlines.

PRINT OPPORTUNITIES

In addition to display and classified advertising, there are a range of great print opportunities to help you get your message out to the public safety communications market:

BIND-INS

Your sales piece is either bound permanently into the magazine or bound with a perforated strip for easy removal.

TIP-INS

Pressure sensitive glue affixes your brochure, sales piece or catalog to the inside of the magazine.

BRC INSERTS

Obtain immediate results with a business reply card, which can be run alongside your ad or by itself.

POLYBAGS

A protective plastic polybag carries your catalog, newsletter, sales piece, CD of your webcast or sample along with the publication.

PROTECTIVE COVERS

Take advantage of conference and bonus distributions to drive traffic to your booth. Covers are available in 4-color, 2-color or black-and-white.

BUYER'S GUIDE

In print and online, the PSC Buyer's Guide is a great annual reference for buyers. Be sure to talk to your Account Manager on the best ways to maximize your listing.

SUPPLEMENTS

Advertising and editorial supplements are a great way to educate the market about a new product. Elsevier Public Safety has developed many supplements; contact your Account Manager to find out how cost-effective they can be.

REPRINTS

Was your product mentioned in an article? We can reprint the article with your ad—a great piece to hand out at conferences!

IN THIS SECTION

- ▶ **Bonus Opps**
- ▶ **APCO**

PRINT AD BONUSES 2012

January: 2012 Product Launch Section (print & electronic)

Highlight your new product with a photo and 50 words of copy in this special print section. Your 8-10 word text headline will run in one PSC eNewsletter during the month of January. Submit your materials by 12/1/11.

February: IWCE Show Issues Polybag Insert

Supply us with your printed 1-page insert (single or double-sided, any color) and we'll insert it into the polybag issues going to the show! Send 400 pieces by 12/28/11 to: Publishers Press, Attn: Toni McKinley, 13487 S. Preston Hwy, Lebanon Junction, KY, 40150. Telephone: (877) 793-1952. Mark package: PSC February IWCE Inserts

March: Matching Ad/Advertorial

Buy an ad and you'll get one more of equal size ... FREE!

April: Ad on APCO Web Site

Drive traffic to your Web site! We'll post your banner for one month, with a hotlink to your site. Submit by 3/1/12.

May: Product Showcase

Highlight your product with a photo and 50 words of copy. A great way to generate sales leads! Submit your materials by 3/28/12.

June: NENA Show Issues Polybag Insert

Supply us with your printed 1-page insert (single or double-sided, any color) and we'll insert it into the polybag issues going to the show! Send 400 pieces by 4/30/12 to: Publishers Press, Attn: Toni McKinley, 13487 S. Preston Hwy, Lebanon Junction, KY, 40150. Telephone: (877) 793-1952. Mark package: PSC May NENA Inserts

July: APCO Show Preview eBlast

Special show preview email! Submit your materials by 5/31/12.

August: APCO Show Issues Polybag Insert

Supply us with your printed 1-page insert (single or double-sided, any color) and we'll insert it into the polybag issues going to the show! Send 750 pieces by 6/28/12 to: Publishers Press, Attn: Toni McKinley, 13487 S. Preston Hwy, Lebanon Junction, KY, 40150. Telephone: (877) 793-1952. Mark package: PSC August APCO Inserts

September: APCO Post-Show eBlast

Special post-show email! Submit your materials by 7/23/12.

October: Buyer's Guide Enhancements

Buyer's Guide upgraded listings. Submit your Buyer's Guide form and upgrades by 8/29/12.

November: Company Profile

Highlight your company with a photo and 50 words of copy. Submit your materials by 9/28/12.

December: Listing in PSC eNewsletter

Text will run in one PSC eNewsletter during the month of Dec. Submit information by 10/29/12.

IN THIS SECTION

- ▶ **Bonus Oppts**
- ▶ **APCO**

*These added-value opportunities are FREE with 1/2-page or larger advertisers in the issues listed!

APCO

Through PSC, you have the ability to reach attendees at the APCO annual conference. Make sure you take note of these special conference issues.

JULY

Advertiser Bonus: APCO Show Preview eBlast

Build awareness of your presence at APCO via the special show preview eBlast. This is a great opportunity to build traffic for a new product launch.

AUGUST

APCO Show Issue*

An additional 4,000 copies are sent to the show for distribution to attendees. Your advertising will reach even more public safety communications professionals ... as they walk around the exhibit hall and discuss new products and purchases.

Advertiser Bonus: APCO Show Issues Polybag Insert

Advertise in this issue and we'll insert your printed 1-page insert (single or double-sided, any color) into the polybag issues distributed from our booth on the show floor! This is a great way to promote a show discount or new product launch to increase booth traffic.

The APCO/Public Safety Communications Show Daily eNewsletter

Sent from the APCO conference, this Show Daily eNewsletter is a great way to get your message into the hands of over 41,000* public safety communications decision-makers, including APCO Conference attendees!

SEPTEMBER

Advertiser Bonus: APCO Post-Show eBlast

Extend awareness of your product to attendees after the APCO conference via this special post-show eBlast.

For more information on APCO's annual conference, please [click here](#).

IN THIS SECTION

- ▶ Bonus Opps
- ▶ APCO

Note: Advertiser Bonus is FREE to advertisers of ½-page or larger in respective PSC issues.

*Book your ad space
to promote your trade
show presence!*

*The APCO annual
conference will be held
August 19 - 22
in Minneapolis, MN*

*Publisher's Own Data, August 2011

ONLINE OPPORTUNITIES

When you develop your marketing plan for 2012, don't forget about these great electronic opportunities.

APCO Membership Minute eNewsletter*

Sent to over 11,300 APCO members each month, this eNewsletter is a great opportunity to promote your products. The Minute boasts an above-average open rate of over 19%, so you can be sure these members will see your advertising!

Button ad: 120 x 120 pixels



APCO Web site**

www.apcointl.org

The APCO Web site is another great way to reach public safety communications professionals as they visit the site for education, resources and membership information. Average Monthly Unique Visitors: 10,393
Average Monthly Page Views: 29,902

Banner ad: 468 x 60 pixels



IN THIS SECTION

- ▶ **Web Advertising**
- ▶ **eNewsletter**
- ▶ **Editorial Webcast**
- ▶ **Custom Webcast**
- ▶ **Microsite**

*Publisher's Data: Average, January – June 2011

**Publisher's Data: Average, January-June 2011

See page 12 for more eNewsletter opportunities.

APCO/Public Safety Communications eNEWSLETTER

The APCO/Public Safety Communications eNewsletter is the best way to get your message into the in-boxes of over 38,650* public safety communications decision-makers and influencers! Advertise to make sure they are up-to-date on what your company has to offer.

Each eNewsletter issue will include:

- Feature stories
- News stories
- Product announcements/reviews
- Industry announcements/news releases
- APCO news/updates
- Sponsored advertising

Our reporting will tell you how many emails were sent, opened, clicked, and forwarded. Please note: we routinely clean our lists, deliver our newsletters in both text and HTML versions, run our drafts through spam filters and limit the frequency of our mailings. These steps ensure the highest delivery and open rates!

Different ad sizes give you the flexibility to tailor your promotion depending on your marketing goal and budget. Need to generate leads? Promote your catalog or special discount offer. Want to create brand awareness? Use the larger rectangle to get the job done. Launching a new product? The featured product boxes are perfect for this.

But remember ... When we're sold out, we're sold out. We limit the number of advertisers in each newsletter. This guarantees your company a prominent ad position. Talk to your account manager today to book your ad today!

For ad sizes and pricing, please see the [online Rate Card](#).

*Publisher's Data: Average, January-June 2011

**Publisher's Own Data: August 2011



IN THIS SECTION

- ▶ **Web Advertising**
- ▶ **eNewsletter**
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- ▶ **Custom Webcast**
- ▶ **Microsite**

Ad Positions:

- 1) Leaderboard
- 2) Upper Featured Product Box
- 3) Rectangle
- 4) Lower Featured Product Box
- 5) Sponsored Link
- 6) Featured Product Image with Text Link

Also Available:

- Banner Design/Creation
(does not include flash ads)

*Also available:
The APCO/Public Safety
Communications Show Daily eNewsletter*

*The Show Daily will provide
coverage of the APCO annual
conference ... and is a great way to
reach over 41,000** public safety
communications decision-makers,
including conference attendees!*

EDITORIAL WEBCAST

Are you looking for qualified leads? Do you want to position your firm as a thought-leader?

You will be able to leverage the full power and credibility of *Public Safety Communications* editorial with editorially driven Webcasts that rely on the same input, insight, and research that goes into creating the world-class Elsevier Public Safety brands.

Public Safety Communications (PSC) editors lead topic creation and recruit speakers, analysts and other experts, while PSC's audience development experts drive traffic to the Webcast. Editorial events are heavily promoted via a broad range of traffic-driving positions, including Web, e-newsletter and targeted direct email promotions. Our goal is to gather a focused and interested audience for every event we create. This format provides sponsors everything interactive, online content can offer:

- Brand awareness across print, online and e-newsletter platforms
- Association with respected, topic-specific content
- Result-driven online program generating interested and qualified leads for your company
- Built-in direct response program to push out additional sponsor resources on topic
- Association with Public Safety Communications editors and speakers



Our reporting capabilities help you measure the success of your webcast and capture the best leads. You can easily track the ROI of your leads, measure the effectiveness of your content and analyze the engagement level of your audience.

Webcasts enable companies such as yours to interact with a national audience on a real-time or pre-recorded basis. They are proven to provide some of the best ROI in generating new business prospects.

Public Safety Communications offers an all-inclusive marketing, webcasting and data collection webcast program. This is truly an integrated marketing program. We bring print and the Web together! Here is just a small sampling of what our programs offer:

- Your logo or name will be used in all electronic and print promotions
- Your leads can be weighted and scored
- We can provide you with CD's of the Webcasts so that a copy of the Webcast can be distributed at other events
- You can develop three unique demographic questions for the registration form
- You will receive all leads with complete contact details and demographic data
- We will host the Webcast for six months

Our pricing is extremely competitive. Sole-sponsored webcasts are \$7,000, co-sponsored webcasts start at \$4,000. And, if you are also a print advertiser you are entitled to a discount. Come give us a try!

IN THIS SECTION

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CUSTOM WEBCAST (Your firm provides the content)

Are you looking for better, more qualified leads? Be a part of the growing number of companies who are turning to Webcasts, the popular alternative to traditional seminars. Webcasts provide you with opportunities to drive brand awareness, generate leads and market your company's products and services. You have the opportunity to choose a topic that relates to your product or service offerings while enhancing your company's visibility.

With webcasting, you are able to ensure important business communication or product demonstration is delivered efficiently and effectively. Webcasts enable companies such as yours to interact with a national audience on a real-time or pre-recorded basis. They are proven to provide some of the best ROI in generating new business prospects. Public Safety Communications offers an all-inclusive marketing, webcasting and data collection webcast program. Custom programs deliver dynamic, multimedia programs that are in line with your company's specific objectives and goals.

- Ease of learning. Make it effortless for your prospects to learn about new initiatives
- Your leads can be weighted and scored
- You can reach a new audience and engage new prospects.
- Research and demographics. Gather data from prospects before, during, and after a Webcast.
- Learn who attended and track their interests with Q&A's and survey results.
- Brand awareness. Your product or service will capture the prospect's attention for approximately 30 to 60 minutes, NOT seconds.

Our reporting capabilities help you measure the success of your webcast and capture the best leads. You can easily track the ROI of your leads, measure the effectiveness of your content and analyze the engagement level of your audience.

This is truly an integrated marketing program. We bring print and the web together! Here is just a small sampling of what our programs offer:

- Your logo or name will be used in all electronic and print promotions
- Your leads can be weighted and scored
- We can provide you with CD's of the Webcasts so that a copy of the Webcast can be distributed at other events
- You can develop three unique demographic questions for the registration form
- You will receive all leads with complete contact details and demographic data
- We will host the Webcast for six months

Our pricing is extremely competitive, with a base price of \$9,000. And, if you are also a print advertiser you are entitled to a discount. Come give us a try!

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MICROSITES

Microsites are a great way to create a targeted destination for niche content or product lines for the communications professional.

They can serve jointly as an excellent brand marketing tool as well as a lead generation vehicle to drive new customers. The microsite experience can be richer, more inviting, more experiential, and more emotional than online experiences pasted within the typical data-oriented corporate site.

We'll partner with you to develop a 360-degree, 24/7 online destination that meets your company's goals and needs—and most importantly budget. We can feature original and archived content, unique Web features and opt-in newsletters. Microsites are also great for targeting a specific audience with information or brand messaging that will appeal to their demographics and psychographics.

Since not all of our clients will need the functionality listed—and some may need more—the scope and pricing of your Microsite may vary. Whether your campaign needs are simple or comprehensive, we can assist you in developing a fully integrated online and offline marketing program that drives your business forward. Each microsite includes full site development, editorial support and promotion, and site-wide navigation/links, e-mail efforts and more.

For detailed information on microsite opportunities, please contact your advertising representative.



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A microsite is a custom website developed to showcase specific content & features.

RATES: TERMS/CONDITIONS

PLACEMENT OF ADVERTISING

Interspersed, full pages rotated throughout the magazine.

ADVERTISER INDEX

The advertiser index is provided as a service for readers and advertisers. Publisher assumes no liability for errors.

ADVERTISING

ELSEVIER reserves the right to reject any advertising and/or promotions that are not consistent with ELSEVIER's standards.

SPACE CANCELLATIONS

PRINT

Orders for advertisements must be cancelled in writing prior to the relevant ad space closing date, but in the event that any cancellations are made after such date, ELSEVIER shall be entitled to charge the full cost of the advertisement. Covers and other premium positions are non-refundable.

ONLINE

For online advertising, cancellations must be made at least 14 days prior to campaign start date; if cancellation is made after that date, advertiser may be charged full rate for the 30-day campaign run. If creative materials are not received by

contracted deadline, advertiser may be charged and the campaign rescheduled for a later date.

CONTRACT PROTECTION

When new rates are announced, advertisers currently under contract will be protected at the contract rate, provided all terms and conditions of the contract are met. Canceling any portion of a contract voids all rate and position protection.

AGENCY INFORMATION

An agency commission of 15% of gross billings on space and color charges to recognized ad agencies supplying electronic files or camera-ready artwork (if B&W). Withdrawn on accounts not paid within 30 days of invoice. If the Agreement is executed on behalf of Advertiser by Agency, Agency represents that it has the authority to execute this Contract on behalf of Advertiser. Advertiser shall at all times be ultimately responsible for payments due under the Agreement.

EARNED RATES

Earned rates are determined by the number of insertions within a 12-month period. A spread counts as two insertions, full page and fractional pages count as single insertions. Advertising by parent company and subsidiaries is combined to

determine earned rate, as is advertising in other Elsevier Public Safety publications.

SHORT RATES

Where an order for a series of advertisements has been given a discounted rate for volume by ELSEVIER, and the Client does not order the quoted volume, ELSEVIER shall be entitled to re-calculate the price for the actual volume at the earlier of the end of the applicable year or term of the order or contract at a reduced discount and the Client shall pay any additional amount found owing.

SALES TAX

Advertising and production rates do not include applicable sales tax.

CREDIT POLICY

New advertisers must prepay first ad. Credit may be established for future ads by submitting a completed credit application to Elsevier Public Safety. Invoice terms are net 30 days. Elsevier Public Safety has the right and services to revoke credit to advertisers or agencies with a balance due.

For current contract and copy regulations (terms & conditions), please [click here.](#)

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- ▶ **Terms/Conditions**
- ▶ **Print Rates Color**
- ▶ **Online Rates**
- ▶ **Directory Rates**
- ▶ **eNewsletter Rates**

PRINT RATES: PUBLIC SAFETY COMMUNICATIONS COLOR DISPLAY RATES

	1X	3X	6X	9X	12X
Spread	\$8,415	\$7,920	\$7,330	\$6,810	\$6,645
Full Page	\$4,630	\$4,390	\$4,095	\$3,830	\$3,745
2/3 Page	\$4,155	\$3,820	\$3,715	\$3,620	\$3,505
1/2 Page Island	\$3,470	\$3,085	\$2,955	\$2,870	\$2,815
1/2 Page	\$2,740	\$2,360	\$2,230	\$2,145	\$2,080
1/3 Page	\$2,150	\$1,995	\$1,840	\$1,805	\$1,725
1/4 Page	\$1,690	\$1,590	\$1,510	\$1,450	\$1,420
1/6 Page	\$1,510	\$1,385	\$1,335	\$1,280	\$1,245

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FOR BLACK-AND-WHITE RATES, PLEASE DEDUCT \$945 FROM 4C RATES.

All rates gross.

BLEED

No charge.

COVER AND PREFERRED POSITION RATES

Covers are only available on a 12x insertion contract.

Charges below are added to full-page, 4-color rates per issue.

- Covers - Second \$500
- Covers - Third \$400
- Covers - Fourth \$600

- Coupon ads not accepted for cover positions.
- Covers and other premium positions are non-cancelable.
- Covers and preferred position charges are not agency-commissionable.
- Special positions as requested by advertiser: 20% extra over earned rate.
- All special positioning subject to availability.

ONLINE AND APCO eNEWSLETTER RATES

Web Advertising on www.apcointl.org

APCO Membership Minute eNewsletter

Rate: \$620 per distribution

Specs: Button ad: 120 x 120 pixels, static jpg, URL.

APCO Web site

Rate: \$2,325 per month, Home Page

\$980 per month, Inside Page

Specs: Banner ad: 468 x 60 pixels, Gif, jpg, SWF (rich media, Flash with backup gif)

Discounts are available with multiple-insertion contracts. Please contact your Account Manager for information.



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PRINT DIRECTORY RATES

Consultant Directory Rates

\$1,470 per year

Logo upgrade: \$150 per year

Color upgrade: \$150 per year

Size: 2.375" x 1.25"

Professional Directory Rates

\$2,895 per year

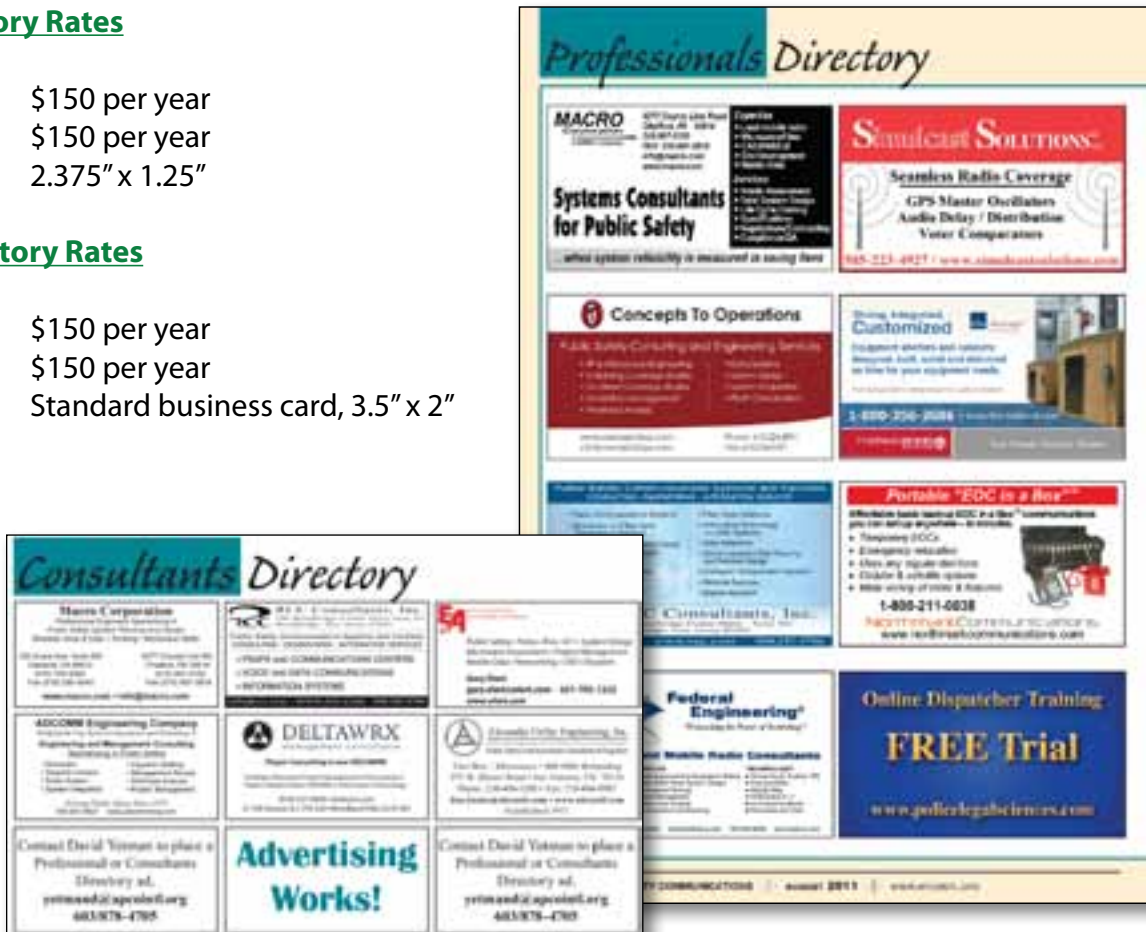
Logo upgrade: \$150 per year

Color upgrade: \$150 per year

Size: Standard business card, 3.5" x 2"

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- ▶ **eNewsletter Rates**



ONLINE RATES: Public Safety Communications eNEWS

1) Leaderboard

Rate: \$675 per distribution
Specs: 728w x 90h pixels, static jpg, URL,
 10 words of alternate text
 Max file size: 40k

2) Upper Featured Product Box

Rate: \$595 per distribution
Specs: 100w x 100h product image, jpg.
 Up to 8-10 words for headline, 30-50 words for
 description, URL. Max file size is 15k.

3) Rectangle

Rate: \$560 per distribution
Specs: 300w x 100h pixels, static jpg,
 URL, 10 words of alternate text
 Max file size: 15k

4) Lower Featured Product Box

Rate: \$525 per distribution
Specs: 100w x 100h product image, jpg.
 Up to 8-10 words for headline, 30-50 words for
 description, URL. Max file size is 15k.

5) Sponsored Link

Rate: \$150 per distribution
Specs: 8-10 words of copy, URL

6) Featured Product Image with Text Link

Rate: \$150 per distribution
Specs: 100w x 100h pixels, jpg. 4-6 words of copy, URL
 Max file size: 10k

ALSO AVAILABLE:

Banner Design/Creation (does not include flash ads):

Rate: \$140/banner
 Volume Discount: \$699 for 6 banners

All rates net.

Note: Online discounts are available when also buying print—please contact your account representative.



IN THIS SECTION

- ▶ Terms/Conditions
- ▶ Print Rates Color
- ▶ Online Rates
- ▶ Directory Rates
- ▶ eNewsletter Rates

PRINT SPECS

ADVERTISING DIMENSIONS:

	2 Page Spread	Full Page	2/3 Page V	2/3 Page H	1/2 Page H
Non-Bleed	14" x 10"	7" x 10"	4 ³ / ₄ " x 9 ⁷ / ₈ "	7 ¹ / ₈ " x 6 ⁷ / ₈ "	7 ¹ / ₈ " x 4 ³ / ₄ "
Bleed	16" x 11"	8" x 11"	5" x 11"		8" x 5 ¹ / ₄ "
	1/2 Page V	1/2 Page I	1/3 Page V 1/3 Page Sq	1/3 Page H	1/4 Page V
	3 ⁵ / ₈ " x 10 ⁵ / ₈ "	4 ⁷ / ₈ " x 7 ³ / ₈ "	1/3 V: 2 ¹ / ₂ " x 10 ¹ / ₈ " 1/3 SQ: 4 ⁷ / ₈ " x 4 ⁷ / ₈ "	7 ¹ / ₈ " x 3 ⁵ / ₈ "	3 ¹ / ₂ " x 4 ³ / ₄ "
	4" x 11"				1/6 V: 2 ¹ / ₄ " x 4 ⁷ / ₈ " 1/6 H: 4 ⁷ / ₈ " x 2 ¹ / ₄ "



ADVERTISING SPECS:

DIMENSIONS

- Page Size: Page Bleed Size is 8" x 11" Final trim size of magazines is 7 3/4" x 10 3/4".
- Ad Dimensions: Ads must be supplied at exact dimensions. Trim on bleed ads is 1/8" from header, footer, face and gutter. Live matter must be at least 1/4" from trim for bleed ads (if applicable).

DIGITAL FILES (preferred)

- Preferred file format: Adobe Acrobat PDF (CMYK, fonts embedded, & print optimized)
- Accepted application formats (PC preferred): InDesign CS, Illustrator CS, Photoshop CS
- Accepted image formats: EPS, TIFF (Grayscale or CMYK & 300 DPI) or PDF (CMYK and print optimized)
- Fonts (PC only): Supply all screen and printer fonts including fonts used in EPS and PDF files.
- Accepted media: CD; DVD (media returned only on request)
- Proofs: Supply PDF file proof or laser hard copies with colors indicated and any special instructions (please print out at 100%).

CAMERA READY ART:

- Accepted format if providing camera-ready art or originals to scan: Transparencies, 35mm slides, photographic prints, matchprints, velox prints.

AD ART SHIPPING INSTRUCTIONS

- Sending art by Mail: Production Department, Jems Communications, 525 B Street, Suite 1800, San Diego CA 92101. Please indicate on all materials advertiser name, contact info, publication, and issue date.
- Sending art by Email: You may send compressed files using Stuffit or ZIP only no larger than 10mb to: k.root@elsevier.com. Please indicate on subject line advertiser name, publication and issue date. Please indicate in message name of file(s) attached and contact info and if receipt verification is requested.
- Sending art by FTP: You may send files via FTP at www.jems.com/ftp. Please follow the instructions for logging in or setting up an account and posting files. Make sure to specify the issue date, publication, ad headline and advertiser name for each file. Indicate if you would like a proof and where to send along with any notes or messages to the ad coordinator.

PRODUCTION DEPARTMENT CONTACT INFORMATION

Public Safety Communications Ad Art Questions & Deadlines:
Kevin Root, Production Coordinator, 800-266-5367 x6871 or k.root@elsevier.com
General Questions: Tim Francis, Production Manager, 800-266-5367 x6569 or t.francis@elsevier.com

SALES CONTACTS



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 - ▶ **Production Contacts**
 - ▶ **Family of Products**
 - ▶ **Parent Company**
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Contact Us Today for a custom integrated advertising package.

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FAMILY OF PRODUCTS

Leading the public safety market with publications, Web sites, conferences and custom publishing Elsevier Public Safety, headquartered in San Diego, is a business unit of Elsevier Inc., a world-leading publisher of scientific, technical and medical information products and services. Elsevier Public Safety serves professionals in fire-rescue, EMS, law enforcement and communications through publications, conferences and online products.



FireRescue Magazine

"Read it today, use it tomorrow" is the mission of FireRescue Magazine. A monthly publication, it presents solution-oriented content for structural and wildland firefighters and fire officers who rely on the magazine to translate cutting-edge information into solutions they can use on the job. Premier Media Partner of the International Association of Fire Chiefs and Fire-Rescue International.



FirefighterNation.com

Offering content, news and social and professional networking, FirefighterNation.com is the online home of *FireRescue Magazine*. The site gives fire professionals the content they want: news, feature stories, webcasts, video, blogs...and more.



Journal of Emergency Medical Services (JEMS)

JEMS, the most authoritative source of EMS information worldwide, is a monthly publication dedicated to the improvement of patient care in the prehospital setting. JEMS meets the needs of the EMS provider, instructor and administrator with news, clinical articles, industry surveys, product reviews and more.



EMS Insider

For EMS administrators and executives, the EMS Insider newsletter provides monthly updates on important legislation, regulations, innovations and trends affecting the EMS industry.



EMS Today Conference and Exposition

For over 29 years, EMS Today has offered quality EMS continuing education to professionals from around the United States and the world. Each year, more than 4,100 people attend the conference and over 250 exhibitors demonstrate their products. Without a doubt, this is the one EMS conference everyone should attend each year.*



JEMS.com

JEMS.com is the leading online destination for EMTs, paramedics, and EMS administrators. The definitive online resource for EMS information, JEMS.com is the online home of the *Journal of Emergency Medical Services* and offers articles, news, expert columns, resources, employment opportunities and classified advertising. Twice a week, the JEMS.com eNews delivers news, articles and product information to EMS professionals via email



JEMS CE

JEMS CE is the online program from JEMS that offers a convenient and valid way for EMS personnel to earn CEH from leaders in EMS education.



Law Officer

Law Officer's mission is "to provide the best in tactics, technology and training." Each month, Law Officer delivers practical columns and feature stories to help law enforcement personnel and departments be more effective and efficient.



LawOfficer.com

Backed by Law Officer's highly-qualified editorial team, LawOfficer.com features the tactics, technology and training needed by law enforcement professionals to stay safe on the job. The site features expert columnists, commentary, law enforcement news, product information and more.



Public Safety Communications

The official magazine of the Association of Public Safety Communications Officials (APCO) International, Inc. A monthly publication, Public Safety Communications serves 9-1-1/dispatch centers and radio/field personnel. More information may be found at www.apcointl.org.



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*Publisher's Data: March 2011

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- ▶ Family of Products
- ▶ Parent Company

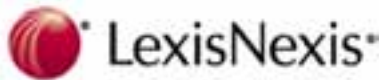
PARENT COMPANY

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ADVANTAGE TO YOU:

We can draw on the resources of an international parent company who is leading the way in print and digital media ... but we are a self-contained business unit totally focused on public safety. You can be assured we are dedicated to the markets we serve and are proactive in developing solutions to meet their needs.