

P&SN

POLICE AND SECURITY NEWS

*The Information Source for
Law Enforcement and Homeland Security*



**After 24 years,
Police and Security News has...**

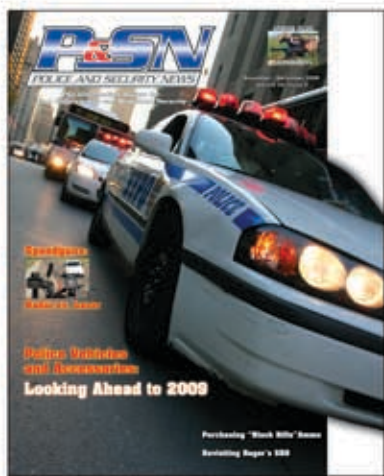
...gone completely glossy!

Starting in January 2009,

our format will be upgraded to an all gloss paper stock – similar to most magazines.

Still Larger Than a Magazine!

Although we are still publishing in an oversized format, we have "streamlined" the size – the new P&SN now measures 9.5" wide x 12.25" high.



*Previous Size
& Stock*



*New "Streamlined"
Size & Gloss Stock*

The Result?

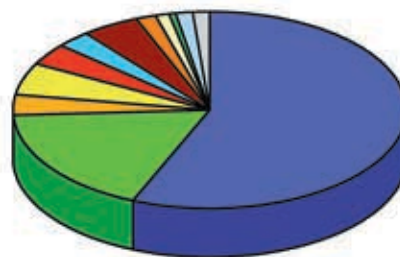
P&SN still has the impact of a larger-sized periodical, as compared to a standard magazine.

Advertising with P&SN Just Got Better!

This new format coincides with a publication redesign which brings P&SN more in-line with a magazine look – powerful design, sharper graphics, and more!

Designed to Deliver!

How does all of this benefit you, the advertiser? By combining the rock solid reliability which P&SN has earned over the past 25 years with its new energetic look and feel, you can be guaranteed that your advertising message is read first and foremost – a definite advantage for you!








- Municipal Police Chiefs and other Supervisory Personnel
- Sheriffs, Deputy Sheriffs, and other Supervisory Personnel
- State Police Commanders and other Supervisory Personnel
- Municipal, County, and State Law Enforcement Officers
- Law Enforcement Training Commanders, Instructors, and other Supervisory Personnel
- Federal Law Enforcement Agents and other Supervisory Personnel
- Homeland Security Administrators, Agents, and other Supervisory Personnel
- Transportation Law Enforcement Executives and other Supervisory Personnel
- State Criminal and Environmental Agency Directors and other Supervisory Personnel
- Correctional Institution Wardens, Assistant Wardens, and other Supervisory Personnel
- Security Service Supervisory Personnel
- Police Equipment Manufacturers, Dealers, Distributors, and Service Providers








Our Readers Are Your Buyers!



2009 Editorial Calendar

| Deadline Dates | Editorial Focus | Focus on Technology | Focus Report | Feature Columns | Bonus Distribution |
|--|---|---|---|---|---|
| January/ February Ad Space: 12/05/08 Materials: 12/12/08 | Training Issue  | Firearms/ Ammunition and Accessories | | <ul style="list-style-type: none"> • The Police Computist • Legal Update • The Wheels of Justice • Tactical Training Tips & Tools | ●SHOT Show |
| March/ April Ad Space: 2/06/09 Materials: 2/13/09 | Buyer's Information Guide  | Computers and Software | New Guns for 2009 The Annual SHOT Show Report | <ul style="list-style-type: none"> • The Police Computist • Tactical Training Tips & Tools | *ILEETA Training Conference/Expo *NY Tactical Expo ●TREXPO West |
| May/ June Ad Space: 4/03/09 Materials: 4/10/09 | Weapons Issue  | Police Vehicles and Accessories | | <ul style="list-style-type: none"> • The Police Computist • Legal Update • The Wheels of Justice • Tactical Training Tips & Tools | *Police Security Expo 2009  |
| July/ August Ad Space: 6/05/09 Materials: 6/12/09 | Communications Issue  | SWAT/ Tactical Equipment | Body Armor 2009 The 16th Annual Report Covering Armor Technology and Design | <ul style="list-style-type: none"> • The Police Computist • Tactical Training Tips & Tools | ●TREXPO East ●Police Fleet Expo |
| September/ October Ad Space: 8/07/09 Materials: 8/14/09 | Computer Hardware/ Software Issue  | Uniforms, Body Armor, and Duty Gear | | <ul style="list-style-type: none"> • The Police Computist • Legal Update • The Wheels of Justice • Tactical Training Tips & Tools | ● IACP Conf. ● NRA NPSC ● NTOA Conf. ● COPSWest |
| November/ December Ad Space: 10/02/09 Materials: 10/09/09 | SWAT/ Tactical Ops Issue  | Less-Lethal Technology | Police Vehicles The Latest Advances in Police Vehicles, Components, & Accessories | <ul style="list-style-type: none"> • The Police Computist • The Wheels of Justice • Tactical Training Tips & Tools | *Police and Security News is the Official Media Sponsor of these events! |

Why Advertise in P&SN?

-  **Experience** - We have 25 years of experience in uniting buyers and sellers.
-  **High Impact Size** - Our oversized (tab) format is always first to be noticed - first to be read. It sets itself apart from the magazine-sized periodicals currently available.
-  **Rates** - Compare our rates to others in the industry. You'll find them to be very competitive - even more so when you compare ads of equal dimensions.
-  **Markets Covered** - We not only reach traditional areas of law enforcement, but also lucrative market areas not covered by other competitive periodicals.
-  **Readership** - Middle/upper management and top administrative personnel in a multitude of marketplaces within law enforcement and Homeland Security.
-  **Editorial** - A unique blend of in-depth articles; current news and information; new technologies; and much more.
-  **Friendly Service** - The professionals at Police and Security News are personable, knowledgeable, and friendly. We always go that extra step to ensure your satisfaction.

What Advertisers Are Saying!

"We have been advertising in P&SN for at least five years, and we couldn't be happier. We get profitable leads from every ad, and many have led to recurring customers. The staff at P&SN are all so helpful and easy to work with. Taking the plunge and placing that first ad was definitely one of the best things we ever did for the good of our company!"

Cristen Cervellini-Calfo
VP, Operations
Franzen Security Products, Inc.

"Adamson Industries has had awesome experience with Police and Security News!! The leads are of great quality, the products that we advertise sell and I personally recommend that any company selling law enforcement related products give them a try!"

Steve Contarino
Vice-President
Adamson Industries Corp.

"The style and format of Police and Security News makes it stand out when compared to other periodicals. P&SN attracts the type of readers who we want to reach with our ads, which is why we've advertised with them for many years. We will continue to do so because we get a great bang for our buck with our advertising dollars."

Ed Nowicki - Executive Director, ILEETA

"The courteous staff of P&SN know the trends of the law enforcement community and helps us tailor our advertising to meet those trends. Through many years, we have always seen positive results from P&SN placements."

Kevin Dallet
Vice President
Aerko International

"P&SN offers a whole lot of bang for your advertising dollar; reasonable rates with a large circulation."

Stacy Schultz, G.M.
Humane Restraint Co., Inc.

"I am writing to extend my appreciation to Police and Security News magazine. We have advertised for a number of years and have seen a great response. It is not often in this day and time that you find a company that still works on a one-on-one basis and in the best interest of the customer."

Jennifer Hoover
Advertising Mgr.
American Aluminum Accessories, Inc.

"P&SN not only reaches our target market for an affordable price, but the staff are some of the best I've encountered in the industry."

Mark Eumurian
Patrol Bike Systems Inc

"P&SN continues to generate legitimate sales leads issue after issue, year after year."

Eric B. Michaelson
President
Instant Armor, Inc

Editorial

Police and Security News is a bimonthly publication edited for training, management, and administrative personnel.

Each issue brings forth the very best...

- In-depth articles by well known writers;
- Current news and information;
- Useful tips and guidelines;
- State-of-the-art products recently introduced; and upcoming innovations.

Readership

Our readership is comprised of middle and upper management and top administration within the law enforcement and Homeland Security industries. P&SN includes middle and upper management because of the role they play in the purchasing of products and services - initiating, specifying, and recommending - and, in larger agencies, authorizing purchases for its various divisions.

Circulation

P&SN's nationwide circulation not only reaches traditional areas of law enforcement - city/municipal, state and county law enforcement agencies - but also lucrative market areas not covered by other publications, such as federal agencies; Homeland Security; campus law enforcement; transit, airport, and harbor agencies; as well as most equipment dealers and distributors.

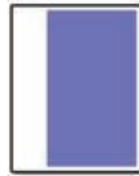
Rates/Specifications



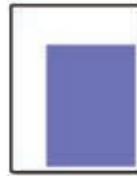
2-Page Spread



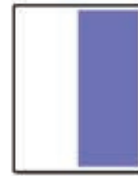
Full Page



2/3 Vertical



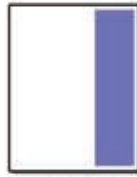
1/2 Island



1/2 Vertical



1/2 Horizontal



1/3 Vertical



1/3 Horizontal



1/3 Square



1/4 Vertical



1/4 Horizontal



1/6 Vertical



1/6 Horizontal

FTP Information

File sizes which are 4MB or less can be E-mailed directly to:

advertising@
policeandsecurity
news.com

Requesting a return receipt is recommended.

For instructions on posting files to our FTP site, please contact our office.

Ad Sizes

Width/Height

| | |
|--------------------------|------------------|
| Full Page..... | 8 1/8" x 11 1/2" |
| 2/3 Page Vertical..... | 5 3/8" x 11 1/2" |
| 1/2 Page Island..... | 5 3/8" x 8 1/2" |
| 1/2 Page Vertical..... | 3 7/8" x 11 1/2" |
| 1/2 Page Horizontal..... | 8 1/8" x 5 5/8" |
| 1/3 Page Vertical..... | 2 5/8" x 11 1/2" |
| 1/3 Page Horizontal..... | 8 1/8" x 4" |
| 1/3 Page Square..... | 5 3/8" x 5 5/8" |
| 1/4 Page Vertical..... | 4" x 5 5/8" |
| 1/4 Page Horizontal..... | 5 5/8" x 4" |
| 1/6 Page Vertical..... | 2 5/8" x 5 5/8" |
| 1/6 Page Horizontal..... | 5 3/8" x 2 3/4" |

B & W Rates

1X

3X

6X

| | | | |
|-------------------|--------|--------|--------|
| Two Page Spread | \$5140 | \$4920 | \$4675 |
| Full Page | 3080 | 2930 | 2780 |
| 2/3 Page Vertical | 2565 | 2410 | 2255 |
| 1/2 Page Island | 2115 | 2035 | 1955 |
| 1/2 Page V/H | 1850 | 1750 | 1650 |
| 1/3 Page V/H | 1315 | 1235 | 1155 |
| 1/3 Page Square | 1315 | 1235 | 1155 |
| 1/4 Page V/H | 1030 | 965 | 900 |
| 1/6 Page V/H | 880 | 815 | 750 |

Bleed Specifications

Full Page: Bleed: 10" x 12 3/4"
Trim: 9 1/2" x 12 1/4"
Live Area: 8 3/4" x 11 1/2"

Two Page Spread: Bleed: 19 1/2" x 12 3/4"
Trim: 19" x 12 1/4"
Live Area: 18 1/4" x 11 1/2"

Trim on bleed ads is 1/4" from header, footer, face, and gutter. Live matter must be at least 3/8" from trim for bleed ads (if applicable).

Terms & Conditions

- No advertising may be cancelled after space reservation closing date.
- If contract is terminated for any reason, the advertiser will be billed previous run advertising at the earned frequency rate.
- Net 30 Days - 5% discount if payment is received by issue closing date.
- 15% discount to recognized advertising agencies which provide 100% camera ready electronic media and pay the invoice in full within 30 days.
- In the event an advertising agency defaults on payment, the client (advertiser) will be responsible for said payment.
- Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume any responsibility for any claims arising against the publisher. The publisher reserves the right to refuse any advertising deemed unfit for publishing.

Color & Guaranteed Position Rates

Two-Color Process - \$200
Four-Color Process - \$610

Cover II (Inside Front) 20% Premium Plus Color Rate
Cover III (Inside Back) 10% Premium Plus Color Rate
Cover IV (Back Cover) 25% Premium Plus Color Rate
Guaranteed Position Rate - Space Charge Plus 10%

Preferred Digital Files

We encourage that advertising copy be supplied at exact dimensions; however, standard magazine-sized ads can simply be enlarged proportionately to fit our format.

- Preferred file format: Adobe Acrobat PDF (CMYK, fonts embedded, & print optimized)
- Accepted application formats (Mac preferred): Quark XPress, Illustrator, Photoshop, InDesign
- Accepted image formats: EPS, TIFF (Grayscale or CMYK - 300 DPI) or PDF (CMYK and print optimized)
- Fonts: Supply all screen and printer fonts including fonts used in EPS and PDF files.
- Accepted media: CD ROM/RW; DVD; 3.5" floppy
- Proofs: Supply PDF proof or laser hard copies with colors indicated and any special instructions.

Editorial Support? We've Got It!



Tactical Training Tips & Tools

Whether you're marketing products or services to the law enforcement community, you can rely on the editorial support from our various feature columns to generate well targeted interest and positive response.

As new firearms and firearms training concepts enter the law enforcement arena, it becomes necessary for managers and training personnel to sort through and extract the most valuable information and ideas. Walt Rauch, nationally recognized firearms columnist and former law enforcement professional, does the legwork in "Tactical Training Tips & Tools."

The Wheels of Justice

Law enforcement in the U.S. has evolved into a highly mobile entity over the past 50 years. With the arrival of the 21st century, administrators and fleet managers need to stay on top of new innovations from the manufacturers of both vehicles and aftermarket accessories. Sgt. James Post, noted vehicle author, makes that happen with "The Wheels of Justice."



Focus on Technology

New products, services, and technology are constantly being developed which merit further investigation and report. These special items are the focal point of "Focus on Technology."

The Police Computist

Computer automation impacts all segments of law enforcement, yet the level of computer knowledge and understanding varies greatly from person to person. In his column, "The Police Computist," Steve Ashley, law enforcement author and trainer, is able to bridge the computer comprehension gap by writing for the expert in a way that even the computer novice can follow.



Legal Update

Because case law varies from month to month - and new court decisions have a direct impact upon all levels of law enforcement - managers and administrators need a reliable source for current information. Larry Holtz, Esq., the author of numerous legal textbooks and articles, provides this with "Legal Update."

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