

The PoliceChief

**2009 Editorial Calendar
& Rate Card**



**OFFICIAL PUBLICATION OF THE
INTERNATIONAL ASSOCIATION OF CHIEFS OF POLICE**



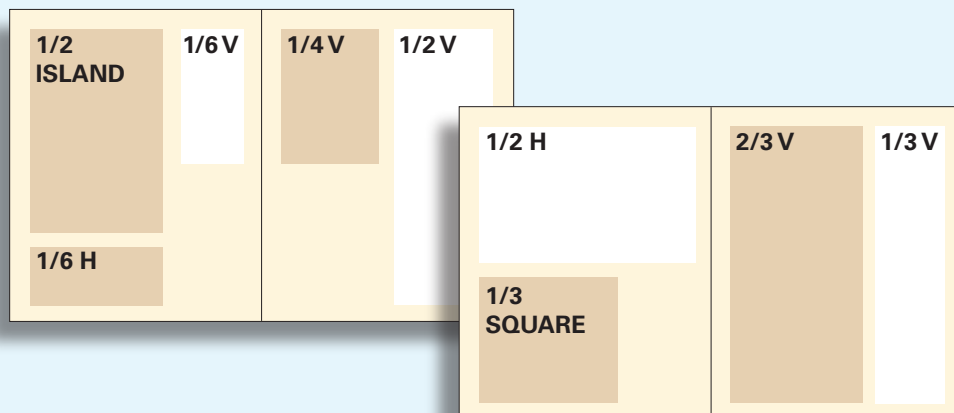
2009 Editorial Calendar

Editorial Issue	Feature	Space Reservation	Materials Due
January 2009	Personnel Issues Recruitment/Retention	12/1/08	12/3/08
February 2009	Homeland Security	1/5/09	1/5/09
March 2009	New Policy Model: Partnerships	2/2/09	2/3/09
April 2009	Buyers' Guide Organized Crime—the New Mafia	3/2/09	3/3/09
May 2009	Leadership	4/1/09	4/3/09
June 2009	Applied Police Technologies	5/1/09	5/4/09
July 2009	Highway Safety Problem Solving in Policing	6/1/09	6/3/09
August 2009	IACP Conference Insider's Guide Finding New Resources for the Department	7/1/09	7/3/09
September 2009	Forensics	8/3/09	8/4/09
October 2009	IACP Conference Issue	8/21/09	8/24/09
November 2009	Education and Training	10/1/09	10/5/09
December 2009	IACP Conference in Review	11/2/09	11/3/09

Black & White Rates (Gross)

Ad Size	1 time	3 time	6 time	12 time	April Buyers' Guide Only *
2-page spread	6,410	6,100	5,750	4,645	7,675
Full page	3,490	3,350	3,140	2,700	4,190
2/3 vertical	2,430	2,320	2,195	1,875	2,935
1/2 island	2,050	1,945	1,855	1,700	2,460
1/2 vertical or horizontal	1,925	1,800	1,650	1,485	2,310
1/3 vertical or square	1,360	1,275	1,195	960	1,615
1/4 vertical	1,070	950	835	760	1,310
1/6 vertical or horizontal	920	780	750	670	1,080

* Use April Buyers' Guide rate if April is the only advertisement placed during the 12-month contract period.



Color Rates, per page, or fractional page, extra:

1 process color (cyan, magenta, yellow)	\$ 500
2 process colors (cyan, magenta, yellow)	550
4-color process	750
4-color process on 2-page spread	\$ 1,125

Guaranteed Position Rates (Extra)

Cover Rates

Covers sold only on noncancelable contract.

Cover 2—inside front cover	Space rate plus 20% additional
Cover 3—inside back cover	Space rate plus 15% additional
Cover 4—back cover	Space rate plus 25% additional
Other Special Page	Space rate plus 10% additional

Ad Material Specifications

Full Page non-bleed: 7 1/4" x 10"

Full Page with bleed:

Trim:	8 1/4" x 10 7/8"
Bleed:	8 1/2" x 11 1/8"
Live:	7 3/4" x 10 3/8"

2-page Spread with bleed:

Trim:	16 1/2" x 10 7/8"
Bleed:	16 3/4" x 11 1/8"
Live:	15 1/2" x 10 3/8"

1/2 Horizontal Spread:

Live Trim:	15 1/2" x 4 3/4"
Bleed:	16 3/4" x 4 3/4"

2/3 Vertical: 4 3/4" x 9 3/4"

1/2 Vertical: 3 1/2" x 9 3/4"

1/2 Horizontal: 7 1/4" x 4 3/4"

1/2 Island: 4 3/4" x 7 1/4"

1/3 Vertical: 2 1/4" x 9 3/4"

1/3 Square: 4 3/4" x 4 3/4"

1/4 Vertical: 3 1/2" x 4 3/4"

1/6 Vertical: 2 1/4" x 4 3/4"

1/6 Horizontal: 4 3/4" x 2 1/4"

There is a bleed tolerance of 1/8" and a margin tolerance of 3/16". To avoid loss of copy as a result of binding or trimming, keep essential elements within the live area (at least 3/8" from top, bottom, and outer edges, and 1/2" from gutter edge).

Special Advertising Opportunities

Contact Ms. B.J. Hendrickson at 703-836-6767, ext. 236, or hendrickson@theiacp.org for pricing on furnished inserts, business reply cards, gatefolds, and other special advertising opportunities.

Preferred Position

Preferred position accommodated if possible; for guaranteed position, add 10 percent.

Cancellations

Written cancellations accepted prior to closing date; no cancellations accepted after closing date.

Commission

Fifteen percent commission to established advertising agencies; commission withdrawn on invoices not paid within 30 days.

Circulation

Established 1934. Published monthly by the International Association of Chiefs of Police, Inc., 515 North Washington Street, Alexandria, VA 22314-2357; 703-836-6767; fax 703-836-4543. Edited for the profession to give authoritative information on police practices, standard procedures, and new concepts for increased operational efficiency and effectiveness.

Single copy \$2.50; per year \$25.00. Subscription included in annual dues of members. Paid subscribers are 86.3 percent of circulation. Rates based on circulation of 26,000.

Acceptable Media

- CD
- DVD
- Email

Please prepare your ad in four-color process (CMYK), grayscale is acceptable for black and white ads, and include a color composite proof with your file (required). Composite proofs can be composite color print outs or TIFF files.

Banner Ad Rates

www.policechiefmagazine.org	Banner ads	2009 rates	Effective January 1, 2009
Position	Home Page position	Table of Contents	Article, position 3
Print Frequency*	12-time print ad	6-time print ad	3-time print ad
Gross	\$450.00	\$350.00	\$150.00
			Article, position 4
			1-time print ad
			\$200.00

* Online advertising available only to paid advertisers in Police Chief magazine.

Submission Options

- Email ad submissions to Ms. B.J. Hendrickson at hendrickson@theiacp.org. Please refer to the issue date and advertiser's company name in the subject line of your email.
- Upload files to the TGD FTP site. Instructions are located at <http://www.tgdcom.com/ftphelp>. Save files by company name and issue date (ex: TGD_March.tif) to the IACP folder ONLY. When your file has been uploaded, email your file name to hendrickson@theiacp.org.
- Mail artwork submissions only to Michell Dixon, TGD Communications, 901 N. Pitt Street, Suite 250, Alexandria, VA 22314. Send all correspondence, insertion orders, payments, etc., to Ms. B.J. Hendrickson at IACP (see last page for address).

Acceptable File Formats

(see unacceptable formats in next paragraph)

- Adobe Photoshop – 300 dpi or higher at 100%; flattened TIFF; four-color process (CMYK).

Unacceptable File Formats

- Quark files
- InDesign files
- PDF files
- Adobe Photoshop PSD files
- Adobe Illustrator AI files
- Microsoft PowerPoint
- RGB color, Index color

Police Chief Team

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Pennsylvania

Virginia

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Mississippi

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South Carolina

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for UK, Western Europe*

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Guam

Marshall Islands

Northwest Mariana

Islands

Puerto Rico

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Police Chief Mission

To publish monthly the official publication of the IACP, a magazine for law enforcement professionals providing practical, authoritative, and timely information on police leadership and practices to increase operational efficiency and effectiveness.



International Association of Chiefs of Police

515 North Washington Street

Alexandria, VA 22314-2357

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