

YOUR TARGET AUDIENCE IS HERE



More than half of our members say they are more likely to consider purchasing products and services from companies that **advertise in our media resources**



More than 80% of our members consider the quality of *Public Safety Communications (PSC)* magazine, our flagship publication, as **high or very high**

More than 7 in 10 of our members **share their copy of PSC**



Nearly 100% of our members believe **PSC magazine is the voice of the industry**

Our more than 30,000 membership includes titles such as:



- Supervisors/Managers
- Telecommunicators/Dispatchers
- Directors
- Engineers/Technicians/Information System Personnel
- Coordinators (9-1-1, Training & Education)
- Police Chiefs, Fire Chiefs, Officers, Sheriffs, County/State Officials
- Marketing/Sales, Consultant Services, Product Specialists

This is your chance to reach our membership. Our positions are sold on a first-come, first-served basis. Claim your spot before they are all taken.



APCO INTERNATIONAL 2018-2019 MEDIA GUIDE

APCOINTL.ORG

Let us help you tailor your marketing campaign to your needs.
Contact us for a FREE quote.

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NAYLOR
ASSOCIATION SOLUTIONS

REACH MEMBERS OF THE WORLD'S **OLDEST** AND **LARGEST** PUBLIC SAFETY COMMUNICATIONS ASSOCIATION!

For more information, contact:

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PSC (Public Safety Communications)



PSC, the official print and digital magazine of APCO International, is considered the top source of information on public safety communications worldwide with an average circulation of over 30,000.



86% of respondents believe PSC magazine is trustworthy and relevant to their work



More than half of respondents said they pay special attention to PSC magazine because it is the official publication of APCO International

PSC Online psc.apcointl.org

Average stats per month:

- ◆ **16,800+** Pageviews
- ◆ **10,400+** Visitors
- ◆ **95%+** of Total Visitors are Unique Visitors

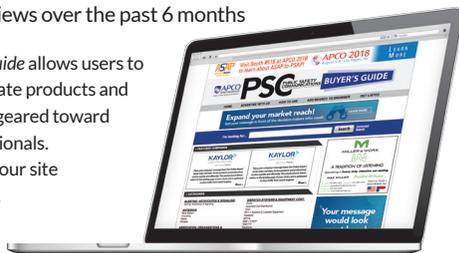


APCO International's news website, PSC Online, is available to our members 24/7, 365 days a year. Make sure you promote your brand year-round to members and non-members by placing your ad directing them to the landing page of your choice.

Online Buyer's Guide buyersguide.apcointl.org

- ◆ **7,700+** Pageviews over the past 6 months

The Online Buyer's Guide allows users to easily search and locate products and services specifically geared toward public safety professionals. Bring customers to your site with just a few clicks.



APCO International Website apcointl.org

Average stats per month:

- ◆ **243,500+** Pageviews
- ◆ **27,400+** Visitors
- ◆ **93%+** of Total Visitors are Unique Visitors

Our website is a great way to reach members and non-members to reinforce your marketing message. Our members visit our website to get the latest training and certification information, stay up to date on the latest events, and much more.



PSConnect psconnect.org

Average stats per month:

- ◆ **65,700+** Pageviews
- ◆ **8,400+** Visitors
- ◆ **93%+** of Total Visitors are Unique Visitors

APCO's active online community, PSConnect, is a great way to reach members from around the world. Our members share tips, advice and struggles live via PSConnect. Make sure you stay connected to our members. Include your message in PSConnect.

Weekly eNews

- ◆ Sent to **27,000+**, on average

Distributed to industry professionals, this weekly electronic newsletter provides industry updates and the latest APCO International news.



Membership Minute Monthly eNewsletter

- ◆ Sent to **11,000+**, on average

The monthly electronic newsletter provides updates to APCO International members on all pertinent association news.

Technical Digest

- ◆ Sent to **37,000+**, on average

Target APCO International members and give them exclusive content on what products and services you can provide.



Annual Conference Show Daily eNewsletter

- ◆ Sent to **30,000+**, on average

Only available during APCO International's Annual Conference & Expo, the Annual Conference Show Daily eNewsletter gives you the unique opportunity to directly target public safety professionals and attendees before, during and immediately after the show!

Open Forum Digest Daily Blog

- ◆ **34,000+** total average impressions on banner ads

The APCO Open Forum Digest is a daily sponsored eNewsletter that provides updates to APCO International members.



APCO Webinars

These one-hour webinars provide online learning in a convenient format and include industry experts covering diverse topics.

