

apcointl.org

PSC

**PUBLIC SAFETY
COMMUNICATIONS**
THE OFFICIAL MAGAZINE OF APCO INTERNATIONAL

Media Guide

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

FOR MORE INFORMATION, CONTACT:

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Leaders in Public Safety Communications®

apcointl.org

The Association of Public-Safety Communications Officials (APCO) International is committed to providing complete public safety communications expertise, professional development, technical assistance, advocacy and outreach to benefit our members and the public.



We are the world's **OLDEST** and **LARGEST** public safety communications association.



More than half of our readers said they are more likely to consider purchasing products and services from companies that advertise in our media resources.

Since 1935 we have represented a sector that has grown to involve **MORE THAN 200,000 PROFESSIONALS** in the U.S.



More than 2 in 3 readers took at least one action after viewing an advertisement (contacted the company for more information, referred an ad to someone else in the company, requested more information from an ad, saved an ad for reference).



APCO's over **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



More than 1 in 2 readers perceive companies that advertise in *PSC* magazine as **more supportive of their profession** and/or association than those that don't.

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



More than 3 out of 5 readers recommend, specify, or approve the purchase of products and services.

PSC

**PUBLIC SAFETY
COMMUNICATIONS**
THE OFFICIAL MAGAZINE OF APCO INTERNATIONAL



PSC (Public Safety Communications)

The official magazine of APCO International, *PSC* is the authoritative source of information on public safety communications worldwide with an average circulation of more than 30,000 in print and online.

PSC Online psc.apointl.org

APCO's news website, *PSC Online*, is the news source for public safety professionals.

APCO Website apointl.org

APCO's website is a great way to reach members and non-members to reinforce your marketing message.

Online Buyer's Guide

buyersguide.apointl.org

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

PSCConnect pscconnect.org

APCO's active online community, PSCConnect, is a great way to reach members from around the world.

APCO International offers a variety of different newsletters targeted to specific audiences, ensuring your advertising dollars are maximized.

PSC eNews

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

Membership Minute Monthly eNewsletter

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

Technical Digest

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

Annual Conference Show Daily eNewsletter

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

APCO Webinars

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

Open Forum Digest Daily Blog

A daily email that captures the main topics discussed the day before on PSCConnect.com. Sent to the entire APCO International membership.

About PSC

PUBLIC SAFETY COMMUNICATIONS
THE OFFICIAL MAGAZINE OF APCO INTERNATIONAL



More than 3 out of 5 readers believe *PSC* magazine is the voice of the industry



Nearly 9 of 10 respondents believe *PSC* magazine is trustworthy and relevant to their work



More than 3 in 5 respondents go back and reference articles in *PSC* magazine



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



PSC magazine is distributed to **30,000+** industry leaders.



More than half of respondents said they spend at least 20 minutes reading each issue of *PSC* magazine

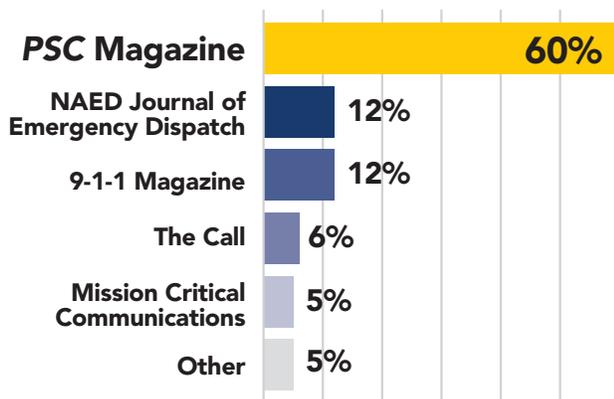


More than 7 in 10 of our members share their copy of *PSC*

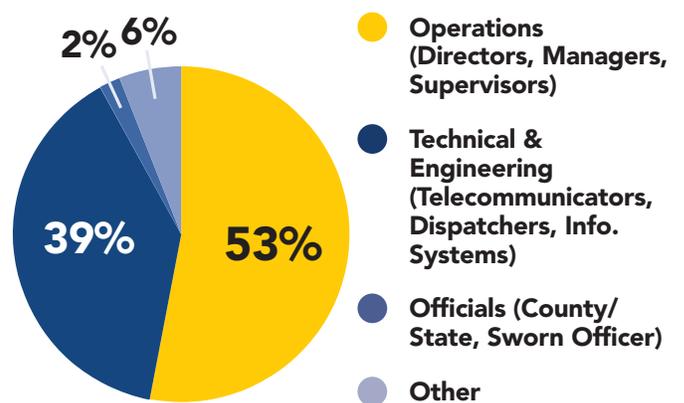


80% would rate the quality of content in *PSC* magazine as high or very high

Which one publication (print or digital) do you find most useful in your work?



PSC magazine readers by positions



Content Calendar

Issue & Theme

Deadlines

JAN/FEB 2019
Technology

Space Reservation:
 11/19/2018

Material Due:
 11/21/2018

MAR/APR 2019
Telecommunicator

BONUS DISTRIBUTION:

APCO Western Regional | May 5-10 | Scottsdale, AZ
 IWCE | March 4-8 | Las Vegas, NV

Space Reservation:
 1/4/2019

Material Due:
 1/8/2019

MAY/JUN 2019
Policy and Procedure

BONUS DISTRIBUTION:

APCO's NG9-1-1 Event

Space Reservation:
 3/1/2019

Material Due:
 3/5/2019

JUL/AUG 2019
Conference Issue

BONUS DISTRIBUTION:

APCO 2019 | August 11-14 | Baltimore, MD
 Emerging Technology Forum | October 7-8 | Denver, CO

Space Reservation:
 5/30/2019

Material Due:
 6/3/2019

SEPT/OCT 2019
Safety and Security Including Cybersecurity

Space Reservation:
 7/30/2019

Material Due:
 8/1/2019

NOV/DEC 2019
High Priority, Low Frequency Events

BONUS DISTRIBUTION:

APCO Canada | November 3-6 | Halifax, Nova Scotia

Space Reservation:
 10/1/2019

Material Due:
 10/3/2019

**Editorial is subject to change*

Included in every issue!

- President's Message
- Regulatory Updates
- Continuing Dispatch Education (CDE) Articles
- Membership Updates





Net Advertising Rates

Our bi-monthly magazine is the authoritative source of information on public safety communications worldwide, and our content is designed to meet the needs of emergency communications center personnel. Showcase your brand to a print and online distribution of more than 30,000.

Net Advertising Rates*

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color	1-2x	3-4x	5-6x
Double Page Spread	\$5,999.50	\$5,699.50	\$5,399.50
Outside Back Cover	\$4,359.50	\$4,169.50	\$3,979.50
IFC / Opposite IFC / IBC*	\$4,159.50	\$3,969.50	\$3,779.50
Full Page	\$3,759.50	\$3,569.50	\$3,379.50
2/3 Page	\$3,239.50	\$3,079.50	\$2,919.50
1/2 Page Island	\$3,239.50	\$3,079.50	\$2,919.50
1/2 Page	\$2,389.50	\$2,269.50	\$2,149.50
1/3 Page	\$1,789.50	\$1,699.50	\$1,609.50
1/4 Page	\$1,379.50	\$1,309.50	\$1,239.50
1/6 Page	\$1,079.50	\$1,029.50	\$969.50
1/8 Page	\$309.50	\$289.50	\$279.50
Black-and-White	1-2x	3-4x	5-6x
Double Page Spread	\$5,239.50	\$4,979.50	\$4,719.50
Full Page	\$2,999.50	\$2,849.50	\$2,699.50
2/3 Page	\$2,579.50	\$2,319.50	\$2,789.50
1/2 Page	\$1,899.50	\$1,799.50	\$1,709.50
1/3 Page	\$1,429.50	\$1,359.50	\$1,289.50
1/4 Page	\$1,119.50	\$1,059.50	\$1,009.50
1/6 Page	\$859.50	\$819.50	\$769.50
1/8 Page	\$289.50	\$279.50	\$259.50

*Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



PSC

PUBLIC SAFETY COMMUNICATIONS
THE OFFICIAL MAGAZINE OF APCO INTERNATIONAL

Digital Edition

Extend your print advertising investment with the unique benefits of digital media.

PSC is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar.



Mobile & Desktop Responsive HTML Reading View



5,200+
opens per issue



1,700+
clicks per issue

*April 2018 - October 2018



A Leaderboard (all views)

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

B Rectangle (all views)

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

C Top TOC Mobile Banner D 2nd TOC Mobile Banner

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For the latest online specs, please visit www.naylor.com/onlinespecs

Display Ad Package 1 | \$2,275

Includes Leaderboard and Top TOC Mobile Banner.

Display Ad Package 2 | \$2,000

Includes Rectangle and 2nd TOC Mobile Banner.

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

Adaptive ad (HTML5) | \$3,400

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$1,800

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Insert | \$1,275
- Medium Insert | \$1,150
- Large Outsert | \$850
- Medium Outsert | \$675

Digital Sponsored Content | \$3,075

Become a thought leader. Your sponsored content should be educational in nature and solution-based, geared to solving a common problem or need an industry professional would experience.



PSC eNews

Increase your brand awareness by displaying your company to 26,200 public safety communications professionals that receive our PSC eNews. Positions allow you to direct them to a website of your choice!


26,200
 delivered


4,700+
 unique opens

**May 2018 - October 2018*

A Top Leaderboard 728x90 pixels

12 months \$10,500	3 months \$3,180
6 months \$5,780	1 month \$1,050

B Large Rectangles 300x250 pixels

2 POSITIONS

12 months \$8,925	3 months \$2,700
6 months \$4,910	1 month \$890

C Company Spotlight

2 POSITIONS

12 months \$7,350	3 months \$2,210
6 months \$4,040	1 month \$740

D Bottom Leaderboard 728x90 pixels

12 months \$6,300	3 months \$1,890
6 months \$3,470	1 month \$630

All rates are net



Source: ¹PSC Audience Study

For the latest online specs, please visit www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



Membership Minute Monthly eNewsletter

Sent to APCO members, this eNewsletter is a cost-effective way to grow your brand each month through advertising. The *Membership Minute* boasts an above-average open rate of over 23%, maximizing your exposure!



11,800+
delivered



2,700+
unique opens

*May 2018 - October 2018



- A Top Leaderboard** 728x90 pixels
 12 months | \$4,200 6 months | \$2,350 3 months | \$1,350
- B Large Rectangles** 300x250 pixels
 2 positions
 12 months | \$3,150 6 months | \$1,730 3 months | \$950
- C Company Spotlight**
 2 positions
 12 months | \$2,630 6 months | \$1,440 3 months | \$790
- D Bottom Leaderboard** 728x90 pixels
 12 months | \$2,100 6 months | \$1,160 3 months | \$630

All rates are net

For the latest online specs, please visit www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



Annual Conference Show Daily eNewsletter

Participating in our *Show Daily* newsletter allows you to grow your company in front of **86,000+ public safety professionals** throughout the duration of APCO's Annual Conference & Expo. Distributed straight to the inbox of subscribers and show attendees, this is your chance to keep your company top-of-mind before, during and after APCO 2019!

A Top Leaderboard | \$5,780

EXCLUSIVE! 728x90 pixels

B Large Rectangles | \$5,100

2 POSITIONS, 300x250 pixels

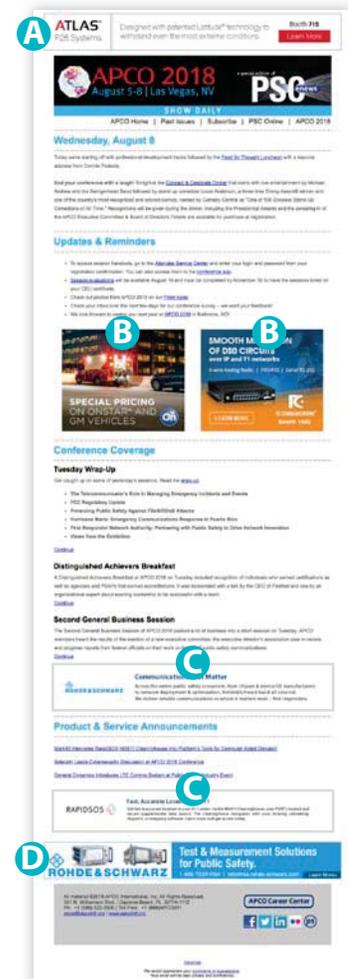
C Company Spotlight | \$2,600

2 POSITIONS, Feature your company's logo and 25 words of text

D Bottom Leaderboard | \$2,100

EXCLUSIVE! 728x90 pixels

All rates are net



For the latest online specs, please visit www.naylor.com/onlinespecs

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Technical Digest

Our *Technical Digest* is an easy and effective way of getting your message out! This exclusive, limited space, advertorial email opportunity lets you take control of the content and put your company in front of APCO's members. Do you have a new product you want to launch? Is there a service you can provide that you want to let people know about? Participate in the *Technical Digest* today and let recipients know.

The Unique Benefits of the *Technical Digest*:

- Exclusive content means you enjoy maximum visibility
- Deliver your message directly to the inbox of decision-makers and members
- Direct visitors to the landing page of your choice to facilitate the purchasing process.

Technical Digest Rate

\$5,250 per campaign

JPG Ad: Width 610 pixels, max height 1,024 pixels.

HTML Ad: Width 610 pixels, variable height.

All rates are net



28,300+
delivered emails



For the latest online specs, please visit www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

APCO Website

apcointl.org

Visitors go to apcointl.org to learn more about the association, advocacy, training and certification, standards, spectrum management, membership, events, and the comm center. They discover ways to maximize their membership and to take advantage of training and other programs.

Advantages of advertising:

- Target leaders in the public safety industry
- Position your company in front of APCO members all year long
- Cross-promoted in other APCO publications and communication pieces
- Direct visitors to the landing page of your choice to expedite purchases
- Reinforce brand recognition with year-round visibility



111,480+
page views per month



40,900+
visits per month



2.72
page views viewed per visit



02:34
minutes spent on site per visit

*May 2018 - October 2018

A Leaderboard 728x90 pixels

– RUN OF SITE (4 ROTATIONS)

12 months | \$4,200 6 months | \$2,360 3 months | \$1,290

B Large Rectangle 300x250 pixels

– RUN OF SITE (4 ROTATIONS)

12 months | \$3,750 6 months | \$2,020 3 months | \$1,120

C Sponsored Content Hosted in psc.apcointl.org

1 month | \$3,500



All rates are net

For the latest online specs, please visit www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

PSC Online News Site

psc.apcointl.org

Advertising on *PSC Online* is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors get access to industry announcements and articles of interest. Advertising here offers several cost-effective opportunities to position your company as a leader in front of an influential group of public safety officials.

Advantages of advertising:

- Target leaders in the public safety industry
- Position your company in front of APCO members all year long
- Benefit from cross-promotion in other APCO publications and communication pieces
- Direct visitors to the landing page of your choice to expedite purchases
- Reinforce brand recognition with year-round visibility



11,830+
page views per month



8,120+
visits per month

*May 2018 - October 2018

A Leaderboard 728x90 pixels

– RUN OF SITE (3 ROTATIONS)

12 months | \$1,890 6 months | \$1,050 3 months | \$575

B Sponsored Content

1 month | \$3,500

C Large Rectangle 300x250 pixels

– RUN OF SITE (3 ROTATIONS)

12 months | \$1,150 6 months | \$625 3 months | \$340

All rates are net

For the latest online specs, please visit www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



PSConnect

psconnect.org

APCO's active online community, *PSConnect*, is a great way to reach members from around the world. Visitors log on to *PSConnect* to share their questions, ideas and resources with their peers.

Advantages of advertising:

- Target leaders in the public safety industry
- Position your company in front of APCO members all year long
- Benefit from cross-promotion in other APCO publications and communication pieces
- Direct visitors to the landing page of your choice to expedite purchases
- Reinforce brand recognition with year-round visibility

Bundle Package (ONLY 3 ROTATIONS)

Rate: \$1,840 for 12 months

Your ad will be displayed in the following positions:

- A Top Leaderboard** 728x90 pixels
- B Custom Rectangle** 300x100 pixels
- C Bottom Leaderboard** 728x90 pixels

All rates are net



*May 2018 - October 2018



For the latest online specs, please visit www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

PSC Online Sponsored Content

New Sponsored Content features are now available on APCO's web platforms! You have the unique opportunity to position yourself as a thought leader in our industry by including content under your specific area of expertise.

Sponsored Content will appear on a first-come, first-served basis, and only one company is allowed per category.

Features of APCO Sponsored Content advertising:

- Exclusive premium category placement. (Only one company per category)
 - ◊ Industry
 - ◊ Government
 - ◊ Technology
 - ◊ Operations
 - ◊ Product & Service Announcements
 - ◊ Resources
- Extended company editorial content. Article must focus on category selected and should be 2,000 words or fewer.
- Direct visitors to the landing page of your choice.
- Archived for top searchability.

Article will be accessible through:

1. PSC Online - psc.apointnl.org - top banner
2. APCO International website - apointnl.org - top banner
3. APCO International website - apointnl.org - bottom article
4. PSConnect home page - psconnect.org - top banner

Sponsored Content Rate

\$3,500 per month



PSConnect

APCO Open Forum

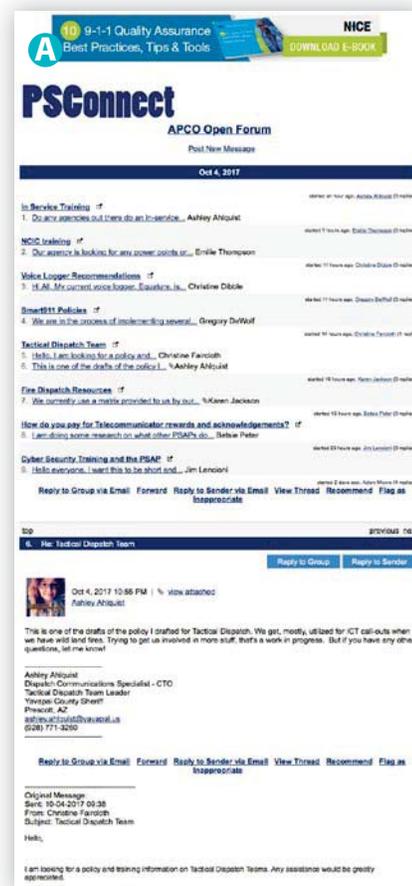
Digest Sponsored eBlast



Exclusive Offer!

- A Custom Leaderboard 650x90 pixels**
- 12 months | \$12,500
- 6 months | 9,000
- 3 months | 5,500

All rates are net



For the latest online specs, please visit www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

APCO Webinars

Partner with APCO's timely, on-point educational webinars. These one-hour webinars provide online learning in a convenient format and will include industry experts covering diverse topics.

Sponsorship Benefits

- Sponsor's name and logo will be hyperlinked to sponsor's website and will appear on the APCO's webinar landing page.
- Sponsor's name and logo will be hyperlinked to sponsor's website and will appear on the APCO's webinar registration page.
- Sponsor's name and logo will appear on the viewing pane of the webinar player during the live event, and will be visible to all webinar attendees for the duration of the broadcast.
- Sponsor's name and logo will be added to the webinar slide deck and sponsor will be acknowledged by APCO or given the opportunity to introduce and thank the speaker at the beginning and end of the webcast.
- Sponsor's name and logo will be hyperlinked to sponsor's website and will appear on APCO's webinar archive page in their learning library as well as on the player screen for the recorded video under this archive.
- Sponsor will be provided with the webinar attendee information list for a one (1) time use for pre-approved direct mail or e-mail campaigns. This list will contain attendee first and last names, company name, title, state and e-mail addresses only.
- Sponsor will receive complimentary registrations for company employees who would like to attend the webinar.



Sponsorship Rates

Rates are based on total attendees:

1-500 Registrants | \$4,000
per webinar

501+ Registrants | \$6,000
per webinar

All rates are net

For the latest online specs, please visit www.naylor.com/onlinespecs

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Online Buyer's Guide

buyersguide.apcointl.org

The APCO *Online Buyer's Guide* is a user-friendly forum designed to bring suppliers and purchasers together. Available whenever you need it, the *Online Buyer's Guide* makes it easy to locate products and professional services geared toward the public safety industry.

A Reference at Your Fingertips:

- Cross-promoted in other APCO communication pieces
- Optimized to drive traffic from search engines and the APCO International home page
- Efficient browsing with fewer clicks
- Users can set the *Online Buyer's Guide* as their default search engine, bringing them to your listing
- Listing directs visitors to a landing page to learn more about your business
- Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Customized listing and enhanced content

The purchase of any *Online Buyer's Guide* display ad comes with a **COMPLIMENTARY Premier Listing** – a \$495 value!

AD POSITIONS

A Curtain Ad, Run-of-Site EXCLUSIVE POSITION | \$2,100

(2 files needed: Leaderboard 970 x 90 pixels, Billboard 970 x 300 pixels)
 Display your business uniquely on the entire *Online Buyer's Guide*. With the move of a mouse, your company's message sweeps down over the site, drawing attention and visitors to your website. Exclusive run-of-site position.

B Banner Package, Run-of-Site | \$1,950

(728 x 90 and 300 x 250 pixels)
 No matter what page of the *Online Buyer's Guide* visitors click on, your message will be prominently displayed! Your ad will be displayed on both leaderboards, as well as in the rectangle ad position. Run-of-site. *Only 4 banner packages are available.*

C Featured Companies, Run-of-Site | \$1,150

(300 x 180 pixels)
 The Featured Companies section allows 3 companies to showcase their offerings through two rotating rectangle positions. Includes company logo and short description. Run-of-site.

D Category Rectangle, EXCLUSIVE POSITION | \$750

(300 x 250 pixels)
 The Category Rectangle appears in the third rectangle position on the right column of the category of your choice, as well as on the home page, ensuring your message impacts those in the market for your specific products and services. *These are exclusive per category.*

All rates are net

For the latest online specs, please visit www.naylor.com/onlinespecs

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Online Buyer's Guide

A Premier Listing Package | \$495

Premier Listings are designed to offer heightened visibility within the *Online Buyer's Guide*. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information, plus extended features below. *Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.*

Premier Listing additional features:

- Full-color company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Full-color product image and description linked to your website
- Google map of your business location
- Google site search: to search your website from your Premier Listing
- Request for information: a contact form to reach a representative from your business

B Guaranteed Position

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category on the home page of the *Online Buyer's Guide*, your company is the first that they see. *Includes Premier Listing upgrade.*

Category Sponsor #1 | \$625

Category Sponsor #2 | \$575

Category Sponsor #3 | \$525

C Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

Upgrade | \$210

Video Upgrade with Premier Listing | \$550

All rates are net



For the latest online specs, please visit www.naylor.com/onlinespecs

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Online Buyer's Guide

Premier Listings Versus Basic Listings



Premier Listing includes:

- Premium Placement Above Basic Listings
- Full-Color Company Logo
- Company Name
- Company Contacts
 - Up to five with separate title, email and phone number for each person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Web Links
- Active Email
- Active Facebook, Twitter and LinkedIn Links
- "Forward to a Friend" Capability
- Product/Service Category Listings
 - Includes five categories of your choice
 - Additional categories available for \$50 each
- Extended Company Profile
- Full-Color Product/Service Image
- Extended Product/Service Description
- Google™ Map It!
- Google™ Site Search
- Request for Information Feature
- Request for Proposal Enabled

Upgrade Opportunities:

- Category sponsorship
- Add a video to your listing

Basic Listing includes:

- Company Name
- Company Contact
 - Limited to one person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing
 - Limited to one category
 - Assigned by association

For the latest online specs, please visit www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

APCO Online Buyer's Guide

Premier Listings Categories

Our *APCO Online Buyer's Guide* allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

Five free categories are included with your Premier Listing, and additional categories are only \$50 each. *Bold terms are for grouping purposes only and are not available for selection.*

Alerting, Notification & Signaling

Antennas

- Base Station
- In-Building
- Mobile
- Portable

Association, Organizations & Government Agencies

Broadband, Wireless & Networking Systems

Commercial Systems & Equipment: Phones, Mobile/Cellular

Computers, Software & Data Systems

- AVL/GPS
- Biometric Equipment
- Commercial Services
- Encryption
- GIS/Mapping
- MDTs
- Paging/Messaging Equipment
- Records Management
- Servers
- Software
- Staffing & Scheduling Software

Consulting & Service

- Computer
- Construction Services
- Engineering
- Facility Design
- Financial
- Frequency Coordination
- Language Interpretation Systems/Services

- Legal
- License Management
- Licensing
- Priority Calling Services
- Publications
- Repair
- Satellite Services & Subscriber Equipment
- Staffing
- System Design
- Training

Dispatch Systems & Equipment

- ANI/ALI
- Audio
- Automatic Call Distributors
- CAD
- E9-1-1 Systems & Location Equipment
- Headsets
- Lighting
- NG9-1-1/VoIP
- TDD/TTY
- Telephone
- Time Stamp/Synchronization
- Uniforms, Badges & Accessories
- Voice Logging/Recorders

Furniture/Consoles

Power Systems & Equipment

- Analyzers/Conditioners
- Batteries
- Chargers
- Generators
- Solar/Wind Equipment
- Surge Protectors
- Uninterruptible Power Supplies

Radio Systems & Equipment

- Accessories
- Base Stations/Repeaters
- Conventional/Trunked
- Encryption
- Gateways
- Microwave Systems & Equipment
- Mobiles/Portables
- P25
- Software Defined
- VoIP/RoIP

Tower Systems & Equipment

- Amplifiers
- Buildings/Shelters
- Cable
- Combiners
- Connectors
- Duplexers
- Filters
- In-Building
- Lighting
- Lightning Protection Equipment
- Switches
- Towers, Fixed/Mobile.

Vehicles, Systems & Equipment

- Light Bars
- MDTs
- PDAs
- Sirens
- Vehicles

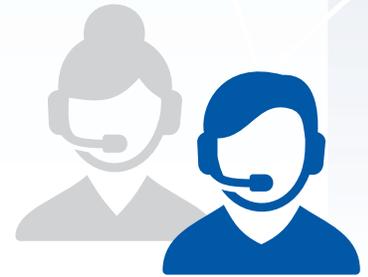
Video & Surveillance Systems

Five (5) free categories with any Premier Listing. Additional listings are \$50 each. No limit.

_____ **Additional Categories X \$50 = \$** _____

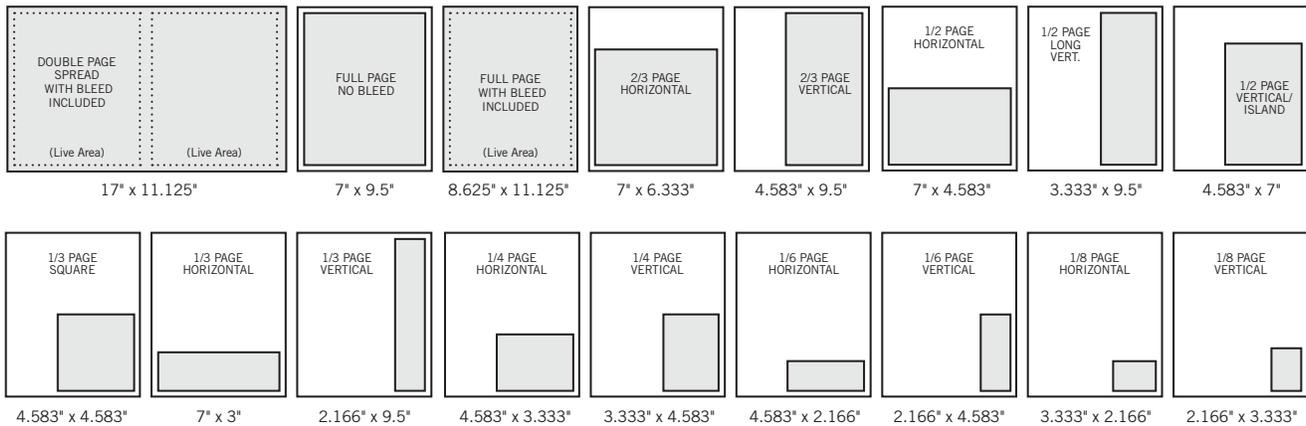
Initial: _____ **Date:** _____





Print Advertising Specifications

Magazine Finished Size: 8.375" x 10.875"



DPS Live Area (per page): 7" x 9.5"

Full-Page Live Area: 7" x 9.5"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or Bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com, click on "Client Support." Under Advertisers menu option on the bottom left, click on "Ad Upload". Locate your publication code, advertising order number and advertising code in the box at the top righthand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

Production Services, Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.



Online Advertising Specifications

General Online Ad Guidelines

- Font size should be a minimum of 10pts for legibility purposes depending on the font family
- Animation must be no longer than 25 seconds (this includes multiple loops). Ad should stop on the last frame OR a stop action will be applied. No continuous loops

eNewsletters

Leaderboard | 728 x 90 pixels

- Advertiser supplies or Naylor create unless otherwise noted below
- Creative accepted: JPG only (no animation)
- Max file size 100KB • RGB • 72 DPI

Large Rectangle | 300 x 250 pixels

- JPG only (no animation)
- Max file size 100KB • RGB • 72 DPI

Company Spotlight | 675 x 100 pixels

- Naylor can create
- Headline: Advertiser supplies 3-5 words (depends on the length of the words)
- Summary Text: Advertiser supplies up to 50 words max (depends on the length of the words)
- Advertiser supplies good quality logo to fit within 110 x 80 pixel image area

Websites

Leaderboard | 728 x 90 pixels

- Creative accepted: JPG / GIF
- Max file size 100KB • RGB • 72 DPI

Large Rectangle | 300 x 250 pixels

- Creative accepted: JPG / GIF
- Max file size 100KB • RGB • 72 DPI

Custom Rectangle | 300 x 100 pixels

- Creative accepted: JPG / GIF
- Max file size 100KB • RGB • 72 DPI

Magazine Digital Edition

For the latest digital edition specs, please visit www.naylor.com/onlinespecs

Online Buyer's Guide

Featured Companies

- Naylor will create ad, please supply high res company logo in JPG format at 120 x 60 or 120 x 120 pixels.
- Photo images are prohibited
- Summary Content Text: Advertiser supplies 30-40 words description of the company (No formatting)

Curtain Ad

- Two files required, collapsed leaderboard and expanded billboard image
- Leaderboard: 970 x 90 pixels
- Billboard: 970 x 300 pixels
- Right 200px of leaderboard should have a call to action for viewers to click so the ad expands.
- Ad will size down on smaller devices. Ad copy should not have a large amount of text.
- Creative accepted: JPG only (no animation)
- Third Party Tags: Not Accepted. However URL click trackers are acceptable

Category Rectangle | 300 x 250 pixels

- Creative accepted: JPG / GIF
- Max file size 100KB • RGB • 72 DPI
- Animation must be no longer than 25 seconds (this includes multiple loops).
- Animation should stop on the last frame OR a stop action will be applied. No continuous loops

*For the latest online specs and flash guidelines, please visit www.naylor.com/onlinespecs

PSC

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