

[apcointl.org](http://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:





Leaders in Public Safety Communications®

[apcointl.org](http://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.apcointl.org](http://psc.apcointl.org)

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

## **APCO Website** [apcointl.org](http://apcointl.org)

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

## **Online Buyer's Guide**

[buyersguide.apcointl.org](http://buyersguide.apcointl.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.

## **PSConnect** [psconnect.org](http://psconnect.org)

APCO's active online community, PSConnect, 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 PSConnect.com. Sent to the entire APCO International membership.



# About PSC

**PUBLIC SAFETY  
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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

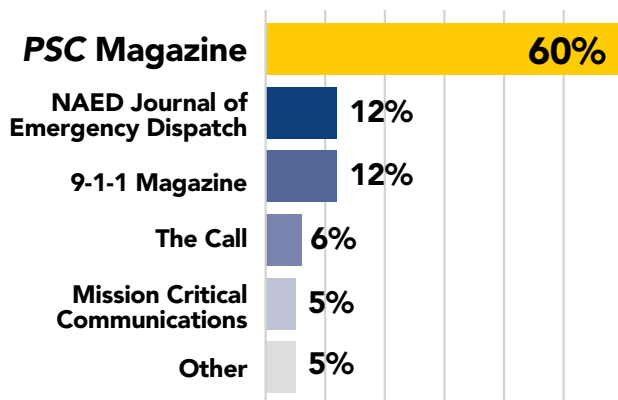


**More than 7 in 10** of our members share their copy of *PSC*

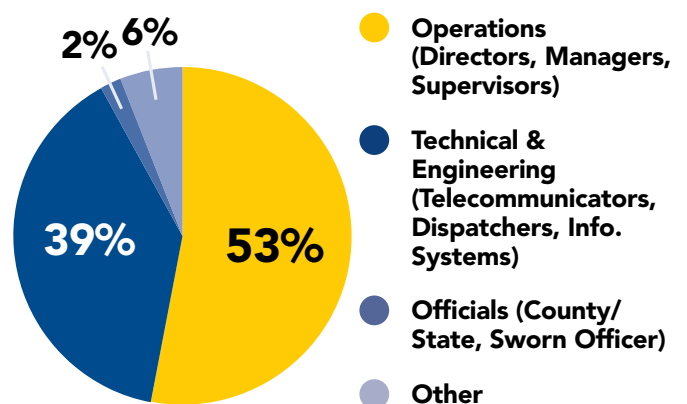


**80%** would rate the quality of content in *PSC* magazine as high or very high

**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:  
4/26/2019

Material Due:  
4/30/2019

**SEPT/OCT 2019**

**Safety and Security Including Cybersecurity**

Space Reservation:  
6/21/2019

Material Due:  
6/25/2019

**NOV/DEC 2019**

**High Priority, Low Frequency Events**

BONUS DISTRIBUTION:

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

Space Reservation:  
9/4/2019

Material Due:  
9/6/2019

*\*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  
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## 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



8,900+  
opens per issue



1,300+  
clicks per issue

\*January 2019 - April 2019



#### 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 subsequent banners show every 3 articles.

#### C Top TOC Mobile Banner D 2nd TOC Mobile Banner

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.

For the latest online specs, please visit [www.naylor.com/online-specs](http://www.naylor.com/online-specs)

### 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 26,300+ public safety communications professionals that receive our PSC eNews. Positions allow you to direct them to a website of your choice!



**26,300+**  
delivered



**4,700+**  
unique opens

\*August 2018 - January 2019

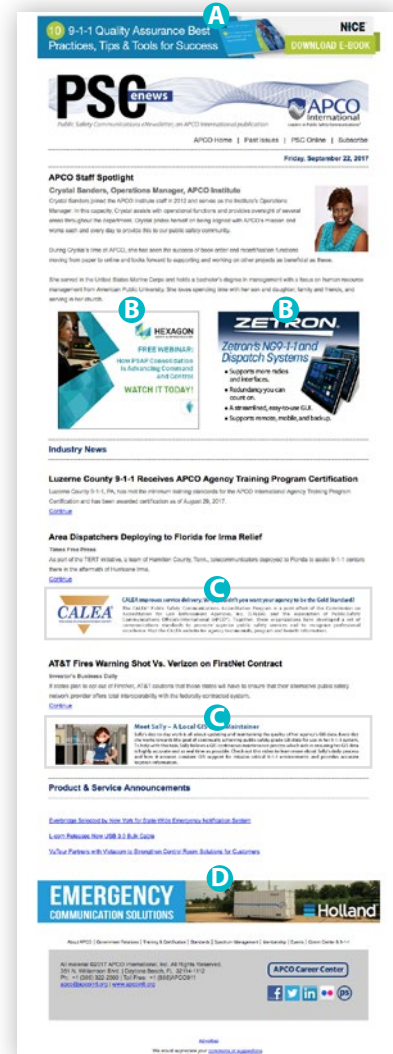
- A Top Leaderboard 728x90 pixels**
- |                      |                    |
|----------------------|--------------------|
| 12 months   \$10,500 | 3 months   \$3,180 |
| 6 months   \$5,780   | 1 month   \$1,050  |

- 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: <sup>1</sup>PSC Audience Study

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://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!



**11,400+**  
delivered



**2,590+**  
unique opens

\*August 2018 - January 2019



## 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](http://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* eNewsletter 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

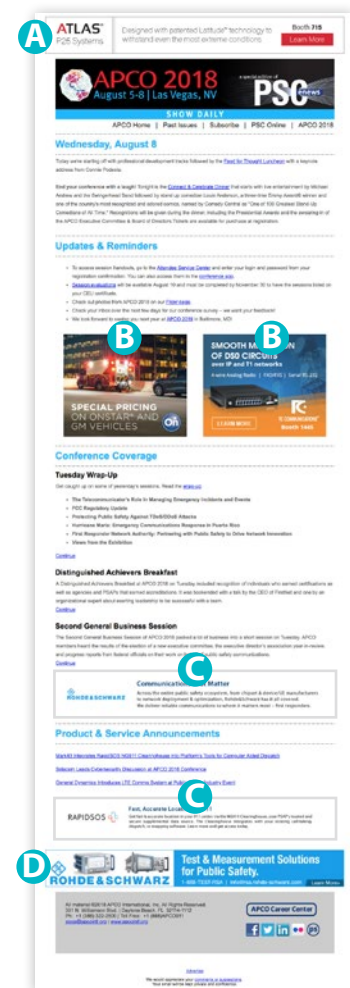
## D Bottom Leaderboard | \$2,100

EXCLUSIVE! 728x90 pixels

All rates are net

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://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.





# 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*



**31,930+**  
delivered emails



For the latest online specs, please visit [www.naylor.com/online specs](http://www.naylor.com/online specs)

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



**107,050+**  
page views per month



**44,640+**  
visits per month



**2.40**  
page views viewed per visit



**2:20+**  
minutes spent on site per visit

\*August 2018 - January 2019

#### **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/online Specs](http://www.naylor.com/online Specs)

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



**10,050+**  
page views per month



**7,110+**  
visits per month

\*August 2018 - January 2019

### 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

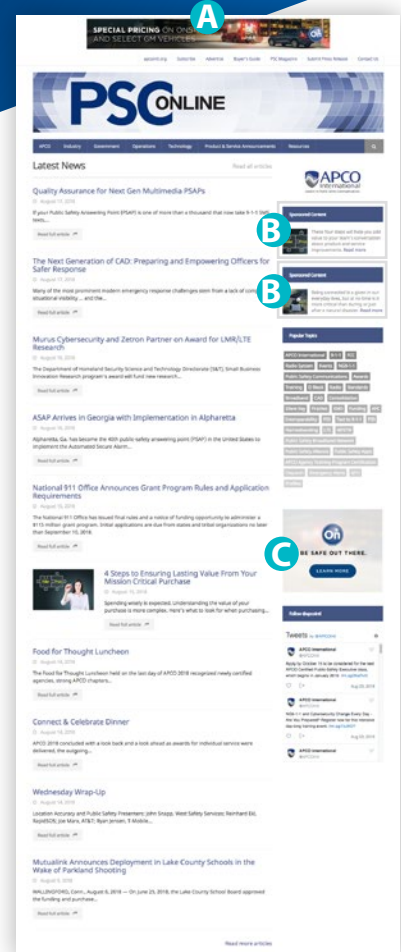
– RUN OF SITE (3 ROTATIONS)

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](http://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



**52,950+**  
page views per month



**15,770+**  
visits per month



**3.42**  
page views viewed per visit



**3:03**  
minutes spent on site per visit

\*August 2018 - January 2019



For the latest online specs, please visit [www.naylor.com/onlinespecs](http://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.apointl.org - top banner
2. APCO International website - apointl.org - top banner
3. APCO International website - apointl.org - bottom article
4. PSConnect home page - psconnect.org - top banner

Sponsored Content Rate

**\$3,500** *per month*

psc.apointl.org

apointl.org

psconnect.org



# PSConnect

## APCO Open Forum

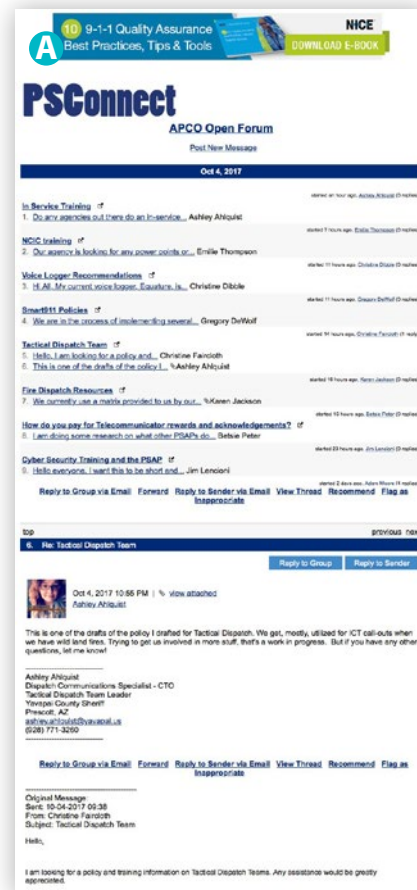
### Digest Sponsored eBlast



## 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/online-specs](http://www.naylor.com/online-specs)

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 receive complimentary registrations for company employees who would like to attend the webinar.
- APCO will send two emails on sponsor's behalf to webinar attendees.

### Email specifications are as follows:

- Sponsor will submit entire html to APCO
- No word count limit
- Can include images in the html submitted
  - No attachments
  - Submit "from" email address
  - Submit subject line



## 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/online-specs](http://www.naylor.com/online-specs)

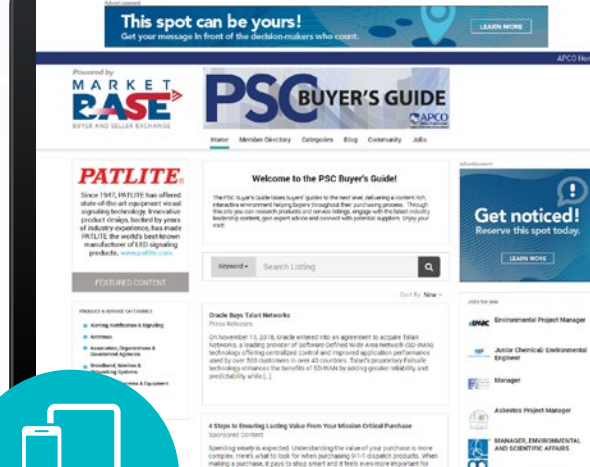
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

**buyersguide.apointl.org**

The APCO International MarketBASE takes online buyers' guides to the next level, delivering a content rich, interactive site where buyers' can come to research products and services in their industry, and your company can become a thought leader by delivering valuable content to engage with potential customers.

## 24/7 fully responsive buyers' guide with a number of features:

- Improved search with auto-suggest functionality built in to help deliver quick, relevant results.
- Multiple advertising options including enhanced listings with added features, run of site display advertising, and sponsored content marketing opportunities.
- The ability to log-in and purchase or update your own listing information.
- Cross promotion in other APCO International communication pieces.
- Advertising opportunities leading visitors to a landing page of your choice to learn more about your business offerings.
- Google™ integration allowing for extensive search engine optimization.



Mobile & Desktop  
Responsive

The purchase of any display ad comes with a **COMPLIMENTARY** Premier Listing – a \$495 value!



### 1 Super Leaderboard – EXCLUSIVE | \$2,000

12 months, 970x90 pixels\*. Display your business uniquely and exclusively! Showcase your company at the top of every page with a call to action.

### 2 Skyscraper | \$1,450

12 months, 3 rotations, 160x600 pixels\*. The skyscraper is positioned on the left hand column of every page, ensuring your message is prominently displayed.

### 3 1st ROS Rectangle | \$1,450

### 4 2nd ROS Rectangle | \$1,250

12 months, 2 rotations, 300x250 pixels\*. The rectangle positions are located on the right hand column of every page, ensuring your message is prominently displayed.

### 5 3rd Category Rectangle | \$750

12 months, exclusive, 300x250 pixels\*. The category rectangle is located on the right hand column as the exclusive ad for a category page of your choice, ensuring your message is displayed in front of a relevant audience.

### 6 Content Marketing Opportunities Sponsored Content | \$3,000

Establish your company as a thought leader! The sponsored content option allows you to share your article with users for the life of the site, with featured presence for the 1st month. Contact your sales representative for details on additional content creation services.

### Native Advertising | \$1,750

Have a product or service that you want to promote? Link your whitepaper, infographic, press release, or other advertorial content directly in the content feed. Hosted for the life of the site.

Naylor charges a fee for artwork creation or revisions on native and responsive ad sizes. This additional fee will appear on your final invoice if artwork submitted is not publish-ready. Please contact your sales representative for fee details.

\*Your display ad option may require responsive ad sizes.  
For complete specs on all sizes involved, visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs).



**buyersguide.apcointl.org**

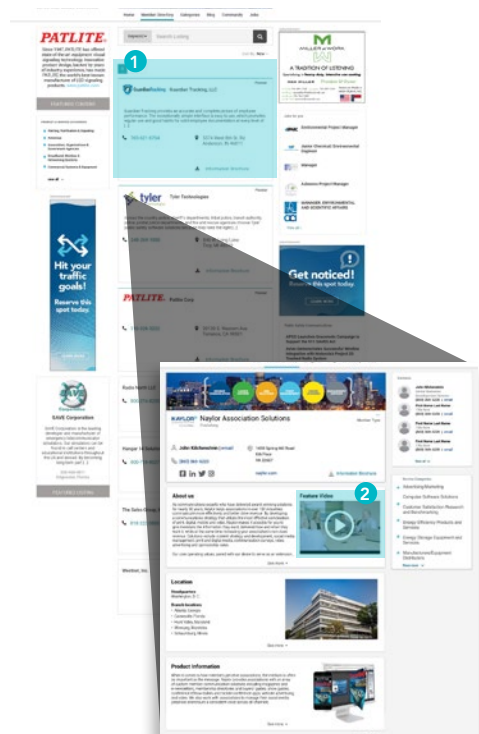
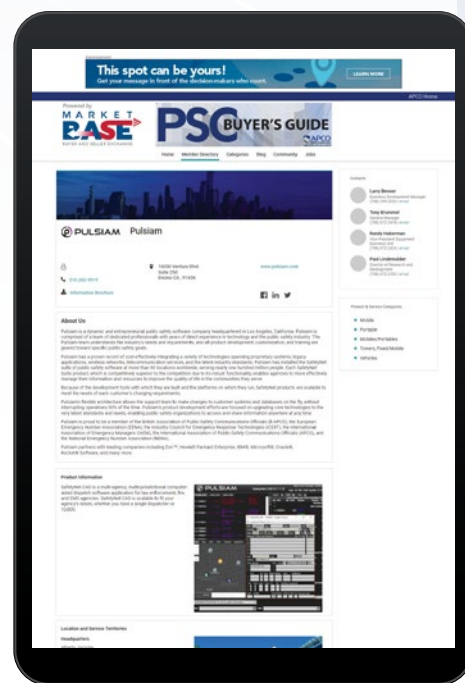
## Premier Listing Package | \$495

Premier Listings are designed to offer heightened visibility within APCO International MarketBASE. They contain all basic information.

*(5) product/service category listings of your choice. Additional category listings are \$50 each.*

## Premier Listing additional features:

- Company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Product image and description linked to your website
- Integration with Google features including search indexing and analytic reporting
- Request for information: a contact form to reach a representative from your business



## Maximize the impact of your Premier Listing with these upgrades

### 1 Category Sponsor

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, your company is the first that they see. Includes Video upgrade.

**Category Sponsor #1 | \$750**

**Category Sponsor #2 | \$700**

**Category Sponsor #3 | \$650**

### 2 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.

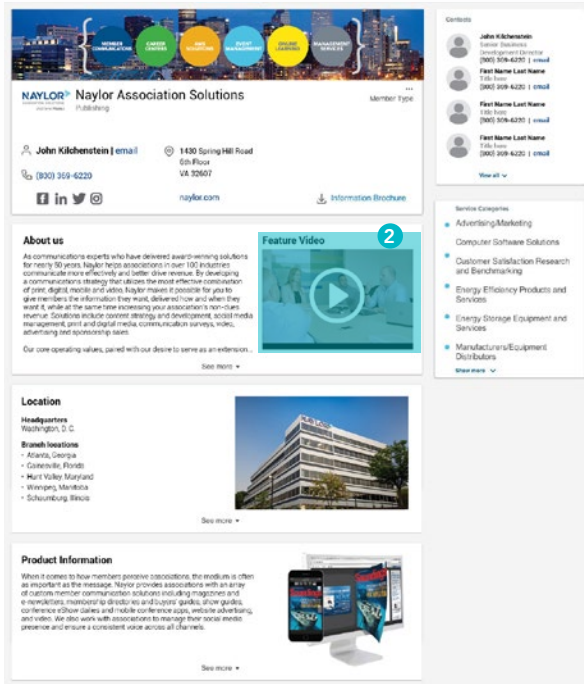
**Upgrade | \$210**

**Video Upgrade with Premier Listing | \$550**

For the latest online specs, please visit [www.naylor.com/online specs](http://www.naylor.com/online specs)

*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.*

# Premier Listings versus Basic Listings

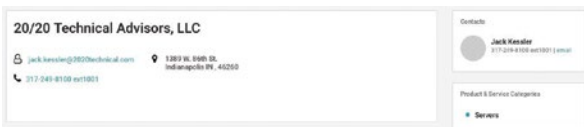


## Premier Listing includes:

- Premium Placement Above Basic Listings
- 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 link
- Active Email
- Active Facebook, Twitter and LinkedIn links
- **Product/Service Category Listings**  
*- Includes five categories of your choice*  
*- Additional categories available for \$50 each*
- Extended Company Profile
- Product/Service Image
- Extended Product/Service Description
- Google™ Map It!
- Google™ Site Search

## Upgrade Opportunities:

- 1 Guaranteed position with category sponsorship
- 2 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*



## Premier Listings Categories

Our *APCO MarketBASE* 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 = \$ \_\_\_\_\_

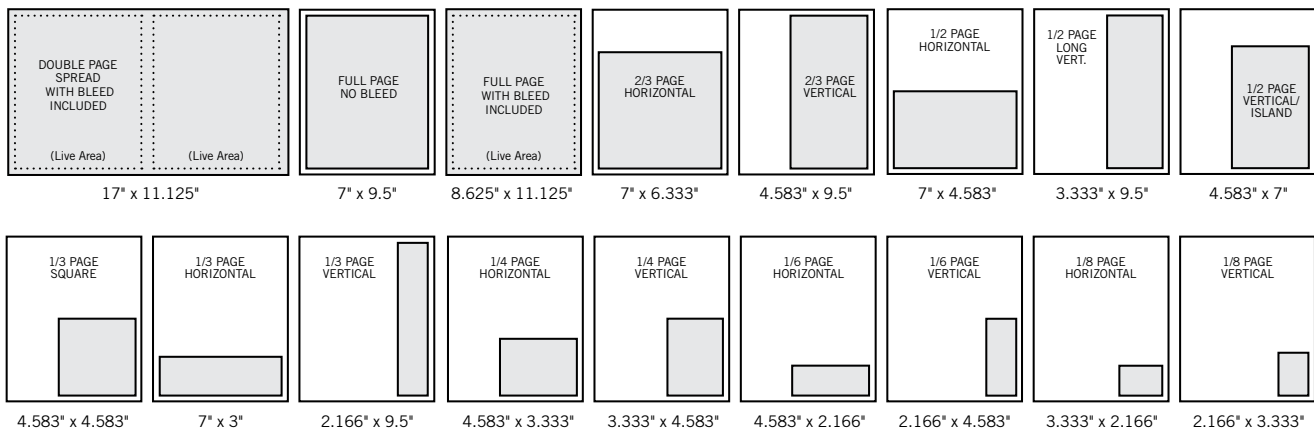
Initial: \_\_\_\_\_ Date: \_\_\_\_\_



# 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](http://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](http://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](http://www.naylor.com/onlinespecs)

# PSC

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

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APCO International media, contact:

**Shaun Greyling**

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