

MEDIA KIT 2022

Bulletin Advertising

The **BULLETIN** is the association’s premier publication focusing on practical and useful information that features law enforcement articles on professional development, legislative issues and goals, new items, and goods and services of interest to the membership. Reviews and reports are submitted by members and other knowledgeable law enforcement personnel or experts. The **BULLETIN** is published by the Pennsylvania Chiefs of Police Association. All ads are on a first-come, first-serve basis from the date payment is made.

- A printed hard copy is sent each quarter to those who subscribe: 270 subscribing members
- A digital copy is also emailed each quarter to PCPA members: 1,000 members
- PCPA members have permanent access to the Bulletin archives section of the PCPA website, providing advertising longevity

Ad Pricing & File Specifications

(No cover, back page or back inside cover ad space available)

Full Page, color

\$1,250: One Time Ad

\$1,000: Full Year: 4 Issues

- 7 1/2” x 10 1/4” – Live Area
- 8 1/2” x 11” – Trim Size
- 8 3/4” x 11 3/4” – Bleed Area

Half Page Horizontal, color

\$750: One Time Ad

\$500: Full Year: 4 Issues

- 7 1/2” x 4 3/4”

Quarter Page Ad, color

\$500: One Time Ad

\$250: Full Year: 4 Issues

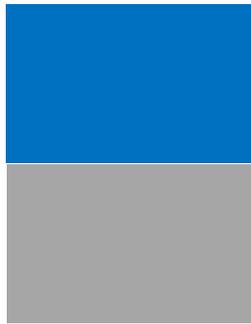
- 3.583” x 4 3/4”

We accept the following electronic formats for **print ads**:

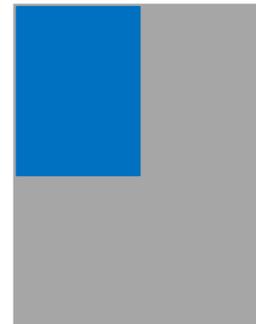
- Press-quality PDF files with embedded fonts
- JPG files with a resolution of 300 dpi or greater



Full Page



Half Page



Quarter page

Website Advertising

The recent updated www.pachiefs.org sees an average session duration of over 1.5 minutes. Website ads appear on the homepage and includes a link to your website or social media. The PCPA's bulletin and social media outlets drive traffic to the site.

- 1600 PCPA member users + 7500
- 350,000+ unique pageviews per year

Ad Pricing & Size on Homepage

Banner Ad (per month) (468 W x 60 H pixels / 6.5" W x .833" H) **\$300**

Large Square Ad (per month) (155 W x 155 H pixels / 2.153" W x 2.153" H) **\$300**

Ad Posting on Jobs Page (per month) **\$500**

Training & Education Event Posting on Training Page, on Training Calendar and an Email Blast: **\$300 (Member) \$400 (Non-Member)**

We accept the following electronic formats for **digital ads**:

- Web-quality PDF with embedded fonts
- TIF or JPEG files, 300 dpi resolution or greater
- Files may not contain animation

Email Blasts

One Time Email Blast: **\$250 (Member)** **\$350 (Non-Member)**

- Graphics and wording can be included in email
- Clients will provide all contents for email. PCPA provides formatting of email conducive to software guidelines
- Email blast will be approved by client before sent to membership.

Policies

- All ads are on first-come, first-serve basis from the date payment is received.
- PCPA reserves the right to deny any ad that is not in line with its policies and code of conduct.
- The advertiser assumes responsibility for all ads placed in their entirety, including accuracy.
- Advertisers are responsible for submitting advertising material on or before the deadline date.
- Changes to advertisements and cancellations will not be accepted following the ad reservation deadline date.
- To ensure accuracy and consistency on-press, we require a color proof with all new ad submissions.

Publication Dates & Deadlines

Bulletin

Spring – February 15 **Summer** – May 15 **Fall** – August 15 **Winter** – November 15

Website

Should be received by the PCPA by the 15th of the month prior. (Example: An ad for January should be received by the PCPA by no later than December 15.)

Payment Information

Payment is due upon application of the advertising request. Visa, MasterCard and American Express are accepted.