

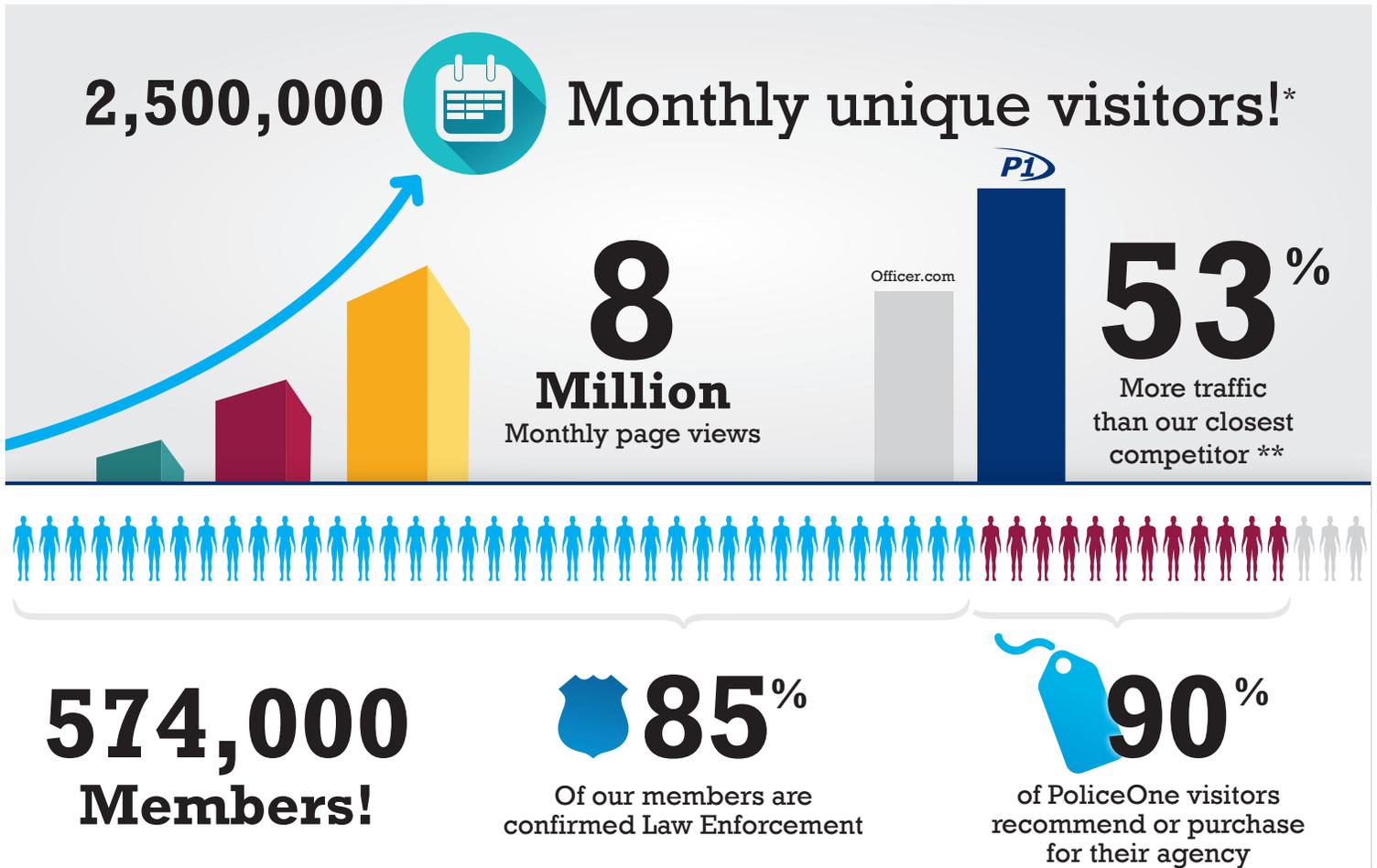
**POLICEONE.COM**  
A Praetorian Digital Company

## 2016 Media Kit



For more information, please call (415) 962-8314 or email [Sales@PoliceOne.com](mailto:Sales@PoliceOne.com)

# The #1 Website for Law Enforcement



When selecting a marketing partner to help you target Law Enforcement, **PoliceOne.com** is the clear choice. The PoliceOne Network continues to witness unprecedented traffic growth alongside a 21% increase in sponsor leads and a 29% increase in sponsor ad clicks.

However you want to reach the law enforcement market, we have solutions. From product launches and thought leadership to branding, market research, social media and more, we offer the most options of any law enforcement website for delivering your message to the right audience at the right time. Our award-winning, industry-leading team of online marketing experts can help you address any challenge.

Your customers are already visiting PoliceOne every day to research products, watch video demos and read articles. Let us help you reach them at precisely the right time - **when they are looking to buy.**

**Let's discuss what we can do for you - contact us at [Sales@PoliceOne.com](mailto:Sales@PoliceOne.com) or (415) 962-8314.**

\*Stats according to Google Analytics as of June 2015

\*\*Stats according to Compete.com as of May 2015

### POLICEONE BY-THE-NUMBERS\*

Each month, the PoliceOne.com Network\*\* receives...

- 2.5 million total unique visitors
- 460,558 unique visitors to our P1 Product Categories
- 285,000 newsletter subscribers
- 8 million page views
- 712,000 Facebook Fans

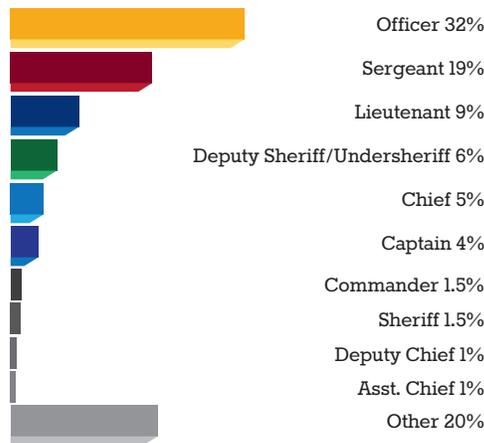
\* Audited by Google Analytics

\*\* PoliceOne's Network includes PoliceOne.com, PoliceGrantsHelp.com, BLUtube.com

When you advertise with PoliceOne, you get direct access to our more than 574,000 registered members – well-balanced geographically and functionally across all ranks and divisions. You also get in front of the 78% of our members who either influence or make purchasing decisions for their department or themselves.

### RANK/JOB FUNCTION

What is your current (or highest) rank?



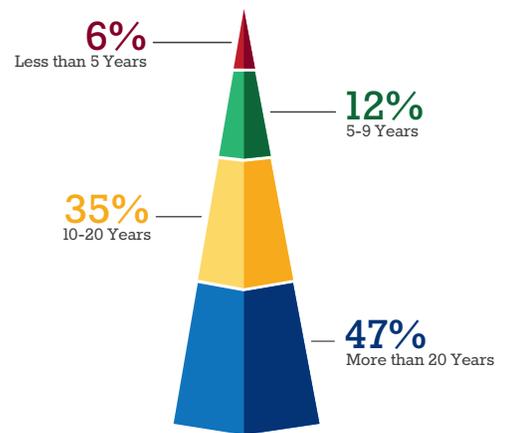
### PURCHASING POWER

Which best describes your role in purchasing products for yourself or your department?



### POLICE EXPERIENCE

How many years have you been in law enforcement?



### POLICEONE INTERACTION

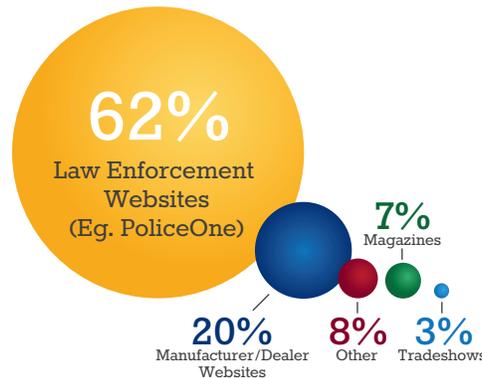
How frequently do you engage with PoliceOne?



91% of P1 readers interact with the site either daily or weekly

### PRODUCT RESEARCH

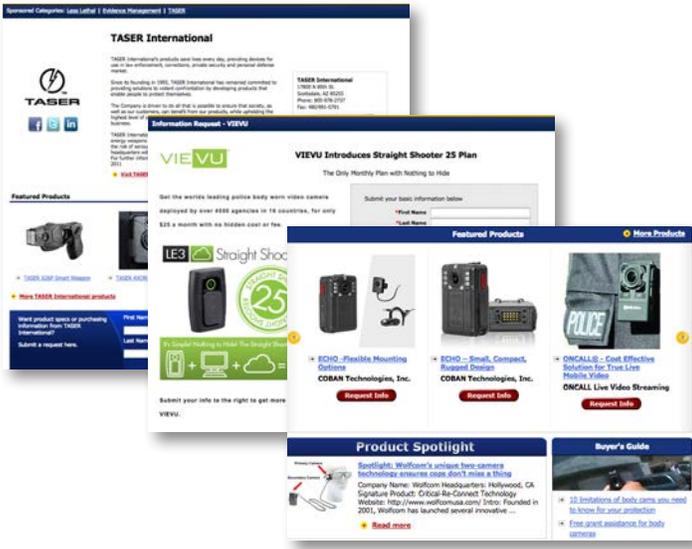
What is your primary source of product research when evaluating law enforcement products?



### POLICEONE'S IMPACT

Would you agree that resources on PoliceOne have directly impacted your performance and safety as a first responder?





## Your Complete Marketing Solution

Whether your marketing objective is to generate leads, build brand awareness or thought leadership, we have a solution to fit your needs. The foundation of any program should be our **Product Category Sponsorship**; it will allow you to be in front of the right buyers at the right time and can be customized to emphasize your highest priority in real-time.

## Drive Engagement and Sales by Showcasing Your Product

Our new, **mobile friendly** Product Bulletin is simply designed to push your product and highlight its features using large imagery and a quick call to action to those who have opted-in to receive product specific information.



## Reach Your Target Audience

Choose to be positioned alongside targeted editorial content through Member or Specialty eNewsletter Insertions or send your own Exclusive eBlast to a designated interest group or geographically defined segment of our member base.

### PI NEWSLETTER CIRCULATION

Member Newsletter	285,000
Product Bulletin	140,000
Chiefs & Senior Management	40,000
Investigations	58,000
Career	100,000
SWAT	50,000
Women Officers	30,000
Tactical Lifestyle	125,000
Grants	20,000



## 71% of PoliceOne readers say articles have influenced them to try a new product. Let us help tell your story.

The average B2B buyer is 57% through the purchasing process before they even consider talking to a sales person. What they're finding during the crucial first half of the sales process is content that educates them, influences their opinions and helps form impressions of brands and products — long before sales has a chance to intervene.

As a modern marketer, you must be effective in reaching out and engaging potential customers instead of waiting for them to come to you. Enter **Praetorian Content Solutions** – your one-stop content marketing resource. We provide an unparalleled expertise in building quality, trustworthy public safety content and custom marketing programs that drive proven results.

### BY THE NUMBERS: WHY YOU NEED TO BE A CONTENT MARKETER

- 70% of consumers say content marketing makes them feel closer to the sponsoring company
- Content marketing costs 62% less than traditional marketing and generates about 3 times as many leads
- Interesting content is one of the top 3 reasons people follow brands on social media

## Signature Content Options

- **Educational White Papers** (\$6,000 - \$15,000)
- **Customer Case Studies & Custom Feature Articles** (\$1,320 each)
- **Premium Content Blast** (\$6,600) – A custom feature article promoted with a cobranded blast to our readers (Circ. 60,000)
- **Premium Content Supplement** (\$13,200) – A custom article package with three articles about your product or company, sent to our full mailing list (Circ. 246,000)
- **Featured Custom Article Series** (\$8,500 - \$18,500) – A tailored content program mixing product and topically-focused content to forge a conversation with your customers throughout the year

## Custom Marketing Capabilities

- **Webinars** (\$8,500 - \$12,000)
- **Custom Infographics** (\$3,300)
- **Microsite & Blog Development** (Cost Varies)
- **Integrated Marketing Program** (\$15,000 - \$30,000) – A big impact program combining a survey, infographic, article or whitepaper, and webinar



**P1 BRANDFOCUS**  
Sponsored content from top police brands

Featuring  
**RedXDefense**  
**XCAT**

The field-test kit killer: How the XCAT instantly detects contraband in the field

*Less time. Less substance needed to detect everything from narcotics and gunshot residue to explosives*

Getting actionable information quickly in the field is crucial to successful investigation. When those investigations revolve around narcotics, gunshot residue or trace explosives, getting information used to mean sending samples to the lab and waiting months sometimes years to hear back. Now, there's a product on the market that can detect gunshot residue, narcotics, and explosives anywhere in a matter of seconds: the XCAT by RedXDefense, LLC.

**In this article, you'll learn:**

- How to get a presumptive result on gunshot residue in seconds
- How the XCAT excels compared to field test kits
- It's budget-friendly and free to upgrade

[Read More](#)

## Social Media Options

If you're not reaching out to your customers on Facebook, your competitors likely are. Let us develop a customized program for you.



**Fan Blast**  
Cost: \$6,050

**Promo Bundle**  
Cost: \$550 per month

**Quick Start**  
Cost: \$1,100

**Custom Facebook Contest**  
Cost: [Contact us](#)

## Video Capabilities

As the leader in law enforcement video, PoliceOne offers a variety of custom video solutions tailored to fit your marketing needs.



**Innovation Zone**  
Cost: \$5,500

**Custom Video**  
Cost: [Contact us](#)

**Sponsored Video Training Series**  
Cost: [Contact us](#)

Help your customers access the more than **\$1 billion** that is available to first responders through grant programs nationwide.

Each year, more than \$1 billion is available to first responders, yet many departments are either unaware of or ill-equipped to navigate the process. Our Grant Assistance Program offers an untapped source of potential sales by directly assisting your customers in securing access to grants that can be used to purchase your products or services. The program combines brand awareness, lead generation, customer service, and grant assistance support to help deliver funding to your customers.

## TOTAL GRANT PROGRAM STATS

As of July 2015

- Members: **36,000**
- eNewsletter Subscribers: **27,000**
- Avg. Monthly Leads for Sponsors: **350**
- Total Funding: **\$70 Million**

## Grant Marketing & Lead-Generation Sponsorships

Grant site sponsorship puts you in front of purchasers when they are researching products and funding via featured logos, sponsored categories and eNewsletter advertising. It includes the following features:

- **PROMOTION AND DIRECT LEAD FORM** – A customized online lead generation form to drive grant assistance and sales leads is positioned within relevant areas of our grant site and can also be embedded on your own corporate website to maximize lead volume.
- **GRANT ASSISTANCE** – Hands-on assistance is provided to your customers and to any leads submitted through the site. Our team qualifies leads, provides customized research and helps your customers through the process, reviewing grants prior to submission and even offering discounted grant writing services.
- **TURBOGRANTS** – All leads receive free access to TurboGrants™, our online grant writing training course designed to teach both novice and experienced grant writers how to write a competitive public safety grant proposal.
- **DISCOUNTED GRANT WRITING** – Your customers are eligible for heavily discounted grant writing rates – up to 75% off standard industry pricing and 50% off rate card – as part of the program.



We have secured  
**\$70 Million**  
in grant funds!

## PROGRAM INCLUDES

- Sponsorship position within your product category, including all category leads
- Your company logo rotating throughout the site
- Listing of your company's grant-relevant products
- Exposure within the PoliceGrantsHelp eNewsletter
- 1:1 unlimited, personalized grant consulting from Senior Grant Consultants
- Customized grant research specific to each department's funding needs
- Reviews of department grant narratives and applications
- Processing of up to 25 leads per month\*
- Monthly tracking reports on leads and status
- Ongoing, pre-screened, product eligible Grant Alerts

**Rate Card: \$1,250/mo**

(\*25+ leads per month custom pricing available)

## WEBSITE ADVERTISING



Product Category Sponsorship

### Product Category Sponsorship:

\$700 monthly for first category;  
\$200 for each additional;  
\$1,000 for Premium (10k unique visitors/month)

### Additional Advertising Options:

Homepage 'What's Hot'	\$250/day
Website Top Text Link	\$750/week
Weekly Win Giveaway	\$2,250/ea
Deals & Specials Rotation	\$350/mo
Directory Listing	\$450/yr; ea. additional \$50
Exclusive Topic Sponsorship	\$750/mo

### Video:

Innovation Zone	\$5,500/ea
Custom Video Options	Varies
Homepage & eNews	
Featured Video	\$800/week

## BANNER ADVERTISING

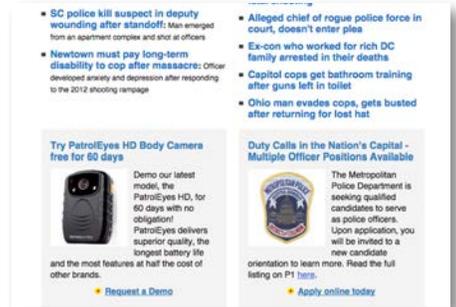


Site Interstitial

### Banner Options:

Site Interstitial 640x480	\$2,000
Top Site Leaderboard	
728x90 or 970x90	\$7,000/week
Homepage 300x90	\$20 CPM
Homepage 160x600	\$35 CPM
Homepage 300x250	\$25 CPM
ROS 300x90	\$15 CPM
ROS 160x600	\$25 CPM
ROS 300x250	\$15 CPM
Targeted PC 160x600	\$500-\$900/month
Targeted PC 300x250	\$500-\$900/month

## EMAIL ADVERTISING



eNewsletter ad insertion

### eBlasts:

#### Dedicated eBlast: (Circ. 60,000)

\$5,000 exclusive

#### Geo-Targeted eBlasts:

\$1,500 min, \$150 CPM thereafter

#### Holiday Promo eBlasts: (Circ 280,000)

Top Ad: \$1,500; Lower Ads: \$1,000

#### Pre-Show eBlast: (Circ. 250,000)

(SHOT Show & IACP)

Top 2 insertions: \$1,600

Other insertions: \$1,200

#### Exclusive Specialty eBlasts: (Prices vary)

Leadership, Career, Firearms, Technology, Tactical Lifestyle, SWAT, Grants, Investigations, Women Officers

### eNewsletter Advertising:

#### Member eNewsletter: (Circ. 280,000)

Top Ad: \$1,500; Lower Ads: \$1,000

#### Specialty eNewsletters: (Prices vary)

Leadership, Career, Investigations, Tactical Lifestyle, SWAT, Grants, Women Officers  
Product Bulletin \$1,000 per insertion

Rates subject to change

Visit all of Praetorian Digital's properties...

**POLICEONE.COM**

**FireRescue1**  
.com

**FIRE**  
**CHIEF**

**CORRECTIONSONE.COM**



**EMS1**  
.com

**MILITARY 1**

**EFFICIENTGOV**

...and reach more than **5 Million** public safety and local government officials each month.

**CONTACT US FOR MORE INFORMATION ON REACHING THE LAW ENFORCEMENT MARKET.**

VISIT: [www.policeone.com/advertise](http://www.policeone.com/advertise)

EMAIL: [sales@policeone.com](mailto:sales@policeone.com)

CALL: 415-962-8314

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