Since 1999, PoliceOne has been the clear digital leader and #1 online community for all levels of law enforcement. With the broadest reach into the police market and the greatest range of marketing solutions, PoliceOne offers unparalleled capabilities 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.

Let’s discuss what we can do for you - contact us at Sales@PoliceOne.com or (415) 962-8314.
<table>
<thead>
<tr>
<th>DIGITAL REACH</th>
<th>SOCIAL REACH</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2</strong> Million monthly unique visitors</td>
<td><strong>945,000</strong> Facebook likes</td>
</tr>
<tr>
<td><strong>540,000</strong> registered members</td>
<td><strong>47,000</strong> LinkedIn group members</td>
</tr>
<tr>
<td><strong>1st</strong> in the law enforcement market*</td>
<td><strong>50,000</strong> Twitter followers</td>
</tr>
</tbody>
</table>

**P1**

*According to August 2016 Compete and Alexa data*

<table>
<thead>
<tr>
<th>PRODUCT RESEARCH</th>
<th>LAW ENFORCEMENT IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>78%</strong> of PoliceOne readers recommend or purchase for their agency</td>
<td><strong>85%</strong> of PoliceOne members are verified law enforcement</td>
</tr>
<tr>
<td><strong>62%</strong> turn to sites like PoliceOne first when researching product</td>
<td><strong>82%</strong> have more than 10 years of law enforcement experience</td>
</tr>
<tr>
<td><strong>225,000</strong> PoliceOne subscribers elect to receive product email alerts</td>
<td><strong>90%</strong> say PoliceOne has positively impacted their performance</td>
</tr>
</tbody>
</table>

**is THE top resource for law enforcement marketers**
PoliceOne and PoliceGrantsHelp.com have been a great partner in helping us reach our target audience. They provide reliable, professional and responsive services. We receive about 40% of all our leads from one of the several programs we utilize within their product portfolio. As the head of marketing, I make sure they are one of the first line items I include in my annual budget. They are invaluable to our success.

- Nate Maloney, Vice President of Marketing, Selex ES, Inc./ELSAG
We specialize in creating standout custom advertorial and sponsored editorial content and delivering it to the right readers within the largest online police audience at the right time. Whether you’re a Fortune 500 or a startup in the law enforcement market, let us be your content marketing team – working to amplify your message and guiding prospects through the purchase journey.

51% of B2B buyers rely more on content to research and make B2B purchasing decisions than they did a year ago.

95% of B2B buyers are willing to consider vendor-related content as trustworthy.

47% of B2B buyers consume 3-5 pieces of content prior to engaging with a salesperson.

**OUR SERVICES**

**Engaging Custom Content**  
Features, Quizzes, Case Studies & Other Articles

**Education & Thought Leadership**  
White Papers, eBooks

**Visual & Social Content**  
Infographics, Facebook Boost Marketing

**Digital & In-Person Events**  
Webinars, Roundtables

**Microsites & Major Campaign Strategies**  
Blogs, Landing Pages, Targeted Microsites

**Custom Video Production**  
Product Demos, Training with Product Placement

To discuss how we can boost your content marketing efforts, please call (415) 962-8314 or email Sales@PoliceOne.com
Our PoliceOne Editorial team of editors and expert columnists ambitiously covers the broadest array of law enforcement topics of any police media organization. In addition to our regular coverage, we have several major editorial coverage efforts planned for 2017 – many of which offer great content sponsorship opportunities.

**POLICEONE SIGNATURE COVERAGE**

**POLICE VIDEO IN 2017**
Few forces are impacting and shaping law enforcement like video, which is shaping training, policy, community relations, and creating major technology challenges even as it solves problems. Our yearlong special focus on video in law enforcement aims to address all facets of the topic with expanded analysis and reporting.

- **The Video Technologies Shaping Policing:** Q1
- **Solving the Evidence Management Challenge:** Q2

**DIGITAL SUPPLEMENTS**
Our print-style digital editions bring a sharpened focus to a specific topic of importance within the market, combining perspectives from top experts with original feature reporting.

- **PoliceOne’s 2017 Guide to Emerging Technologies:** April 2017
- **Rise of the Machines: Drones and Robots in SWAT:** August 2017

**SPECIAL COVERAGE SERIES**
Our special editorial coverage series tackle major law enforcement topics with expanded reporting and special features, delivered over several weeks via several special report packages.

- **Terrorism in America: Preparing Cops for the Unimaginable:** January 2017
- **P1 Original Research: How the ‘Ferguson Effect’ Has Impacted Today’s Cops:** March 2017
- **Leadership Special: Recruitment & Retention Crisis: The Struggle to Hire and Keep Good Cops:** June 2017

**MAJOR COVERAGE THEMES**
While we’ll be covering the same broad range of essential police topics, we will be targeting a few for expanded focus given their current importance to law enforcement.

- **Administration & Operations**
- **Officer Safety, Health & Wellness**
- **Training & Tactical Skills**
- **Technology**

**TRADE SHOW & EVENT COVERAGE**
PoliceOne will be producing expanded original coverage of the following major industry events in 2017.

- **SHOT Show:** January 2017
- **ILEETA:** March 2017
- **National Police Week:** May 2017
- **NTOA:** September 2017
- **IACP:** October 2017

For content sponsorship opportunities and pricing, please contact us at (415) 962-8314 or email Sales@PoliceOne.com
Each year, more than $7 billion in police grant funding is available to law enforcement, yet they are either unaware or ill-equipped to navigate the grant process. Having a grant strategy is essential in today’s highly competitive market. With our Grant Assistance Program we can help your customers get the funding they need to purchase your product.

PROGRAM INCLUDES:

- Sponsorship position and grant support within your product category
- 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
- Access to Corporate Grantfinder, up to 10 user licenses*
- Ongoing, pre-screened, product eligible Grant Alerts
- Your company logo rotating throughout the site
- Listing of your company’s grant-relevant products
- Exposure within the GrantsHelp Newsletter
- Processing of up to 15 new grant support lead requests per month*
- Monthly tracking reports on leads and status

GRANT FUNDING SUCCESS RATE:

Our success rate of getting department’s funding is higher than the national average.

40% Average success rate

17% National Avg success rate

Rate Card: $1,500/month

*Additional Grant Lead Support and Corporate GrantFinder access custom pricing available

Learn more about how our Grants program can help you - call (415) 962-8314 or email Sales@PoliceOne.com
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 mobile-friendly Product Bulletin, sent twice monthly, is designed to highlight your product and explain its benefits using crisp imagery and a clear call to action to those who have opted-in to receive police product information.

Reach Your Target Audience

Seize the opportunity to appear alongside our award-winning editorial content by sponsoring a Member or Specialty eNewsletter, or send your own Exclusive eBlast to a designated interest group or geographically-defined segment of our member base.

<table>
<thead>
<tr>
<th>P1 NEWSLETTER CIRCULATION</th>
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<tbody>
<tr>
<td>Member Newsletter</td>
<td>225,000</td>
</tr>
<tr>
<td>Product Bulletin</td>
<td>87,500</td>
</tr>
<tr>
<td>Chiefs &amp; Senior Management</td>
<td>70,000</td>
</tr>
<tr>
<td>Investigations</td>
<td>85,000</td>
</tr>
<tr>
<td>Career</td>
<td>130,000</td>
</tr>
<tr>
<td>SWAT</td>
<td>75,000</td>
</tr>
<tr>
<td>Grants</td>
<td>25,000</td>
</tr>
</tbody>
</table>
## WEBSITE ADVERTISING

### Product Category Sponsorship:
- **First category:** $700/mo
- **Each additional category:** $200/mo
- **Premium categories:** $1,000/mo
  (10k+ unique visitors/mo)

### Additional Advertising Options:
- **Homepage ‘What’s Hot’:** $250/day
- **Top Text Link:**
  - $750/week (desktop)
  - $1,500/week (desktop + mobile)
- **Weekly Win Giveaway:** $2,250/wk
- **Deals & Specials Rotation:** $350/mo
- **Directory Listing:**
  - $450/yr; ea. additional $50
- **Exclusive Topic Takeover:** $750/mo

## DISPLAY ADVERTISING

### Premium Display
- **Interstitial 640x480:** $25 CPM
- **Top Site Leaderboard (728x90 or 970x90):** $7,000/wk
- **Homepage Siteskin:** $8,000/wk

### Homepage Targeted
- **Homepage 160x600/300x600:** $10 CPM
- **Homepage 728x90:** $10 CPM
- **Homepage 300x250:** $10 CPM

### Run of Site (ROS)
- **ROS 160x600/300x600:** $10 CPM
- **ROS 728x90:** $10 CPM
- **ROS 300x250:** $10 CPM

### Custom Targeting
- **Targeted Category 160x600/300x600:**
  - $500-$900/month
- **Targeted Category 728x90:**
  - $500-$900/month
- **Targeted Category 300x250:**
  - $500-$900/month
- **Regional Targeted (all sizes):** $15 CPM

### Display Ad Creation:
- $135 for one or $750 for up to 6 banners

## EMAIL ADVERTISING

### Exclusive Mailings
- **Exclusive General eBlasts:** $5,000
- **Exclusive Targeted eBlasts:** Location, Rank/Title, Gender targeting available: (Prices vary)
- **Exclusive Targeted Specialty eBlasts:** Leadership, Career, Firearms, Training, SWAT, Grants, Investigations available (Prices vary)

### Editorial / Product Interest / Tradeshows Newsletters
- **Member eNewsletter:**
  - $1,500 top, $1,000 thereafter
- **Pre-Show Bulletin:**
  - $1,500 top, $1,000 thereafter
- **Product Bulletin:** $1,000 each
- **Specialty eNewsletters:** Leadership, Career, Investigations, Grants, SWAT available (Prices vary)

## CUSTOM CONTENT & VIDEO CAPABILITIES

- **Featured Custom Article:** $1,320 each
- **Featured Custom Article Series:** $8,500-$18,500
- **Premium Content Blast:** $6,600
- **Premium Content Supplement:** $13,200
- **Market Research Survey:** $3,500
- **Educational Whitepaper:**
  - $6,000-$15,000
- **Custom Innovation Zone Video:** $5,500
- **Custom Video Production:** Contact us for pricing

## SOCIAL MEDIA

- **Facebook QuickStart:** $1,100 (one-time)
- **Products Facebook Post:** $250 each
  (Max 4/month per advertiser)
- **Facebook Promotional Bundle:**
  - $550/month
- **Social Media Fan Blast:**
  - $6,050 (one-time)
- **Custom Facebook Contest:** Contact us for pricing

## GRANT ASSISTANCE

- **Grant Assistance Program:**
  - $1,500/month
  (15+ leads per month custom pricing available)
- **Additional Assistance Category:** $750/month

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

Rates subject to change
Praetorian Digital’s properties...

...combine to 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
EMAIL: sales@policeone.com
CALL: 415-962-8314

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San Francisco, CA 94111
www.PraetorianDigital.com