TARGET.
REACH.
ENGAGE.
I founded PoliceOne in 1999 with the mission of helping law enforcement around the country and world connect, share information and better protect our communities. Since, PoliceOne has become the clear digital leader and #1 online resource for all levels of law enforcement, with the broadest reach and the greatest range of marketing solutions for companies.

And we continue to innovate. This year, we’re excited to introduce our new Response Marketing Platform, providing your business with on-time and on-target messaging and first ever behavioral reporting, as well as our Academy Online Learning Platform for training customers, prospects, dealers and employees.

PoliceOne offers unparalleled capabilities for delivering your message to the right audience at the right time and addressing your toughest business challenges. Our industry-leading team of marketing experts stands ready to help you exceed your objectives in 2018.

I look forward to working with you.

Alex Ford
CEO & Founder
PoliceOne
Praetorian Digital

Let’s discuss what we can do for you - contact us at Sales@PoliceOne.com or (415) 962-5916.
### Digital Reach

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Unique Visitors</td>
<td>2.1 Million</td>
</tr>
<tr>
<td>Registered Members</td>
<td>633,000</td>
</tr>
<tr>
<td>Position in Market</td>
<td>1st</td>
</tr>
</tbody>
</table>

### Social Reach

<table>
<thead>
<tr>
<th>Platform</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Likes</td>
<td>904,232</td>
</tr>
<tr>
<td>LinkedIn Group Members</td>
<td>48,524</td>
</tr>
<tr>
<td>Twitter Followers</td>
<td>57,537</td>
</tr>
</tbody>
</table>

### Product Research

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommend/Purchase</td>
<td>66%</td>
</tr>
<tr>
<td>First Research</td>
<td>57%</td>
</tr>
<tr>
<td>Useful Categories</td>
<td>84%</td>
</tr>
<tr>
<td>Email Alerts</td>
<td>200,000</td>
</tr>
</tbody>
</table>

### Law Enforcement Impact

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confirmed Members</td>
<td>85%</td>
</tr>
<tr>
<td>Years of Experience</td>
<td>87%</td>
</tr>
<tr>
<td>Management Roles</td>
<td>34%</td>
</tr>
<tr>
<td>Positive Performance</td>
<td>90%</td>
</tr>
</tbody>
</table>

* *According to Sept. 2017 Alexa and SimilarWeb data.*

PoliceOne 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
NEW: Response Marketing Platform

Reaching the law enforcement audience is tough. We make it easier than ever with our new Response Marketing Platform, which gives your company the consistent, targeted and multi-channel presence to drive business.

Response Marketing Platform programs include:
- Outbound Advertising
- Product Categories
- Sponsored Editorial and Custom Content
- Behavioral Targeting and Reporting

The Response Marketing Platform Process

1. BE RECOGNIZED
   Ensure consistent top-of-mind awareness for your brand.

2. GET FOUND
   Get noticed first when your customers begin their search.

3. CAPTURE & ENGAGE
   Engage potential customers and capture leads.

4. AMPLIFY SUCCESSES
   Share the positive impact your brand has made with customers.

First-ever behavioral audience reporting for real, measurable ROI.

Highly Targeted Marketing Intelligence For Your Team.

- **TITLE, POSITION AND ORGANIZATION**
  Your report also includes extremely useful information about our audience, including their job title, location and what agency they work for.

- **SEGMENT BREAKDOWN**
  At-a-glance, relevant statistics show you the size of your segment as well as the geographic makeup of your target audience.

- **CUSTOMER INTERESTS**
  Get a sneak peek into the topics your target segment cares about, the content they engage with, and the issues that matter most to them.

For more information, please call (415) 962-5916 or email Sales@PoliceOne.com
If you’re not thinking about how you train your customers, your partners and your internal teams, you’re missing a big opportunity. Top companies are using online learning to grow their business – and they’re working with Praetorian Digital.

**3 Ways to Advance Your Business Objectives**

**Sponsored Training Courses**
- Fully hosted, unlimited users
- Cost-effective and efficient product training
- Option to accredit for CE requirements
- Lead generation and thought leadership

**Learning Management System (LMS) Lite**
- Your training hosted and delivered on our Academy platform
- Dedicated co-branded learning environment
- Registration and login integration on your site
- Deliver your training to more than 1,500 departments

**White Label Learning Management System (LMS)**
- Enterprise-scale white label training platform
- Custom course builder, user management, reporting
- eCommerce and event management
- Train your customers, dealers and employees and manage accreditation and compliance

**Online Learning Success Story**

Axon Academy provides training for active duty law enforcement, military and selected security professionals. Get hands-on weapon training and practical knowledge from subject matter experts with vast experience in Axon products and an understanding of the complex issues that affect law enforcement around the world. Our courses cover diverse topics like Axon technology, smart usage, reporting, weapon maintenance, and follow-up procedures. We also offer instant access to online training courses that allow you to learn on your own schedule.

For more information, please call (415) 962-5916 or email Sales@PoliceOne.com
We specialize in creating standout custom advertorial and sponsored editorial content and delivering it to the right readers 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

For more information, please call (415) 962-5916 or email Sales@PoliceOne.com
Our PoliceOne 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 2018 – many of which offer great content sponsorship opportunities.

**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.

- The New War on Drugs: Evolving Tactics to Battle the Opioid Epidemic: April 2018
- Officer Safety on the Highway: Tech and Training Solutions: July 2018

**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.

- Cybercrime
- Use of Force
- Special Operations
- Technology
- Physical and Mental Fitness
- FirstNet

**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.

- Policing In the Drone Zone: Why 2018 is the Year of the UAS: February 2018
- National Police Training Week 2018: June 2018
- Military Lessons: What Police Leaders Can Borrow and Apply: October 2018
- How Intelligence-Led Policing is Attacking Gang Crime: December 2018

**Trade Show & Event Coverage**

PoliceOne will be producing expanded original coverage of the following major industry events in 2018.

- SHOT Show: January 2018
- ILEETA: March 2018
- National Police Week: May 2018
- IACP: October 2018

**Sponsored Ebooks**

PoliceOne has the ability to produce exclusively-sponsored eBooks on a range of editorial topics relevant to sponsors. Featuring recent, high-quality editorial content, these eBooks are a cost-effective way to produce valuable marketing collateral and reach your target audience. Some examples of available eBooks below, or tell us what you’re looking for.

- Crowd Control: Top Tactics for Officer and Protester Safety (Crowd Control)
- Command and Control: ICS Guidance for Police Chiefs (Incident Command)
- How to Modernize your Department’s Patrol Rifle Program (Patrol Rifle Programs)
- How to Analyze and Interpret Crime Scene Investigation Data (Data Analytics)
Each year, more than $8 billion in 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 Platform 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

**Rate Card:** $1,500/month

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

**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

For more information, please call (415) 962-5916 or email Sales@PoliceOne.com
## WEBSITE ADVERTISING
- Marketing Platform
- Response Marketing Platform
- Response Marketing Platform Plus

## On-Site Advertising
- Site-wide All Points Bulletin
- Homepage ‘What’s Hot’
- Deals & Rotation
- Directory Listing

## EMAIL ADVERTISING
- Exclusive Mailings
  - Exclusive General eBlasts
  - Exclusive Targeted eBlasts
  - Exclusive Targeted Specialty eBlasts
- Editorial / Product Interest / Tradeshow eNL
  - Member eNewsletter
  - Pre-Show Bulletin
  - Product Bulletin
  - Specialty eNewsletters: Leadership, Career, Investigations, Grants, SWAT available

## DISPLAY ADVERTISING
- Premium Display
  - Interstitial 640x480
  - Top Site Leaderboard
  - Homepage Siteskin

- Homepage Targeted
  - Homepage 160x600/300x600
  - Homepage 728x90
  - Homepage 300x250

- Run of Site (ROS)
  - ROS 160x600/300x600
  - ROS 728x90
  - ROS 300x250

- Custom Targeting
  - Targeted Category 160x600/300x600
  - Targeted Category 728x90
  - Targeted Category 300x250
  - Regional Targeted (all sizes)

## SOCIAL MEDIA
- Facebook QuickStart
- Sponsored Facebook Post
- Facebook/Instagram Promotional Bundle
- Social Media Fan Blast
- Custom Facebook Content

## CUSTOM CONTENT & VIDEO CAPABILITIES
- Featured Custom Article
- Featured Custom Article Series
- Premium Content Blast
- Premium Content Supplement
- Infographic
- Market Research Survey
- eBook or Whitepaper
- Custom Innovation Zone Video
- Custom Video Production

## GRANT ASSISTANCE
- Grant Support Platform
- SMB Grant Support Platform
- Additional Assistance Category
- GrantFinder Platform Access

## ACADEMY SPONSORSHIPS
- Featured Custom Article
- Featured Custom Article Series
- Premium Content Blast
- Premium Content Supplement
- Infographic
- Market Research Survey
- eBook or Whitepaper
- Custom Innovation Zone Video
- Custom Video Production

## WEBSITE ADVERTISING
- Additional Assistance Category
- GrantFinder Platform Access

## ADDITIONAL SERVICES
- Marketing services and web design offered through a partnership with First Arriving

For more information, please call (415) 962-5916 or email Sales@PoliceOne.com
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: 415-962-5916

PRAETORIAN DIGITAL
200 Green Street, Suite 200
San Francisco, CA 94111
www.PraetorianDigital.com