In 2019, we’ll celebrate our 20th year of helping law enforcement around the country and world connect and share information through PoliceOne. We take great pride in being the #1 online resource for all levels of law enforcement and, just as we did 20 years ago, in helping them better protect our communities.

Last year we launched Response, the first marketing platform designed specifically to reach law enforcement, leveraging the broad reach and unparalleled range of marketing solutions only PoliceOne can offer. This year, the innovations to our platform will continue, including more options to help turn prospects to customers and drive business results – such as multi-touch marketing, lead nurturing, and retargeting.

In addition, we’re thrilled to offer new custom training options via our industry leading PoliceOne Academy Online Learning Platform, which trains hundreds of thousands of first responders annually at more than 2,500 organizations. Whether it’s custom course development or a white-label learning management system, we can give you the tools to efficiently and cost-effectively train customers, prospects, dealers and employees.

PoliceOne continues to offer unparalleled capabilities for addressing your toughest business challenges and delivering your message to the right audience at the right time. Thank you for your business and the support that has helped get us to where we are today. We’re looking forward to continuing to exceed your expectations in 2019 and beyond.

Alex Ford, CEO & Founder PoliceOne, Praetorian Digital
<table>
<thead>
<tr>
<th>DIGITAL REACH</th>
<th>SOCIAL REACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.7 Million monthly unique visitors</td>
<td>984,040 Facebook likes</td>
</tr>
<tr>
<td>681,185 registered members</td>
<td>48,593 LinkedIn group members</td>
</tr>
<tr>
<td>1st in the law enforcement market*</td>
<td>59,900 Twitter followers</td>
</tr>
</tbody>
</table>

P1 is THE top resource for law enforcement marketers

<table>
<thead>
<tr>
<th>PRODUCT RESEARCH</th>
<th>LAW ENFORCEMENT IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>66% of readers recommend or purchase for their agency</td>
<td>84% of members are confirmed law enforcement</td>
</tr>
<tr>
<td>58% turn to sites like PoliceOne first when researching products</td>
<td>7% growth in registered members year over year</td>
</tr>
<tr>
<td>84% of readers find Product Categories useful for research</td>
<td>34% of readers are in management roles</td>
</tr>
<tr>
<td>195,886 PoliceOne subscribers elect to receive product email alerts</td>
<td>90% say PoliceOne has positively impacted their performance</td>
</tr>
</tbody>
</table>

* Source: Alexa, Google Analytics, SimilarWeb
Drive Business with the Right Message, to the Right People, at the Right Time.
Get your brand in front of decision-makers at any stage of the purchasing process.

The most effective marketing plan is targeted, consistent, and multi-channeled.
Introducing your comprehensive, managed platform for public safety and local government marketing.

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

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

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

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

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

Behavioral Reporting
Highly Targeted Sales 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.

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**PARTNERSHIPS**
*Include:*

**MANAGED SUPPORT**
Dedicated Customer Success Reps to help you define goals and execute your campaign.

**CAMPAIGN UPDATES**
Ongoing measurement of your campaigns with our recommendations.

**CONSULTATION**
Additional design or marketing consultation is available to you ongoing.

**DISCOUNTED RATES**
Add additional marketing elements at discounted rates of 20% off rate card.

---

<table>
<thead>
<tr>
<th>Response Marketing Platform</th>
<th>Core</th>
<th>Plus</th>
<th>Custom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Promotion</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Product Category</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsored Content or Buyer's Guide</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Lead Generation</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Company Page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Behavioral Reporting</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social Media Advertising</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Dedicated Email</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Additional Product Inventory</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Custom Content</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Behavioral Targeting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Content Microsite</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Lead Qualification &amp; Lead Nurturing</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Dedicated Customer Success Manager</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Monthly Reporting &amp; Dashboard</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Monthly Investment (up to)</td>
<td>$1100</td>
<td>$2100</td>
<td>$5000+</td>
</tr>
</tbody>
</table>

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

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 2,500 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**

Powered by the PoliceOne Academy, Axon Academy provides online training, manages events and tracks annual certifications for all TASER weapons instructors and AXON body camera customers with more than 50,000 users worldwide.

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 2019 – many of which offer great content sponsorship opportunities.

**SPECIAL COVERAGE SERIES**
Our special coverage tackles major law enforcement topics with expanded reporting and enhanced features, combining perspectives from top experts with original feature reporting. These represent our most ambitious editorial efforts and represent excellent sponsorship opportunities for companies looking to align themselves with award-caliber coverage of critical topics.

- **PoliceOne Guide to Communications Implementation in the FirstNet Era** (Q1)
- **Police Patrol Vehicles for 2020 and Beyond** (Q2)
- **Smart Cops: How Officer-Worn Technology Improves Situational Awareness** (Q3)
- **Moving the Needle: A Police Department Toolkit to Win the Public Perception War** (Q4)

**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 throughout the year given their elevated importance to law enforcement.

- **Cyberattacks: Combatting the Threats to Police Departments, Officers and Communities**
- **Investigation Challenges in a Digital World**
- **Evolving Police Tactics to Battle the Mental Health Crisis**
- **The Police Recruitment & Retention Challenge**
- **Subject Control: Best Practices for Defensive Tactics Training**
- **Multi-Disciplinary Response: Improving Public Safety Training for Major Events**
- **Soft Target Hardening: How LE Can Improve Community Safety**

**TRADE SHOW & EVENT COVERAGE**
PoliceOne will be producing expanded original coverage of the following major industry events in 2019.

- **SHOT Show**: January
- **ILEETA**: March
- **National Police Week**: May
- **IACP Technology Conference**: May
- **National Sheriffs’ Association**: June
- **APCO**: August
- **Urban Shield**: September
- **IACP**: October

**SPONSORED CONTENT**
PoliceOne has the ability to produce exclusively-sponsored eBooks, videos, online training courses and podcasts on a range of editorial topics relevant to sponsors. eBooks feature recent, high-quality editorial content that are a cost-effective way to produce valuable marketing collateral and reach your target audience. If you’re interested in a unique content sponsorship opportunity around a topic important to your product focus, let’s discuss how we can come up with a solution.
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

**GRANT FUNDING SUCCESS RATE:**

Our success rate of getting departments funding for grants we write is higher than the national average

<table>
<thead>
<tr>
<th>National Avg success rate</th>
<th>40%</th>
<th>17%</th>
</tr>
</thead>
</table>

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

MODERN POLICE INVESTIGATIONS: Solving More Crimes With

with Rich Emberlin

Rapid Response: 3 key takeaways from the Las Vegas shooting

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

3 KEY TAKEAWAYS

1. Law enforcement trains extensively for active shooter response, but the criminal element keeps coming up with new ways to perpetrate mass killings.

Since the days of the Columbine High School shooting, law

enforcement has trained extensively for active shooter situations. Yet the idea of a gunman attacking a school, or an office building, a workplace, or public place has grown more common.

3 KEY TAKEAWAYS

1. Law enforcement trains extensively for active shooter response, but the criminal element keeps coming up with new ways to perpetrate mass killings.

Since the days of the Columbine High School shooting, law enforcement has trained extensively for active shooter situations. Yet the idea of a gunman attacking a school, or an office building, a workplace, or public place has grown more common.

2. Active shooters are often not the most dangerous aspect of a major incident.

While the active shooter is the most publicized aspect of a major incident, the injury and death toll is often not from the shooter, but from the panicked and confused masses who are trying to escape or find safety.

3. The best strategies for surviving a major incident can be simple and effective.

In the aftermath of a major incident, it is often the simplest strategies that can make the biggest difference. For example, staying put and following instructions from authorities can be more effective than trying to run and then getting lost in a chaotic environment.
## CAPABILITIES

### WEBSITE ADVERTISING

<table>
<thead>
<tr>
<th>Marketing Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>Response Marketing Platform</td>
</tr>
<tr>
<td>Response Marketing Platform Plus</td>
</tr>
</tbody>
</table>

**On-Site Advertising**

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

### 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
- Custom Quiz
- Custom Webinar
- Syndicated Content

### EMAIL ADVERTISING

- **Exclusive Mailings**
  - Exclusive General eBlasts
  - Exclusive Targeted eBlasts
  - Exclusive Targeted Specialty eBlasts

- **Editorial / Product Interest / Tradeshows eNL**
  - Member eNewsletter
  - Pre-Show Bulletin
  - Product Bulletin
  - Specialty eNewsletters: Leadership, Career, Investigations, Grants, SWAT available

### DISPLAY ADVERTISING

- **Premium Display**
  - Top Site Leaderboard
  - Homepage Siteskin

- **Homepage Targeted**
  - Homepage 300x600
  - Homepage 728x90
  - Homepage 300x250

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

- **Custom Targeting**
  - Category or Segment 300x600
  - Category or Segment 728x90
  - Category or Segment 300x250
  - Regional/GEO Targeted (all sizes)

- **Mobile**
  - Mobile Site Banner (not in app)
  - Mobile App Sponsorship
  - Audience Extension

- **Display Ad Creation**
  - Single or Multiple Banners

### GRANT ASSISTANCE

- Grant Support Platform
- SMB Grant Support Platform
- Additional Assistance Category
- GrantFinder Platform Access

### ACADEMY SPONSORSHIPS

- **Course Sponsorship**
  - Preexisting Course (PPT and speaker notes)
  - New Course Creation (Research Only)
  - New Course Creation (w/SME)

- **Course Hosting & Management**
  - Lite LMS (Pricing varies based on # user and # courses)
  - Sponsorship of Existing Training Sponsor + Site Promotion
  - Sponsor Existing Course
  - Learning Management Platform

- **White Label LMS**
  - Full White Label LMS
  - Microsite
  - Microsite + LMS

### SOCIAL MEDIA

- Sponsored Facebook Post
- Facebook/Instagram Promotional Bundle
- Custom Facebook Content

### EDITORIAL

- Leadership Briefing
- Sponsored Editorial
- Native Content Options

### 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 3 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

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San Francisco, CA 94111
www.PraetorianDigital.com