

## Online Opportunities

Increase the strength of your brand presence and reach, through the coordination of print and digital advertising.

Policeandsecuritynews.com is yet another means for reaching the law enforcement marketplace. A variety of Web-based opportunities are available and customizable for any particular need.

Prominent digital advertising along the top, bottom, and right-hand side of the P&SN homepage ensures maximum visibility and effectiveness of your online advertising messages. Contact your P&SN representative today for a competitive quote on various digital advertising opportunities.



## BANNER ADVERTISING

AD UNIT	AD SIZE	NET RATE
Leaderboard	728 x 90	\$17 CPM
Half Page	300 x 600	\$20 CPM
Medium Rectangle	300 x 250	\$12 CPM
Horizontal	468 x 60	\$10 CPM
Bottom Leaderboard	728 x 90	\$8 CPM

- JPG, PNG or GIF format accepted; Flash accepted; Limit animation to seven seconds and three loops; 80 KB maximum
- RGB color format, 72 dpi
- Send artwork and target URL to: advertising@policeandsecuritynews.com

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