



WWW.CACP.CA

CANADIAN ASSOCIATION OF CHIEFS OF POLICE ADVERTISING GUIDE

Canadian Police Chief magazine
Membership Guide
CACP Bulletin

www.cacp.ca website
Audience Retargeting

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



INDUSTRY OUTLOOK

- There are over **69,000 officers** in the Canadian police force.*
- Over **29,000 civilians** are employed by police services in Canada.*
- Year-end operating expenditures for police services in Canada totals **\$14.7 billion**.*

LEADERS IN SAFETY AND SECURITY

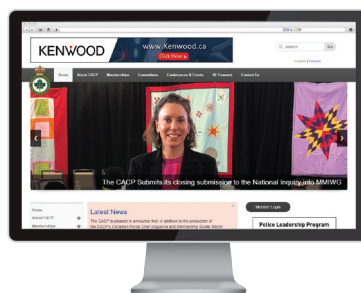
We are committed to the safety and security of all Canadians through innovative police leadership. Our membership totals more than **1,250** and includes:

- Police Chiefs
- Commissioners
- Directors
- Executive Officers
- Inspectors
- Government Representatives
- Commanding Officers
- Superintendents

**WE REPRESENT
OVER 60% OF
POLICE SERVICES
IN CANADA!**



Membership Guide
Print & Digital Edition



www.cacp.ca
Website Sales



Canadian Police Chief Magazine
Print & Digital Edition

Audience Retargeting

By using CACP's audience retargeting solution, you can create highly targeted ad campaigns reaching your desired audience around the web. This offers a way to reach non-converted site visitors and users who have searched or read content related to your products or services..



CACP Bulletin
Digital Edition

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**MAKE AN IMPACT WITH CANADA'S POLICE SERVICES.
CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE TODAY!**



CANADIAN POLICE CHIEF AND MEMBERSHIP GUIDE

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine and guide.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates	1-2x	3x	4x
Double Page Spread	\$5,359.50	\$4,819.50	\$4,289.50
Outside Back Cover	\$4,079.50	\$3,769.50	\$3,469.50
Inside Front or Inside Back Cover	\$3,859.50	\$3,549.50	\$3,249.50
Full Page	\$3,069.50	\$2,759.50	\$2,459.50
1/2-Page Island	\$2,639.50	\$2,379.50	\$2,109.50
1/2 Page	\$1,679.50	\$1,509.50	\$1,339.50
1/4 Page	\$1,059.50	\$949.50	\$849.50
1/8 Page	\$689.50	\$619.50	\$549.50

Black-and-White Rates	1-2x	3x	4x
Full Page	\$2,459.50	\$2,209.50	\$1,969.50
1/2 Page	\$1,569.50	\$1,409.50	\$1,259.50
1/4 Page	\$899.50	\$809.50	\$719.50
1/8 Page	\$559.50	\$499.50	\$449.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities in the Magazine

Leaderboard | \$775

Rectangle | \$775

Top TOC Mobile Banner | \$500

Belly Band with 2nd TOC Mobile Banner | \$950

HTML5 Ad | \$2,000

Video Sponsorship | \$1,000

Large Insert | \$950

Medium Insert | \$750

Digital Edition Branding Opportunities in the Guide

Digital Belly Band with Toolbar | \$850

Digital Leaderboard | \$775

Digital Skyscraper | \$775

Digital Sponsorship Max | \$575

Digital Edition Specifications

For the latest online specs, please visit www.naylor.com/onlinespecs

NAYLOR 
ASSOCIATION SOLUTIONS

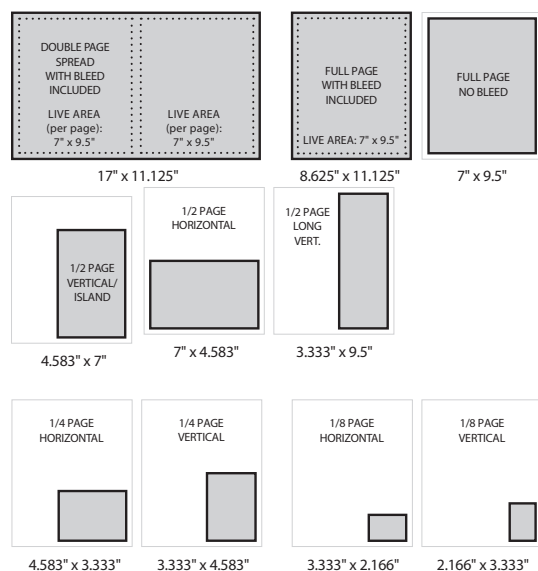
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. Rates as of August 2018



PRINT ADVERTISING SPECIFICATIONS

CANADIAN POLICE CHIEF MAGAZINE MEMBERSHIP GUIDE

Magazine/Directory Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com/adupload

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Specs for Outsert/Inserts

- 1 Page / 1 surface: 8.375" x 10.875"
- 1 Page / 2 surface: 8.375" x 10.875"
- 2 Page / 4 surface: 8.375" x 10.875"
- Postcards: 6" x 4.25"
- Heavy Card Stock Insert: 8.25" x 10.75"
- Postal Flysheets: 8.5" x 11"

Digital Edition

For the latest online specs, please visit www.naylor.com/online specs



NAYLOR 
ASSOCIATION SOLUTIONS

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. Rates as of August 2018



CANADIAN POLICE CHIEF MAGAZINE DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

Canadian Police Chief is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time



Mobile & Desktop
Responsive HTML
Reading View

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



1 Leaderboard (all views) | \$775

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views) | \$775

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 Top TOC Mobile Banner | \$500

4 2nd TOC Mobile Banner | Complimentary with Belly Band

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$2,000

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$1,000

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Inserts

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• Large Insert | \$950

• Medium Insert | \$750

Digital Belly Band | \$950

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For the latest online specs, please visit www.naylor.com/onlinespecs



MEMBERSHIP GUIDE DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

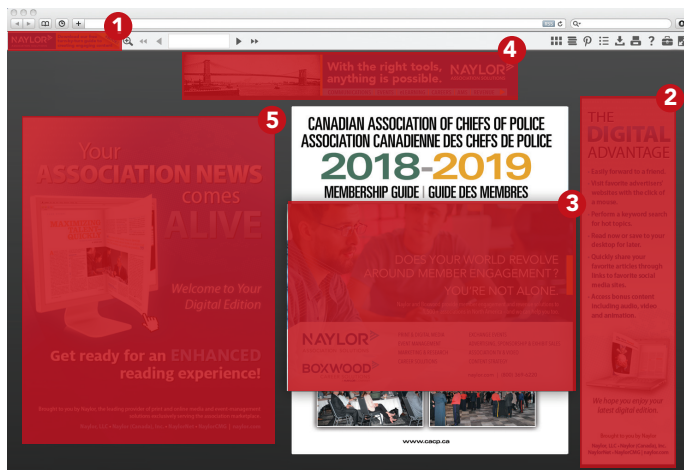
In addition to print, *Membership Guide* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.

Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire magazine**
- **Navigate and magnify pages with one click**
- **Share articles on news and social networking sites**
- **View issues instantly from most smartphones and tablets**
- **View archives and find a list of articles for one-click access**
- **Read the the issue online or download and print for later**



www.nxtbook.com/ccp-directory



1 Large Toolbar | *free with Belly Band*

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

2 Skyscraper | **\$775**

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

3 Belly Band | **\$850 (includes Digital Toolbar)**

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

Ad Link | *included in display rates*

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

4 Leaderboard | **\$775**

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

5 Sponsorship MAX* | **\$575**

Your message will be prominently displayed directly across from the cover of the magazine.

**Video capabilities are not supported for Sponsorship MAX.*

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For the latest online specs, please visit www.naylor.com/online-specs



CACP BULLETIN DIGITAL EDITION

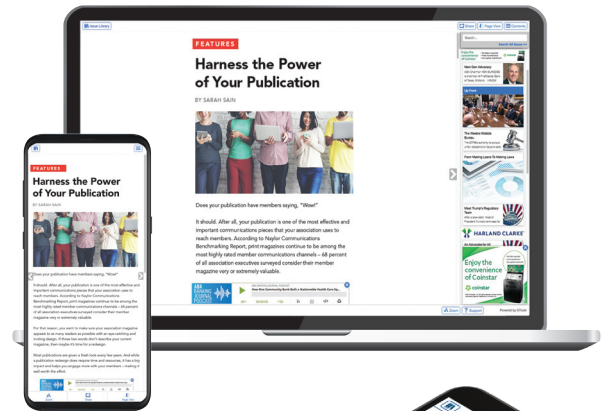
CACP Bulletin is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
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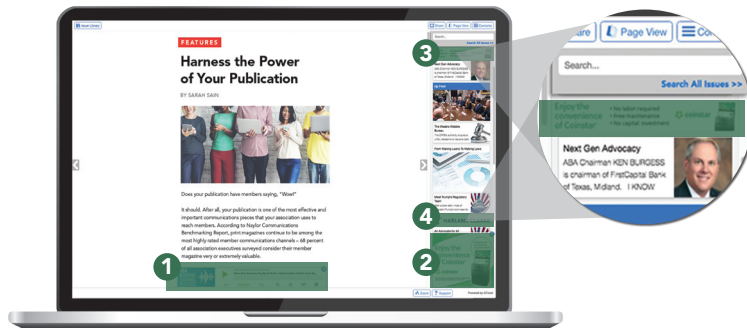
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Mobile & Desktop
Responsive HTML
Reading View



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3 Top TOC Mobile Banner

4 2nd TOC Mobile Banner

Package A | \$4,000 per issue

- Inside Front Cover & Inside Back
- Rectangle with 2nd TOC Mobile Banner
- Top TOC Mobile Banner with Leaderboard

Package B | \$2,750 per issue

- Inside Front Cover
- Top TOC Mobile Banner with Leaderboard

Package C | \$2,500 per issue

- Inside Back Cover
- Rectangle with 2nd TOC Mobile Banner

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For the latest online specs, please visit www.naylor.com/online specs



www.cacp.ca

Advertising on the CACP website

Advertising on the Canadian Association of Chiefs of Police website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.cacp.ca to learn about upcoming association events, discover ways to maximize their CACP membership, view the latest issues of the digital edition of *Canadian Police Chief* magazine and keep up-to-date with their industry. Advertising on www.cacp.ca offers several cost-effective opportunities to position your company as a leader in front of an influential group of police service professionals.

Features of CACP website advertising:

- Cross-promoted in other CACP publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

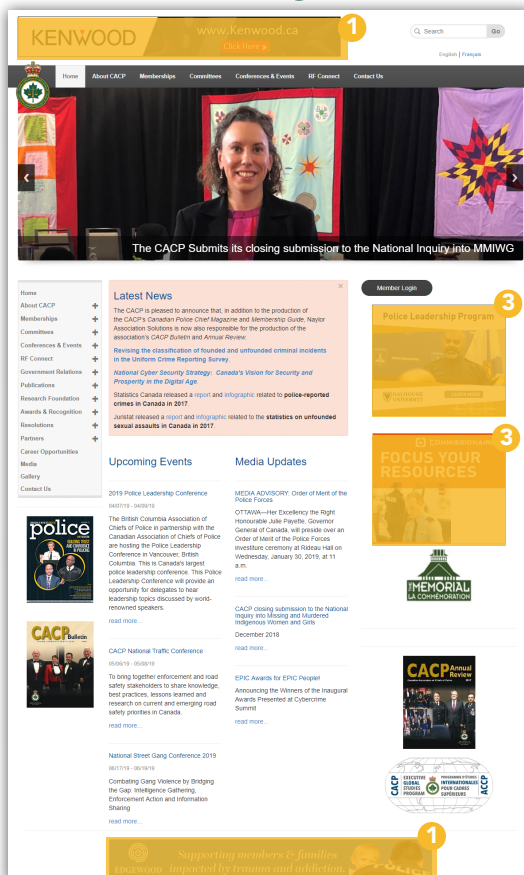
On average, www.cacp.ca receives:

- More than 3,300 unique visitors per month
- 5,400 visits per month
- Over 15,500 page views per month

*Traffic numbers from 06/2017 - 06/2018



Home Page



1 Leaderboard 12 Months | \$2,700

The Leaderboard appears at the top and bottom of every page of the CACP website (maximum six advertisers rotating through both banners). Run of site!

2 Subpage Banner 12 Months | \$1,950

The Subpage Banner ad is on all subpages of the CACP website and has a maximum of 4 rotations.

3 Rectangle 12 Months | \$690

Two rectangle ads (maximum four advertisers rotating per position) appearing in the left column every page on the site. Run of site!

Sub Page



For the latest online specs, please visit www.naylor.com/online specs



AUDIENCE EXTENSION

EXTEND YOUR REACH beyond CACP's website through audience extension which displays your ad to users who have already visited CACP's site while they are visiting other sites across the web. Audience extension (also known as site retargeting) is a highly effective method of converting site visitors into purchasers, increasing your ROI and eliminating wasted impressions. **98% of consumers will leave a site without converting.** Here is your chance to re-engage them with a completely new level of performance and insight.

EXTEND YOUR ENGAGEMENT

with CACP's already qualified audience by keeping your brand top of mind with leading Canadian law enforcement industry professionals, such as police chiefs, commissioners, and directors. CACP has **1,250 members across the country** and other industry professionals that contribute to over **210,000 pageviews every year** to CACP's website.

HOW RETARGETING WORKS



PROGRAMMATIC PACKAGES

GO	PRO	PRO+
\$1,260*	\$1,920*	\$2,250*
30,000 Campaign Impression Goal	60,000 Campaign Impression Goal	90,000 Campaign Impression Goal

ALL PACKAGES INCLUDE:

- ✓ Standard Month End Results
- ✓ End of Campaign Performance Metrics
- ✓ Customized Campaign Reporting
- ✓ Campaign Optimization
- ✓ Creative Optimization
- ✓ Strategic Insights/Recommendations

Customized targeting solutions are available, please contact:

Lana Taylor
Project Leader
Toll Free: 1-800-665-2456 Ext. 3603
ltaylor@naylor.com

**3-Month Campaign Run*

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