

Canadian Association of Chiefs of Police



Grab your share of a \$12 billion a year police services industry!

The CACP Advantage

- Our **members are responsible for nearly \$11 billion** out of the \$12 billion a year spent on police expenditures.
- We represent more than **90% of the police community** in Canada
- Our publications **reach police chiefs at all levels** including municipal, provincial, federal and military helping your company develop a higher profile within the law enforcement arena.

Who We Are

Founded in 1905, the Canadian Association of Chiefs of Police (CACCP) represents 90% of the police community in Canada. Our members include police chiefs at all levels who are responsible for nearly \$11 billion a year spent on police expenditures. CACP is dedicated to the support and promotion of efficient law enforcement and to the protection and security of the people of Canada.

Our Readers

Our print digital and online publications are received by the decision makers in the industry including:

- Municipal, provincial, federal and military police chiefs
- Quartermasters
- Commissioners of police services
- Directors of police services

Our members are in the market for everything from uniforms and equipment to vehicles and safety supplies.

For more information, please contact:

Lana Taylor

Publication Director

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IN PRINT AND ONLINE

Connect with CACP members throughout the year



Canadian Police Chief magazine

Published three times a year, our bilingual magazine features coverage of the latest topics, trends and legislative updates. Readers rely on the magazine to stay up-to-date about the latest products and services to hit the market.

Canadian Police Chief magazine

Digital Edition

In addition to print, *Canadian Police Chief* magazine is also available to readers in a fully interactive digital version. Extend your print advertising investment with the unique benefits of digital media. Digital editions are also viewable on iPads and most smart phones.



Membership Guide

The annual directory connects CACP members with the product and service providers they need. Our popular networking tool and purchasing guide is used throughout the year by members.



CACP Website

www.cacp.ca

The CACP website is the gateway for members and non-members to access information about the association online. Position your company in front of a dynamic group of law enforcement professionals year-round.



To learn more about the Canadian Association of Chiefs of Police, visit:

www.cacp.ca



Canadian Police Chief magazine

Membership Guide



Net Advertising Rates

All rates include an eLink in the digital edition of the magazine.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Colour Rates	1-2x	3x	4x
Double Page Spread	\$5,019.50	\$4,519.50	\$4,019.50
Outside Back Cover	\$4,319.50	\$3,979.50	\$3,649.50
Inside Front or Inside Back Cover	\$4,119.50	\$3,779.50	\$3,449.50
Full Page	\$3,359.50	\$3,019.50	\$2,689.50
2/3 Page	\$3,009.50	\$2,709.50	\$2,409.50
1/2- Page Island	\$2,789.50	\$2,509.50	\$2,229.50
1/2 Page	\$1,809.50	\$1,629.50	\$1,449.50
1/3 Page	\$1,459.50	\$1,309.50	\$1,169.50
1/4 Page	\$1,229.50	\$1,109.50	\$979.50
1/6 Page	\$869.50	\$779.50	\$699.50
1/8 Page	\$699.50	\$629.50	\$559.50

Black-and-White Rates	1-2x	3x	4x
Full Page	\$2,209.50	\$1,989.50	\$1,769.50
2/3 Page	\$1,869.50	\$1,679.50	\$1,499.50
1/2-Page Island	\$1,659.50	\$1,489.50	\$1,329.50
1/2 Page	\$1,409.50	\$1,269.50	\$1,129.50
1/3 Page	\$1,059.50	\$949.50	\$849.50
1/4 Page	\$839.50	\$759.50	\$669.50
1/6 Page	\$669.50	\$599.50	\$539.50
1/8 Page	\$499.50	\$449.50	\$399.50

Advertiser Upgrades

• Premium Positions

Special placement within *Canadian Police Chief* magazine and the *Membership Directory* ensures high visibility and relevancy for your ad. Your message can be strategically placed for maximum impact. Contact your account executive for a list of premium advertising positions.

• Index to Advertisers

All advertisers receive a free custom listing in our *Index to Advertisers*. Your company will be listed under the category of your choice along with the page number of your ad.

• Complimentary Ad Design

Don't have an ad created? With our complimentary production services, Naylor (Canada), Inc. provides professional ad assembly and layout services to non-agency clients at no charge.



Print Advertising Specifications

Trim Size: 8.375" x 10.875"

17" x 11.125"	8.625" x 11.125"	7" x 9.5"	7" x 6.333"	4.583" x 9.5"	
7" x 4.583"	3.333" x 9.5"	4.583" x 7"	4.583" x 4.583"	7" x 3"	2.166" x 9.5"
4.583" x 3.333"	3.333" x 4.583"	4.583" x 2.166"	2.166" x 4.583"	3.333" x 2.166"	2.166" x 3.333"

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.

DPS Live Area: 15.417" x 9.5"

Full Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital colour and greyscale 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 colour artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a colour 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 Web site at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Canadian Police Chief magazine

Membership Guide



Index of Advertisers Categories

Our publications feature an Index of Advertisers section in which your company will be listed under the category of your choice, with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|--|--|--|
| <input type="checkbox"/> Alcohol Testing | <input type="checkbox"/> Embroidered Emblems | <input type="checkbox"/> Photo/Video/Digital Specialists |
| <input type="checkbox"/> Ammunition | <input type="checkbox"/> Emergency Warning Systems | <input type="checkbox"/> Police Clothing & Accessories |
| <input type="checkbox"/> Architects | <input type="checkbox"/> Evidence & Forensic Cabinets | <input type="checkbox"/> Police Motorcycle Accessories |
| <input type="checkbox"/> Auction Services | <input type="checkbox"/> Explosion Containment | <input type="checkbox"/> Police Products |
| <input type="checkbox"/> Audio/Visual | <input type="checkbox"/> Face Recognition | <input type="checkbox"/> Police Supplies |
| <input type="checkbox"/> Automobiles | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Police Training |
| <input type="checkbox"/> Ballistic Protected Vehicles | <input type="checkbox"/> Fingerprinting Equipment & Supplies | <input type="checkbox"/> Police Vehicles |
| <input type="checkbox"/> Bicycles & Accessories | <input type="checkbox"/> Firearms | <input type="checkbox"/> Policing |
| <input type="checkbox"/> Board Systems | <input type="checkbox"/> Firearms Training | <input type="checkbox"/> Prisoner Transport & Restraint |
| <input type="checkbox"/> Body Armour & Protective Clothing | <input type="checkbox"/> Footwear | <input type="checkbox"/> Protective Apparel |
| <input type="checkbox"/> Boots | <input type="checkbox"/> Gun Cleaning Kits | <input type="checkbox"/> Protective Eyewear |
| <input type="checkbox"/> Breath Alcohol Detection | <input type="checkbox"/> Handcuffs | <input type="checkbox"/> Protective Wear |
| <input type="checkbox"/> Bullet Manufacturers | <input type="checkbox"/> Handguns & Accessories | <input type="checkbox"/> Public Address |
| <input type="checkbox"/> Canadian Special Olympics | <input type="checkbox"/> Headwear - Hats | <input type="checkbox"/> Radar |
| <input type="checkbox"/> Clothing | <input type="checkbox"/> Helicopters | <input type="checkbox"/> Safety Supplies |
| <input type="checkbox"/> Colleges & Universities | <input type="checkbox"/> Helmets | <input type="checkbox"/> Security Systems |
| <input type="checkbox"/> Communications | <input type="checkbox"/> Hotels & Conference Facilities | <input type="checkbox"/> Simulation/Training |
| <input type="checkbox"/> Complete Equipment Supplier | <input type="checkbox"/> Identification Systems | <input type="checkbox"/> Software |
| <input type="checkbox"/> Computer-Aided Dispatch | <input type="checkbox"/> Inflatable & Rigid Hull Boats | <input type="checkbox"/> Sunglasses |
| <input type="checkbox"/> Concealment Gun Holsters | <input type="checkbox"/> Integrated Security Systems | <input type="checkbox"/> System Integration |
| <input type="checkbox"/> Convention Hotel | <input type="checkbox"/> Internal Affairs/Professional Standards Unit Software | <input type="checkbox"/> Thermal Imaging |
| <input type="checkbox"/> Conventional Digital Imaging Solutions | <input type="checkbox"/> Law Enforcement Equipment | <input type="checkbox"/> Tire-Deflating Device |
| <input type="checkbox"/> Credit Unions | <input type="checkbox"/> Law Enforcement Outerwear | <input type="checkbox"/> Training - Public Safety |
| <input type="checkbox"/> Crime Analysis | <input type="checkbox"/> Law Enforcement Training | <input type="checkbox"/> Vehicle Partitions & Gun Mounts |
| <input type="checkbox"/> Criminal Intelligence Software | <input type="checkbox"/> Legal Books | <input type="checkbox"/> Verification & Routing |
| <input type="checkbox"/> Data Management | <input type="checkbox"/> Less Legal Ammunition | <input type="checkbox"/> Warning Systems |
| <input type="checkbox"/> Detection Devices | <input type="checkbox"/> Lighting | <input type="checkbox"/> Weapons - Firearms/Cleaning |
| <input type="checkbox"/> Digital Justice Systems | <input type="checkbox"/> Medical Equipment | <input type="checkbox"/> Wireless Communication |
| <input type="checkbox"/> Digital Voice Recorders | <input type="checkbox"/> Mobile Communication | <input type="checkbox"/> Wireless Data Transmission |
| <input type="checkbox"/> Dispatch and Radio Communication Products | <input type="checkbox"/> Motorcycles | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Drug Counseling Prevention/Education | <input type="checkbox"/> Mountain Bikes | |
| <input type="checkbox"/> Drug Screening | <input type="checkbox"/> Night Scopes | |
| <input type="checkbox"/> Educational Institutions | <input type="checkbox"/> Operations & Incident Management | |
| | <input type="checkbox"/> Peacekeeping Training | |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20.00 = \$_____

Initial: _____ Date: _____

