



2023 MEDIA PLANNER

INTERNATIONAL ASSOCIATION FOR PROPERTY & EVIDENCE, INC.

Introduction

The International Association for Property and Evidence, Inc. (IAPE) serves more than 5,000 members dedicated to the proper management of property and evidence units throughout the United States, Canada, and Europe.

5,000 Members

Quarterly Magazine

The IAPE publishes a quarterly digital magazine, Evidence Log, that is distributed to each of its 5,000 members. Including pass-along readership, it is seen by nearly 18,000 qualified professionals.

18,000 Readers

Website

The IAPE website hosts a wealth of resources, including Guides & Manuals; DNA Resources; Evidence Headlines; Training Calendars for other Associations; Job Postings; Polls; Certification; Membership Benefits; an Advertisers' Index; and archived issues of Evidence Log.

22,000 Unique Visitors

The site averages 22,000 unique visitors every month, with up to 30,000 total visits every month.

eNewsletter - ASK IAPE

19,000 Recipients

A monthly eNewsletter reaches more than 19,000 individuals every month with an average open rate of 41%.

Live & Online Classes

eFlyers
Video Infomercials
Class Workbooks

Every year, the IAPE provides 25+ live P&E management classes, hosted by law enforcement agencies across the United States and Canada. The classes are attended by approximately 1,800 people each year. In addition, IAPE offers an online version of the class that receives 600 views per year.

There are a number of ways to directly reach participants in the classes:

- 1) eFlyers promoting upcoming classes in a region;
- 2) Video infomercials (played during classes);
- 3) Class Workbooks utilized by each class participant.

CONTACT US

For questions regarding advertising opportunities, please contact our advertising department at:

1 (800) 449-4273 • email: amanda@iape.org

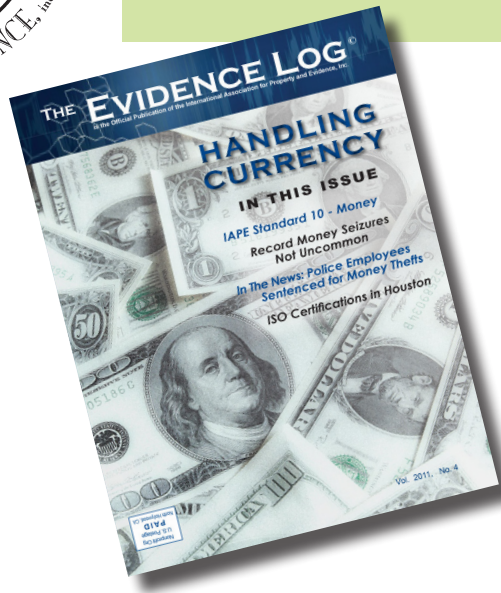
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Highly Targeted Advertising



IAPE's quarterly digital magazine, Evidence Log, is a publication exclusively for the members of IAPE. The current circulation is more than 5,000 – with an estimated readership of more than 18,000 – and reaches property and evidence professionals throughout the United States, Canada, and Europe.

The Evidence Log reaches a highly targeted demographic comprised of the people who purchase the products you are advertising. This unique resource was established to further the education, training, and professional growth of property and evidence personnel.

The Evidence Log is the only internationally published property room magazine on the market and is the acknowledged resource for locating property room supplies, equipment, and certified training classes. A continually growing membership through increased training seminars will ensure an even greater number of readers each year.

Deadlines

	Jan-Mar (Q1)	Apr-Jun (Q2)	Jul-Sep (Q3)	Oct-Dec (Q4)
Editorial Deadline	January 8, 2023	April 9, 2023	July 9, 2023	October 8, 2023
Ad Reservations	March 5, 2023	June 4, 2023	September 3, 2023	December 3, 2023
Ad Materials	March 12, 2023	June 11, 2023	September 10, 2023	December 10, 2023
Editorial Topics	Documentation	Facilities	Temporary Storage	Storage Components

2023 Ad Rates

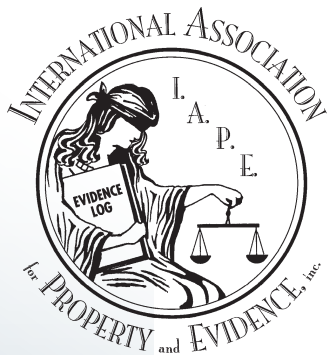
Color	Width x Height	1x (single issue)	4x (consecutive)
Inside Cover(s)	7 x 10"	\$1,700	\$1,500 ea.
Full Page	7 x 10"	\$1,000	\$875 ea.
1/2 Horizontal	7 x 4.625"	\$700	\$600 ea.

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Workbook Ads

Insert your advertisement into the class workbook that is utilized by every participant of our 25+ live classes held across the United States and Canada each year!

Workbooks are distributed digitally ahead of each class, and then provided to in-person participants on a flash drive. Students use the IAPE Class Workbook as a go-to resource year after year. And in many cases, the book is passed on to new employees, further increasing its reach and longevity.

1-Page Ad: \$1,200/year

(Deadline for 2024 workbook = December 1, 2023)

Live & Online Class Video Ads

IAPE travels across the United States and Canada to provide more than 25 live training events each year. In addition, IAPE has provided online Property and Evidence Training Classes for the past four years. The online class is almost identical to the live class and saves the department costly travel expenses.

The live and online classes include 23 learning modules—each providing you the opportunity to introduce your products or services to our members. This program allows for a 10-second “hosted by” introductory screen at the beginning of a selected module, and a 30-second video clip at the end of the module.

Sponsoring a module places your brand in front of both the live and online audiences all year long.

Module Sponsor Ad: \$1,200/year



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Training Class eFlyer Ads

**200,000
Potential Yearly
Impressions**

IAPE targets specific demographics and sends eFlyers to inform its members about upcoming training classes in their area. Each class is advertised numerous times within its region throughout the year via email.

Each class eFlyer is emailed a minimum of three times to a typical audience of 2,500 property room professionals. With about 25 classes each year, this gives you a potential for 200,000 impressions throughout the year.

eFlyer Ad Rates

	Rate
Banner 400 x 125 px	\$150/month -or- \$1500/year
Sidebar 160 x 160 px	\$100/month -or- \$1000/year

Monthly eNewsletter Ads

20,000 Subscribers

IAPE publishes a monthly eNewsletter that is sent to 20,000+ subscribers. The eNewsletter features:

- » Advertiser's Spotlight
- » Upcoming Classes in the United States & Canada
- » Question of the Month ("Ask Joe")
- » How Other Departments Handle Property & Evidence Polls
- » Job Listings

eNewsletter Ad Rates

	Rate
Banner 400 x 125 px	\$400/month -or- \$4000/year
Sidebar 120 x 240 px	\$200/month -or- \$2000/year

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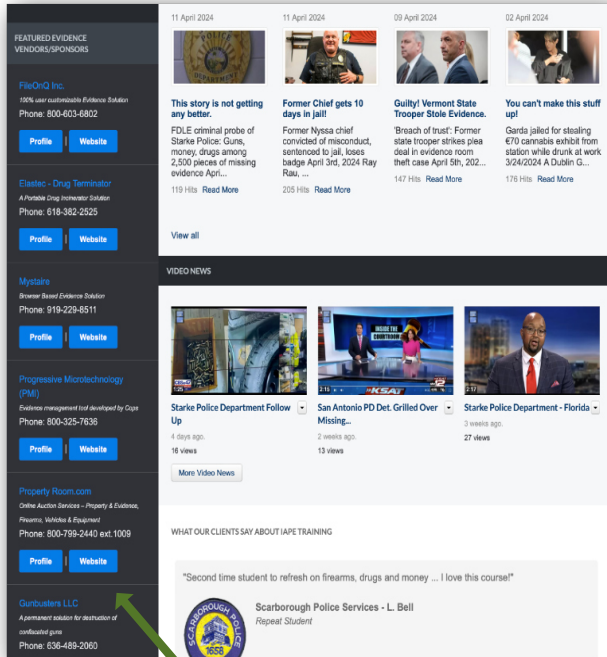


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Website Listing Options

Website Advertising



Premium Listing:
Includes listing on home page

Standard Option

A simplified listing in the sponsor category and advertiser's index page.

Includes:

- » Company Logo
- » Phone Number
- » Link to Your Website

Premium Listing

An enhanced and more detailed listing on the home page and on other pages, with a customizable profile page.

Includes:

- » Company Logo
- » Phone Number
- » Link to Your Website
- » Personalized Profile Page
- » Video Ad or Promo
- » Marketing Material Hosting
- » Up to 600-word Description
- » Up to 4 Images in Description

Pricing Options

	Annual
Standard	\$2,000
Premium	\$4,000

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