



# 2022 MEDIA PLANNER

## INTERNATIONAL ASSOCIATION FOR PROPERTY & EVIDENCE, INC.

### IAPE Advertising Overview

#### Introduction

The International Association for Property and Evidence, Inc. (IAPE) serves more than 4,700 members dedicated to the proper management of property and evidence units throughout the United States, Canada, and Europe.

**4,700 Members**

#### Quarterly Magazine

The IAPE publishes a quarterly digital magazine, Evidence Log, that is distributed to each of its 4,700 members. Including pass-along readership, it is seen by nearly 15,000 qualified professionals.

**15,000 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.

**16,000 Unique Visitors**

The site averages 16,000 unique visitors every month, with up to 30,000 total visits every month.

#### eNewsletter

A monthly eNewsletter reaches more than 18,000 individuals every month with an average open rate of 39% and a 14% click-thru rate.

**18,000 Recipients**

#### Live & Online Classes

Every year, the IAPE provides 20+ live P&E management classes, hosted by law enforcement agencies across the United States and Canada. The classes are attended by approximately 1,500 people each year. In addition, IAPE offers an online version of the class that receives 900 views per year.

**eFlyers**  
**Video Infomercials**  
**Class Workbooks**

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:

000-000-0000 • email@email.com

IAPE • xx Address xx • City ST 00000



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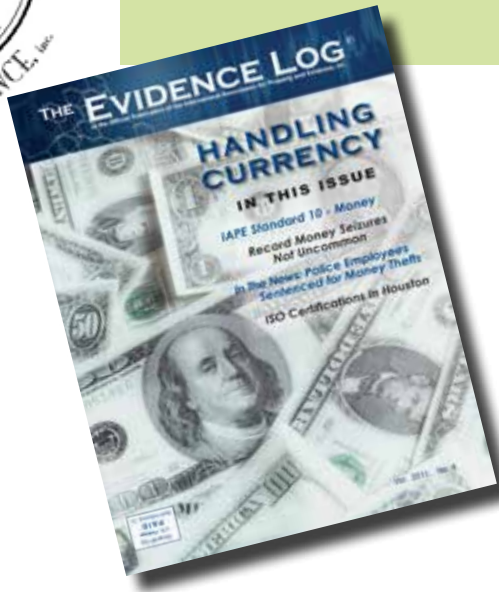
## INTERNATIONAL ASSOCIATION FOR PROPERTY & EVIDENCE, INC.

### 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 4,700—with an estimated readership of more than 15,000—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)
<b>Editorial Deadline</b>	January 8, 2021	April 9, 2021	July 9, 2021	October 8, 2021
<b>Ad Reservations</b>	March 5, 2021	June 4, 2021	September 3, 2021	December 3, 2021
<b>Ad Materials</b>	March 12, 2021	June 11, 2021	September 10, 2021	December 10, 2021
<b>Editorial Topics</b>	Staffing	Policies & Procedures	Packaging	Documentation

### Ad Rates

Color	Width x Height	1x (per issue)	4x (per issue)	Prepaid Annual
<b>Inside Cover(s)</b>	7 x 10"	\$1,700	\$1,500	\$5,500
<b>Full Page</b>	7 x 10"	\$995	\$850	\$3,300
<b>1/2 Horizontal</b>	7 x 4.625"	\$795	\$750	\$2,800

### Digital Sponsorship / Upgrade Rates

<b>Toolbar Logo</b>	\$150	<b>Survey</b>	\$500	<b>Pop-Up Response</b>	\$150
<b>Banner</b>	\$350	<b>Bellyband</b>	\$750	<b>Ad Index Listing</b>	\$300
<b>Skyscraper</b>	\$500	<b>Hyperlink</b>	\$100	<b>Tab Page</b>	\$200
<b>Opposite Cover</b>	\$750	<b>Video</b>	\$500	<b>Slideshow</b>	\$500
<b>Insert Card</b>	\$350	<b>Audio</b>	\$300	<b>Animation</b>	\$500

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### Workbook Ads

Insert your advertisement into the class workbook that is utilized by every participant of our 20+ 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: \$850/year**

### Live & Online Class Video Ads

IAPE travels across the United States and Canada to provide more than 20 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: \$1,000/year**



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Live & Online Training



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### Training Class eFlyer Ads

**187,500  
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 187,500 impressions throughout the year.

### eFlyer Ad Rates

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

### Monthly eNewsletter Ads

**18,000 Subscribers**

IAPE publishes a monthly eNewsletter that is sent to 18,000+ 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 and Evidence
- » Polls
- » Job Listings

### eNewsletter Ad Rates

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

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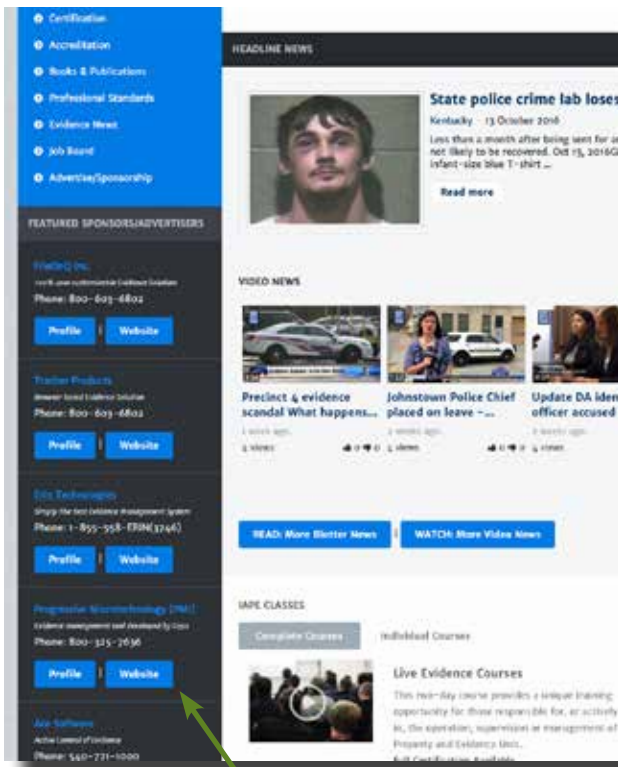


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## INTERNATIONAL ASSOCIATION FOR PROPERTY & EVIDENCE, INC.

### Website Listing Options

Website Advertising



**Premium Listing:**  
Includes listing on home page

#### Standard Listing\*

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
- » Prominent Exposure on Various Webpages

#### Pricing Options

	Standard	Premium
<b>First Month</b>	\$100	\$500
<b>Subsequent Months</b>	\$50/month (changes included)	\$100/month -or- \$150/month with artwork changes

#### \*Existing Evidence Log Advertisers

All sponsors who advertise in the Evidence Log quarterly magazine receive one free Standard Listing for three months.

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