



2021

*The Chief of Police  
Magazine*

Media kit



## NACOP – National Association of Chiefs of Police

Founded in 1967, the mission of the **National Association of Chiefs of Police** is to support and promote the law enforcement profession. The organization has a multifaceted program service effort including the following:

To maintain and perpetuate the American Police Hall of Fame and Museum for the purpose of honoring those officers who have died in the line of duty in the United States of America and its territories and possessions and to house a museum of law enforcement artifacts for public display to promote the law enforcement profession and help develop the public's understanding of the day to day challenges faced by law enforcement professionals.

To educate and promote the annual observance of Peace Officers' Week and May 15th, Peace Officers' Memorial Day, to the general public through activities and sponsored programs.

To offer assistance to officers and their families who have been disabled in the line of duty.

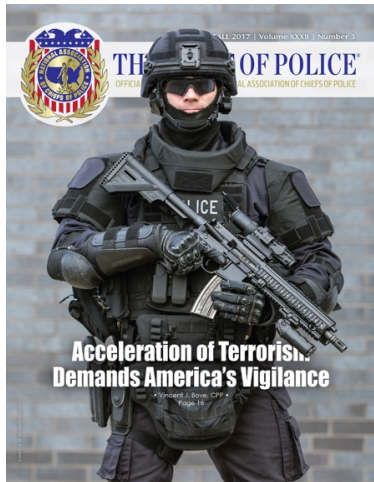
To encourage through the leadership of persons who hold a command law enforcement or security position within the United States and its territories and possessions educational activities and services to upgrade law enforcement and security on a professional level.

To publish, distribute and print materials that are relative to law enforcement history, training and services and research material based on studies which may be funded by the organization.

To hold meetings and sponsor seminars and conferences for the purpose of education and upgrading those who may supervise agencies in law enforcement at the federal, state, county and local levels as well as private security, as needed.

To encourage citizen support for law enforcement, for the establishment of a law enforcement memorial and museum and for honoring those men and women who serve and protect in the community in all levels of government.

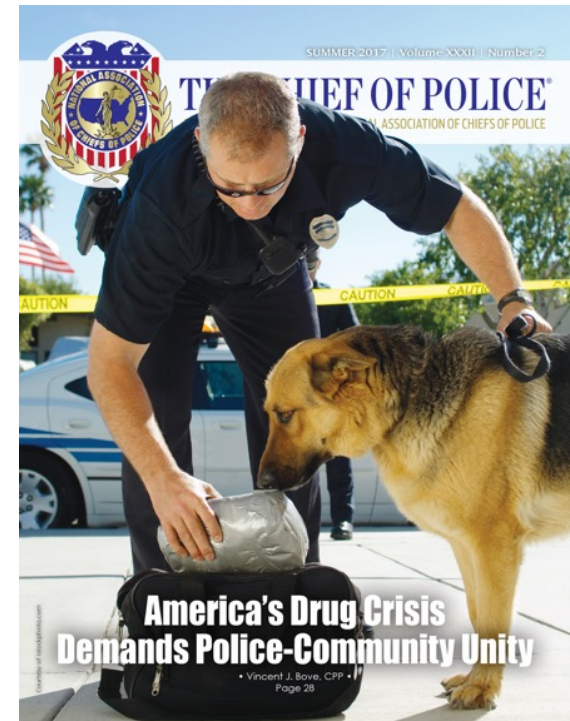
To help fund or provide resources to law enforcement agencies for crime prevention and/or crime deterrent programs or services for which funds or resources are not readily available to the agency.





## The Chief of Police Magazine

- Quarterly
- 7,200 copies per issue
- 6,880 mailed directly, by name, to command level police officers in small, medium and large departments throughout the US
- 320 distributed through the museum and on Capitol Hill
- Profits go to support the missions of the **National Association of Chiefs of Police**
- Advertisers reach decision makers and influencers at the top levels of law enforcement
- Nationwide influence for products and resources that are needed by our first responders to better perform their duties on and off the streets



# 28th Annual National Survey Results



The following survey questions were posed by mail to Chiefs of Police and Sheriffs in the United States. It represents a broad cross section of professional command officers, involving every state and every size department. The survey was conducted for the 28th consecutive year by the National Association of Chiefs of Police. [www.nacoponline.org](http://www.nacoponline.org), [policeinfo@aphf.org](mailto:policeinfo@aphf.org). (Note: “no answer” to some questions makes up the total response %)

DISASTER & CIVIL UNREST PREPAREDNESS			IMMIGRATION ENFORCEMENT		
	YES	NO		YES	NO
Does your department have a written disaster plan?	79%	19%	Should the Federal Government loan automatic rifles to departments located near US borders?	83%	14%
Has your department updated its disaster plan in the past year?	42%	36%	Should an illegal alien who has been convicted of a crime be deported after serving their sentence?	96%	2%
Does your department have a written plan for conducting mandatory evacuations?	52%	44%	Has your department been advised by representatives of the government to not enforce certain laws?	7%	91%
Does the plan include instructions about privately owned firearms?	5%	54%	<b>FIREARMS</b>		
<b>TRAINING: Does your department require of its officers at least...</b>			Should any vetted citizen be able to purchase a firearm for sport or self-defense?	88%	9%
annual driver training?	35%	64%	Does your department support nationwide recognition of state issued concealed weapon permits?	86%	11%
annual training in handcuffing techniques?	52%	47%	Can qualified, law-abiding armed citizens help law enforcement reduce violent criminal activity?	76%	19%
annual training in non-lethal weapons?	80%	20%	Does your department use reality based/active shooter training?	82%	17%
annual training in defensive techniques?	60%	40%	Does your department sell confiscated firearms to help meet budget needs or cover budget shortfalls?	18%	81%
annual training with force on force cartridges?	42%	54%	<b>MISCELLANEOUS</b>		
<b>EQUIPMENT &amp; TECHNOLOGY</b>			Does your department have at least one canine unit in force?	38%	62%
Do your department's vehicles have dash cameras?	68%	32%	Does your department have a written policy against racial profiling?	81%	19%
Do your officers have body cameras?	39%	61%	Does your department provide a police chaplaincy program to help officers and their families during crisis?	59%	41%
Does your department require patrol officers to wear body armor when on duty?	86%	14%	Does your department provide free access to mental health professionals to help officers with problems?	80%	19%
Does your department use/monitor social media to help stop or solve crimes?	86%	14%	Does your department have an awards program to recognize your officers?	64%	35%



## ***The Chief of Police Magazine: Rate Card and Publication Details***

*The Chief of Police* magazine is a quarterly publication distributed to approximately 7,200 command ranked law enforcement officials. Published by the National Association of Chiefs of Police, the magazine features articles and stories on major issues, enforcement trends and equipment, along with information on the Police Hall of Fame National Awards Program. Virtually every police chief and command officer in the United States has access to the magazine!

The goal of *The Chief of Police* is to enhance and advance American law enforcement.

### **Sponsorship and Support**

Your sponsorship of Chief of Police will go to further the mission of the National Association of Chiefs of Police and its 40 year old National Awards Program for recognizing worthy American law officers.

**Cover Pricing:** CVR 4: addl. 25% / CVR 2 addl. 20% / CVR 3 addl. 15%.

**Contact us directly about Native Content and Sponsored Content marketing opportunities.**

Rate Card (net)	1x	2x	4x
Full Page	\$1,100	\$975	\$890
1/2 page	\$750	\$695	\$595
1/4 page	\$475	\$440	\$365
1/8 page	275	\$250	\$215

Publication Date	Commitment Deadline	Creative Deadline
3/9/21	2/22/21	2/26/21
6/18/21	6/4/21	6/9/21
9/23/21	9/8/21	9/13/21
12/28/21	12/7/21	12/13/21

### **Terms:**

- Full print specs are available at [PressBoxOnline.com/NACOP](http://PressBoxOnline.com/NACOP). Ad design is available at no charge for full year contracts. All rates are 'net'.



## ***The Chief of Police Magazine: Print Ad Specs***

### **Ad sizes:**

#### **FULL PAGE WITH BLEED -**

8.375" W x 10.875" H (trim size)

The live area is ¼" in from the trim.

Please make sure to allow 1/8" (9 points) of bleed for any image bleeding off the edge.

#### **1/2 PAGE HORIZONTAL AD -**

7.375" W x 4.5725" H

#### **1/2 PAGE VERTICAL AD -**

3.625" W x 9.875" H

#### **1/4 PAGE SQUARE AD -**

3.625" W x 4.875" H

#### **1/8 PAGE SQUARE AD -**

3.6775" W x 2.433" H

### **Photos and images within the ad:**

All images within the ad need to be a CMYK build.

***NO SPOT COLORS PLEASE.***

DPI of photos should be 280dpi.

### **Delivery:**

Please email final art or a link to the final art to John Coulson  
JohnC@PressBoxOnline.com