



The Official Journal of the Airborne Public Safety Association

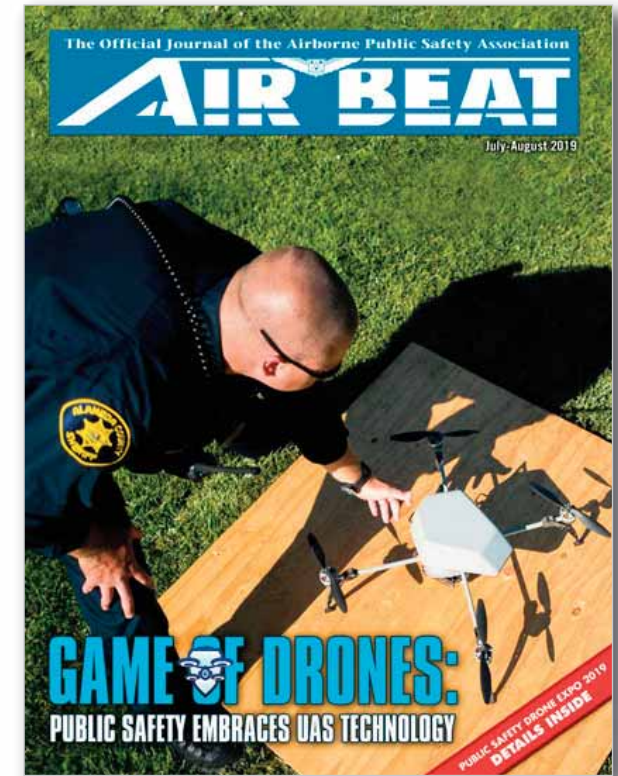
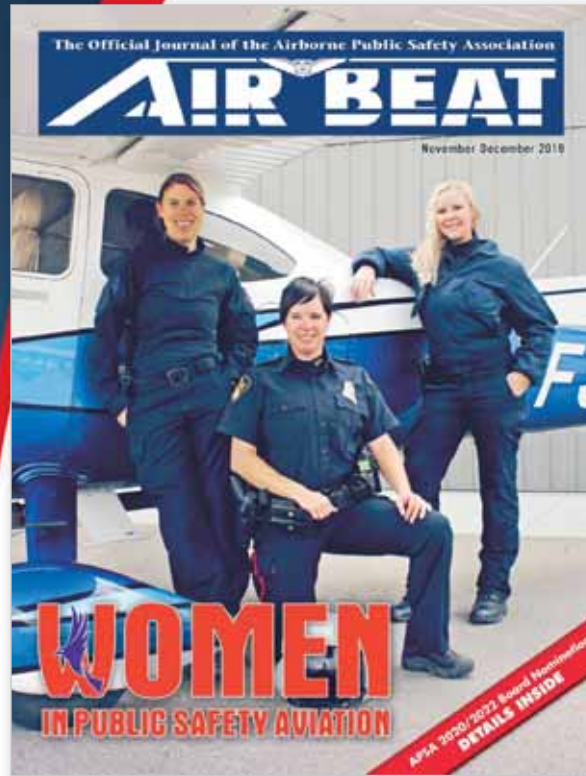
AIR BEAT

MEDIA KIT

2021

Advancing Public Safety Aviation • www.PublicSafetyAviation.org

Advancing Public Safety Aviation



Focused on the vision of the safe and successful completion of each airborne public safety operation, APSA provides continuing education, equipment & services expositions, and a networking system that is invaluable to those involved in public safety aviation. If you want to get your marketing message in front of the airborne public safety community, there's no better place than *Air Beat* magazine.

Air Beat Magazine is delivered to APSA members, which includes aviation unit managers, flight crewmembers, purchasing agents, supervisors, maintenance technicians, safety officers and trainers of law enforcement, firefighting, SAR and natural resource aviation units, as well as chiefs, sheriffs, commissioners, emergency managers and directors from local, state and federal agencies around the globe. Representatives from all corporate member companies providing goods and services to the field of public safety aviation also receive *Air Beat*. APSA is a non-profit, public benefit corporation and *Air Beat* is distributed as a member benefit. APSA publishes eight issues annually (see editorial calendar) in both printed and digital formats.

The digital magazine is hosted at www.publicsafetyaviation.org.

2021 ADVERTISING SPECIFICATIONS

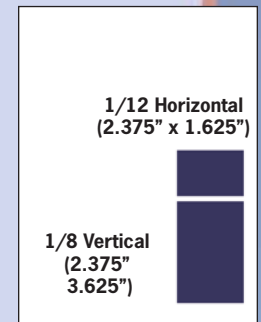
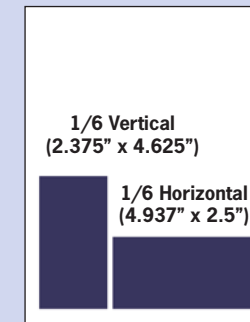
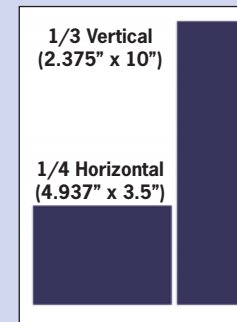
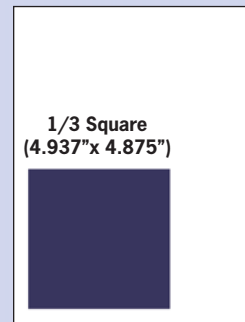
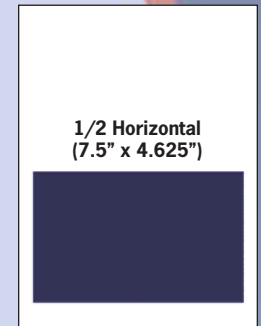
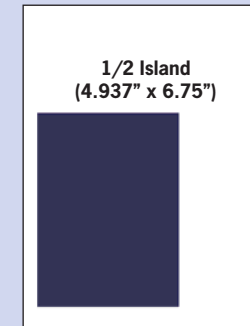
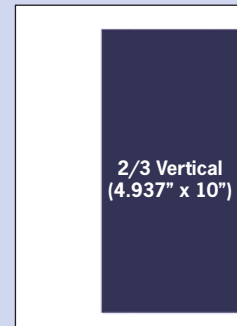
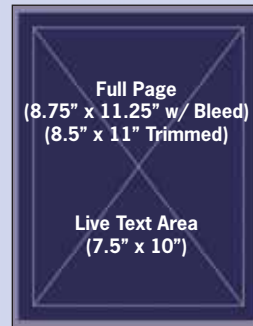
AD SIZES IN DECIMAL INCHES

UNIT	WIDTH	X	HEIGHT
Full Page (Bleed)	8.75		11.25
Full Page (No Bleed)	7.50		10.25
2/3 Vertical	4.937		10.00
1/2 Island	4.937		6.75
1/2 Horizontal	7.50		4.625
1/3 Square	4.937		4.875
1/3 Vertical	2.375		10.00
1/4 Horizontal	4.937		3.50
1/6 Horizontal	4.937		2.50
1/6 Vertical	2.375		4.625
1/8 Vertical	2.375		3.625
1/12 Horizontal	2.375		1.625

ARTWORK REQUIREMENTS

Acceptable file formats are EPS, TIFF, high resolution (300 dpi) JPEG, or press-optimized PDF. Advertisements must be submitted by e-mail if materials are less than 10 MB in size to etarr@publicsafetyaviation.org or uploaded to us by the materials due date stated in this media kit. Please contact Emily Tarr at etarr@publicsafetyaviation.org for instructions and passwords.

AD SPECIFICATIONS IN PROPORTION TO PAGE



All dimensions in decimal inches, Width x Height. APSA is not responsible for advertising materials submitted incorrectly, either by size or erroneous information by the advertiser or after the material due date stated in this media kit. Advertising materials will be kept by APSA for one year from last date published.

2021 ADVERTISING RATES

ADVERTISING RATES

	1x	3x	5x	8x
Full Page	\$2925	2860	2795	2685
2/3 Page	2390	2330	2275	2200
1/2 Page	2235	2185	2110	2020
1/3 Page	1810	1780	1755	1680
1/4 Page	1535	1510	1485	1440
1/6 Page	1350	1325	1310	1265
1/8 Page	1165	1155	1140	1100
1/12 Page	980	970	960	945

All ads full color. Digital enhancements and black & white rates are available.

COVER & PREMIUM RATES

	1x	3x	5x	8x
Cover 2	\$3360	3240	3130	2955
Cover 3	3240	3130	3015	2840
Cover 4	3470	3360	3240	3070
Page 3	3360	3240	3130	2955
Across TOC	3240	3130	3015	2840
Inserts	3675	3675	3675	3675
Belly Band	2500	2500	2500	2500

Non-corporate members add 10% to rates listed above.

Inserts: Air Beat is polybagged when distributed. An insert into the polybag may be exclusively secured per issue. The insert quoted above may not exceed a 17" w x 11" h folded piece. Larger pieces may be included, however, special pricing applies and will be quoted on an individual basis.

All ad rates are in USD. Cover 2 is located inside front cover, Cover 3 is located inside back cover and Cover 4 is the back cover. Across TOC is positioned adjacent to the Table of Contents. Premium placement is available, accepted on approval. Call for details.

RESERVATIONS & DUE DATES

ISSUE	RESERVATIONS DUE	ADVERTISING MATERIALS DUE	APPROX. MAIL DATE
2021 BUYER'S GUIDE	10/16/20	10/23/20	12/4/20
JANUARY-FEBRUARY	12/11/20	12/18/20	1/15/21
MARCH-APRIL	1/8/21	1/15/21	3/5/21
CONFERENCE PREVIEW	3/19/21	3/26/21	4/2/21
MAY-JUNE	3/26/21	4/2/21	5/7/21
JULY-AUGUST	5/14/21	5/21/21	7/2/21
SEPTEMBER-OCTOBER	7/16/21	7/23/21	9/3/21
NOVEMBER-DECEMBER	9/10/21	9/17/21	11/5/21
2022 BUYER'S GUIDE	10/15/21	10/22/21	12/3/21
PROGRAM GUIDE	5/21/21	5/28/21	7/23/21
APSA TODAY	6/4/21	6/11/21	7/23/21
E-NEWSLETTER	25th/month	25th/month	First Friday/month
WEBSITE	25th/month	25th/month	1st/month

2021 EDITORIAL CALENDAR

2021 BUYER'S GUIDE

This is our annual listing of suppliers of public safety aviation products and services. This issue also provides insight on subjects such as government programs, financing, budgeting and purchasing, making it the go-to source for the public safety aviation buyer.

Bonus circulation: HELI-EXPO 2021, New Orleans, LA

JANUARY / FEBRUARY – Safety

As safety is the foundation of all programs and services offered by APSA, our first bi-monthly issue of 2021 focuses on fine tuning your safety program. This issue will feature articles on specific components of a successful safety program, such as policy, hazard ID and reports, FRATs, and management, for both manned and unmanned units.

Bonus circulation: HELI-EXPO 2021, New Orleans, LA

MARCH / APRIL – Aviation Emergency Response Plan

While public safety aviation has embraced industry practices to mitigate risks, the possibility of an incident/accident still exists. The first few minutes after an emergency are critical and failure to act quickly with a managed response can have long-term consequences. This issue provides an in-depth look into aviation emergency response plans (ERP), from concept to creation to practice via tabletop drills. And we profile agencies who have firsthand experience implementing their plans and their lessons learned.

Bonus circulation: AUVSI Xponential 2021, Atlanta, GA

CONFERENCE PREVIEW ISSUE – APSCON 2021: The Good Times Roll On

By any name (Big Easy, Crescent City, NOLA), New Orleans is a unique American city. And as such, an ideal location for APSCON 2021 and our unique blend of training and networking. As a result of the pandemic-related cancellation of last year's event, New Orleans also now has the unique distinction of being the site of our 50th annual conference & exposition, marking their 3rd time hosting our premier event. With the recent installation of \$12.6 million in digital signage and the completion of the \$14 million Transportation Center and the \$65 million transformation of Convention Center Boulevard to a tree-lined pedestrian park featuring outdoor event spaces, water features, green walls, communal gathering places and public art, the 5-year, \$557 million capital improvement plan for the Ernest N. Morial Convention Center is well underway. And more is scheduled to be completed before we arrive. Join us in the birthplace of jazz to see what's new, experience a little lagniappe, and celebrate our golden anniversary of providing the best training and networking opportunities available to public safety aviation.

Bonus - Host an event for all members during the conference and receive a free 1/4-page ad featuring your company's event.

MAY / JUNE – Aircraft and the National Incident Management System

The National Incident Management System (NIMS) guides all levels of government, nongovernmental organizations and the private sector to work together to prevent, protect against, mitigate, respond to and recover from incidents. NIMS provides stakeholders across the whole community with the shared vocabulary, systems and processes to successfully deliver the capabilities described in the National Preparedness System. Local, state, territorial, and tribal nation jurisdictions are required to adopt NIMS in order to receive federal Preparedness grants. This issue looks at the role public safety aircraft, manned and unmanned, and aircrews play in NIMS.

Bonus circulation: APSCON 2021, New Orleans, LA

JULY / AUGUST – Airborne Intelligence, Surveillance and Reconnaissance (ISR)

Like many of the tools used by modern day law enforcement, airborne Intelligence, Surveillance and Reconnaissance (ISR) has a military nexus. Adapted for use by public safety, it can provide vital information on criminal activity as well as help monitor the environment and aid in the response to natural and manmade disasters. Whether targeted or wide area surveillance, the ability to collect, analyze and disseminate information is critical to keeping our communities safe. This issue looks at how public safety is adapting this technology for domestic use. Also included in this issue is information on Public Safety Drone Expo 2021, scheduled for October 18-22, in Reno, NV.

Bonus circulation: IACP 2021, New Orleans, LA

SEPTEMBER / OCTOBER – Technology: Simulation in Aviation Training, Including Virtual and Augmented Reality

Aviation has embraced the use of flight simulation as a safe and cost-effective training tool. But advances in virtual and augmented reality (VR and AR) are taking simulation to whole new level and opening up possibilities not only in pilot training, but in the training of the entire aircrew, mechanics and ground crew as well. One source reports the market for VR and AR in aviation is set to grow from less than \$78 million last year to over \$1.3 billion by 2025. This issue looks these advances and the benefits of using immersive technologies to take aviation training and, therefore safety, to the next level. Also included is a recap of the highlights of APSCON 2021, including our awards winners and scholarship recipients.

Bonus circulation: Public Safety Drone Expo 2021, Reno, NV

NOVEMBER / DECEMBER – Fixed-Wing Operations

It's been quite a while since an entire issue of *Air Beat* focused on one of our most requested subjects: fixed-wing operations. This issue looks at the wide range of uses of these aircraft in public safety missions such as law enforcement, firefighting, natural resource management, SAR and air medical transport.



For any questions regarding APSA media & marketing opportunities, please contact:

Emily Tarr, Sales Representative

Email: etarr@publicsafetyaviation.org

Phone: (205) 563-9313

2021 WEBSITE & E-NEWSLETTER ADVERTISING



Monthly E-Newsletter

APSA produces a monthly E-Newsletter that is emailed to a readership of over 4,000 readers during the first full week of each month. The E-Newsletter is placed on the APSA website for easy access, anytime. Advertising spaces are available to Corporate Members. (You may reserve a year in advance; place your requests in as early as possible. First-come, first-served.)

Trim Size: 750 pixels wide x 200 pixels high, static only

- Rates:
- \$625 • Premium Position #1 (Guaranteed 1st ad position)
 - \$525 • Premium Position #2 (Guaranteed 2nd ad position)
 - \$475 • Premium Position #3 (Guaranteed 3rd ad position)
 - \$425 • Premium Position #4 (Guaranteed 4th ad position)
 - \$375 • Regular Positions (Placed first-come, first-served after Premium Positions, if reserved)

High Leaderboard (728 pixels x 90 pixels)	Medium Rectangle (300 pixels x 250 pixels)
Mid Full Banner (728 pixels x 90 pixels)	

Medium Rectangle	\$450/month
High Leaderboard	\$425/month
Mid Full Banner	\$375/month

Website Advertising Options

www.publicsafetyaviation.org

Advertise your company on APSA's website. Three advertising options are available for Corporate Members. All advertising spaces rotate with a total of four advertisers. The positions are:

- Medium Rectangle, 300 pixels wide x 250 pixels high (located in the upper right corner of ALL publicsafetyaviation.org pages.)
- High Leaderboard, 728 pixels wide x 90 pixels high (located on every page of publicsafetyaviation.org except the home page)
- Mid Full Banner, 728 pixels wide x 90 pixels high (located in the middle of publicsafetyaviation.org home page)

Materials Submission

Please submit all website and E-Newsletter advertising materials in a gif, JPEG, TIFF or screen-ready PDF format. Program Guide and *Air Beat Today* files should be submitted in a press-ready PDF, JPEG, or TIFF format. All materials may be submitted to Emily Tarr at etarr@publicsafetyaviation.org. Graphic design questions may be directed to Zack Mullikin at zack@wrightgrp.com.

For any questions regarding APSA media & marketing opportunities, please contact:

Emily Tarr, Sales Representative

Email: etarr@publicsafetyaviation.org • Phone: (205) 563-9313

2021 CONFERENCE ADVERTISING & SPONSORSHIPS

APSCON 2021

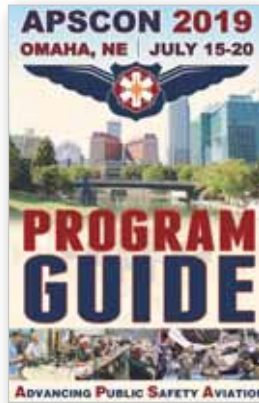
Program Guide

This onsite publication includes schedules & descriptions of all classes and courses, social events, product briefings and a full listing of all exhibitors participating in APSCON. Advertising spaces are available to exhibiting companies. Reserve advertising space in the Conference Preview issue of *Air Beat* and receive a \$100 discount on a Program Guide ad space.

Bleed Size: 5.75" w x 8.75" h

Trim Size: 5.5" w x 8.5" h

Rates: \$1,350 premium full-page; \$1,100 full-page color



APSA Today Newsletter

Three full-color daily newsletters are produced and printed onsite at APSCON to share information, activities, educational schedules and events with attendees. Advertising spaces are available to exhibiting companies at the rate of \$325 per space in each issue or \$925 for all three.

Trim Size: 2.75" w x 3.458" h



BUYER'S GUIDE CATEGORIES, CORPORATE LOGOS & PHOTOS

All APSA Corporate Member's contact information is listed in the Buyer's Guide in related categories. The first listing in the publication is free. Additional categories can be purchased for \$100 each. The list of categories can be obtained by emailing Benay Osborne at bosborne@public-safetyaviation.org. Company logos and product photos can also be included in each category listing for \$250 each.

ADVERTISING AGENCY DISCOUNTS

15% discount is offered only to out-of-company advertising agencies approved by APSA, provided that payment is received within 30 days of invoice date for *Air Beat* only. Receive a 5% discount on 8x insertions if the contract is paid in full with a signed insertion order.

INVOICING & BILLING

Invoices are mailed after each issue is distributed which is an estimated 60 days after each issue closes. See reservation due dates for close dates of each issue. New advertisers are required to pay in advance in order to establish credit with APSA. Overdue accounts will be charged a late payment fee of 1.5% per month (18% annually).

CONTRACT & COPY REGULATIONS

Rates are subject to change without notice. All advertising space reservations in *Air Beat* magazine must be confirmed with an executed APSA contract for advertising space. Full Contract & Copy Regulations may be found at publicsafetyaviation.org/publications/air-beat-magazine/air-beat-magazine-marketing-information. No cancellations will be accepted after stated closing dates. Contract rates are protected for one year of contract signature date. Rates in grid are stated per issue.

PUBLIC SAFETY DRONE EXPO 2021

Program Guide

This onsite publication includes schedules & descriptions of all classes and courses, social events, product briefings and a full listing of all exhibitors participating in the Public Safety Drone Expo. Advertising spaces are available to exhibiting companies.

Bleed Size: 5.75" w x 8.75" h • **Trim Size:** 5.5" w x 8.5" h

Rates: \$500 premium full-page; \$350 full-page color

