

The Official Journal of the Airborne Public Safety Association

AIR BEAT

ADVANCING PUBLIC SAFETY AVIATION



MEDIA KIT 2026

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.



ADVERTISING SPECIFICATIONS

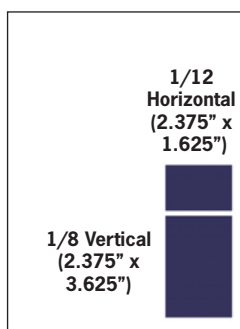
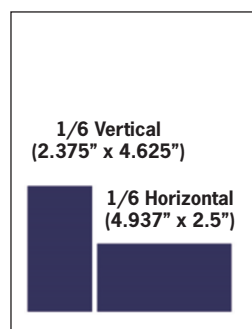
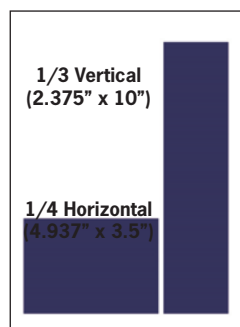
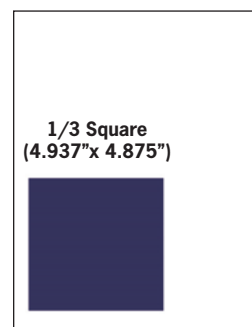
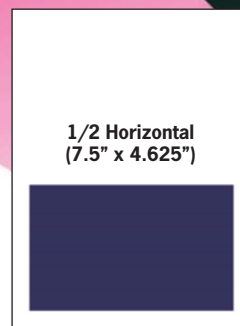
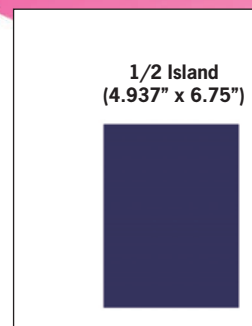
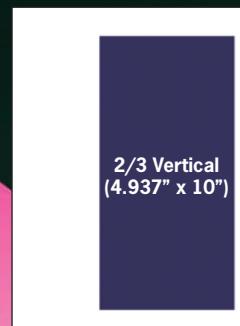
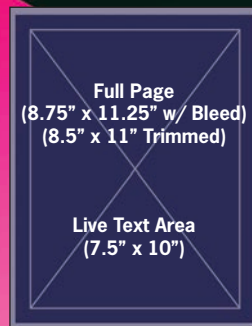
AD SPECIFICATIONS IN PROPORTION TO PAGE

AD SIZES IN DECIMAL INCHES

UNIT	WIDTH	X	HEIGHT
Two-Page Spread (Bleed)	17.25		11.25
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 vmurtaugh@publicsafetyaviation.org or uploaded to us by the materials due date stated in this media kit. Please contact Virginia Murtaugh at vmurtaugh@publicsafetyaviation.org for instructions.



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.

Advertising Rates

SIZE	1x	3x	5x	8x
Full Page	\$3385	\$3300	\$3230	\$3105
2/3 Page	\$2765	\$2695	\$2635	\$2540
1/2 Page	\$2585	\$2525	\$2440	\$2330
1/3 Page	\$2090	\$2060	\$2030	\$1945
1/4 Page	\$1775	\$1745	\$1720	\$1665
1/6 Page	\$1560	\$1535	\$1515	\$1460
1/8 Page	\$1345	\$1335	\$1320	\$1275
1/12 Page	\$1135	\$1120	\$1110	\$1095

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

Cover & Premium Rates

Non-corporate members add 10% to rates listed.

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.

POSITION	1x	3x	5x	8x
Two-Page Spread	\$5545	\$5545	\$5545	\$5545
Cover 2	\$3880	\$3745	\$3620	\$3415
Cover 3	\$3745	\$3620	\$3480	\$3280
Cover 4	\$4005	\$3880	\$3745	\$3550
Page 3	\$3880	\$3745	\$3620	\$3415
Across TOC	\$3745	\$3620	\$3480	\$3280
Inserts	\$4250	\$4250	\$4250	\$4250
Belly Band	\$2890	\$2890	\$2890	\$2890

Reservations & Due Dates

	EDITORIAL & AD RESERVATIONS DUE	ADVERTISING MATERIALS DUE	ISSUE APPROX. MAIL DATE
2026 BUYER'S GUIDE	10/14/25	10/20/25	12/3/25
JANUARY-FEBRUARY	12/5/25	12/19/25	1/9/26
MARCH-APRIL	1/30/26	2/13/26	3/6/26
CONFERENCE PREVIEW	3/20/26	4/3/26	4/17/26
MAY-JUNE	3/27/26	4/10/26	5/8/26
JULY-AUGUST	5/22/26	6/5/26	7/10/26
SEPTEMBER-OCTOBER	7/24/26	7/21/25	8/28/26
NOVEMBER-DECEMBER	9/18/26	10/22/26	11/6/26
2027 BUYER'S GUIDE	10/16/26	10/30/26	12/4/26
APSCON TODAY E-NEWSLETTER	6/26/26	7/10/26	7/14/26
E-NEWSLETTER	25th/month	25th/month	First Friday/month
WEBSITE	25th/month	25th/month	1st/month

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

Virginia Murtaugh, Corporate Member Services | Communications

Email: vmurtaugh@publicsafetyaviation.org • Phone: (301) 631-2406

2026 Editorial Calendar

2026 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: APSA Rescue Summit 2026, March 09, Atlanta, GA
VERTICON 2026, March 10-12, Atlanta, GA
APSCON 2026, July 13-17, Ft. Lauderdale, FL

JANUARY / FEBRUARY – Safety

As safety is the foundation of all programs and services offered by APSA, we put safety as the focus of our first bi-monthly issue of the year, as we have for the last 19 years (since 2007). APSA's Safety Program Manager Cory DeArmitt has chosen "Doing More With Less: Creative Solutions for Operating Safely When Budgets Get Tight" as the theme for this year's safety program, which is the theme for this issue as well.

Bonus circulation: APSA Rescue Summit 2026, March 09, Atlanta, GA
VERTICON 2026, March 10-12, Atlanta, GA

MARCH / APRIL – New Unit Start-Up

The most mature public safety aviation units got their start decades ago, but new units are still just getting off the ground, literally. And while UAS unit start-ups dominate the landscape, new rotary-wing and fixed-wing operations are still just getting their starts. This issue looks at all three, providing profiles of new unit start-ups operating helicopters, airplanes and drones as first responders, detailing their path in gaining the tactical advantage of an aerial perspective.

Bonus circulation: Commercial UAV Expo, September 1-3, 2026, Las Vegas, NV

CONFERENCE PREVIEW ISSUE – APSCON & APSCON Unmanned 2026

APSA travels to "The Venice of America" for our 55th annual conference and exposition. Fort Lauderdale, FL, with its 300 miles of inland waterways running through the area, hosts APSCON & APSCON Unmanned 2026 for the very first time! This issue previews the conference courses and classes, the exposition, the host city, and our host agency, Broward Sheriff's Office, as well as provides housing, registration and exhibitor information. Join us in Fort Lauderdale, July 13-17, 2026, for 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 – Air Medical Operations

Many public safety aviation units conduct air medical operations in varying degrees from basic to advanced life support. This issue looks at those units and the personnel, training and equipment required to effectively conduct these lifesaving missions.

Bonus circulation: APSCON 2026, July 13-17, Fort Lauderdale, FL

JULY / AUGUST – Aerial Firefighting Around the World

Climate change is warming the earth and creating drier and windier conditions, ripe for wildfires. Once seasonal, aerial firefighting is now year-round and worldwide. This issue looks at the latest in aircraft, equipment, tactics and models being employed by public safety agencies around the world to perform these life and property saving missions.

Bonus circulation: Commercial UAV Expo, September 1-3, 2026, Las Vegas, NV

SEPTEMBER / OCTOBER – Technology

Our annual look at the latest advances and innovations in technology to assist in safer, more effective and more efficient public safety aviation. This issue provides an overview of all advancing technologies while focusing on the hottest products and services on display at APSCON 2026 with profiles of our Corporate Member providers. Also included is a recap of the highlights of APSCON 2026, including our awards winners and scholarship recipients.

NOVEMBER / DECEMBER – Public Safety Aviation Physiology

Public safety aviation physiology deals with the physical and mental effects of the type of flying we do on aircrew personnel, as well as human factors that affect aircrew performance. Among these factors is the use of alcohol, drugs, tobacco, physical fitness, diet, fatigue, noise and disruption of the circadian rhythm. Longtime APSA Aeromedical Liaison Dr. Dudley Crosson leads an in-depth look into this subject and provides insight on how to achieve and maintain peak performance.



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WEBSITE & E-NEWSLETTER ADVERTISING SPECIFICATIONS

High Leaderboard
(1400 pixels x 173 pixels)



Mid Banner
(1400 pixels x 173 pixels)



Rectangle
(528 pixels x 324 pixels)

Rectangle \$520/month

High Leaderboard \$495/month

Mid Banner \$435/month

Website Advertising Options

WWW.PUBLICSAFETYAVIATION.ORG

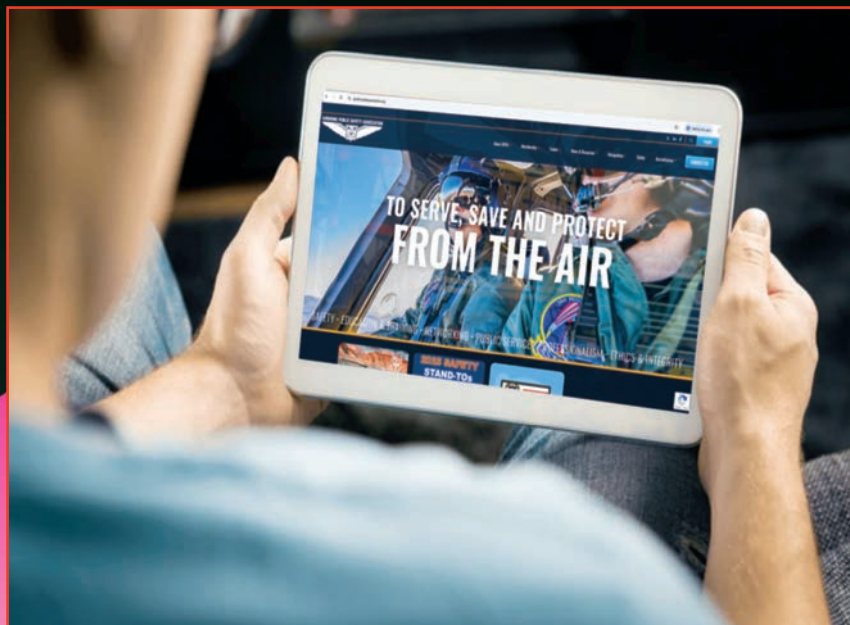
Advertise your company on APSA's website. Three advertising options are available for Corporate Members. All advertising spaces rotate with a total of four advertisers. The positions are:

- Rectangle, 528 pixels wide x 324 pixels high (located on ALL pages of publicsafetyaviation.org.)
- High Leaderboard, 1400 pixels wide x 173 pixels high (located on every page of publicsafetyaviation.org except the home page)
- Mid Banner, 1400 pixels wide x 173 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. *APSCON Today* files should be submitted in a press-ready PDF, JPEG, or TIFF format. All materials may be submitted to Virginia Murtaugh at vmurtaugh@publicsafetyaviation.org. Graphic design questions may be directed to Zack Mullikin at zackmgfx@magicgraphx.com.

AIRBORNE PUBLIC SAFETY ASSOCIATION

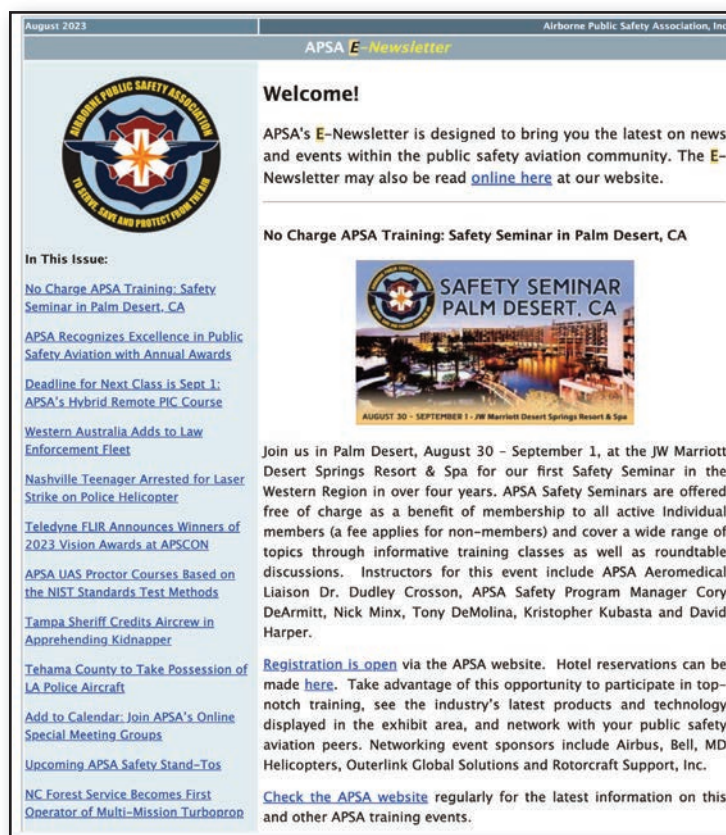


Monthly E-Newsletter

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: \$710 • Premium Position #1 (Guaranteed 1st ad position)
\$605 • Premium Position #2 (Guaranteed 2nd ad position)
\$555 • Premium Position #3 (Guaranteed 3rd ad position)
\$495 • Premium Position #4 (Guaranteed 4th ad position)
\$435 • Regular Positions (Placed first-come, first-served after Premium Positions, if reserved)





CONFERENCE ADVERTISING & SPONSORSHIPS

APSCON/APSCON UNMANNED 2026

Event App

This onsite app includes schedules & descriptions of all classes and courses, social events, product briefings and a full listing of all exhibitors participating in APSCON. Sponsorship opportunities and Advertising spaces are available to exhibiting companies.

App Sponsor Rates:

\$770 (3 opportunities) OR
\$2310 (Buy Out)

- includes logo (480 pixels wide x 270 pixels high) at the top (rotating carousel) of app homepage and hyperlink to designated URL

App Advertiser Rates:

\$1285 (4 opportunities) OR
OR \$5140 (Buy Out)

- includes thumbnail image in app carousel (1340 pixels wide x 400 pixels high) in app carousel at top of app homepage and hyperlink to designated URL

APSCON Today E-Newsletter

A special edition E-Newsletter to be distributed Wednesday, July 15, is produced for APSCON to share information, activities, educational schedules, exhibitor news and events with attendees. Advertising spaces are available to exhibiting companies at the following rates:

\$710 • Premium Position #1
(Guaranteed 1st ad position)

\$605 • Premium Position #2
(Guaranteed 2nd ad position)

\$555 • Premium Position #3
(Guaranteed 3rd ad position)

\$495 • Premium Position #4
(Guaranteed 4th ad position)

\$435 • Regular Positions
(Placed first-come, first-served after Premium Positions, if reserved)

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



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 \$130 each. The list of categories can be found at <https://publicsafetyaviation.org/product-categories/> or email Benay Osborne at bosborne@publicsafetyaviation.org. Company logos and product photos can also be included in each category listing for \$285 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 <https://publicsafetyaviation.org/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.

