The Official Journal of the Airborne Public Safety Association

AIRBEAT



AIRBORNE PUBLIC SAFETY ASSOCIATION
TO SERVE, SAVE AND PROTECT FROM THE AIR

MEDIA KIT 2027

www.publicsafetyaviation.org

The Official Journal of the Airborne Public Safety Association

AIR BEAT



ADVANCING PUBLIC SAFETY

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, UAS operators, 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.



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ADVERTISING SPECIFICATIONS

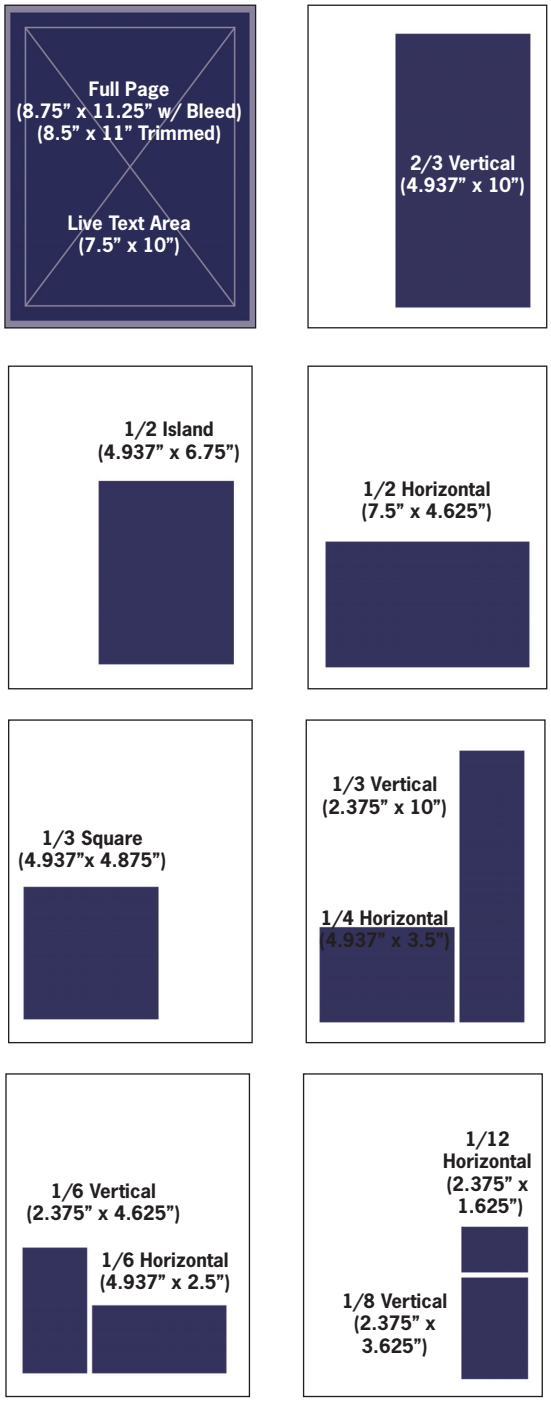
AD SIZES IN DECIMAL INCHES

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 marketing@publicsafetyaviation.org or uploaded to us by the materials due date stated in this media kit. Please contact the APSA Sales Team at marketing@publicsafetyaviation.org for instructions.

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.

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Advertising Rates

SIZE	1x	3x	5x	8x
Full Page	$3475	$3390	$3315	$3190
2/3 Page	$2840	$2770	$2705	$2610
1/2 Page	$2655	$2595	$2505	$2395
1/3 Page	$2145	$2115	$2085	$2000
1/4 Page	$1825	$1795	$1765	$1710
1/6 Page	$1600	$1575	$1555	$1500
1/8 Page	$1380	$1370	$1355	$1310
1/12 Page	$1165	$1150	$1140	$1125

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	$5695	$5695	$5695	$5695
Cover 2	$3985	$3845	$3720	$3510
Cover 3	$3845	$3720	$3575	$3370
Cover 4	$4115	$3985	$3845	$3645
Page 3	$3985	$3845	$3720	$3510
Across TOC	$3845	$3720	$3575	$3370
Inserts	$4365	$4365	$4365	$4365
Belly Band	$2970	$2970	$2970	$2970

Reservations & Due Dates

	EDITORIAL & AD RESERVATIONS DUE	ADVERTISING MATERIALS DUE	ISSUE APPROX. MAIL DATE
2027 BUYER'S GUIDE	10/16/26	10/30/26	12/4/26
JANUARY-FEBRUARY	12/4/26	12/18/26	1/8/27
MARCH-APRIL	1/29/27	2/12/27	3/5/27
CONFERENCE PREVIEW	3/19/27	4/2/27	4/16/27
MAY-JUNE	3/26/27	4/9/27	5/7/27
JULY-AUGUST	5/21/27	6/4/27	7/9/27
SEPTEMBER-OCTOBER	7/23/27	8/6/27	8/27/27
NOVEMBER-DECEMBER	9/17/27	10/22/27	11/5/27
2028 BUYER'S GUIDE	10/15/27	10/29/27	12/3/27
APSCON TODAY E-NEWSLETTER	6/25/27	7/9/27	7/21/27
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:

APSA Sales Team | Email: marketing@publicsafetyaviation.org • Phone: (301) 631-2406

www.publicsafetyaviation.org

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2027 Editorial Calendar

2027 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 2027, March 15, Anaheim, CA
VERTICON 2027, March 16-18, Anaheim, CA
APSCON 2027, July 19-23, Reno, NV

JANUARY / FEBRUARY – Safety

This is the 20th anniversary of *Air Beat* putting safety as the focus of our first bi-monthly issue of the year. This is thoughtfully and purposely done as safety is the foundation of all programs and services offered by APSA. APSA's Safety Program Manager Cory DeArmitt has chosen "Beyond the Checklist: Safety is a Mindset, Not a Task" as the theme for this year's safety program, which is the theme for this issue as well. During the year, our safety program will focus on human factors that checklists alone can't address such as judgement, complacency, communications, situational awareness and decision making.

Bonus circulation: APSA Rescue Summit 2027, March 15, Anaheim, CA
VERTICON 2027, March 16-18, Anaheim, CA

MARCH / APRIL – Aerial Search and Rescue

Public safety aviation operations conducting search and rescue missions utilize skill sets and equipment not commonly used in traditional public safety aviation. As 2027 marks APSA's 10th Annual Rescue Summit, it seems appropriate to once again highlight the latest in technology, techniques and equipment being utilized to safely and successfully perform these missions and share the stories of lessons learned by those flying the aircraft, managing the cables and hanging at the end of the hook.

CONFERENCE PREVIEW ISSUE – APSCON & APSCON *Unmanned* 2027

APSA returns to the "Biggest Little City in the World" for our 56th annual conference and exposition. Nestled near the Sierra Nevada Mountains, Reno, NV, with its iconic casinos and easy access to outdoor recreation, becomes the third city to achieve the distinction of being a five-time host of APSA's premier annual training and networking event, APSCON & APSCON *Unmanned*. This issue previews the conference courses and classes, the exposition, the host city, and our host agency, Washoe County Sheriff's Office, as well as provides housing, registration and exhibitor information. Join us in Reno, July 19-23, 2027, 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 – Public Safety Aviation Unit Management

It's been said that nothing in your public safety career prepares you to manage a public safety aviation unit. As an industry, we tend to put those with little to no aviation background or experience in public safety aviation management positions and then rotate them out just about the time they start getting on top of the learning curve. This issue looks at the many areas one must master, or at least gain proficiency in, to effectively and efficiently lead their agency's aviation unit. This includes but is not limited to aviation regulations, personnel selection, training, finance and budgeting, legal responsibilities, maintenance, unit marketing, aviation unit best practices, human factors, crew resource management, airborne use of force and aviation safety management systems.

Bonus circulation: APSCON 2027, July 19-23, Reno, NV

JULY / AUGUST – Fixed-Wing Operations

The staple of the earliest public safety aviation operations, fixed-wing aircraft continue to be the aircraft of choice for many agencies. Their unique characteristics make them the natural choice for some missions, and the advancement of onboard sensors, which are part of the modern tactical suite, have enhanced the effectiveness of the missions that can be performed using this platform. And they continue to be one of the most requested topics of *Air Beat* articles. This issue looks at the wide range of public safety missions utilizing fixed-wing aircraft, including law enforcement, firefighting, natural resource management, SAR and personnel and patient transport.

Bonus circulation: Commercial UAV Expo 2027,
September 7-9, 2027, Las Vegas, NV

SEPTEMBER / OCTOBER – Technology: Drone as First Responder and Counter-UAS

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 specifically focusing on the latest advancements in two technologies dominating public safety aviation: Drone as First Responder and Counter-UAS (C-UAS). Also included is a recap of the highlights of APSCON 2027, including our awards winners and scholarship recipients.

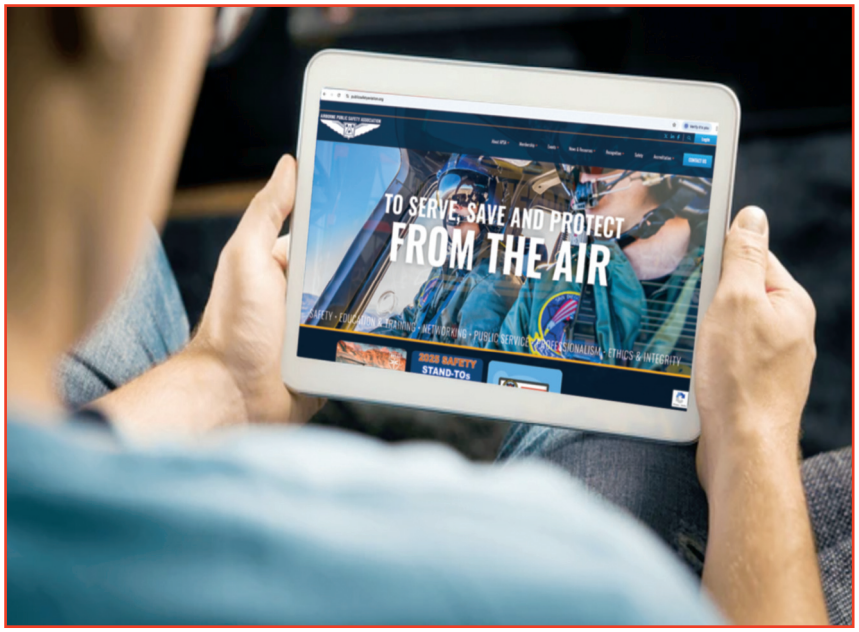
NOVEMBER / DECEMBER – No Maintenance, No Flight

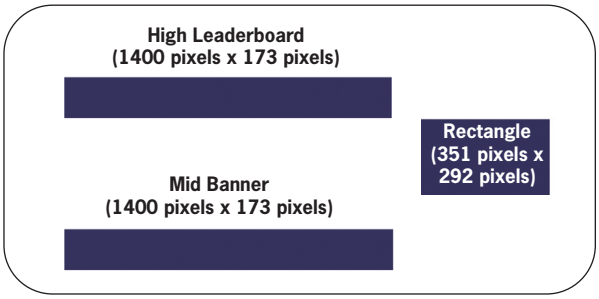
Without proper maintenance, there is no public safety aviation. Properly maintained aircraft are the key to safe and successful aviation operations and public safety aviation is no exception. This issue looks at the various approaches public safety operators use to maintain their aircraft as well as the unsung heroes of public safety aviation, the maintenance technicians that keep us airborne and get us safely home.

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

APSA Sales Team | Email: marketing@publicsafetyaviation.org • Phone: (301) 631-2406

WEBSITE & E-NEWSLETTER ADVERTISING SPECIFICATIONS





Rectangle	$535/month
High Leaderboard	$510/month
Mid Banner	$450/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, 351 pixels wide x 292 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 the APSA Sales Team at marketing@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:
$730 • Premium Position #1 (Guaranteed 1st ad position)
$620 • Premium Position #2 (Guaranteed 2nd ad position)
$570 • Premium Position #3 (Guaranteed 3rd ad position)
$510 • Premium Position #4 (Guaranteed 4th ad position)
$450 • Regular Positions (Placed first-come, first-served after Premium Positions, if reserved)


October 2026 | Airborne Public Safety Association, Inc.

APSA *E-Newsletter*

Welcome!

APSA's E-Newsletter is designed to bring you the latest on news and events within the public safety aviation community. The E-Newsletter may also be read online here at our website.

Take Advantage of APSA's Safety Stand-Tos -- Register Now

There are two Safety Stand-Tos scheduled before the end of this year, and we hope you can attend at least one of them.

November 10 for Natural Resources Aviation: This online virtual event is open to both members and non-members of APSA and will take place Nov. 10 from 1300-1700 EST. Topics will include interstate support for aerial wildfire programs, estimating animal population, hurricane hunting, and more. A Zoom link will be emailed to you prior to the meeting, but you must register to participate.

SAFETY STAND-TOs
REAL-WORLD SAFETY. REAL-WORLD SOLUTIONS.
JOIN US AT ONE OR MORE OF OUR UPCOMING SAFETY STAND-TOS!
NOVEMBER 10
NATURAL RESOURCES AVIATION
NOVEMBER 18
FORT WORTH, TEXAS
SAFE MISSIONS START WITH SHARED KNOWLEDGE. BE PART OF THE SOLUTION.
publicsafetyaviation.org

November 18 in Ft. Worth, TX: Hosted by the Fort Worth Police Department, the day's training will include suspect behavior/perimeter containment, spatial disorientation, safety management systems, and much more. Registration is required. For those intending to fly in for this event, contact Air Support Unit Sgt. Rex Kiser at 817-392-8315 or Rex.Kiser@fortworthtexas.gov for arrangements.

APSA also offers corporate members the opportunity to sponsor these events—an excellent way to showcase your organization and build visibility within the public safety aviation community. For more information, contact Benay Osborne at 301-631-2406 or bosborne@publicsafetyaviation.org.

If you are not a member, please consider joining APSA and taking advantage of the many benefits of membership. Click here to become a member.

In This Issue:

Take Advantage of APSA's Safety Stand-Tos -- Register Now
Public Safety Aviation Summit Returns to EUROPEAN ROTORS
Remembering Kevin Vislocky
Durham Regional Police Unveils New Airbus H125
Boulder Police DFR Locates Armed-Men Call in 75 Seconds
San Bernardino County Sheriff Receives $1 Million for Air Rescue Program
Edmonton Police Flight Operations Unit Celebrates 25 Years of Service
APSA Executive Director & CEO Announces His Pending Retirement
Join The Conversations: Online Meeting Groups for Members
Aircrew Honored Following Mission Peak Rescue
Sonoma County Sheriff's Henry One Rescues Man from Offshore Rocks
October Webinar: Countering UAS During FIFA World Cup
Nassau County Police Add Water Rescue Capability to Drone Program
NTSB Releases Preliminary Report on Fatal Collision Involving PSP Helicopter
APSA Safety Stand-Tos – Now Booking 2027
Flagler County Sheriff's Bell 505 Moves to New Hangar
Snohomish County Sheriff Tests DFR Program
Farewell to the Twirly Birds Organization

Top

Public Safety Aviation Summit Returns to EUROPEAN ROTORS

EUROPEAN ROTORS THE VTOL SHOW AND SAFETY CONFERENCE
Lyon, France
30 Nov – 3 Dec 2026
Exhibits Open 1–3 Dec

APSA will once again partner with EUROPEAN ROTORS, Europe's leading vertical aviation trade show and safety conference, to present the Public Safety Aviation Summit on Dec. 2, 2026.

Bringing together public safety aviation professionals and industry experts, this year's summit will address a range of timely operational



CONFERENCE ADVERTISING & SPONSORSHIPS

APSCON/APSCON *UNMANNED* 2027

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:
$790 (3 opportunities) OR
$2370 (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:
$1320 (4 opportunities)
OR $5280 (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 21, 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:

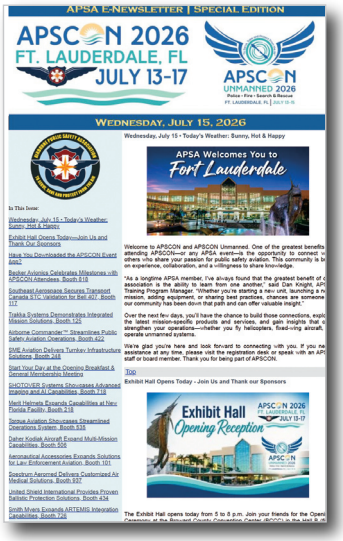
$730 • Premium Position #1
(Guaranteed 1st ad position)

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$570 • Premium Position #3
(Guaranteed 3rd ad position)

$510 • Premium Position #4
(Guaranteed 4th ad position)

$450 • Regular Positions
(Placed first-come, first-served after Premium Positions, if reserved)


APSA E-NEWSLETTER | SPECIAL EDITION
APSCON 2026
FT. LAUDERDALE, FL
JULY 13-17
APSCON UNMANNED 2026
WEDNESDAY, JULY 15, 2026
APSA Welcomes You to Fort Lauderdale
Exhibit Hall Opening Reception

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 $135 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 $295 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.

AIRBORNE PUBLIC SAFETY ASSOCIATION