

# 2012 Marketing Prospectus



**Annual Law Enforcement Expo**  
**April 23-24, 2012**

St. Cloud Civic Center • St. Cloud, MN

Advertising • Exhibiting • Buyer's Guide • Sponsorships

# Important Deadlines

## October 28, 2011

- ePreliminary Program advertising deadline

## November 18, 2011

- Magazine ad deadline Winter 2011-2012 issue

## December 9, 2011

- Final Program advertising deadline
- Last chance to have company listed as exhibitor in Final Program
- Last chance to receive sponsor acknowledgment in the Final Program

## February 3, 2012

- Exhibit Guide description due
- Exhibit Guide advertising deadline
- Raffle prize donation commitment due
- Exhibit personnel registrations due
- Magazine Buyers Guide ad deadline Spring 2012 issue

## May 11, 2012

- Magazine ad deadline Summer 2012 issue

## August 10, 2012

- Magazine ad deadline Fall 2012 issue

### Contacts:

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Betsy Pierre • Phone: 952-903-0505; ext. 1 • Fax: 763-295-2550 • [betsy@pierreprroductions.com](mailto:betsy@pierreprroductions.com)

# 2012 Marketing Prospectus

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**For more information contact:**

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Minnesota Chiefs of Police Executive Training Institute & Magazine Management Office  
P.O. Box 1583 • Monticello, MN 55362-1583 • Phone: 952-903-0505 • Fax: 763-295-2550  
[www.mnchiefs.org](http://www.mnchiefs.org)

# Law Enforcement Expo

Minnesota Chiefs of Police Association Executive Training Institute (ETI)

April 23-26, 2012 • Expo: April 23-24 • River's Edge Convention Center, St. Cloud, MN

With an estimated 150+ exhibit booths and an average **550 law enforcement professionals**, the Minnesota Chiefs of Police Association ETI Law Enforcement Expo is one of the largest industry buying events in the Midwest!

Over **70%** said they were shopping for near future purchases.

Nearly **95%** said the companies they buy from were present.

Nearly **75%** of the attendees said the 2011 Minnesota Chiefs of Police Association Law Enforcement Expo had a **STRONG INFLUENCE** on their **BUYING DECISIONS!**

*Above information from the 2011 ETI attendee survey.*

## Booth Space Prices

Preferred 8' x 10' booths (shaded) \$660  
Standard 8' x 10' booths \$560

Vehicle/Display\*\* \$1,110  
\*\*One vehicle per space.

## With each booth purchased, exhibitors will receive:★

- 8' x 10' booth space with 8' high draped back walls and 3' high partitions, booth sign listing company name, one draped table and two chairs
- Listing as exhibitor in ETI promotion
- Listing in ETI Exhibit Guide
- Complimentary exhibit passes for pre-Expo distribution
- Opportunity for a one-time use of the association member mail list to pre-promote your booth at the ETI
- Opportunity for a one-time use of the ETI attendee list for an ETI follow up mailing
- Four exhibit booth staff registrations. More badges can be purchased at \$225 each. This registration gains access to all events in the exhibit hall.★★

- ★ Deadlines and restrictions may apply
- ★★ Non-profit organizations may have an unlimited number of exhibit booth staff registrations for staffing their booth.



# 2011 Exhibitors Included

- 247Security Inc. - Patrol Witness  
5.11 Tactical  
AAA Minnesota/Iowa  
Advanced Graphix Inc  
Advanced Interactive Systems  
Aftermath, Inc.  
All Traffic Solutions  
Alpine Consulting / IBM  
American Military University  
AmeriGas Propane  
Ancom Communications, Inc.  
Argosy University, Twin Cities  
ASP, Inc.  
Association of Training Officers  
of MN  
City Minneapolis Police Dept /  
Automated Pawn / Workforce  
Director  
Barbara Schneider Foundation  
BIO TEC Emergency Services  
BKV Group  
Blauer Manufacturing Co.  
Boston Leather Inc.  
Buetow and Associates, Inc.  
CalAmp  
Campion, Barrow and Associates  
Cardiac Science  
Carfax, Inc.  
Century College - Investigative  
Science & Law Enforcement  
Technology  
Chader Voice Technology  
Child Rescue Association of  
North America  
tip411  
Kenwood/Co-Meg Sales  
Coban Technologies, Inc.  
Code 4 Services, LLC  
Columbia Southern University  
Computer Information  
Systems Inc.  
Concordia University - St. Paul  
Cop Stop Uniform & Supply  
CrimeReports  
Cummins - Allison Corp  
Dakota County Receiving  
Center, Inc.  
Deer Creek Technologies  
Digital Ally, Inc.  
Digital Safety Technologies, Inc.  
DLR Group KKE  
Dodge of Burnsville  
DRI Consulting  
EDS Builders, Inc.  
EFJohnson Technologies  
Elbeco  
Emergency Automotive  
Technologies, Inc.  
Exploring Program  
Fechheimer  
Federal Signal Corporation  
Financial Crimes Services  
Ford Government Sales  
Front Line Plus  
Gamber-Johnson LLC.
- Gary L. Fischler & Associates:  
Consulting & Forensic  
Psychologists  
Glock, Inc.  
Grabar Voice & Data  
Grafix Shoppe  
Northland MSS Association  
Haldean-Homme/Spacesaver  
Hamline School of Business,  
Dept of Public Administration  
Harris Corporation  
Law Enforcement  
Education Center  
Herzing University Online  
Horace Small  
Hub-Data911  
ICOP Digital, Inc.  
IdentiSys Inc.  
In Pursuit! Ministries  
Independent Emergency  
Services, LLC.  
Information Builders, Inc.  
Intoximeters Inc  
National Child Protection Training  
Center - Jacob Wetterling  
Resource Center  
Karbon Arms Inc.  
KEEPRS, Inc.  
Klein McCarthy Architects  
Kustom Signals  
L-3 Mobile-Vision, Inc.  
LETG  
Minnesota Law Enforcement  
Memorial Assn  
Life Link III  
Lind Electronics  
LOFFLER COMPANIES INC  
Martin-McAllister Consulting  
Psychologists, Inc.  
Mavron, Inc.  
Mid America Business Systems  
Mid-States Organized Crime  
Information Center  
Minco Technology Center  
Minnesota Association of Regional  
CISM Programs  
Minnesota Association of  
Women Police  
Bureau of Criminal Apprehension  
Minnesota CIT Officers  
Association  
Minnesota Crime Prevention  
Association  
MN DRE  
Minnesota Electronic Security &  
Technology ASSN  
Minnesota Joint Analysis Center  
(MNJAC)  
MN National Guard Counterdrug  
Task Force  
Minnesota Safe & Sober  
Minnesota State Retirement  
System  
MN Chapter of Concerns of Police  
Survivors  
MN Department of Commerce -  
Insurance Fraud Division
- MN Highway Safety & Research  
Center  
Law Enforcement Torch Run -  
Special Olympics MN  
MPH Industries, Inc.  
MPulse Inventory  
National Child Safety Council  
Nelson Auto Center, Inc.  
New World Systems  
North Memorial Air Care  
Northern Safety Technology, Inc.  
Northern Star Juvenile Diversion  
Northland Business Systems, Inc.  
Odyssey Battery  
Panasonic Solutions Company  
PATROL  
Protection Uniforms  
Philips Healthcare  
Pro Action & Sales  
Pro-Tec Design, Inc.  
PLEAA (Professional Law  
Enforcement Assistants  
Association)  
ProPhoenix  
Propper International  
Protocol Uniforms  
PSMGroup  
Rasmussen College  
Ray O' Herron Co., Inc.  
Advantage Gear, Inc.  
Rigs and Squads  
Saint Mary's University of  
Minnesota  
Schrader's Law Enforcement  
Supply  
SHI  
Shred-It  
Sig Sauer, Inc.  
SIRAS  
SoundOff Signal  
South Central College  
Stalker Radar  
Stanard & Associates, Inc.  
State of Minnesota Division of  
Emergency Communication  
Networks  
StopTech, Ltd.  
Streicher's  
Symbol Arts  
Tait Radio Communications  
The Blue Pages  
The Omega Group  
Tierney Brothers Inc.  
Tousley Ford  
Uncle Mike's Law Enforcement  
Uniforms Unlimited  
Upper Midwest Community  
Policing Institute  
Verizon Wireless  
Video Surveillance Solutions  
VIEVU  
WatchGuard Video  
Wenzel Financial Services  
Whelen  
Wold Architects and Engineers  
Zuercher Technologies, LLC

# Law Enforcement Expo

## Minnesota Chiefs of Police April 23-26, 2012

### St. Cloud River's Edge Convention Center Terry Haws Exhibit Halls B and C

#### Assignment of Exhibit Space:

Last year's exhibitors will be emailed an exclusive booth booking opportunity. Following this booking opportunity, the ETI exhibit hall will open to all interested companies. Should an exhibitor cancel their booth reservation, their booth(s) will be available for reservation to all interested companies on a first-come, first-served basis.

#### Reward Points:

Reward points are earned and accumulated from year to year for exhibiting, advertising, donating, etc. In early booking phases, reward point standings determine priority booth assignments. Reward points may be lost for things including, but not limited to, late set-up, late payments and early/late tear down.

#### Booth Rental Finalization:

Once the exhibit hall is available for all booth reservation requests, a signed contract and full booth payment will be required within 30 days of reservation request to officially reserve space. If these items are not received, space reservation is subject to termination. In this event any previous payment is forfeited and the Association may then reassign the space. Any cancellation will result in forfeit of all fees paid to date.

#### Booth Space Prices

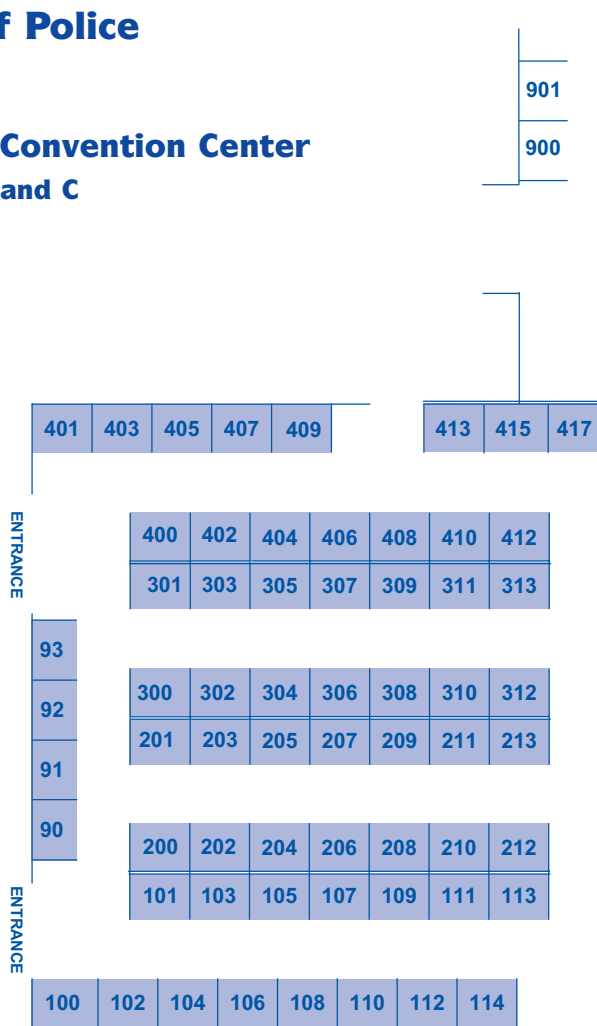
Preferred 8' x 10' booths (shaded)	\$660
Standard 8' x 10' booths	\$560
Vehicle Display**	\$1,110

\*\*One vehicle per space.

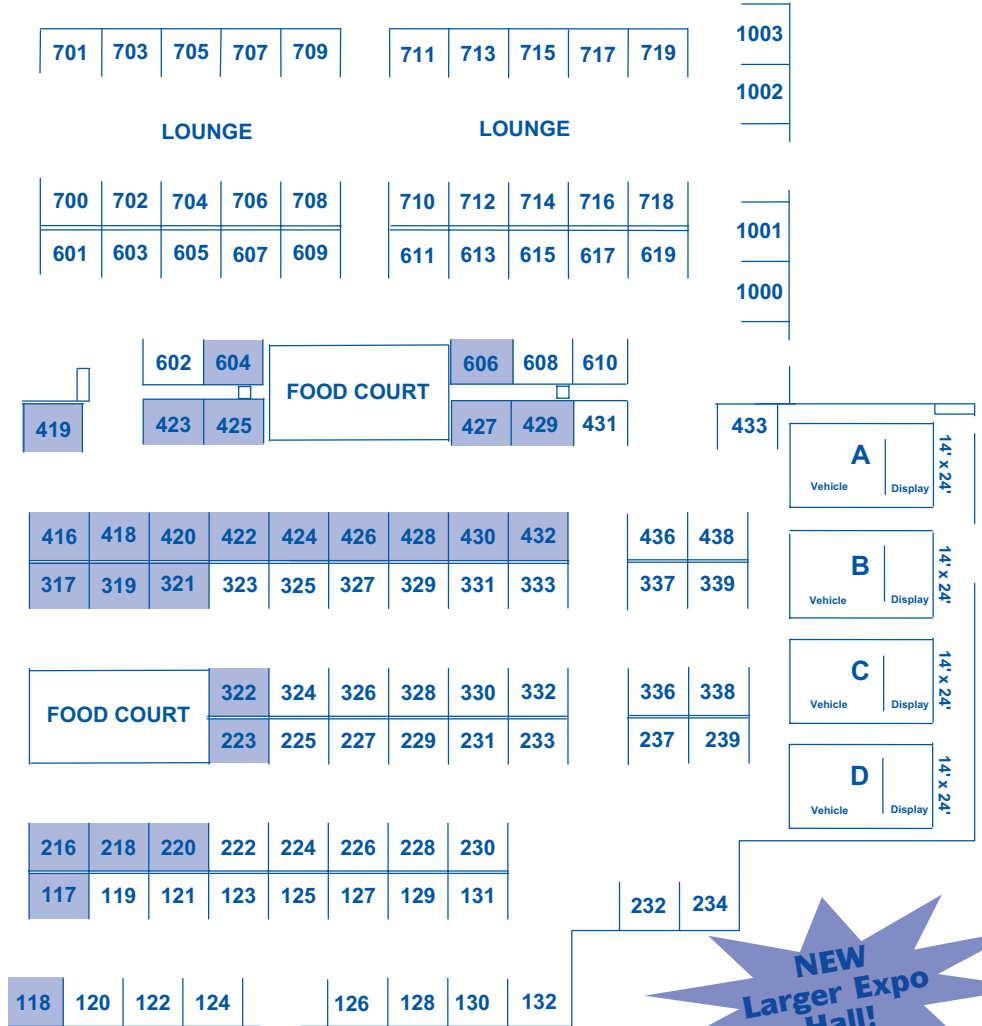
#### 2012 Exhibition Schedule\*

Set up:	Monday, April 23
Open:	Monday, April 23 and Tuesday, April 24
Tear down:	Tuesday, April 24

\* Exact times to be determined.



Thank you 2011 exhibitors – you are given the  
**FIRST OPPORTUNITY** to reserve your exhibit space!



Related government programs, industry organizations and industry associations may request space at the reduced rate of \$150. Booths at this reduced rate are very limited. Opportunities are given on a first-come, first-served basis. Certain restrictions apply. (Info Expo booths may be in the registration commons area or in the Exhibit Hall and will be placed in after all others have been placed.)

All exhibit bookings are subject to the approval of the Association. The Association reserves the right to refuse space rental for any reason including a conflict with the intent of the Exhibit or the mission of the Association.

For more information contact:

Erica Nelson • Phone: 952-903-0505; ext. 3 • Fax: 763-497-8810 • erica@pierreproductions.com  
Betsy Pierre • Phone: 952-903-0505; ext. 1 • Fax: 763-295-2550 • betsy@pierreproductions.com

# 2012 Contract for Exhibit Space

## Law Enforcement Expo • April 23 & 24 • River's Edge Convention Center

To finalize your booth reservation, please complete, sign and return this contract with a check for full booth payment made out to: Minnesota Chiefs of Police Association.

**Please indicate booth preference (see floor plan on pages 6-7.)**

Preference*	First Choice	Second Choice	Third Choice	Assigned	Cost
First Booth					
Second Booth					
First Vehicle Space					
*If none of the choices are available, a booth closest to 1st choice will be assigned				<b>TOTAL COST:</b>	

\$660 for preferred booths; \$560 for standard booths; \$150 for non-profit booths; \$1,110 for vehicle display spaces (one vehicle per space). List companies you do NOT want to be located adjacent to: \*\*

\*\*The Association will do its best to accommodate this request.

- |   |                                 |
|---|---------------------------------|
| <input type="checkbox"/> Check here if you wish to have a company listing in the 2012 Magazine Buyers Guide – \$150<br><input type="checkbox"/> Check here if you wish to have your company listed in the Online Vendor Listing for 12 months at: <a href="http://www.mnchiefs.org">www.mnchiefs.org</a> – \$250<br><input type="checkbox"/> Check here if you wish to do both listings – \$350 | <i>See page 14 for details.</i> |
|---|---------------------------------|

**Who from your company should receive all communications regarding your booth reservation?**

Name \_\_\_\_\_ Job Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**Information as it should be printed in the Exhibit Guide, distributed to event attendees:**

Exhibiting Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Job Title \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

*Please attach a letterhead sample to confirm spelling of company name. In signing this contract, we, as the Exhibiting Company, agree to abide by the Exhibit Terms and Conditions (page 9) as well as to the details included in the 2012 Exhibitor Services Kit (to be sent in February 2012).*

**Exhibiting Company Official Acceptance**

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

**Return Contract to:** Minnesota Chiefs of Police ETI Management Office • P.O. Box 1583 • Monticello, MN 55362

Erica Nelson • Phone: 952-903-0505; ext. 3 • Fax: 763-497-8810 • [erica@pierreproductions.com](mailto:erica@pierreproductions.com)  
 Betsy Pierre • Phone: 952-903-0505; ext. 1 • Fax: 763-295-2550 • [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)

# Exhibit Terms and Conditions

The Contract for Exhibit Space represents an official agreement between the Exhibiting Company (Exhibitor) and the Minnesota Chiefs of Police Association (Exhibit Management).

**Sharing Booth Space:** Sharing booth space by more than one company/organization is strictly prohibited.

**Staffing of Exhibit Booth:** Four booth staff registrations are included in the price of a booth. This registration gains access to all events in the exhibit hall. More badges can be purchased at \$225 each. Non-profit organizations may have an unlimited number of exhibit booth staff registrations for manning their booth.

**Booth Rental Finalization and Payment:** A signed contract and full booth payment are required within 30 days of reservation request to officially reserve a booth/vehicle space. If these items are not received, space reservation is subject to termination.

**Refusal of Booth Space:** All exhibit bookings are subject to the approval of exhibit management. Exhibit management reserves the right to refuse space rental for any reason including a conflict with the intent of the Exhibit or the mission of the Association.

**Cancellation and Violation of Terms, Conditions and Details:** An exhibitor may cancel their exhibit space at any time. Cancellation, at any time, will result in a forfeit of all fees paid to-date by exhibitor. Upon cancellation of booth space, the booth will be available for reservation to all interested parties on a first-come, first-served basis. Violations of any of these terms and conditions or any details included in the Exhibitor Services Kit will result in termination of this agreement. In this event any previous exhibitor payment is forfeited and exhibit management may reassign the space.

**Exhibit Management Reserves the Right To:** Make any necessary adjustments to booth locations, booth assignments and exhibit floor plan. Make any necessary changes or exceptions to terms, conditions and details. Refuse any display, or portion thereof, that does not meet the local fire, safety, building, etc. codes.

**All Exhibitors Are Responsible For:** Abiding by these terms and conditions as well as the details included in the Exhibitor Services Kit. Educating booth staff on these terms, conditions, and details. Any necessary arrangements for their booth (i.e. insurance, shipping, electrical services, additional furniture rental, carpet rental, etc.). Charges associated with these items are the responsibility of the exhibiting company. Forms for many of these services will be included in the Exhibitor Services Kit. Creating a display that meets local fire, safety, building, etc. codes. This includes assuring that their entire display is flame proof and fire resistant. Staffing exhibit booth during exhibit open hours as published in the Exhibitor Services Kit. Registering all exhibit booth staff with exhibit management. Any damage done to the facility caused by the exhibiting company's booth staff or its agents. The safety and security of any and all valuables in the booth.

## **Exhibit Booth Regulations:**

### **Preferred and Standard booths (8' deep x 10' wide)**

Display items higher than 3' (with a maximum 8' height) must be placed in the back 3' of booth space. No display item within the booth may exceed 8' without prior, written consent of Exhibit Management. Items in the front 5' of the booth must be no taller than 3'.

**Island Booths (16' deep x 20' wide)** No display item within the booth may exceed 12' without prior, written consent of exhibition management.

**Vehicle Spaces:** Must have carpet squares under all tires, disconnect car battery and have less than 1/4 tank of gas.

**Reward Points:** Reward points are earned and accumulated by ETI exhibitors from year to year for exhibiting, advertising, donating, etc. In early booking phases, reward point standings determine priority booth assignments. Reward points may be lost for such things as late set-up, late payments and early/late tear down.

**Exhibitor Agrees:** To keep their display within their designated booth space. Display items in the aisles are not permitted. To set up and tear down display during designated times only. Not to display or distribute promotional materials outside of their booth space. Not to enter another exhibitor's booth space without permission from that exhibitor. To use headsets when operating loud audio equipment within booth. To pay royalties to ASCAP, BMI if using live or recorded music within booth. To protect, indemnify and hold harmless exhibit management, its employees, volunteers and agents against any claims arising from the conduct or neglect of the exhibitor, its employees and agents. To carry adequate insurance for the duration of the Exhibition (including move in and move out).

For more information contact:

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Betsy Pierre • Phone: 952-903-0505; ext. 1 • Fax: 763-295-2550 • [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)

# ETI Advertising

## ePreliminary Program

An electronic online tool to promote the ETI.

Deadline:	October 28, 2011	
Distribution:	1,700*	
Sizes and rates:	Full Page (8.5"w x 11"h)	\$495
	Trim size 8.5" wide x 11" high (bleed should be .25" off trim and live area should be 1" in from the trim edge).	

## Final Program (In print and Online)

Gain visibility in this widely used ETI planning tool!

Deadline:	December 9, 2011	
Distribution:	4,000*	
Sizes and rates:	Covers – Full Page (4.5"w x 8"h)	\$715
	(Covers are available for: inside front / inside back)	
	Full Page (4.5"w x 8"h)	\$575
	1/2 Page (4.5"w x 3.625"h)	\$375
Add Spot Color:	\$175	Add Full Color: \$450

## Exhibition Guide

Guide traffic to your booth in this on-site reference and take-home buyers guide.

Deadline:	February 3, 2012	
Distribution:	650*	
Sizes and rates:	Covers – Full Page (4.5"w x 8"h)	\$405
	(Covers are available for: inside front / inside back / outside back)	
	Full Page (4.5"w x 8"h)	\$325
	1/2 Page (4.5"w x 3.625"h)	\$215
Add Spot Color:	\$350	Add Full Color: \$750

## Tote Insert\*\*

Put your brochure or flier directly in the hands of ETI attendees.

Deadline:	February 3, 2012
Distribution:	350*
Rate:	\$195

\* Distribution figures are estimates

\*\* Certain restrictions apply

# ETI Advertising Insertion Order

(Please see page 10 for more details.) FAX form to: 763-497-8810

Advertiser Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Company: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_ Email: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

- Please place an "X" on the line next to the advertisement you wish to reserve.

## ePreliminary Program *Artwork due Oct. 28, 2011*

Full Page \$495 Trim size 8.5" x 11", bleed .25" off trim, live area 1" in.

## Final Program *Artwork due Dec. 9, 2011*

Half Page (4.5" w X 3.625" h) \$375     Full Page (4.5" w X 8" h) \$575  
 Cover - Full Page (4.5" w X 8" h) \$715 (Circle choice: inside front / inside back)  
 Add Spot Color: \$175     Add Full Color: \$450

## Exhibition Guide *Artwork due Feb. 3, 2012*

Half Page (4.5" w X 3.625" h) \$215     Full Page (4.5" w X 8" h) \$325  
 Cover - Full Page (4.5" w X 8" h) \$405 (Circle choice: inside front / inside back / outside back)  
 Add Spot Color: \$350     Add Full Color: \$750

## Tote Insert *Insert supply \* deadline Feb. 3, 2012*

One insert \$195

\* Must provide a supply of 400 inserts. Size restrictions will apply – call to discuss.

**Send art to:** Erica Nelson via email to: [erica@pierreproductions.com](mailto:erica@pierreproductions.com)

**Ad Specifications:** Only electronic PDF formats will be accepted with embedded fonts and graphics/greyscale photos saved as 300 dpi. If you choose to use spot color in your ad (for an additional fee) you must designate the second color as a spot color Pantone#, not CMYK. Please note that if you submit a black and white ad, the final ink color may be a different color. If you wish to email your ad the attachment files must be compressed in a .sit format and should not exceed 7 MB total after compression. If you send a CD-rom of your electronic files include a laser quality print out for reference.

**Note: Ads that do not meet these specifications will be subject to an additional handling charge.**

*Signing below indicates a formal advertisement reservation and agreement to the general terms/conditions listed on page 19.*

\_\_\_\_\_  
ADVERTISER SIGNATURE

\_\_\_\_\_  
DATE

### Return this order form to:

Erica Nelson • Phone: 952-903-0505; ext. 3 • Fax: 763-497-8810 • [erica@pierreproductions.com](mailto:erica@pierreproductions.com)  
Betsy Pierre • Phone: 952-903-0505; ext. 1 • Fax: 763-295-2550 • [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)

# Magazine Advertising

The *Minnesota Chief of Police* magazine is the official publication of the Minnesota Chiefs of Police Association. Published quarterly, it is your avenue to consistently market your product or service to Minnesota's law enforcement leaders throughout the year!

## 2012 Advertising • Placement/Sizes/Rates

Outside Back Cover	7-1/2"w x 5" h	1x=\$1,000	2x=\$900	4x=\$800
Inside Front Cover	7-1/2"w x 10"h	1x=\$875	2x=\$790	4x=\$700
Inside Back Cover	7-1/2"w x 10"h	1x=\$875	2x=\$790	4x=\$700
Center Spread	15-1/2"w x 10"h	1x=\$1,500	2x=\$1,350	4x=\$1,200
Full Page	7-1/2"w x 10"h	1x=\$700	2x=\$630	4x=\$560
2/3 Page	4-5/8"w x 10"h	1x=\$430	2x=\$385	4x=\$345
1/2 Page horizontal	7-1/2"w x 5"h	1x=\$385	2x=\$350	4x=\$310
1/2 Page vertical	3-1/2"w x 10"h	1x=\$385	2x=\$350	4x=\$310
1/3 Page horizontal	7-1/2"w x 3-3/8"h	1x=\$300	2x=\$270	4x=\$240
1/3 Page vertical	2-1/4"w x 10"h	1x=\$300	2x=\$270	4x=\$240
1/3 Page square	4-3/4"w x 4-3/4"h	1x=\$300	2x=\$270	4x=\$240
1/4 Page	3-1/2"w x 5"h	1x=\$255	2x=\$230	4x=\$205

Buyer's Guide Listing (Spring Issue Only) \$150 (See page 14 for details)

Assigned location, add \$75

### Color:

Spot color, add \$200 per color

Four color\*, add \$600

\*Full color ads may bleed  
(1/4" off trim; live area 1" in)

**Estimated Circulation:** 1,200

**Frequency:** Quarterly

**Issues / Deadlines:**

Winter 2011-2012 –

Deadline: November 18, 2011

Spring 2012 –

*Special Buyer's Guide Issue:*

Deadline: February 3, 2012

Summer 2012 –

Deadline: May 11, 2012

Fall 2012 –

Deadline: August 10, 2012

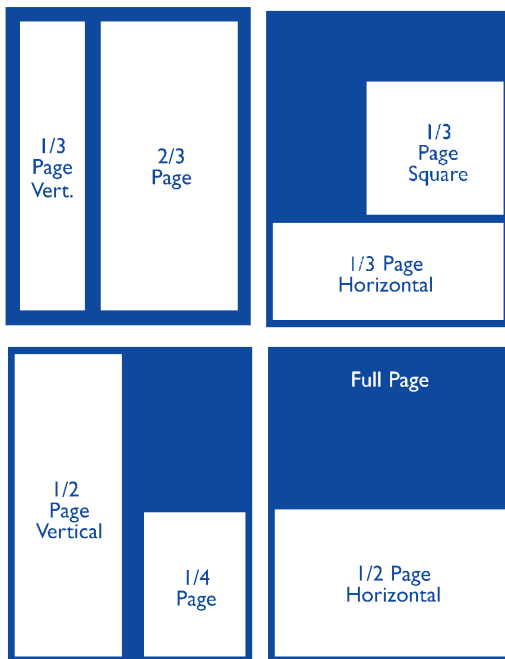
### Ad Sales Contact:

Erica Nelson

Phone: 952-903-0505; ext. 3

Fax: 763-497-8810

erica@pierreproductions.com



Center Spread: 15-1/2"w x 10"h

Individual Page Trim Size: 8-1/2 x 11"

# Magazine Advertisement Insertion Order

(Please see page 12 for more details.) • FAX form to: 763-497-8810

Advertiser Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Company: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_ Email: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

- Below rates are for black and white advertisements.

Check preference below:

Circle frequency/rate below:

<input type="checkbox"/> Outside Back Cover	7-1/2"w x 5" h	1x = \$1,000	2x = \$900	4x = \$800
<input type="checkbox"/> Inside Front Cover	7-1/2"w x 10"h	1x = \$875	2x = \$790	4x = \$700
<input type="checkbox"/> Inside Back Cover	7-1/2"w x 10"h	1x = \$875	2x = \$790	4x = \$700
<input type="checkbox"/> Center Spread	15-1/2"w x 10"h	1x = \$1,500	2x = \$1,350	4x = \$1,200
<input type="checkbox"/> Full Page	7-1/2"w x 10"h	1x = \$700	2x = \$630	4x = \$560
<input type="checkbox"/> 2/3 Page	4-5/8"w x 10"h	1x = \$430	2x = \$385	4x = \$345
<input type="checkbox"/> 1/2 Page horizontal	7-1/2"w x 5" h	1x = \$385	2x = \$350	4x = \$310
<input type="checkbox"/> 1/2 Page vertical	3-1/2"w x 10"h	1x = \$385	2x = \$350	4x = \$310
<input type="checkbox"/> 1/3 Page horizontal	7-1/2"w x 3-3/8"h	1x = \$300	2x = \$270	4x = \$240
<input type="checkbox"/> 1/3 Page vertical	2-1/4"w x 10"h	1x = \$300	2x = \$270	4x = \$240
<input type="checkbox"/> 1/3 Page square	4-3/4"w x 4-3/4"h	1x = \$300	2x = \$270	4x = \$240
<input type="checkbox"/> 1/4 Page	3-1/2"w x 5" h	1x = \$255	2x = \$230	4x = \$205

Assign a specific location for your ad (MCPA will do its best to accommodate your request).

Request a specific, non-cover location (Add \$75).

Location requested \_\_\_\_\_

Upgrade to Color:

Spot color (add \$200 per issue) Color choice \_\_\_\_\_ or PMS# \_\_\_\_\_

Four color\* (add \$600 per issue)

\* Four color ads may bleed 1/4" off trim and live area 1" in.

Please check your choice(s):

Issue: Winter 2011-2012 / Deadline: November 18, 2011

Issue: Spring 2012 (Buyer's Guide) / Deadline: February 3, 2012

Issue: Summer 2012 / Deadline: May 11, 2012

Issue: Fall 2012 / Deadline: August 10, 2012

Artwork: Ads should be emailed to [erica@pierreproductions.com](mailto:erica@pierreproductions.com).

## Ad Specifications:

All ads must be submitted electronically, on disc or via e-mail. Software: We accept files in the formats: (please indicate the application and version used): QuarkXPress: Include all images used, 300 dpi, and scaled at 100%. Include all fonts (screen and printer); Illustrator: Make sure you "create outlines" for your text. Include all images used as separate files; Acrobat: Make sure ad separates properly and embed all fonts before creating your PDF; InDesign: save files as EPS, and include all images and fonts used. We do not guarantee ads set in IBM formats. Save all files as EPS and include all images and fonts used. All graphic elements, all printer and screen fonts must accompany electronic materials. Color: All images must be black, black plus spot color (specify PMS) or CMYK (not RGB), 300 dpi. Unless we hear otherwise by the above deadlines, MN Chiefs will use the most recent art submitted for previous ads.

*Signing below constitutes agreement to the details listed above and to the Advertisement Terms and Conditions listed on page 19.*

\_\_\_\_\_  
ADVERTISER'S SIGNATURE

\_\_\_\_\_  
DATE

Erica Nelson • Phone: 952-903-0505; ext. 3 • Fax: 763-497-8810 • [erica@pierreproductions.com](mailto:erica@pierreproductions.com)  
Betsy Pierre • Phone: 952-903-0505; ext. 1 • Fax: 763-295-2550 • [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)

# Buyer's Guide Listing Order

**DEADLINE: February 3, 2012 • FAX form to: 763-497-8810**

The Minnesota Chiefs of Police Association is excited to again include an annual Buyers Guide in the Spring issue of the Minnesota Police Chief AND to offer an internet Preferred Vendor listing!

Options:       \_\_\_ Magazine Buyer's Guide Listing (Spring 2012 issue - Minnesota Police Chief) ....\$150  
                  \_\_\_ Online Law Enforcement Vendor Listing at: www.mnchiefs.org .....\$250  
                  \_\_\_ Both the Magazine Buyer's Guide AND the Online Preferred Vendor Listing .....\$350

Upgrades (check all that apply):

\_\_\_ # of categories beyond (2) \_\_\_ X \$25 for each additional category over (2) = \$ \_\_\_  
\_\_\_ 2" X 2" black and white photo – \$50 additional = \$ \_\_\_  
\_\_\_ Company Logo – \$50 additional (included for online listing) = \$ \_\_\_  
\_\_\_ 2-color (black plus one color) logo or photo upgrade \$ 175 additional = \$ \_\_\_  
\_\_\_ 4-color logo or photo upgrade – \$500 additional = \$ \_\_\_  
Total = \$ \_\_\_

Listing Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## Information as it should be printed in the Buyer's Guide:

Listing Company Name \_\_\_\_\_

Contact person \_\_\_\_\_ Job Title \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Be sure to email a 50 word company description to: [erica@pierreproductions.com](mailto:erica@pierreproductions.com).

## Please check categories:

(Two categories are included in your listing fee. Additional categories \$25 each.)

- |   |  |
|---|--|
| <input type="checkbox"/> Architects, Engineers & Construction Consultants | <input type="checkbox"/> Outdoor Warning Systems                 |
| <input type="checkbox"/> Associations, Organizations & Programs           | <input type="checkbox"/> Psychological Services                  |
| <input type="checkbox"/> Attorney Referral Services                       | <input type="checkbox"/> Radar/Speed Tracking Equipment          |
| <input type="checkbox"/> Booking Equipment/Booking Area Tools             | <input type="checkbox"/> Recorders/Transcribers                  |
| <input type="checkbox"/> Communication Equipment                          | <input type="checkbox"/> Surveillance Equipment                  |
| <input type="checkbox"/> Computer Equipment & Software                    | <input type="checkbox"/> Training Products & Programs            |
| <input type="checkbox"/> Consulting Services                              | <input type="checkbox"/> Uniforms, Awards & Promotional Products |
| <input type="checkbox"/> Crime Scene & Testing Equipment                  | <input type="checkbox"/> Vehicles, Warning Lights & Accessories  |
| <input type="checkbox"/> Identification Equipment                         | <input type="checkbox"/> Weapons, Restraints & Accessories       |
| <input type="checkbox"/> Medical Products                                 |  |
| <input type="checkbox"/> Mobile Data Systems                              | <i>* List subject to change</i>                                  |

*Signing below constitutes agreement to the details listed above and to the MN Chiefs Advertisement Terms and Conditions on page 19.*

ADVERTISER'S SIGNATURE \_\_\_\_\_

Contact: \_\_\_\_\_ DATE \_\_\_\_\_

Erica Nelson • Phone: 952-903-0505; ext. 3 • Fax: 763-497-8810 • [erica@pierreproductions.com](mailto:erica@pierreproductions.com)  
Betsy Pierre • Phone: 952-903-0505; ext. 1 • Fax: 763-295-2550 • [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)

# Communication Notes • E-Newsletter

**FAX form to: 763-497-8810**

THE most read Minnesota Chiefs of Police Association communication is our weekly e-newsletter, Communication Notes (C-Notes). Distributed to approximately 680 individuals weekly via email, C-Notes, is a widely-used communication tool for our members.

Advertiser Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Company: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

**Circle frequency/rate below\*:**

Weekly \$100 per run

Monthly \$300 per month

Yearly \$3,000 per year

**Check Type of ad:**

Image ad

Text Ad

**Frequency Selection:**

By Week – List weeks you wish for ad to run

(Typically C-Note is sent on Fridays...please list the Fridays you wish your ad to run.)

\_\_\_\_\_

By Month – List the months/year you wish your ad to run

\_\_\_\_\_

By Year – List the first date you would like your ad to run

(your commitment will run a year from that date)

\_\_\_\_\_

**Art Deadline:** Art is due the Tuesday of the week your ad is to run.

Unless we hear otherwise by the above deadlines, MN Chiefs will use the most recent art submitted for previous ads.

**Mechanical Requirements:**

**Image ad:**

- All ads must be submitted electronically, on disc or via email to: [erica@pierreproductions.com](mailto:erica@pierreproductions.com)
- Art must be 1.625"w x 2.25"h (156 pixels w x 216 pixels h / 117 pts w x 162 pts h)
- Art must be provided in either a .jpg or .gif format for use in a web setting.

**Text ad:**

- 50 words maximum

**Please indicate the URL you would like us to hotlink your ad to:**

\_\_\_\_\_

Signing below constitutes agreement to the details listed above and to the MN Chiefs Advertisement Terms and Conditions listed on page 19.

\_\_\_\_\_  
ADVERTISER'S SIGNATURE

\_\_\_\_\_  
DATE

Contact:

Erica Nelson • Phone: 952-903-0505; ext. 3 • Fax: 763-497-8810 • [erica@pierreproductions.com](mailto:erica@pierreproductions.com)  
Betsy Pierre • Phone: 952-903-0505; ext. 1 • Fax: 763-295-2550 • [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)

# Sponsorships

## ETI Speakers

\$750 exclusive / \$500 shared

Stand alongside the Minnesota Chiefs of Police to bring the best education possible to Minnesota's law enforcement leaders. Sponsors receive: Logo recognition in event pre-promotions. Recognition both from the podium and via signage at the event.

## ETI Refreshment Breaks

Have a presence where attendees mingle! Networking is key at the ETI and refreshment breaks are one of the top places attendees mingle. Sponsors receive: Logo recognition in event pre-promotions, near refreshments and recognition from the podium.

Early Morning	\$650 (Includes coffee, fruit and baked goods)
Mid-Morning*	\$335 (Coffee only)
Afternoon	\$550 (Pop and cookies)

\* May add to the menu of this break for an added fee. (Pop - \$175 / cookies - \$250). Call to discuss other options.



## ETI Social Functions

### Annual Awards Banquet

\$2,500 exclusive / \$1,500 shared

Honor the industries finest and bravest men and women at this MCPA Annual Banquet. Sponsors receive: Logo recognition in event pre-promotions. Recognition both from the podium and via signage at the event. Two tickets to the banquet.

### ETI President's Reception

\$1,250 exclusive / \$750 shared

Join the MCPA president in the Law Enforcement Expo as he welcomes ETI attendees to this year's event. Sponsors receive: Logo recognition in event pre-promotions. Recognition both over the PA and via signage at the event. Access to the function.

### ETI Comedy Night

\$500

One of the ETI's best attended events...join the MCPA in presenting a night of entertainment and laughter! Sponsors receive: Logo recognition in event pre-promotions. Recognition both from the stage and via signage at the event. Ability to set out brochures or specialty items for attendees to enjoy. Two tickets to the event.

*(ETI Social Functions continued on next page)*

Certain restrictions, limitations and deadlines apply to event sponsorship opportunities.  
Minnesota Chiefs of Police Executive Training Institute (ETI)  
April 23-26, 2011 • Expo: April 23 & 24 • St. Cloud Civic Center, St. Cloud, MN

# Sponsorships

## ETI Social Functions (cont.)

### ETI Hospitality Suite

\$500 per night

The night ends here for many ETI attendees. A casual, much appreciated place for the ETI attendee to relax and network. Sponsors receive: Logo recognition in event pre-promotions. Recognition via signage at the event. Ability to set out brochures or specialty items for attendees to enjoy. Two full ETI passes to the suite.

### ETI Lunches

\$750 exclusive / \$450 shared (per lunch)

Another hot spot for attendee networking! Sponsors receive: Logo recognition in event pre-promotions. Recognition both from the podium and via signage at the event. Ability to set out brochures or specialty items for attendees to enjoy. Two tickets to the meal.



## Additional ETI options are varied and include:

### ETI Tablet or Padfolio

\$350+

Place your logo on this year's ETI Tablet or Padfolio and be seen by all attendees. Please call for details

\* There will be a limit to the number of sponsor spots available.

### Expo Grand Prize

\$250

Law Enforcement Expo attendees are able to enter a Grand Prize drawing for \$250. Sponsors receive: Logo on Grand Prize entry card and the ability to have a representative be the one to announce this year's winner!

*Please call for pricing on these additional options:*

- ETI Tote
- Banquet Entertainment
- Institute Giveaway
- Flash Drive
- Pen

## Other Options Throughout the Year:

### Fall Conference Sponsorship

\$5,000 exclusive/\$1,500 shared

Have exclusive visibility at this intimate conference. The Fall Conference sponsor receives one registration to the conference and its social functions. They are also given 10 minutes to present to the group during the conference as well as an area for a table top display near registration. (estimated attendance 75-100)

### Board of Directors Meetings

\$500 per meeting

Join the leadership of the association at their monthly meetings. Offer a brief presentation and sit in on the majority of the meeting.

**To reserve a sponsorship please see page 18 or contact:**

Erica Nelson • Phone: 952-903-0505; ext. 3 • Fax: 763-497-8810 • [erica@pierreproductions.com](mailto:erica@pierreproductions.com)  
Betsy Pierre • Phone: 952-903-0505; ext. 1 • Fax: 763-295-2550 • [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)

# Sponsorship Reservation Form

(Please see pages 16 & 17 for more details.) • FAX form to: 763-497-8810

Sponsor Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Company: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_ Email: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

- Please place an "X" on the line next to the sponsorship you wish to reserve. Also, where requested, please circle your preference.
- Sponsorship opportunities are limited. If they wish, last year's sponsors have until September 5, to reserve their sponsorship again for this year.
- To receive maximum visibility, sponsor logo art and payment should be submitted on or before December 5.
- Should logo art not be submitted, the sponsor understands that their company name will appear as acknowledgement where the logo would have appeared.

## ETI Speaker Sponsorships

\_\_\_ Circle Choice: \$750 exclusive / \$500 shared \_\_\_\_\_ (speaker)

## ETI Refreshment breaks

\_\_\_ Early Morning \$650 preferred day \_\_\_\_\_

\_\_\_ Mid-Morning \$335 preferred day \_\_\_\_\_

\_\_\_ Afternoon \$550 preferred day \_\_\_\_\_

## ETI Social Functions

\_\_\_ **Annual Awards Banquet** – \$2,500 exclusive / \$1,500 shared

Circle Choice: Shared Exclusive

\_\_\_ **ETI President's Reception** – \$1,250 exclusive / \$750 shared

Circle Choice: Shared Exclusive

\_\_\_ **ETI Comedy Night** – \$500

\_\_\_ **ETI Hospitality Suite** – \$500 per night

Circle Choice: Monday Tuesday Wednesday

\_\_\_ **ETI Lunches** – (per lunch) \$750 exclusive / \$450 shared

Circle Choice: Tuesday Wednesday

Circle Choice: Shared Exclusive

## Additional ETI Options

\_\_\_ ETI Tablet or Padfolio - \$350+

\_\_\_ Exhibit Grand Prize - \$250

## Other Options Throughout the Year

\_\_\_ Fall Conference Sponsorship – \$5,000 exclusive/\$1,500 shared

\_\_\_ Board of Directors Meeting – \$500 \_\_\_\_\_ (month)

LOGO art specs: Single .tif or .eps image / PC compatible format / minimum of 300 dpi.

Certain restrictions and limitations apply to all event sponsorships.

*Signing below indicates agreement to the information contained herein.*

\_\_\_\_\_  
SPONSOR SIGNATURE

\_\_\_\_\_  
DATE

### Return this order form to:

Erica Nelson • Phone: 952-903-0505; ext. 3 • Fax: 763-497-8810 • erica@pierreproductions.com  
Betsy Pierre • Phone: 952-903-0505; ext. 1 • Fax: 763-295-2550 • betsy@pierreproductions.com

# Advertising Terms and Conditions

It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. It is also agreed that the term “publisher” refers to the entity producing the publication – the Minnesota Chiefs of Police Association.

Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms and Conditions.

Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should submitted artwork not meet the specifications, the publisher reserves the right to charge a file management fee. Also, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement”.

The advertiser agrees that all submitted artwork will be free of copyright.

The publisher is not responsible for errors in advertiser artwork.

The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.

The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Black and white ad submissions may be printed as a specific color used in the publication (i.e. reflex blue) rather than black. 2-color ads utilizing spot color must designate the Pantone # not as CMYK.

Electronic artwork, if supplied on CD-rom, will not be returned to the advertiser unless requested in writing by the advertiser at the time of submission. The advertiser will be responsible for including a S.A.S.E. with sufficient postage for return of the materials.

The publisher reserves the right to charge for ad design services.

Cancellations will not be accepted after the publication’s deadline. If an advertiser is receiving a multiple commitment discount and cancels, they will be billed the difference between the discounted rate and the full ad rate.