

The Official Journal of the Airborne Public Safety Association

AIRBEAT

ADVANCING PUBLIC SAFETY AVIATION



MEDIA KIT

2025



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 membercompanies 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

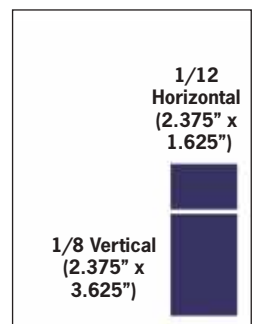
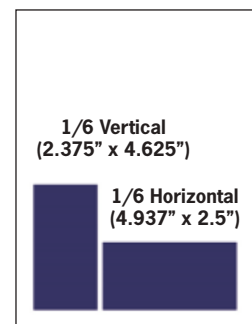
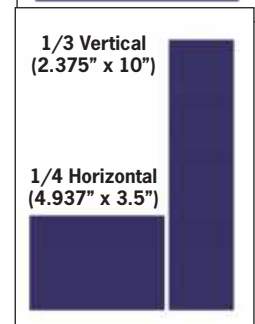
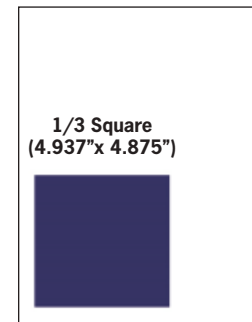
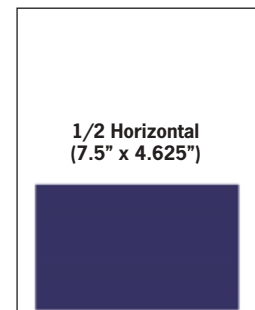
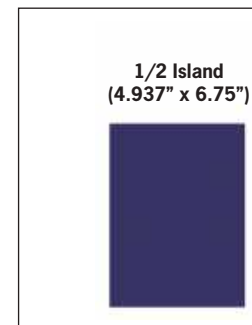
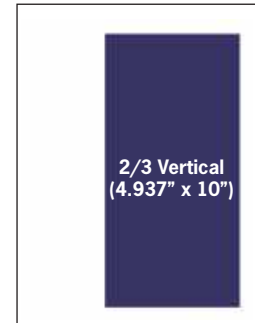
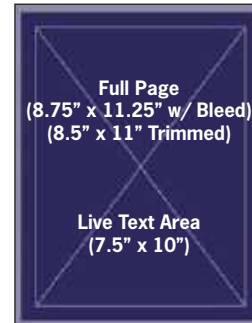
AD SPECIFICATIONS IN PROPORTION TO PAGE

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 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.



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	\$3295	\$3215	\$3145	\$3025
2/3 Page	\$2690	\$2625	\$2565	\$2475
1/2 Page	\$2515	\$2460	\$2375	\$2270
1/3 Page	\$2035	\$2005	\$1975	\$1895
1/4 Page	\$1730	\$1700	\$1675	\$1620
1/6 Page	\$1520	\$1495	\$1475	\$1420
1/8 Page	\$1310	\$1300	\$1285	\$1240
1/12 Page	\$1105	\$1090	\$1080	\$1065

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	\$5400	\$5400	\$5400	\$5400
Cover 2	\$3780	\$3645	\$3525	\$3325
Cover 3	\$3645	\$3525	\$3390	\$3195
Cover 4	\$3900	\$3780	\$3645	\$3455
Page 3	\$3780	\$3645	\$3525	\$3325
Across TOC	\$3645	\$3525	\$3390	\$3195
Inserts	\$4140	\$4140	\$4140	\$4140
Belly Band	\$2815	\$2815	\$2815	\$2815

RESERVATIONS & DUE DATES

	EDITORIAL & AD RESERVATIONS DUE	ADVERTISING MATERIALS DUE	ISSUE APPROX. MAIL DATE
2025 BUYER'S GUIDE	10/12/24	10/19/24	12/2/24
JANUARY-FEBRUARY	12/6/24	12/16/24	1/10/25
MARCH-APRIL	2/3/25	2/10/25	3/3/25
CONFERENCE PREVIEW	3/17/25	3/24/25	4/4/25
MAY-JUNE	3/24/25	3/31/25	5/5/25
JULY-AUGUST	5/12/25	5/19/25	7/7/25
SEPTEMBER-OCTOBER	7/14/25	7/21/25	8/29/25
NOVEMBER-DECEMBER	9/8/25	9/15/25	11/3/25
2026 BUYER'S GUIDE	10/14/25	10/20/25	12/3/25
APSCON TODAY E-NEWSLETTER	6/23/25	6/30/25	7/16/25
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:

Emily Tarr, Sales Representative

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

2025 EDITORIAL CALENDAR

2025 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 2025, March 10, Dallas, TX**
VERTICON 2025, March 11-13, Dallas, TX
APSCON 2025, July 14 – July 18, Phoenix, AZ

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 18 years (since 2007). APSA's Safety Program Manager Cory DeArmitt has chosen "Aircrew Health & Wellness: Staying Fit to Serve. Save and Protect from the Air," as the theme for this year's safety program, which is the theme for this issue as well. This issue will feature articles on maximizing effectiveness by keeping your body and mind healthy and fit.

Bonus circulation: **APSA Rescue Summit 2025, March 10, Dallas, TX**
VERTICON 2025, March 11-13, Dallas, TX
APSA Safety Seminar, March 25-27, 2025, St. Augustine, FL

MARCH / APRIL – The UAS Issue: Drones As First Responders

No technology is currently revolutionizing public safety aviation as UAS, and nothing is impacting UAS operations like Drone as First Responder (DFR) programs. The true value of UAS is autonomous operations, and DFR programs are paving the way. This issue highlights units incorporating this technology into their operations, from novices to well-established users, to provide insight and guidance to those considering this path to the tactical advantage of an aerial perspective that longtime practitioners of conventional public safety aviation have enjoyed for years.

Bonus circulation: **AUVSI's XPONENTIAL 2025, April 23-25, San Diego, CA**
Commercial UAV Expo, September 2-4, 2025, Las Vegas, NV

CONFERENCE PREVIEW ISSUE – APSCON & APSCON Unmanned 2025: The Best Training Under the Sun

APSA travels to the Valley of the Sun for our 54th annual conference and exposition. Phoenix, AZ, America's sunniest metropolis, hosts APSCON & APSCON Unmanned 2025, and becomes the second 5-time host (1980, 1984, 1995, 2014) of our premier event. This issue previews the conference courses and classes, the exposition, the host city, and the host agency, as well as provides housing, registration and exhibitor information. Join us in Phoenix, July 14-18, 2025, 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.company's event.

MAY / JUNE – Public Safety Aviation: An International Affair

Public safety aviation operations are conducted worldwide, and this issue highlights those beyond U.S. borders. APSA members hail from across Europe to Australia and New Zealand, and this issue looks at how a cross-section of them utilize aircraft in fulfillment of their missions. Through profiles of these units, we look at similarities and differences in multiple areas including aircraft, aircrew composition, training and tactics.

Bonus circulation: **APSCON Europe 2025, June 2-4, Valencia, Spain**
APSCON 2025, July 14 – July 18, Phoenix, AZ

JULY / AUGUST – Maintaining the Fleet

Properly maintained aircraft are the key to safe and successful aviation operations and public safety aviation is no exception. But there is no universal approach to how aviation maintenance is conducted across our industry: some have fulltime A&P and IAs on staff while others use contract maintenance providers. This issue looks at the history of aircraft maintenance and how various public safety aviation operations maintain their fleets, as well as the newest technology and best practices in aircraft maintenance.

Bonus circulation: **Commercial UAV Expo 2025, September 2-4, 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 2025 with profiles of our Corporate Member providers. Also included is a recap of the highlights of APSCON 2025, including our awards winners and scholarship recipients.

NOVEMBER / DECEMBER – Natural Resources Aviation

Aviation plays a significant role in protecting our natural resources. Enforcement of fish and game regulations, search and rescue, wildlife and forest health surveys, wildlife management, damage assessments, fire detection and firefighting, aerial photography and transportation of wildlife biologists, land managers and related equipment are just some of the missions flown by natural resource aircrews. They often operate at low levels and their aircraft have floats, skis, wheels and skids, and increasingly include UAS.



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Emily Tarr, Sales Representative

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

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)

Medium Rectangle \$505/month

High Leaderboard \$480/month

Mid Full Banner \$425/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 in the upper right corner of ALL publicsafetyaviation.org pages.)
- 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. 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 zackmgfx@magicgraphx.com.



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:
- \$690 • Premium Position #1 (Guaranteed 1st ad position)
 - \$590 • Premium Position #2 (Guaranteed 2nd ad position)
 - \$540 • Premium Position #3 (Guaranteed 3rd ad position)
 - \$480 • Premium Position #4 (Guaranteed 4th ad position)
 - \$425 • Regular Positions (Placed first-come, first-served after Premium Positions, if reserved)



APSCON 2025 PHOENIX

JULY 14-18
AIRBORNE PUBLIC SAFETY ASSOCIATION



CONFERENCE ADVERTISING & SPONSORSHIPS

APSCON / APSCON UNMANNED 2025

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:

\$750 (3 opportunities) OR
\$2250 (Buy Out)

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

App Advertiser Rates:

\$1250 (4 opportunities) OR
OR \$5000 (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



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 \$125 each. The list of categories can be obtained by emailing Benay Osborne at bosborne@publicsafetyaviation.org. Company logos and product photos can also be included in each category listing for \$275 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.

APSCON Today E-Newsletter

A special edition E-Newsletter to be distributed Wednesday, July 14, 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:

\$690 • Premium Position #1
(Guaranteed 1st ad position)

\$590 • Premium Position #2
(Guaranteed 2nd ad position)

\$540 • Premium Position #3
(Guaranteed 3rd ad position)

\$480 • Premium Position #4
(Guaranteed 4th ad position)

\$425 • Regular Positions
(Placed first-come, first-served after Premium Positions, if reserved)

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

