

The Official Journal of the Airborne Public Safety Association

# AIR BEAT



## MEDIA KIT 2022

Advancing Public Safety Aviation • [www.publicsafetyaviation.org](http://www.publicsafetyaviation.org)



The Official Journal of the Airborne Public Safety Association

# AIR BEAT

## 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](http://www.publicsafetyaviation.org).

# ADVERTISING SPECIFICATIONS

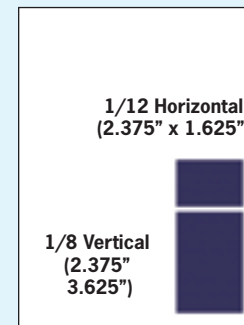
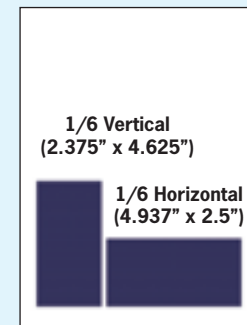
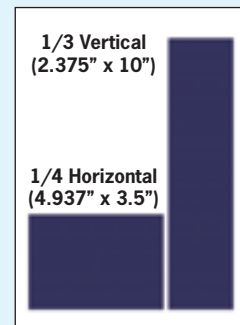
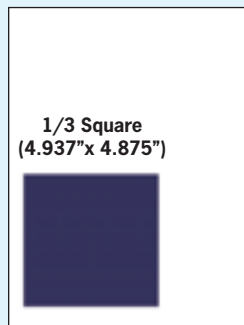
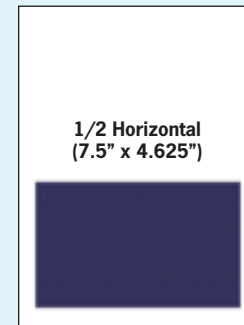
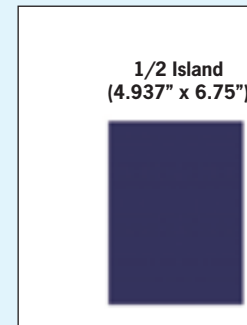
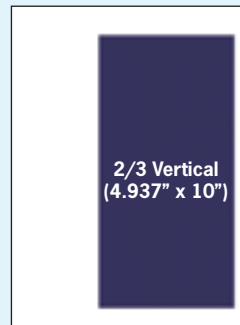
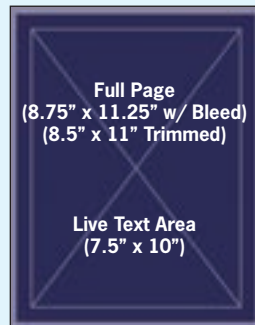
## AD SIZES IN DECIMAL INCHES

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

## ARTWORK REQUIREMENTS

Acceptable file formats are EPS, TIFF, high resolution (300 dpi) JPEG, or press-optimized PDF. Advertisements must be submitted by e-mail if materials are less than 10 MB in size to [etarr@publicsafetyaviation.org](mailto: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](mailto:etarr@publicsafetyaviation.org) for instructions and passwords.

# AD SPECIFICATIONS IN PROPORTION TO PAGE



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

# ADVERTISING RATES

## ADVERTISING RATES

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

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

## COVER & PREMIUM RATES

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

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

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

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

## RESERVATIONS & DUE DATES

ISSUE	RESERVATIONS DUE	ADVERTISING MATERIALS DUE	APPROX. MAIL DATE
2022 BUYER'S GUIDE	10/15/21	10/22/21	12/3/21
JANUARY-FEBRUARY	12/10/21	12/17/21	1/14/22
MARCH-APRIL	1/7/22	1/14/22	3/4/22
CONFERENCE PREVIEW	3/18/22	3/25/22	4/1/22
MAY-JUNE	3/25/22	4/1/22	5/6/22
JULY-AUGUST	5/13/22	5/20/22	7/1/22
SEPTEMBER-OCTOBER	7/15/22	7/22/22	9/2/22
NOVEMBER-DECEMBER	9/9/22	9/16/22	11/4/22
2023 BUYER'S GUIDE	10/14/22	10/21/22	12/2/22
PROGRAM GUIDE	5/20/22	5/27/22	7/22/22
APSA TODAY	6/3/22	6/10/22	7/27/22
E-NEWSLETTER	25th/month	25th/month	First Friday/month
WEBSITE	25th/month	25th/month	1st/month





# 2022 EDITORIAL CALENDAR

## 2022 BUYER'S GUIDE

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

**Bonus circulation:** HELI-EXPO 2022, March 7-10, Dallas, TX  
APSCON 2022, July 25-30, Reno, NV

## JANUARY / FEBRUARY – Safety

As safety is the foundation of all programs and services offered by APSA, our first bi-monthly issue of 2022 focuses on Crew Resource Management (CRM), the enhanced communication and teamwork between aircrew members. This issue will feature articles on how interpersonal communication, leadership and decision making amongst aircrew increase situational awareness and problem solving efficiency and, therefore, safety.

**Bonus circulation:** HELI-EXPO 2022, March 7-10, Dallas, TX

## MARCH / APRIL – Public Safety UAS

Drones continue to revolutionize public safety by providing aviation assets to thousands of agencies that never before could afford a manned aircraft as well as adding a new tool to the aviation toolbox of those that could. And those agencies that were early adopters of the technology have developed tactical expertise that didn't exist in public safety operations five years ago. This issue provides an in-depth look at those agencies, what they've learned over the years and how they've refined their operations.

**Bonus circulation:** AUVSI's XPONENTIAL 2022,  
April 25-28, Orlando, FL  
Public Safety Drone Expo 2022



## APSCON 2022: APSA Training – It's A Sure Bet!

APSCON returns to "The Biggest Little City in the World" for our 51st annual conference and exposition. With its proximity to the desert, lakes, rivers and the mountains, combined with its urban energy, Reno truly is a great spot for our premier training event followed by some time to relax, unplug and recharge. Join us, July 25-30, as Reno becomes only the third 4-time host city to the best training and networking opportunities available to public safety aviation. This issue previews the conference courses and classes, the exposition, the host city and the host agency, and provides housing, registration and exhibitor information.

**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 Outside the USA

Public safety aviation is an international affair. APSA members hail from 22 different countries outside the USA and this issue looks at how some of them utilize aircraft in fulfillment of their missions. Through profiles of these units, we'll look at similarities and differences in multiple areas including aircraft, aircrew composition, training and tactics.

**Bonus circulation:** APSCON 2022, July 25-30, Reno, NV

## JULY / AUGUST – OEM vs. PMA: Which Parts Are Best for Your Operation?

Original Equipment Manufacturer (OEM) or Parts Manufacturer Approval (PMA)? OEM seems self-explanatory but what about PMA parts? What are they? Are they safe? This issue of *Air Beat* looks at PMA parts, from their manufacturers to their applications, and examines the pros and cons of using them as opposed to OEM. This issue also contains a preview section on Public Safety Drone Expo 2022.



## 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 technology while focusing on the hottest products on display at APSCON 2022 with profiles of our Corporate Member providers. Also included is a recap of the highlights of APSCON 2022, including our awards winners and scholarship recipients.

**Bonus circulation:** Public Safety Drone Expo 2022

## NOVEMBER / DECEMBER – Special Operations, Special Considerations

Besides being used as the "eye in the sky," many agencies' aviation units have developed programs to use their aircraft as insertion/extraction platforms for special operation teams like divers, canine, & SWAT. This issue looks at these missions and what it takes to do them safely and effectively.



**For any questions regarding APSA media & marketing opportunities,  
please contact: Emily Tarr, Sales Representative**

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

# WEBSITE & E-NEWSLETTER ADVERTISING

High Leaderboard  
(728 pixels x 90 pixels)



Medium  
Rectangle  
(300 pixels x  
250 pixels)

Mid Full Banner  
(728 pixels x 90 pixels)



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

## Website Advertising Options [www.publicsafetyaviation.org](http://www.publicsafetyaviation.org)

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

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

## Materials Submission

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

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

**Emily Tarr, Sales Representative**

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



## Monthly E-Newsletter

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

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

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



# 2022 CONFERENCE ADVERTISING & SPONSORSHIPS

## APSCON 2022

### Program Guide

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

**Bleed Size:** 5.75" w x 8.75" h

**Trim Size:** 5.5" w x 8.5" h

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



## APSA Today Newsletter

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

**Trim Size:** 2.75" w x 3.458" h



## PUBLIC SAFETY DRONE EXPO 2022

### Program Guide

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

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

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

## BUYER'S GUIDE CATEGORIES, CORPORATE LOGOS & PHOTOS

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

## ADVERTISING AGENCY DISCOUNTS

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

## INVOICING & BILLING

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

## CONTRACT & COPY REGULATIONS

Rates are subject to change without notice. All advertising space reservations in *Air Beat* magazine must be confirmed with an executed APSA contract for advertising space. Full Contract & Copy Regulations may be found at [publicsafetyaviation.org/publications/air-beat-magazine/air-beat-magazine-marketing-information](http://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.

