

In law enforcement, everything comes down to trust.

Your company works day in and day out to innovate, establish, and maintain the trust of the profession you serve.

You have a unique story to tell, and we're here to help you share it with our unparalleled audience.



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A GROWING DIGITAL MEDIA COMPANY

In the first full month of its launch **CALIBREPRESS.COM HAS SEEN TRAFFIC INCREASE EXPONENTIALLY**, to more than 200,000 unique visitors and 415,000 page views—and **QUICKLY GROWING!**

A LONG-TERM, ENGAGED AUDIENCE

The **CALIBRE PRESS NEWSLINE EMAIL NEWSLETTER** is the longest running in law enforcement. Our list **WAS NOT BOUGHT**, but voluntarily enrolled over nearly a decade of seminars. Today, our **140,000-MEMBER LIST** has come to expect and rely upon top-tier content delivered twice weekly. Since re-launch, our Newsline has an average 16% open rate, being view by nearly **23,000 OFFICERS WITH EACH DEPLOYMENT.**

PERSONAL TOUCH

WITH 35 YEARS IN THE BUSINESS of making officers smarter, safer and more successful, Calibre Press presented **192 SEMINARS IN 2014**, putting us in front of approximately 15,000 officers nationally. 2015 is set to be **OUR BIGGEST YEAR YET!**

THOUGHT LEADERSHIP

Calibre Press began in 1980 with the publication of Charles Remsberg's seminal ***STREET SURVIVAL*** and continues on that trajectory to **PUSH THE PROFESSION FORWARD.**



“Calibre Press is legendary, among the most trusted names in modern law enforcement.”

Lt. Col. David Grossman, author of *On Killing*



“As a cop, I kept a copy of Street Survival in my gym bag. It changed everything for me.”

Greg Amundson, CrossFit Liaison to Law Enforcement



Following are some of our a la carte sponsorship options and prices.

UNDERWRITE THE NEWSLINE!

THE STREET SURVIVAL NEWSLINE is the longest-running and most trusted email newsletter in the business. More than 140,000 highly motivated law enforcement professionals from across the country (and world) who receive the Newsline approximately twice per week.

Sponsorships are exclusive (there will be no other advertisements in the Newsline). Newsline sponsors receive:

- Medium rectangle in the Newsline (300x250);
- Middle banner in the Newsline (50x600); and
- Inbox field includes: “This Newsline is brought to you by [Your Name].”

Pricing:

- Five Newsline packages: \$6,500
- Ten: \$10,900
- Fifteen: \$14,700 (bonus: 10-question poll about your brand, market or product—a \$1,200 value!)



VIDEO

The great content **Calibre Press** delivers through books and seminar training translates seamlessly to video. Packages include:

- **Editorially driven training video series:** Wide skyscraper positions on video page, as well as branding on video bookends. 10,000 ad impressions per video/campaign (\$600 value; promotional bookends are permanent to video). Prices start at \$7,300 a five-video series and decrease with volume. We have great sponsorship opportunities available immediately!
- **Sponsor video:** If you have a professionally shot training video that you would like for us to host and promote, we are happy to do so (subject to editorial review). We offer a position in the Newline, the homepage "Featured Video" widget and promotion via social media. Prices vary.
- **Custom video:** We can help you create and promote a video story that will resonate with our audience. Prices vary depending on campaign goals and complexity. We are honored to tell your story!

POLLING & MARKET RESEARCH

Polls: CalibrePress.com can help sponsors better understand your customer with polls and questionnaires in the Newline and on the homepage. We offer up to ten questions with editorial review and social media promotion.

Pricing: \$1,200

Focus Groups: Calibre Press can facilitate focus groups at seminars, providing the demographics you need to understand your customer.

Prices begin at \$2,300



WEBCASTS

Webcasts are highly effective for those looking for leads and to establish themselves as thought-leaders in this industry. We offer a variety of webcast options. Sponsor-driven webcasts (sponsor provides the topic, speaker and PowerPoint) and editorially driven (Calibre Press provides the topic, speaker and PowerPoint) are available, as are hybrids of the two.

Promotion: It's our interest for your webcast to succeed! In order to attract the widest appropriate audience possible, your webcast will be promoted:

- via the homepage;
- through weekly social media posts (Facebook and LinkedIn); and
- in three Newslines.

The source file will reside on CalibrePress.com and the sponsor will receive a source file for self-promotion. After the live date, the webcast will be promoted:

- twice in the Newline; and
- twice on Facebook and once on LinkedIn.

(Please provide a lead-time of at least one month. The longer the lead, the more we will be able to promote the live webcast event. Note: We try to limit webcasts to twice per quarter to increase impact and reach.)

Prices begin at \$6,600



CONTENT DEVELOPMENT

Article: Calibre Press will work with your team to create an article of 800–1,200 words that will be housed prominently and promoted by CalibrePress.com, including a sticky position in the editorial content roll. Prices vary, depending on complexity of the article, message and strategy. Baseline: Sponsor provides editorial vision; two in-house sources and quotations; one external interview source (a participating agency, for example) and quality, non-marketing photography. Calibre Press conducts external interview; creates article, headline, and subhed; and submits to sponsor for review.

Prices begin at \$5,500, and include standard editorial hosting and promotion on CalibrePress.com. Note: If you are interested in lead-generation, we can gate content to collect demographic information.

White Papers: Calibre will work with sponsor to create a 4-page (minimum) professionally designed PDF/web feature. This will typically include a case study (800 words), an info-graphic, supporting editorial provided by CalibrePress.com authors, and/or a Q and A with a participating agency. We can provide photography as needed. This content is owned wholly by the sponsor, and can be promoted by CalibrePress.com at discounted rates.

For those interested in lead-generation, we can gate content to collect demographic information.

Prices begin at \$5,500

For information on our “5%er” sponsorship packages—delivering the greatest value and reach to our audience, customized to meet your deliverables— [click here](#).



SEMINAR PROMOTIONS

Exclusive to package sponsors!

In 2014, Calibre Press conducted 192 seminars across the U.S. By all signs, 2015 will be even bigger—putting our instructors in front of more than 15,000 officers this year!

Preferred sponsors can take advantage of exclusive seminar promotions as they are available, including:

- Sponsored instructor gear and apparel;
- Sponsor coffee at events with placard noting your generosity;
- Underwrite a seminar, or series of seminars: you pick the location, audience, and topic;
- Place ads and other materials in the Street Survival handbook;
- Enjoy complimentary admission to seminars; receptions with Calibre Press core instructors; booth space at seminars; and
- More!

For information on our “5%er” sponsorship packages—delivering the greatest value and reach to our audience, customized to meet your deliverables— [click here](#).



SITE DISPLAY ADS

Although our preference is to bundle packages for maximum benefit to sponsors and our audience, we understand that more traditional forms of advertising are desirable to some clients.

Homepage/Run of Site

Medium rectangle	300 x 250	\$60 cpm
Leaderboard	728 x 90	\$60 cpm
Rectangle	180 x 150	\$45 cpm

Article Pages/Run of site

Welcome ad		\$70 cpm
Wide skyscraper	160 x 600	\$60 cpm

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