

2007 Editorial Calendar

	Deadlines	Planner	Product Focus	Every Issue	Bonus Distribution
Jan Feb	Product Releases: November 24, 2006 Ad Close: December 1, 2006 Ad Materials: December 11, 2006	Training, Weaponry & Less-lethal	Cell Extraction Handguns Laser/Sights/Scopes Targets; Simulators Handcuffs/Restraints Training Accessories Aerosol Sprays Stun Devices	Weapons & Accessories Vehicles & Accessories SWAT/Tactical Correctional Products Computers & Software Emerging Technologies	ACA SHOT Show
Mar Apr	Product Releases: January 26, 2007 Ad Close: February 1, 2007 Ad Materials: February 9, 2007	Counter-terrorism, SWAT & Vehicles Literature Guide	Tactical Gear Forced Entry; Riot Gear Command Vehicles Contraband & Drug Detection Mobile Data Bicycles & Accessories In-car Video/Radar/Lidar	Weapons & Accessories Vehicles & Accessories SWAT/Tactical Correctional Products Computers & Software Emerging Technologies	TREXPO-West IWCE IPMBA ILEETA NAFA US Law/GovSec/READY
May Jun	Product Releases: March 30, 2007 Ad Close: April 6, 2007 Ad Materials: April 16, 2007	Uniforms, Body Armor & Portable Lighting	Protective Apparel Flashlights Dispatch/911 Undercover Products K-9 & Accessories EMS/First Responder	Weapons & Accessories Vehicles & Accessories SWAT/Tactical Correctional Products Computers & Software Emerging Technologies	AJA NENA NAPED NSA PSE
Jul Aug	Product Releases: May 25, 2007 Ad Close: June 5, 2007 Ad Materials: June 13, 2007	Communications, Corrections & Crime Scene Investigations	Accident Reconstruction Wireless Communications Interoperability Prisoner Control Forensics; Bomb Squad Investigations	Weapons & Accessories Vehicles & Accessories SWAT/Tactical Correctional Products Computers & Software Emerging Technologies	ASE IABTI; ACA Enforcement Expo; IAI NOBLE; FBI APCO; MSPCE TREXPO-East; CACP
Sep	Product Releases: July 27, 2007 Ad Close: August 6, 2007 Ad Materials: August 14, 2007	Tactical & Night Vision IACP Polybag Issue	Infrared Products Search Cameras Duty Gear; Knives Tactical Armor Extraction Helmets	Weapons & Accessories Vehicles & Accessories SWAT/Tactical Correctional Products Computers & Software Emerging Technologies	IACP IAWP NTOA COPS-West
Oct Nov	Product Releases: September 7, 2007 Ad Close: September 19, 2007 Ad Materials: September 27, 2007	Surveillance, Security & Computers & Software	Video & Imaging Photography; Binoculars Mobile License Plate Readers; PDAs Laptops/Notebooks Metal Detectors Radiation Detection	Weapons & Accessories Vehicles & Accessories SWAT/Tactical Correctional Products Computers & Software Emerging Technologies	INEOA EPIC ASIS
Dec	Product Releases: October 19, 2007 Ad Close: October 31, 2007 Ad Materials: November 8, 2007	Annual Buyers Guide	A detailed listing of manufacturers and distributors with products, services and events for law enforcement professionals	Innovation Awards	SWAT Roundup

Editorial Staff

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	1x	3x	6x	9x
Full Page Bleed	\$4,475	4,050	3,450	3,280
Showcase	\$4,475	4,050	3,450	3,280
Jr Page Island	\$3,730	3,410	2,870	2,730
Jr Page	\$3,280	2,995	2,530	2,410
Jr Page Hor	\$3,280	2,995	2,530	2,410
2/3 Pg Stand	\$2,430	2,220	1,875	1,785
1/2 Pg Stand	\$1,870	1,710	1,445	1,370
1/2 Pg Hor	\$1,870	1,710	1,445	1,370
1/3 Pg Stand	\$1,450	1,200	1,015	970
1/3 Pg Vert	\$1,450	1,200	1,015	970
1/4 Pg stand	\$ 930	845	720	675
1/4 Pg Hor	\$ 930	845	720	675
1/6 Pg Stand	\$ 840	785	700	660
Classifieds	\$ 325	300	270	245

Two-color, standard AAA . . . \$475 Two-color, matched . . . \$650 Four-color, process . . . \$875

Rate Card No. 32 • Effective October 1, 2006

Commissions

Recognized advertising agencies are allowed 15% of gross billing provided the account is paid in full within 30 days of invoice date. No cash discounts.

Cancellations & Changes

Cancellations and order changes may not be made after the ad closing date.

Publisher's Copy Clause

Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume any responsibility for any claims arising against the publisher. The publisher reserves the right to reject any advertising not in keeping with the publication's standards.

Mechanical Specs

For information on digital ad submission, visit the Cygnus Business Media Web site at www.cygnusb2b.com/mechanicals.cfm, and under the "For Customers" tab, click on "Mechanicals".

Closing Dates

All advertising closing dates are the first of the month preceding the issue date.

Preferred Positioning

15% additional

Cover Positions

Inside Front Cover	Color Rate + 20%
Inside Back Cover	Color Rate + 15%
Back Cover	Color Rate + 25%

Mechanicals

AD SIZE	WIDTH	HEIGHT
Full Page Bleed	11	14-3/4
Showcase	10-3/4	14-1/2
Island Junior Page	8	10-3/4
Junior Page	7	10
Junior Page Horz	10	7
2/3 Page Standard	4-9/16	10
1/2 Page Standard	4-5/8	7-3/8
1/2 Page Horz	7	4-7/8
1/3 Page Standard	4-5/8	4-7/8
1/3 Page Vertical	2-1/4	10
1/4 Page Standard	3-3/8	4-7/8
1/4 Page Horz	4-7/8	3-3/8
1/6 Page Standard	2-1/4	4-7/8
Classified	3-1/4	2

Page trim size is 10-3/4" wide by 14-1/2" high. Keep essential matter 3/8" inside trim dimensions on all four sides.

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Product Literature Showcase

Maximize the sales return on your product brochures, company literature and collateral pieces. This special advertising section will give LEPN's subscribers a chance to order literature directly from you. Departments are able to remove this catalog of catalogs and save it for their buying needs. All you have to do is send us a copy of the front cover of the piece you want reproduced in this section — we will do all the production work and send the list of inquiries to you.

Black & White	\$500
1-Spot Color	\$550
2-Spot Color	\$650
4-Color	\$750