

# 2008 EDITORIAL CALENDAR

*(Editorial items due two months prior to issue date.)*

	Technology	Issues	Product Showcase	In Every Issue	Bonus Distribution/ Special Features
<b>Jan</b>	Communications	Disaster Preparedness	Weapons & Accessories Portable Lighting	Communications, Forensics Computers & Software Firearms Tactics, Funding	SHOT Show; 2008 Innovation Awards Advertorials
<b>Feb</b>	Access Control/Security	Tactical Technology	Communications Surveillance & Night Vision	Communications, Forensics Computers & Software Firearms Tactics, Funding	TREXPO West IWCE
<b>Mar</b>	Mobile Data	Advances in Training	Uniforms & Body Armor Drug & Alcohol Testing	Communications, Forensics Computers & Software Firearms Tactics, Funding	ILEETA; AJA; ISC West; Mobile Mounts Reader Review
<b>Apr</b>	Outfitting Your Fleet	Computer Investigations	Hazmat Forensics	Communications, Forensics Computers & Software, Firearms Tactics, Funding	IPMBA; NAFA; US Law/Gov Sec/READY
<b>May</b>	Low-Light Tactics	Weapons Issues	Less-Lethal Mobile Video	Communications, Forensics Computers & Software Firearms Tactics, Funding	NENA; NTOA Less-Lethal; IABTI
<b>Jun</b>	Equipping the Officer	Campus Patrol	Tactical Vehicles	Communications, Forensics Computers & Software Firearms Tactics, Funding	NSA; PSE; Enforcement Expo
<b>Jul</b>	Forensic ID	Info Sharing Techniques	Communications Video & Imaging	Communications, Forensics Computers & Software Firearms Tactics, Funding	AFSE; IAI; FBI; IABTI APCO; MSPCE
<b>Aug</b>	Training Innovations	Advances in Crime Scene Analysis	Crash Investigation Weapons & Accessories	Communications, Forensics Computers & Software Firearms Tactics, Funding	AD-Q Readership Study; TREXPO East; IAI
<b>Sep</b>	Border Security	Officer Health & Safety	Uniforms & Body Armor Night Vision & Surveillance	Communications, Forensics Computers & Software Firearms Tactics, Funding	NTOA; COPS West; ASIS
<b>Oct</b>	Traffic Safety & Enforcement	Specialized Patrols	Management Software SWAT Gear	Communications, Forensics Computers & Software Firearms Tactics, Funding	IACP; SWAT Roundup; Mobile Mounts Test Results
<b>Nov</b>	Patrol Vehicle Organization	Crime Online	Evidence Handling & Storage Corrections	Communications, Forensics Computers & Software Firearms Tactics, Funding	2008 Michigan State Police Tests; ACA; Online Resource Guide
<b>Dec</b>	2008 Buyer's Guide	A Comprehensive Directory of Manufacturers, Distributors, Products & Services for Law Enforcement			Innovation Awards; Free Highlighted Company Listing for ALL advertisers!

*Cygnus Business Media*  
1233 Janesville Ave.  
Fort Atkinson, WI 53538

**Ronnie Garrett**

*Editorial Director*  
ronnie.garrett@cygnusb2b.com

**Jeannine Heinecke**

*Managing Editor*  
jeannine.heinecke@cygnusb2b.com

**Amanda Phillips**

*Associate Editor*  
amanda.phillips@cygnusb2b.com

**Jonathan Kozlowski**

*Assistant Editor*  
jonathan.kozlowski@cygnusb2b.com

# 2008 ADVERTISING RATES

## CORPORATE CAPABILITIES

This advertorial will positively position your company by highlighting:

- Company Description
- Facilities
- Market Served
- Major Products
- Technologies Offered
- Personnel

**\$995 net**



## PRODUCT LITERATURE SHOWCASE

Maximize the sales return on your product brochures, company literature and collateral pieces. This special advertising section will give LET's 30,000+ subscribers a chance to order literature directly from you. 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.



**Issue advertiser \$395**  
**Non-advertiser \$695**

## ONLINE RESOURCE GUIDE

Let us be your search engine! LET's Web Site Showcase offers an excellent opportunity to highlight your Web site. We will create your Web spotlight — just send a brief description of what visitors will find when they visit your site. We'll capture the image of your homepage and put the spotlight together for you!

**All placements are 4-Color \$625**

	1x	3x	6x	9x	12x	18x
<b>Full Page</b>	<b>\$3,495</b>	<b>3,465</b>	<b>3,295</b>	<b>3,200</b>	<b>3,100</b>	<b>3,000</b>
<b>2/3</b>	<b>\$2,800</b>	<b>2,595</b>	<b>2,435</b>	<b>2,270</b>	<b>2,165</b>	<b>2,055</b>
<b>1/2 Is.</b>	<b>\$2,325</b>	<b>2,160</b>	<b>2,025</b>	<b>1,910</b>	<b>1,810</b>	<b>1,715</b>
<b>1/2</b>	<b>\$2,165</b>	<b>2,030</b>	<b>1,910</b>	<b>1,790</b>	<b>1,680</b>	<b>1,625</b>
<b>1/3</b>	<b>\$1,540</b>	<b>1,485</b>	<b>1,355</b>	<b>1,285</b>	<b>1,230</b>	<b>1,170</b>
<b>1/4</b>	<b>\$1,170</b>	<b>1,100</b>	<b>1,045</b>	<b>990</b>	<b>930</b>	<b>895</b>
<b>1/6</b>	<b>\$ 830</b>	<b>780</b>	<b>760</b>	<b>695</b>	<b>665</b>	<b>630</b>
<b>Two-color .....</b>	<b>\$475</b>		<b>Two-color, matched .....</b>		<b>\$650</b>	
			<b>Four-color, process .....</b>		<b>\$875</b>	

Rate Card No. 35 • Effective October 1, 2007

### 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](http://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.

## MARKETPLACE

1x	\$145 per column inch
3x	\$130 per column inch
6x	\$120 per column inch
12x	\$100 per column inch

*Classified 2nd Color (Red, Blue, Green, Yellow) \$150.  
Net rates non-commissionable.*

## MECHANICALS

AD SIZE	WIDTH	HEIGHT
One Page	7	10
Bleed Page	8-1/8	11
2/3 Standard	4-5/8	10
1/2 Island	4-5/8	7-3/8
1/2 Horizontal	7	4-7/8
1/2 Vertical	3-3/8	10
1/3 Vertical	2-1/4	10
1/3 Horizontal	7	3-3/8
1/3 Square	4-5/8	4-7/8
1/4 Standard	3-3/8	4-7/8
1/4 Horizontal	4-7/8	3-3/8
1/6 Vertical	2-1/4	4-7/8
1/6 Horizontal	4-7/8	2-1/4

*Page trim size is 7-7/8" wide by 10-3/4" high. Keep essential matter 3/8" inside trim dimensions on all four sides.*

Cygnus Business Media, 1233 Janesville Ave., Fort Atkinson, WI 53538

### Patrick Bernardo

Group Publisher  
(800) 547-7377 Ext. 1697  
[patrick.bernardo@cygnusb2b.com](mailto:patrick.bernardo@cygnusb2b.com)

### Susan Freel

Associate Publisher  
(800) 547-7377 Ext. 1676  
[susan.freel@cygnusb2b.com](mailto:susan.freel@cygnusb2b.com)

### Dixie Kasmar

National Sales Representative  
(800) 547-7377 Ext. 1326  
[dixie.kasmar@cygnusb2b.com](mailto:dixie.kasmar@cygnusb2b.com)

### Sue Fuller

Advertising Representative  
(800) 547-7377 Ext. 1354  
[sue.fuller@cygnusb2b.com](mailto:sue.fuller@cygnusb2b.com)

### Nick Frantell

Advertising Representative  
(800) 547-7377 Ext. 1328  
[nick.frantell@cygnusb2b.com](mailto:nick.frantell@cygnusb2b.com)

### Kelly Bisco

Advertising Representative  
(800) 547-7377 Ext. 1360  
[kelly.bisco@cygnusb2b.com](mailto:kelly.bisco@cygnusb2b.com)

### Classifieds

(800) 547-7377 Ext. 1696