



AIR BEAT

THE OFFICIAL JOURNAL OF THE AIRBORNE LAW ENFORCEMENT ASSOCIATION



MEDIA GUIDE 2010

THE ONLY PUBLICATION DEDICATED SOLELY TO LAW ENFORCEMENT AVIATION

ABOUT ALEA AND ITS MEMBERS



The Airborne Law Enforcement Association (ALEA) is a nonprofit educational, individual membership organization founded in 1968 to support, promote and advance the safe and effective utilization of aircraft by law enforcement agencies in support of law enforcement missions through training, networking, advocacy and educational programs. ALEA is comprised of aircrew and air support personnel in law enforcement who support the safe and successful completion of each airborne law enforcement mission. Our organization is over 3,500 members strong from the international to the local level. With professional ethics, integrity, public service, and safety in mind, ALEA provides a networking system, education and training, and product expositions that members find invaluable for the successful performance of their jobs.

CONTINUING EDUCATION

An ongoing, relevant and current education and training program is the key to a safe and effective airborne law enforcement mission. This is what ALEA is all about.

Our annual international Conference & Exposition and six Regional Safety Seminars offer courses taught by professionals with years of experience who focus on all aspects of airborne law enforcement, both fixed and rotary wing. Maintenance, equipment, missions, weather, and airborne tactics and techniques are just some of the topics covered, and all are delivered with an emphasis on safety. In addition to the classes, our three-day expo highlights the latest in technologies, equipment and services for law enforcement aviation. These displays allow for hands-on evaluation and comparison by unit decision-makers and end users looking to purchase or simply looking to learn. On a smaller scale, vendor tables at the Regional Safety Seminars offer similar opportunities.

These events, along with our website and especially *Air Beat* magazine, provide a networking system for our members to share information and learn from each other constantly, enhancing the likelihood that our vision will be realized – that is, the safe and successful completion of each airborne law enforcement mission.



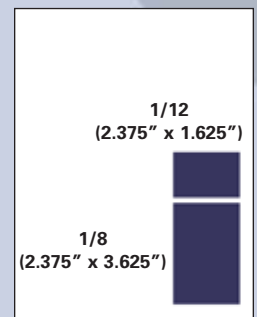
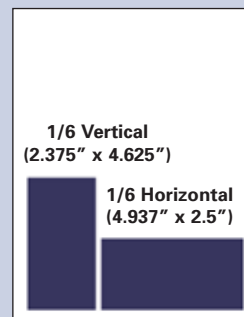
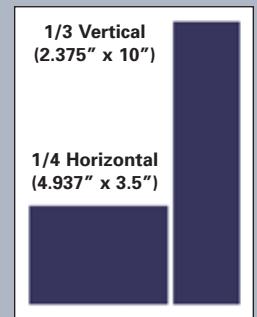
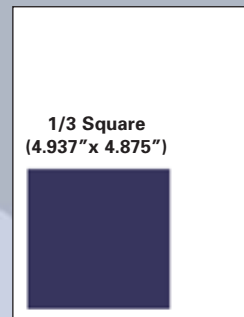
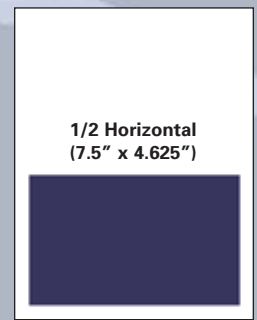
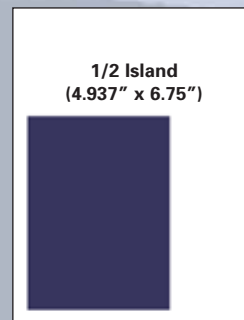
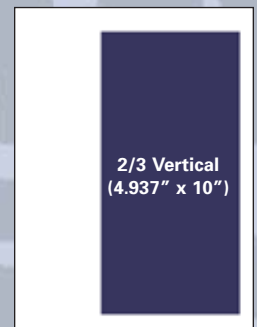
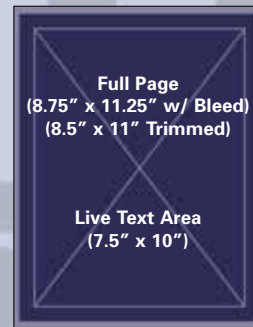
ABOUT THE PUBLICATION

ALEA produces *Air Beat* magazine, a bi-monthly journal, as well as a Conference Preview Issue and an Annual Buyer's Guide for a total of eight (8) issues per year. This publication informs and educates readers through regular features such as "Safety," "Education," and "Medical," as well as aviation unit and affiliate member profiles. Sections such as "Newswatch" and "Skylife" ensure that there is something of interest for all of our members. The six bi-monthly issues are each based around a theme (see 2010 Editorial Calendar) with supporting feature articles highlighting methods, equipment and practical applications. Action items such as board nominations, award nominations, scholarship applications and proposed by-law changes are regularly disseminated through *Air Beat* magazine. Members of the Board of Directors and committee chairs contribute regularly to inform the membership of current activities within the Association. All of this, along with the Calendar of Upcoming Events, make *Air Beat* magazine the "go to" source for the airborne law enforcement community.

MECHANICAL SPECIFICATIONS

Ad Sizes in Decimal Inches

UNIT	WIDTH	X	HEIGHT
Full w/ bleed	8.75		11.25
Full w/no bleed	8.5		11
2/3 Vertical	4.937		10
1/2 Island	4.937		6.75
1/2 Horizontal	7.5		4.625
1/3 Square	4.937		4.875
1/3 Vertical	2.375		10
1/4 Horizontal	4.937		3.5
1/6 Horizontal	4.937		2.5
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. All electronic files should be accompanied by a mailed laser proof.

Advertisements may be submitted on a Compact Disk formatted for Macintosh or PC. Advertising artwork may also be submitted by uploading to our FTP host. Please contact Jennifer Thornton for instructions and passwords. Emailed artwork will not be accepted. ALEA is not responsible for advertising materials submitted incorrectly by the advertiser or after the material due date stated in this media kit.

Air Beat magazine goes directly to plate from disk, therefore, we do not accept film. There is no extra charge for bleed-formatted submissions.

Advertising materials will be kept by ALEA for one year from last date published.

All new advertising materials must be submitted to Jennifer Thornton by the materials due date stated in this media kit via mail or FTP site. Mail to:

Jennifer Thornton
Airborne Law Enforcement Assn.
5925 Buttermere Drive
Colorado Springs, CO 80906

2010 ADVERTISING RATES

FULL COLOR

	1x	3x	5x	8x
Full Page	\$2785	2725	2660	2550
2/3 Page	2275	2220	2165	2090
1/2 Page	2130	2080	2010	1925
1/3 Page	1725	1695	1670	1595
1/4 Page	1460	1440	1415	1370
1/6 Page	1285	1260	1245	1200
1/8 Page	1110	1100	1085	1045
1/12 Page	935	925	915	900

Black & White Rates are available. Please call (918) 274-3874 for more details.

COVER & PREMIUM RATES

	1x	3x	5x	8x
Cover 2	\$3200	3085	2980	2815
Cover 3	3085	2980	2870	2705
Cover 4	3305	3200	3085	2925
Page 3	3200	3085	2980	2815
Across TOC	3085	2980	2870	2815
Inserts	3500	3500	3500	3500

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 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.

BUYER'S GUIDE CATEGORIES, LOGOS & PHOTOS

All ALEA Corporate Member's contact information is listed in the Buyer's Guide in topic related categories. The first listing in the publication is free. Additional categories can be purchased for \$100 each. The list of categories can be found at www.alea.org under "Publications" or email a request to jthornton@alea.org. Company logos and product photos can also be included in each category listing for \$250 each.

DISCOUNTS

A 15% discount is offered only to out-of-company advertising agencies approved by ALEA, 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

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 ALEA. Overdue accounts will be charged a late payment fee of 1.5% per month (18% annually).

CIRCULATION

More than 8,000 copies of all eight issues are distributed to association members which consists of aviation managers, flight crews, maintenance technicians, manufacturers, suppliers, and individuals worldwide. Additionally, *Air Beat* magazine is sent to police chiefs, sheriffs, state police directors, pilots, SAR aviation units, highway patrol commissioners, law enforcement training bureaus, state governors, administrators and field offices of the FBI, DEA, INS, NPS, U.S. Customs, U.S. Coast Guard, U.S. Border Patrol, as well as select members of Congress, the White House and police agencies around the globe.

BONUS CIRCULATION

Air Beat magazine will receive bonus circulation at the ALEA Annual Conference and Exposition, the Helicopter Association International's Heli-Expo, the International Association of Chiefs of Police Annual Conference and Exposition, and the ALEA's six annual Regional Safety Seminars. Selected articles of each issue of *Air Beat* are posted on the ALEA website for both member and non-members to review.

CONTRACT & COPY REGULATIONS

Rates are subject to change without notice. In the event that advertiser, advertising agency, and/or its agent(s) cancels a multi-issue advertising contract after advertisements have been placed but before the full contractual obligations have been met, ALEA reserves the right to charge advertiser the full, non-discounted rate per each advertisement printed as stated in this document. 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.

2010 EDITORIAL CALENDAR

2010 BUYER'S GUIDE

This is our annual listing of suppliers for airborne law enforcement needs. This issue also provides insight on budgeting and purchasing as well as information regarding programs providing equipment and supplies to eligible law enforcement agencies, making it the go-to source for the law enforcement aviation buyer. All Corporate Member companies are identified by our Corporate Member Logo. Additionally, stars are incorporated into the logo to delineate each Corporate Member's participation as an exhibitor at our Regional Safety Seminars and Annual Conference & Exposition over the previous 12 months.

JANUARY / FEBRUARY – Safety

In accordance with our safety program name and motto, "Safety First", our first bi-monthly issue of 2010 focuses on safety. This issue highlights the newly released SMS Toolkit for law enforcement aviation, the incorporation of Safety Management Systems (SMS) into our operations, and the SMS Mentoring Program for airborne law enforcement units. The Airborne Law Enforcement Accreditation Commission's (ALEAC) accreditation process and other safety initiatives, such as the International Helicopter Safety Team (IHST) are also discussed. This year's Corporate Member profile series focuses on providers of night vision equipment, training, and related products. First up, we take a look at Aero Dynamix, Inc. and REB Technologies, Inc.

Bonus circulation: Heli-Expo 2010.

MARCH / APRIL – Night Vision

The FAA's recent establishment of training, qualification and cockpit lighting requirements for the use of night vision goggles (NVG) and the NTSB's recommendation to HEMS operators to install and require that pilots use night vision imaging systems for visual flight rules operations at night prompts us to take another look at this life saving tool. This issue focuses on the regulations, equipment, and advances in NVG technology, and their application to airborne law enforcement missions. Our Corporate Member profile spotlight is on Aviation Specialties Unlimited, Inc. and Night Flight Concepts, Inc.

CONFERENCE AND EXPO PREVIEW ISSUE

Cactus forests, rolling hills, and awe-inspiring mountains surround us as Tucson, Arizona's second largest city, plays host to ALEA's 40th Annual Conference and Exposition, July 14-17, 2010. This issue previews the pre-conference courses, the main conference classes, the exposition, the host city, and the host agency. It also provides housing and registration information and a listing of those registered to exhibit. Join us in this region that blends the cultures of the United States, Mexico, and Native Americans and take advantage of this marketing and networking opportunity. **Bonus - Host an event for all members during the conference and receive a free event ad in this issue prominently featuring your company.**

MAY / JUNE – Flight Training/ Recurrency

Some law enforcement agencies require an FAA rating before assignment to an aviation unit while others require no flight experience and literally train from the ground up. Some units do all of their training/recurrent training in-house, others utilize factory training, flight schools, or hire a company to provide the training at their facility. Some agencies use simulators and/or flight training devices, others do all of their training in an aircraft. This issue examines the varied flight training philosophies and methodologies in use by airborne law enforcement. Our Corporate Member providers of NVG flight training are highlighted in our night vision series.

Bonus circulation: 40th Annual ALEA Conference & Exposition.

JULY / AUGUST – Twin-Engine Helicopters in Airborne Law Enforcement

While the majority of helicopters involved in airborne law enforcement in North America are single-engine, there are some agencies that utilize twins for certain missions. In other parts of the world, twin-engine law enforcement helicopters are the standard. Our July/August issue highlights the twin-engine helicopters in use by agencies around the world, the missions they fly, crew composition for those missions, and things to consider when incorporating a twin into your fleet. Cejay Engineering, LLC and Hoffman Engineering Corp. are featured in our Corporate Member profiles.

SEPTEMBER / OCTOBER – Technology

Our annual look at the latest advances and innovations in technology to assist in safer, more effective and more efficient airborne law enforcement. While we provide an overview of all advancing technology, the primary focus of this issue will be Unmanned Aerial Systems. We will look at the latest in unmanned vehicles and preview current regulations pertaining to their use in the National Airspace. Our Corporate Member providers of UAS and related equipment are the focus of this issue's profiles. Also included is a recap of the highlights of our 40th Annual Conference and Exposition. **Bonus circulation: 117th Annual IACP Conference.**

NOVEMBER / DECEMBER – Aviation Fuel Safety and Fuel Farm Management

All law enforcement aviation operations use fuel, and many units maintain their own fuel farms. There are Federal Aviation Regulations and ASTM standards that govern the fuel we use, how it's stored, and how it's dispensed. Improper storage, fuel farm maintenance, and/or dispensing can lead to aircraft damage, fire, and even fatal accidents. This issue identifies these standards and regulations, the training required by them, and provides tips for safe fuel-related operations. Luminator Aircraft Products and Logistics Concepts, Inc. are highlighted in our final Corporate Member profile of night vision related providers.



AD RESERVATIONS & MATERIALS DUE DATES

2010 BUYER'S GUIDE

Reservations & Editorial Due: 10/9/09
Materials Due: 10/23/09

JANUARY / FEBRUARY

Reservations & Editorial Due: 11/6/09
Materials Due: 11/13/09

MARCH / APRIL

Reservations & Editorial Due: 1/8/10
Materials Due: 1/15/10

CONF & EXPO PREVIEW ISSUE

Reservations & Editorial Due: 2/19/10
Materials Due: 2/26/10

MAY / JUNE

Reservations & Editorial Due: 3/12/10
Materials Due: 3/19/10

JULY / AUGUST

Reservations & Editorial Due: 5/7/10
Materials Due: 5/14/10

SEPTEMBER / OCTOBER

Reservations & Editorial Due: 7/23/10
Materials Due: 7/30/10

NOVEMBER / DECEMBER

Reservations & Editorial Due: 9/10/10
Materials Due: 9/17/10

**Any editorial questions? Please write
airbeat@alea.org.**

ALEA OPPORTUNITIES

PROGRAM GUIDE

The ALEA Program Guide is printed in conjunction with the ALEA Annual Conference & Expo to be held July 14 - 17, 2010. Included in this publication are schedules and descriptions of all classes and courses, social events, product briefings and a full listing of all exhibitors participating in the exposition. Reserve advertising space in the Conference Preview issue of *Air Beat* and receive \$100 off a Program Guide ad space reservation.

Rates (All Covers are Full Color)

\$1300 Color cover positions (first-come, first-served)

\$1000 Full Page Full Color

\$ 750 Full Page Black/White

AIR BEAT TODAY CONFERENCE NEWSLETTER

Three full color, daily newsletters are printed onsite at the ALEA Conference & Exposition to share information, activities, educational schedules and events with the attendees. Full color advertising spaces are available to exhibiting companies.

Ad Space: \$300 each issue or \$850 for all three issues.

Trim: 2.625" wide x 3.625" high.

Exhibitors are also encouraged to submit editorial regarding new products, events or any news features to promote their participation in the expo. Requirement: 50 -100 words. One photo or logo will also be accepted to accompany the news alerts.

MEMBERSHIP DIRECTORY

The ALEA Membership Directory is printed annually in December and contains a full listing of every Individual Member of ALEA. Each individual has their unit address, phone, fax and emails listed in this Directory. Information such as by-laws, staff and board listings and the aircraft that each member's unit owns is listed here. Corporate Members are also listed with company addresses, phones, faxes, websites and the email addresses of up to three representatives. Full page advertising space is available to Corporate Members in this 5.5"w x 8.5"h publication.

Rates (All Covers are full color)

\$1700 Back Cover

\$1450 Inside Front Cover

\$1300 Inside Back Cover

\$1000 Full color inside position

\$ 600 Black/White inside position

E-NEWSLETTER

The ALEA E-Newsletter is e-mailed to over 5,000 readers during the first full week of every month. The E-Newsletter is placed on the ALEA website for all to access, anytime. We are currently calculating over 10,000 reads a month due to online access and direct e-mail. Advertising spaces are available to Corporate Members at the rate of \$350 per 750 x 200 pixel, full color static advertising space.

MOUSE PAD

The ALEA fabric-covered mouse pad is distributed to every new member who joins the organization. Ten advertising spaces are available. \$750 per space. Multiple spaces can be reserved by Corporate Members.

Art Material Requirements

- **Trim Size:** 2.375" wide x 2.121" high.
- Your company's website is required to be included in the art materials.
- Text should be at least 12pt or higher when designing.

Agency discounts are not available for these publications.

PROGRAM GUIDE & MEMBERSHIP DIRECTORY SIZE REQUIREMENTS

Bleed Size: 5.75" wide x 8.75" high

Trim Size: 5.5" wide x 8.5" high

Live Area: 5.25" wide x 8.25" high

All advertising materials for the Program Guide, Membership Directory, Air Beat Today, and Mouse Pad must be submitted in an eps, tiff, high res (300 dpi) JPEG, or press optimized PDF.

AD MATERIALS DUE DATES

MEMBERSHIP DIRECTORY

Materials Due: 10/30/09

MOUSE PAD

Materials Due: 3/13/10

PROGRAM GUIDE

Materials Due: 5/14/10

AIR BEAT TODAY

Materials Due: 6/18/10

E-NEWSLETTER

Reservations Due: 25th of each month Materials Due: 30th of each month

ALEA requires a contract to be signed by all advertisers and supporters to reserve advertising space in all publications or opportunities. ALEA also requires that all advertising materials are sent to Jennifer Thornton for review and approval. Please contact Jennifer to secure your space or with questions.

Jennifer L. Thornton
The Thornton Group
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(719) 375-0236 office
(888) 541-1823 fax
jthornton@alea.org

Submit all payments for publication invoices to:

Airborne Law Enforcement Association
411 Aviation Way, Suite 200
Frederick, MD 21701
(301) 631-2406

**VISIT OUR WEBSITE:
WWW.ALEA.ORG**