



The Thin
Blue Line
www.lapd.com

PROTECTING THOSE WHO PROTECT OTHERS

12 issues a year
mailed directly
to over 18,000
LAPD members.

Digital issue available here: (password Tuesday)



Thin Blue Line can help you reach high ranking officers with buying power

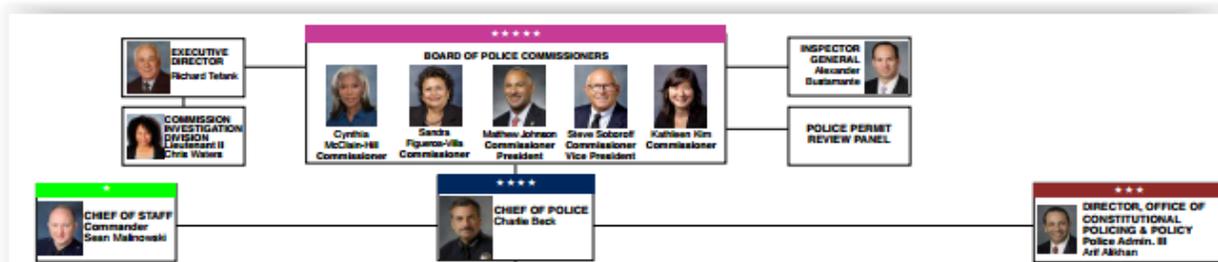
Every issue of Thin Blue Line is read by :

- Police Sergeants
- Police Lieutenants
- Police Captains
- Police Commanders
- Police Deputy Chiefs
- Chief of Police
- Commissioners

MEMBER DEMOGRAPHICS

*Active officers receive \$2000 a year or more for training and continuing education

- 68% Male
- 30% Retired or retiring in the next 5-10 years
- 67% Actively purchasing Real Estate
- 100% Have Full Medical and Dental Benefits
- 71% Actively purchasing a new vehicle
- 62% Plan 3-4 weeks a year of travel and vacation



RESERVE AD PLACEMENT TODAY!

Advertising: Lisa Neely lneely@copcomm.com 818-660-5828
 Publisher Bill Rittwage brittwage@copcomm.com 818-291-1111





Los Angeles Police
Protective League

The Thin
Blue Line
www.lapd.com

2017 Ad Rates and Ad Specifics

All rates are per issue and billed monthly, discounts are for running consecutive months.

AD SIZE	SPECS W X H	1 issue	3x /rate per issue	6x /rate per issue	12x /rate per issue	*COLOR FEE (waived for 12x placements)
FULL PAGE	10.375 x 15.25	\$2,450	\$2,310	\$2,205	\$2,050	\$195
1/2 PAGE	9.25 x 6.875	\$1,435	\$1,350	\$1,290	\$1,215	\$120
1/4 PAGE	4.5 x 6.875	\$750	\$720	\$675	\$635	\$95
1/6 PAGE	4.5 x 4.5	\$520	\$495	\$460	\$435	\$85
1/8 PAGE	4.5 x 3.25	\$340	\$320	\$305	\$290	\$55
REAL ESTATE LG	4.5 x 2.25	\$270	\$255	\$240	\$225	\$35
REAL ESTATE SM	4.5 x 1	\$180	\$170	\$160	\$150	\$10
BUSINESS DIR	2.125 x 2.125	\$180	\$170	\$160	\$125	BW only
CLASSIFIEDS LISTING	40 words maximum	\$75	\$70	\$65	\$60	BW only

20% discount for agencies and LAPD members & family

All first time advertisers must set up a credit card for the first ad. Invoicing options may be set up afterward.

UPCOMING ISSUES AND DEADLINES

*Dates subject to change by the Publisher

ISSUE	SPACE CLOSE	MATERIALS DUE	MAIL DATE
JANUARY	Dec 9	Dec 14	Dec 28
FEBRUARY	Jan 10	Jan 15	Jan 29
MARCH	Feb 6	Feb 11	Feb 27
APRIL	Mar 6	Mar 12	Mar 27
MAY	Apr 4	April 9	Apr 25
JUNE	May 6	May 13	May 29
JULY	Jun 5	Jun 11	Jun 26
AUGUST	Jul 7	Jul 11	Jul 28
SEPTEMBER	Aug 6	Aug 12	Aug 27
OCTOBER	Sep 5	Sep 10	Sep 25
NOVEMBER	Oct 6	Oct 13	Oct 28
DECEMBER	Nov 6	Nov 12	Nov 26



DIGITAL FILES ONLY

- Press-ready PDF (300 dpi CMYK; Fonts embedded), TIFF or EPS files accepted.
- For bleed, allow 1/8" beyond all trim.
- Ads may be emailed to Ineely@copcomm.com with LAPPL in the subject line

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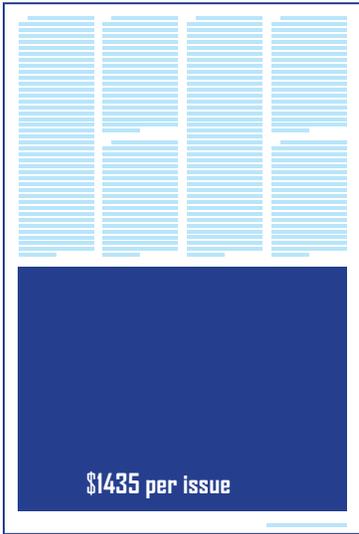
Lisa Neely Ineely@copcomm.com

818-660-5828

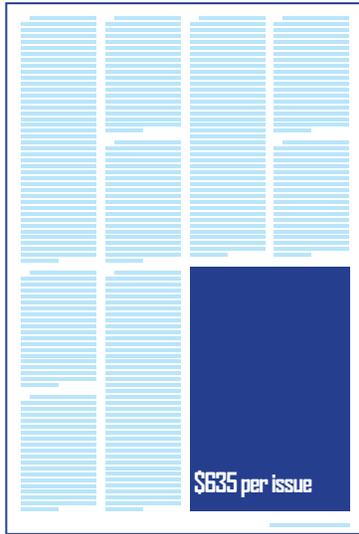


THIN BLUE LINE AD SIZES

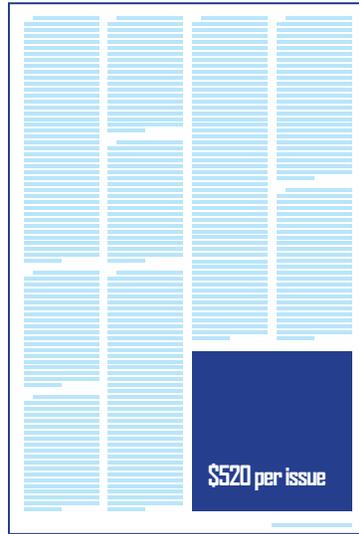
Discounts available for frequency



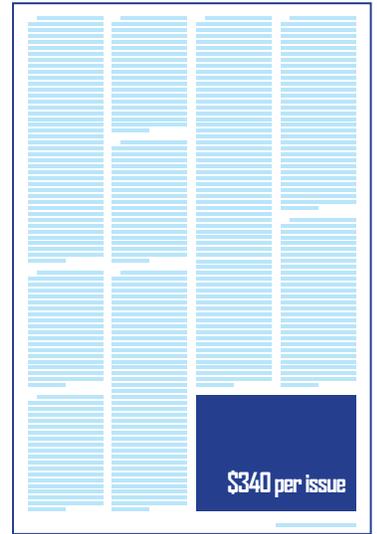
1/2 Page
9.25" W x 6.875" H



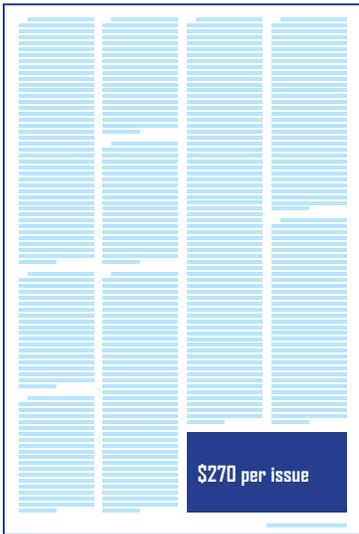
1/4 Page
4.5" W x 6.875" H



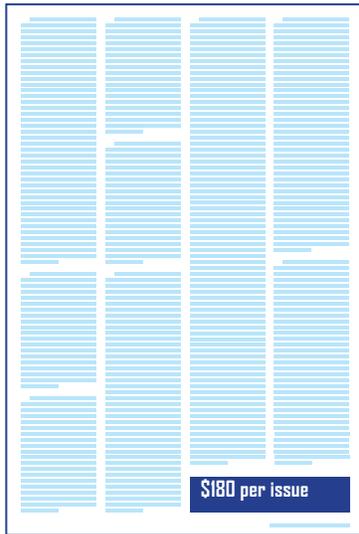
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4.5" W x 4.5" H



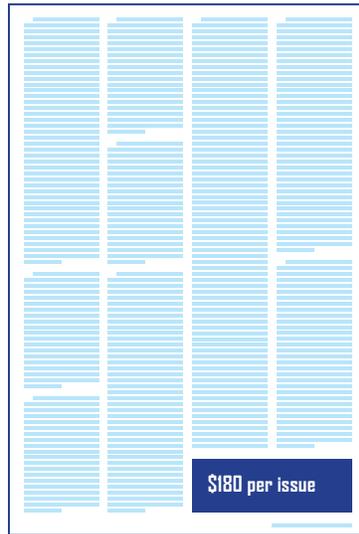
1/8 Page
4.5" W x 3.25" H



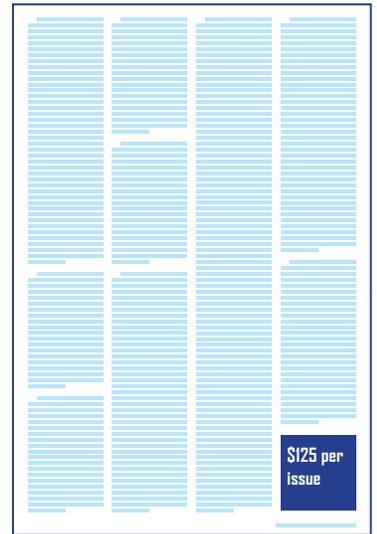
Real Estate Section (Large)
4.5" W x 2.25" H



Real Estate Section (Small)
4.5" W x 1" H



Auto Marketplace
4.5" W x 1.5" H



Business Directory
2.125" W x 2.125" H

Ad Agencies take 15% off lowest rate



Full Page

10.375" W x 15.25" H (includes 0.125" bleed), 9.25" W x 14.25" H live area

***LAPD members take 20% off lowest rate**
Call for available discounts