

Marketing Power

POLICE-DEK is the cornerstone of a multi-media marketing program targeting the buyers for police and security teams across the USA with independent buying authority. Your full-color card is included in the cooperative direct mail program as well as featured online at www.POLICE-DEK.com.

2009 Publishing Schedule

Issue	Closing Date	Mailing Date
Feb/Mar	Jan 23	Late-Feb
Jun	May 14	Mid-Jun
Sep (Pre IACP)	Jul 24	Early-Sep
Nov	Oct 9	Mid-Nov

Create New Customers & Increase Sales

- Generate High Quality Sales Leads
- Drive Traffic to Your Website
- Drive Qualified Buyers to Your 800#
- Promote Your Show Exhibit
- Mass Market a Special Offer
- Launch New Products
- Build Your Prospect Database
- Conduct Market Research with our A/B Split Program

7PT UNCOATED STOCK
4-COLOR/B&W without bleeds

	45,000	CPM
Standard Per Mailing	\$1,790	\$39.78
Jumbo Per Mailing	\$2,790	\$62.00

Card Size	Standard	Jumbo
Trim Size	3 9/16" x 5 3/8"	5 3/8" x 7"
Image Area (No Bleeds)	3 1/8" x 5 1/8"	5 1/8" x 6 3/4"

7 PT MATTE STOCK WITH GLOSSY FINISH

4-Color Both Sides With Bleeds
UV Coat One Side; Varnish Second Side

Circulation	45,000
Standard Per Mailing	\$3,990
Jumbo Per Mailing	\$5,990

POLICE-DEK Audience Profile

Municipal Police Depts	21,082
Private Security Agencies & Investigators	6,948
Campus Police Departments	3,531
Hospitals & Nursing Home Security	2,866
Correctional Facilities	2,605
Sheriff Offices	1,815
Military Bases	1,747
Shopping Center, Casino & Stadium Security	1,407
State Police Departments	1,042
Dealers & Distributors	838
State/Federal Agencies	566
Transit, Harbor, Airport Police Depts	553
Total	45,000

**Mini-Catalogs as low as 22 cents
each for a single issue**

Add FIRE-DEK directed to 45,000 buyers at fire departments, emergency medical services, and other rescue organizations nationwide for only \$1,200 more.

Add a solo email campaign to 9,000 police & security buyers at a discounted multi-media rate.

2009 Rates, Dates & Data Cooperative Direct Mail Program



Want to reach a market before or after a major trade show? We have a solution for you.

Looking to launch new products nationwide in multiple mediums? We have a solution for you.

*Looking to replace trade shows with a more cost-effective campaign to the market?
We have a solution for you.*

Looking to achieve sales goals with a shrinking budget? We have a solution for you.

Need new customers? We have a solution for you.

Additional Online & Direct Marketing Services

Online Card in Current Offers (Archived Online Indefinitely).....	\$295
Card in POLICE eDEK to 9,000 + buyers	\$200
Solo Email Campaign to 9,000 + buyers	\$1000
Solo Email Campaign Subject Line A/B Split.....	\$200
Mailing List Rental	Call for Quote

Card-DEK Program Enhancements

Four-Color on Second Message Side	\$495
Half Back Cover.....	\$495
Logo on Cover.....	\$95
First Card Position	\$395
2nd - 5th Position.....	\$95
A/B Split - Standard Card	\$275
A/B Split - Jumbo Card.....	\$450
Overruns (price per 1000)	\$150
Electronic Lead Delivery Program.....	\$100
Creative Services - Machalek Communications' Design	
Complete Creative Services – 1 Message Side	\$250
Complete Creative Services – 2 Message Sides	\$395
Redesign of Existing Layout.....	\$195
Code/Text/Minor Changes on Existing Layout.....	\$50
Resizing Incorrect Submissions of Customer Supplied Artwork.....	\$150