

RED SNAPPER MEDIA

MEDIA PACK 2015



The Red Snapper Media Network

Red Snapper Media (RSM) publishes the market leading network of digital media titles dedicated to the police, offender management and broader criminal justice and enforcement practitioner audience.

The network is comprised of market leading news journals, the leading magazine for technology and services procured by the police & justice sector, Police Product Insight, specialist community sites & forums, job sites and information sites.

The RSM network offers advertisers the ability to promote their goods, services and recruitment opportunities to the largest audience of police and justice professionals in the UK. We are the first choice when planning your recruitment, product or service advertising. In addition we can leverage the abilities of our in-house designers to provide bespoke solutions including company capability profiles, advertorials, splash pages, surveys and competitions. Our team of specialists will help you every step of the way in creating and delivering a campaign which targets your demographic with proven, measurable results!

The News Sites

Red Snapper Media has a vibrant team of reporters who produce original news stories and features. Our editorial content is posted throughout our network. Police Oracle and Work with Offenders are our news first platforms receiving over 130,000 monthly visits from news consumers. Our awarding winning editorial and commentary team cover and break news, publish features covering best practice, politics and comment, conduct interviews with leading figures in the sector and generate stories about the lighter side of the important jobs our audience do on a daily basis.

Work With Offenders



Work with offenders is a leading news, information and job site for the offender supervision and offender rehabilitation community. Our editorial team updates the news section with fresh, original and innovative news articles, features and comment on this important work community. The site is visited by every practitioner type which makes up the community from prison staff, rehabilitation health care professionals, probation professionals and the CJS business managers.

1ST FOR RECRUITMENT

- Accredited Offender Behaviour practitioners
- Community payback supervisors
- Restorative justice practitioners
- CARAT workers
- Offender rehabilitation
- Alcohol and substance misuse practitioners
- Youth offending practitioners
- Approved premises supervisors
- Prisoner escort staff
- Substance misuse nurses
- Offender managers (probation)



Key facts

- **21,367** visits and **17,819** page views per month
- The site receives over **56,078** monthly visits from offender management professionals
- It is the largest audience of criminal justice, offender management and rehabilitation practitioners in the UK

PoliceOracle is the market leading one-stop online portal serving the the police and criminal justice sectors, primarily in UK but to a growing international audience (10% outside the UK). Up-to-the-minute news, analysis and best practice with a large and highly engaged audience who both read and contribute to the site, a lively job board and franchise section, education tab, features, interactive forum and a whole lot more...

1ST FOR RECRUITMENT

- First stop for those in policing to find opportunities for their next career move, whether within force or moving into the private sector or other public sector roles.
- The Police Oracle's franchise directory also provides opportunities for retiring police to run their own business
- Police Oracle also provides support for training and academic development through best practice articles, promotion exam guidance and a course directory.

1ST FOR DISPLAY

We offer the highest proven audience to the police and criminal justice sector than any other website and due to our multi channels you will attract both active and passive users of the site who can be interested in your product or service. Unlike print advertising, we can provide you with performance reports for your campaign. Users can also register here to receive the Police Product Insight digital magazine for technology and services to the police and national security sectors.

HUGE AUDIENCE FOR POTENTIAL CANDIDATES

- Police, government and private sector
- All levels of seniority
- Key specialist roles



Key facts

12 MONTH STATISTICS

- **1.6 million** visits
- **729,669** unique visitors
- **5.9 million** page views

SEPTEMBER 2014 STATISTICS

- **113,751** Visits
- **63,367** unique visitors
- **394,040** page views

The Job Sites

Red Snapper Media dominates the police and justice recruitment advertising landscape. Jobs are promoted throughout the network. The job ads on Police Oracle and Work with Offenders give employers the ability to promote their vacancies to an audience of police professionals digesting the news & promote to passive candidates.

Our network of five job boards receives over 80,000 monthly unique visits from active job seekers. The job sites are configured to give advertisers access to the entire market and to allow more targeted advertising to particular skill set groups.

Blue Line Jobs

www.
BLUELINEJOBS.co.uk

Blue Line Jobs is designed to support the recruitment of experts with established policing skill sets, whether they are sworn officers or specialist staff with 'front line' crime detection and prevention responsibilities.

1ST FOR RECRUITMENT

- Forensic scientists, examiners and caseworkers
- Police officers (including former and retired officers)
- Professional standards investigators
- Disclosure officers
- Crime analysts
- PNC officers Witness protection officers
- Custody officers
- DNA/toxicology analysts
- Crime scene investigators
- Biology/chemistry/DNA caseworkers
- Accredited financial investigators
- Police community support officers
- Child protection officers Intelligence officers/analysts
- Single point of contact officers Family liaison officers
- Solicitors and paralegals
- Reporting scientists Exhibits officers
- Digital and telecom forensic investigators



Key facts

- The site receives over **54,935** unique visits each month from police professionals and **145,421** page views per month.
- Users with skill sets in investigation, enforcement, offender management, intelligence or crime analysis
- The largest visitor base and registered audience of job seekers working in front-line crime operational roles
- The first choice for many job seekers searching for front-line operational roles, so you can rely on us to promote your vacancy, without having to use print media as well.

Community Safety Jobs

This job site features a wide range of roles that are linked together by their aim of reducing crime and anti-social behaviour. It serves the needs of the Crime & Disorder Reduction Partnerships, which includes local authorities, fire authorities, police services and housing associations.

1ST FOR RECRUITMENT

- Community safety officers and managers
- Crime prevention officers wardens
- Anti-social behaviour investigators
- Crime analysts CCTV specialists
- Behaviour managers (education)

Fraud Jobs

The Fraud Job Site is the only job site dedicated to the counter fraud work community. It is a members-only site that vets every candidate to ensure they have a proven work history in a counter fraud role. This ensures advertisers only receive ad response from job seekers who are highly relevant. We run the site in association with the Fraud Forum, which is the UK's leading association of counter fraud professionals.

1ST FOR RECRUITMENT

- Fraud case managers, project managers and programme managers
- Fraud claims handlers
- AML practitioners
- Financial crime consultants and investigators
- Information security practitioners
- Counter fraud managers Fraud analysts and investigators
- Specialists in the FCPA or Bribery Act
- Forensic accountants and investigators
- Bribery and corruption investigators
- Disputes investigators



Key facts

- **637** visits and **2,180** page views per month
- It is the UK's only job site that is entirely dedicated to community safety
- We have a proven track record of increasing the quality of applications that our clients receive
- Our site removes the need for expensive press advertising and allows you to fill roles for as little as £200

Audience statistics from Google Analytics September 2013 - September 2014



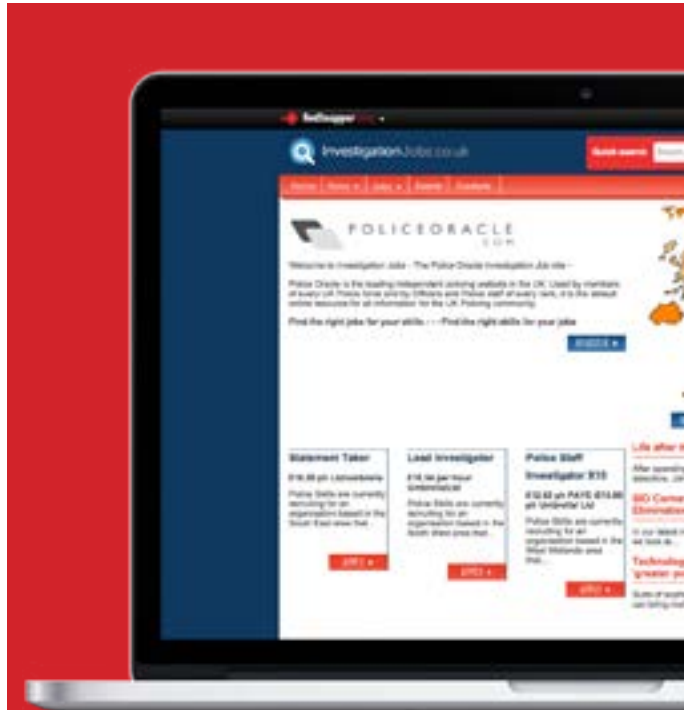
Key facts

- **50,000 to 70,000** monthly impressions
- The site receives over **25,000** monthly visits from counter fraud professionals.
- It is the UK's only job site that is entirely dedicated to fraud prevention
- Ads are promoted to registered members and a broader network of Fraud Forum members – giving you access to over **20,000** fraud professionals around the country

Audience statistics from Google Analytics September 2013 - September 2014

Investigation Jobs

Investigation jobs is both a news and service and a job site dedicated to the core specialist community, within the broader police and justice sector, of the criminal investigators. The site receives visits from the 10,000 + police officers whom hold the rank of detective and from trained criminal investigation officers from other agencies such as HMRC and the broader regulatory enforcement sector.



Key facts

SEPTEMBER 2014 STATISTICS

- 882 Visits
- 724 unique visitors
- 4325 page views

Audience statistics from Google Analytics September 2013 - September 2014

Intelligence Jobs

Intelligence Jobs is both a news service and job site dedicated to the key policing discipline of criminal intelligence gathering and dissemination. This community within a community do a distinct job and have a distinct identity and so are served by their own section on the Red Snapper Media network.



Key facts

SEPTEMBER 2014 STATISTICS

- 69 Visits
- 59 unique visitors
- 259 page views

Audience statistics from Google Analytics September 2013 - September 2014

Contact Us

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Police Product Insight

POLICE
PRODUCT INSIGHT

The leading digital magazine for technology, equipment & services to key decision makers serving the police and national security sectors. This bi-monthly digital magazine provides independent news, analysis and expert comment in the development, implementation and effective use of new & existing solutions. Our powerful digital format has the same layout, text, and advertisements as the previous print version. The digital format offers a magazine-like reading experience, but with many advantages possible only in digital format, including:-

DIGITAL ADVANTAGES

- Automatic free delivery of every issue directly to over 35,000 key personnel via the Internet as soon as it is published, way before they would receive it through the regular mail.
- The ability to read the magazine anytime, anywhere.
- A hyperlinked table of contents takes the user directly to articles, features, and sections that are of most interest
- Quick links to advertisers' sites and additional editorial content on the web.
- Keyword search that helps the user find a topic or name in seconds.
- Paperless archiving. Access to back issues offers fast reference and easy storage which gives prolonged exposure to any advertising placed
- User's won't miss a single article, photo or advertisement
- Immediate access to features or special reports



Key facts

Every issue of the Police Product Insight Magazine is emailed directly to over 35,000 key personnel including:-

- Police chiefs and senior management
- Procurement personnel
- Key specialists in:
 - Forensics
 - Counter Terrorism
 - ICT
 - SWAT
 - Public order
 - Traffic
 - Biometrics
- Accessed worldwide

Audience statistics from Variant4 September 2013 - September 2014

The Community & Information Sites

The Red Snapper Media community and information sites give police and justice practitioners platforms to share experiences, unwind and access to community specific information.

Police UK

UK Police Online is the ultimate resource for anyone within or interested in the police community. We have a highly active forum with a wide variety of topics ranging from informative and educational to off the wall and hilarious.

SEPTEMBER 2014 STATISTICS

- **29,201** Visits
- **20,171** unique visitors
- **95,648** page views

Audience statistics from Google Analytics September 2013 - September 2014

Police Specials

There are nearly 20,000 Specials serving with police forces across the UK, working in all aspects of policing. Our website and forum is packed with information for anyone interested in the UK's Special Constabulary - whether you're a serving Special Constable, thinking of joining, or simply want to find out more about specials.

SEPTEMBER 2014 STATISTICS

- **180,424** Visits
- **109,613** unique visitors
- **643,870** page views

Audience statistics from Google Analytics September 2013 - September 2014

Police Information

Police Information is a one-stop shop and information centre for police, security and criminal justice sector workers who are engaged in law enforcement in the UK.

SEPTEMBER 2014 STATISTICS

- **1.6 million** Visits
- **729,669** unique visitors
- **5.9 million** page views

Audience statistics from Google Analytics September 2013 - September 2014



Over **350,000**
monthly visits from
police and justice
professionals

The news
service of choice
for the police
and justice sectors

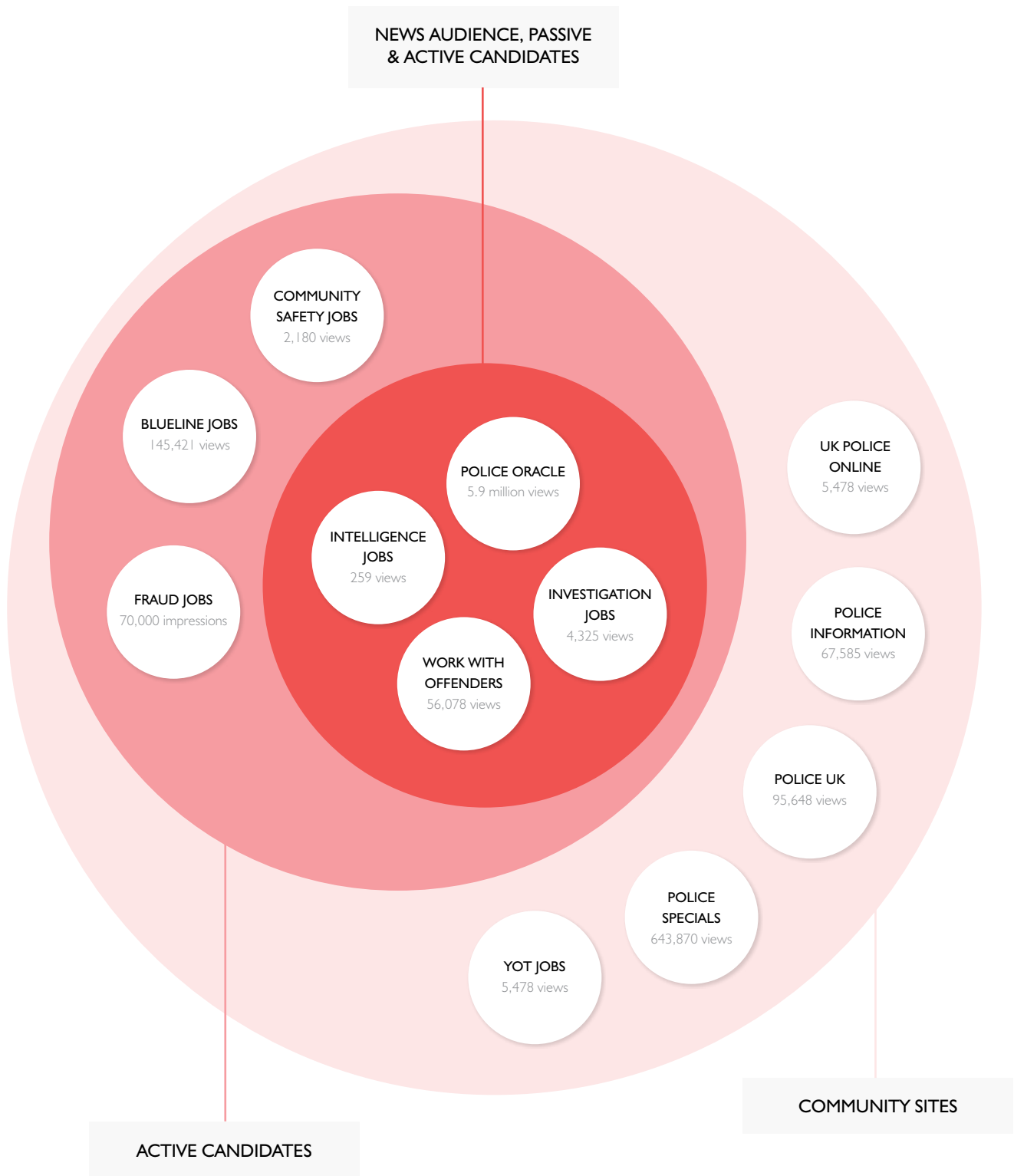
Over **80,000**
visits from active
job seekers

Over **20,000**
monthly visits from
director level budget
holders from the police
and justice sector

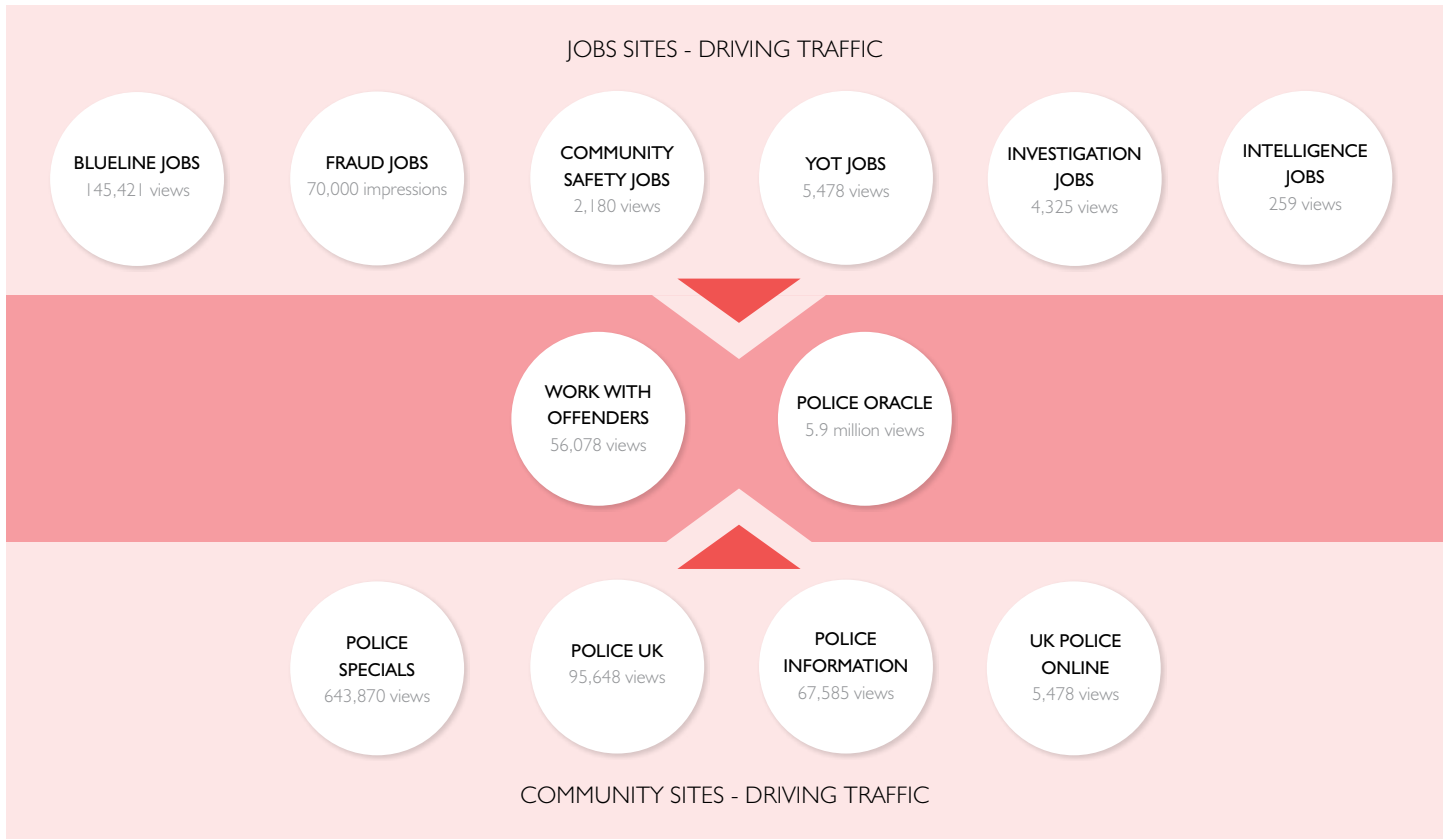
Over **3 million**
monthly page views
by a community of
consumers with a
shared identity and
values

The Community & Information Sites

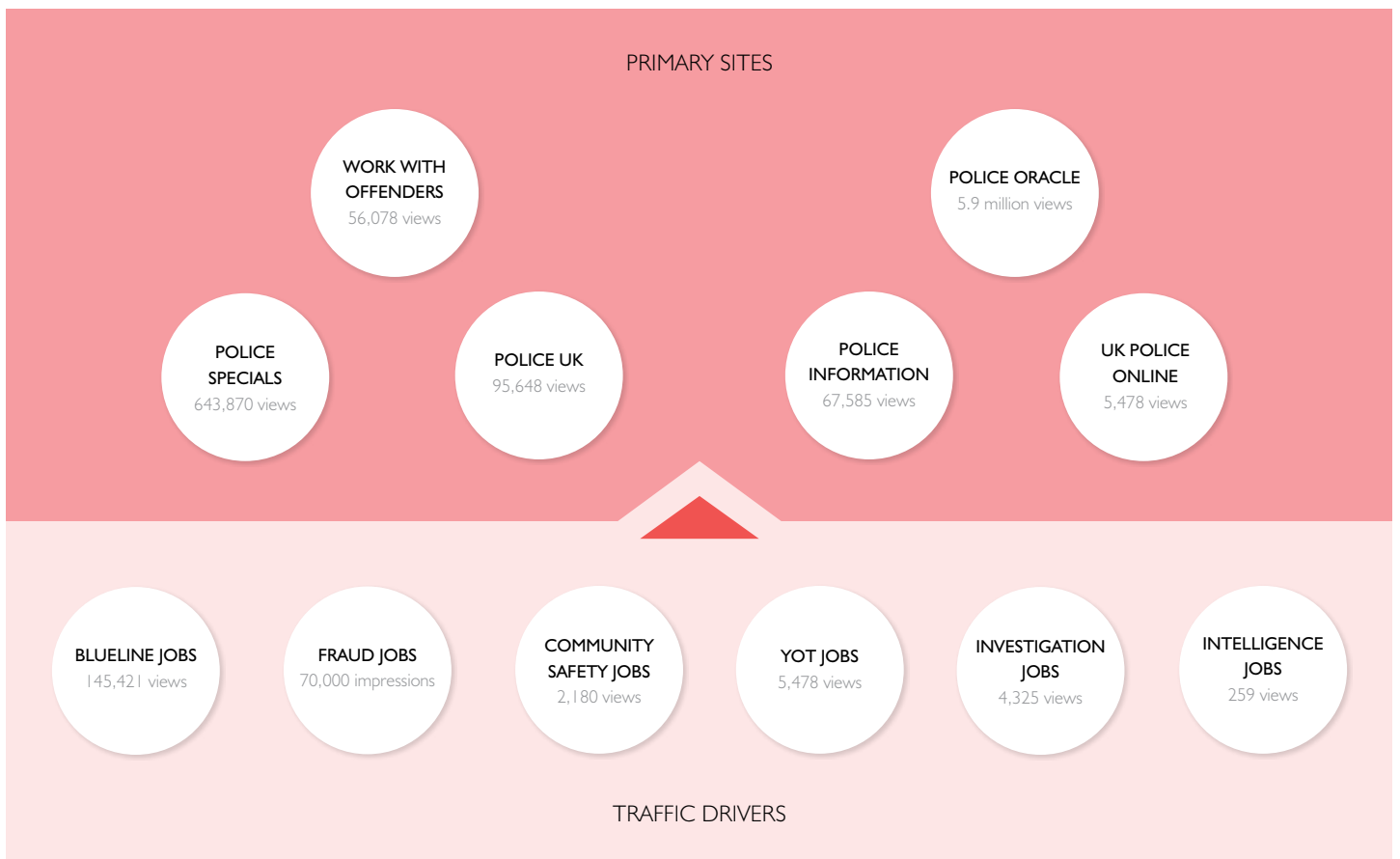
The Red Snapper Media Community and Information sites are a range of discussion forums and highly detailed reference sites. They receive visits from police and justice professionals looking to share their experiences with like minded individuals and to find out about products and services unique to their jobs.



Business To Business Advertising



Business to Consumer Advertising



Our Recruitment Opportunities

We believe that our job is to assist you in recruiting the right people, in a way that will suit your organisation and budget as well as finding your ideal candidate quickly without the need to re-advertise, saving you time and money in the long run. We have a range of innovative recruitment advertising solutions:

STANDARD JOB LISTINGS

When budgets are tight this will ensure that your job details are listed in our jobs sections with a range of management options and inclusion in our daily email.

FEATURED JOB

Make your job stand out from the crowd as a featured job on the jobs homepage with a direct link through to your job listing.

JOB OF THE WEEK

Your job will be included in a job of the week tab which is featured on the site home page ensuring it is displayed before the whole of our site audience.

BANNERS, BUTTONS, IMUs AND MPUs

Boost your profile by including some key functionality on all available positions or per channel.

RESPONSE MANAGEMENT SURVEY

We can assist with CV Uploads (available with an advertising package) & an electronic response management service.

TARGETED HTML SERVICE

We will send an email alert to a carefully selected bank of registered job seekers who have the skills and experience required for your role.

ADVERTORIALS

You can either supply or we can appoint an experienced journalist to assist in producing an informative and promotional article that really sells the benefits of working for your organisation. This would then be posted in a prominent channel on our site(s) and/or E-newsletters.

VIDEO

You can supply or we can arrange for your chosen organisation representative to be interviewed, speaking about the role and the organisation. This will then be included in an agreed channel on our site(s) and/or E-newsletters or can be included as part of a booked advertorial.

E-NEWSLETTERS

We have a selection of 5 E-newsletters that we send out to registered users of the sites. There is the opportunity to list your job, sponsor or book key functionality on these.

NETWORK VALUE PACKAGES

We have put together Bronze, Silver & Gold packages that include a selection of the above to really maximise response opportunities & the good news is they offer discounts of up to 40%.

Note: For print specifications see page 23

Recruitment Advertising Rates

THE POLICE ORACLE NETWORK

The Police Oracle network includes www.policeoracle.com, www.bluelinejobs.co.uk, www.police-information.co.uk and www.policespecials.com

Jobs	Duration	Price
Job post	1 month	£440
Job of the week	1 week	£650
Featured job	1 month	£650

Volume discounts for multiple bookings*	
2 roles	10%
5 roles	25%
10 roles	40%

* Must be booked at the same time

Display advertising	Duration	Banner (468x60)	MPU (300x250)	IMU (300x100)	Button (120x120)
Police Oracle - Home	1 month	£300	£450	£200	-
Police Oracle - News	1 month	£300	£450	£200	-
Police Oracle - Jobs/Education	1 month	£150	£275	£100	-
Blueline Jobs	1 month	£300	-	-	£200
Police Information	1 month	£100	£100	-	-
Police Specials	1 month	£100	£100	-	-

Newsletters	Duration	Sponsor (468x60)	Banner (468x60)	MPU (300x250)	IMU (300x100)
Police Oracle Weekly Newsletter	1 week	£600	£300	£400	£100
Police Oracle Weekly Jobs	1 week	£400	£100	-	-
Blueline Jobs By Email	1 week	£400	-	-	-
Police Information Weekly Newsletter	1 week	-	£200	-	-
Police Specials Monthly Newsletter	1 month	-	£200	-	-

Other advertising options	Price	Description
Targeted HTML e-shot	£750	Targeted opt in audience
Online advertorial	£540	Police Oracle network

SPECIALIST RECRUITMENT NETWORK

Includes www.workwithoffenders.co.uk, www.investigationjobs.co.uk and www.communitysafetyjobs.co.uk

Jobs	Duration	Price
Job post	1 month	£250
Featured job	1 month	£400
Banner	1 month	£200

* price per site

Specialist site value package - £650	
Job post	Selected specialist site
Job post	Police Oracle network
Featured job	Selected specialist site
Banner	Selected specialist site

RECRUITMENT RESPONSE MANAGEMENT SERVICES

Red Snapper Media is part of the Red Snapper Group, the leading supplier of staffing services to the police and criminal justice sector.

We can support your advertising with the following response management services:

- Mailbox service
- CV filter and selection
- Candidate shortlisting

Services start at £500

JOB OF THE WEEK

Stand out from the crowd with this prestigious enhancement! **Only £400 when added to a network value package**

NETWORK VALUE PACKAGES - SAVE UP TO 40%

			Bronze	Silver	Gold
Job post	1 month	Police Oracle network sites	✓	✓	✓
Job post on relevant specialist sites	1 month	Work with Offenders, Investigation Jobs & Community Safety Jobs	-	✓	✓
Featured job	1 month	Police Oracle	-	✓	✓
Featured job	1 month	Blueline Jobs	-	✓	✓
IMU (300 x 100)	1 month	Police Oracle (select one channel)	✓	-	-
Button (120 x 120)	1 month	Blueline Jobs	✓	-	-
Newsletter banner (468 x 60)	1 week	Select one newsletter from Police Oracle network	✓	-	✓
Newsletter top sponsor banner (468 x 60)	1 week	Select one newsletter from Police Oracle network	-	✓	✓
MPU (300 x 250)	1 month	Police Oracle (select two channels)	-	-	✓
Banner (468 x 60)	1 month	Blueline Jobs	-	✓	✓
Banner (468 x 60)	1 month	Specialist network	-	✓	✓
			£1,040	£1,600	£2,240

Note: All rates are exclusive of VAT. Package discounts are subject to a single invoice. Credit terms 30 days. Recognised advertising agency commission 10%

Business To Business Advertising

We offer the largest audience network to the police & criminal justice sectors – over **270,000** per month (Source: Google Analytics). Promote your services, products, organisation, event & training & courses with us and reach key personnel with purchasing authority.

Advertisers benefit from the large number of senior decision makers and specialists with purchasing influence using the website (47% of users have a purchasing influence). We can offer key functionality, design services, bespoke solutions and consultancy to work with you every step of the way on your campaign.

MEASURABLE PERFORMANCE

Transparent statistics from Google Analytics, OpenX and our reader surveys. Unlike our competitors, we can provide you with reports on demand, reporting how many times your advert was viewed and clicked through and how busy the website was during the promotion period.

DISPLAY (BANNERS, MPUs, IMUs, SKYSCRAPERS & LEADERBOARDS)

Our key functionality offers the best click thru rates in the industry and ensures your brand is promoted in key positions either run of site or per channel.

E-NEWSLETTERS

We have a selection of 5 E-newsletters that we send out to registered users of the sites. There is the opportunity to promote your organisation with a sponsor slot or banner.

TARGETED HTML

We will send out an email alert to a carefully selected audience (job titles specified by you).

BESPOKE SLOTS

Enhance your campaign further with solus pop-up's, scrolling modals, expandable banners.

SITE TAKE OVERS (SKIN)

A site takeover is where the background (also known as a "wallpaper" or "skin") are used to promote your message as opposed to booking a single banner position. Takeovers can also be more sophisticated where the architecture of the page is seemingly disrupted for your advert utilizing rich media combined with non-traditional banner formats like overlays or sliders.

TOPIC AREAS

We can create a whole channel based on your area of specialism and will work with you for your own news feed content to be filtered on to this channel. There will also be bespoke advertising slots allocated within this area to promote your brand.

VIDEO

Video is a great way to dynamically promote your product or service. Why not show off your product in action, expert guides, product training and customer testimonials? Your video can appear in a selected site channel or within an advertorial. Ask about our video production services.

PRIZE DRAWS

Create a buzz around your products and brand with a prize draw. Whether weekly, monthly or a one off draw, a prize draw will create excitement amongst readers that will spread via social media. A custom designed splash page integrated within the site with your branding and programmed with questions and data fields.

- 'Thanks' page with your branding, promotion message and link to your website.
- Supporting advertising: Persistent banners on every web page, large pop up seen at least once by every user. Promotion on email newsletters.
- Promotion via social media and editorial.
- Live password controlled access to data.
- Winners covered in an article

LISTINGS

Users of our site can search our directories to find details of courses, suppliers & services, event dates, franchises to purchase, if you are not listed they can't find your information – reach our audience who are waiting to purchase by listing with us today.

SURVEY (DIRECT LEAD GENERATION)

Surveys are a powerful tool to engage your customers and get them thinking about your products and solutions. Surveys can be used to source market intelligence, measure your brand awareness, collect customer leads, facilitate understanding of your solutions and provide great brand exposure.

TYPICAL SURVEY PACKAGE (1 MONTH DURATION)

- A custom designed splash page integrated within a site with your branding and programmed with questions and data fields.
- 'Thanks' page with your branding, promotion message and link to your website.
- Advertorial article on a relevant subject to the survey with a link to the survey.
- Supporting advertising: Persistent banners on every web page, large pop up seen at least once by every user. Promotion on email newsletters.
- Live password controlled access to data.
- Prize draw for entrants to generate maximum interest

CONSULTANCY SERVICES

Not sure where to start? You know what you want to achieve but not sure how to get there? We have trained personnel who can work with you to plan, create and execute advertising solutions that suit all budgets. Call us today and give us the brief and we will take it from there.

"We've been working with Police Oracle as one of our key advertising channels since 2013 and are delighted with their creative, tailored approach and the flexibility and support they bring to our customised campaigns. They understand our needs and adapt to them, offering a wide range of advertising opportunities across online and offline channels, helping to ensure our Police Mutual promotions are consistent, integrated and effective. Results and sales define the success of a campaign and the high response and conversion rates we've attained so far are evidence that this channel continues to work hard for us."

Holly Nelson, Digital Marketing Manager
Police Mutual, www.policemutual.co.uk

"We have been advertising with Police Oracle for over two years now with great success. The campaign options are cost-effective and align directly with one of our target markets. Through traffic monitoring we can see that Police Oracle is consistently one of the top referrers to our website and delivers positive ROI. I would recommend Police Oracle to anyone looking to do business in this market."

Jane Taylor, Marketing
Edesix VideoBadge, www.edesix.com

Police Product Insight Digital Magazine Opportunities

DISPLAY ADVERTISING

Premium positions on covers available and fractional adverts integrated with editorial pages for maximum impact. Adverts may also be positioned facing relevant content.

ADVERTORIALS

Buy advertising space and write your article in your own words. A free copy set service is provided to layout the article in the magazine style. A great way to engage readers with more detail about the capability of your products or services. (All advertorial is marked 'Advertisement Feature' to differentiate from independent editorial).

COMPANY CAPABILITY PROFILES AND SUPPLEMENTS

We can create bespoke supplements, providing editorial, design and print services. A great way to communicate company capability or create guides to your technology and related issues, using your expertise to aid and engage your customers.

COVERWRAPS

Creative solution to stand out from the crowd, a magazine cover 'take over' where your organisation, dominates the cover of the issue

ARTICLE PRINTS

Use a relevant article or one featuring your company to produce a powerful marketing leaflet. We can do straight forward reproductions or provide bespoke design enhancements to integrate your brand and marketing messages.

EDITORIAL SUBMISSIONS

Police Product Insight publishes independent editorial and welcomes submissions from police and security agencies, government and industry for the editor's consideration.

We welcome relevant international submissions on;

- New products and services
- New trials and contracts
- Information on policy and standards
- Case studies on trials, implementations and best practice use of technology and services
- Comment and opinion from senior figures and specialists providing insight and expertise

Display Advertising Rates

Our display advertising opportunities run across www.policeoracle.com, www.police-information.co.uk and www.policemales.com & www.policeuk.com.

POLICE ORACLE

ALL OTHERS

Section	Home	News	Jobs/Study	General	General
Banner	£200	£200	£200	£200	£200
MPU	£400	£400	£200	£200	£100
IMU	£100	£100	£100	£100	-
Skyscraper	-	-	£600	£600	£100

ONLINE DISCOUNT PACKAGES

All rates exclusive of VAT. All packages invoiced in full at the start of campaign.

Advertising duration	3 months	6 months	12 months
Discount applied	10% discount applied to online banners	20% discount applied to online banners	50% discount applied to online banners

CUSTOM MARKETING SOLUTIONS

With our in-house designers and programmers we can produce a custom solution for your marketing needs including creating themed subject channels for your content on our website, webinars, polls, surveys, competitions, expert Q&A sessions, company capability profiles and advertorials.

Note: Expandable banners, pop-ups, scrolling banners, site take-overs, topic areas and videos are also available.

FRANCHISE AND EVENTS DIRECTORIES

- Standard listing: £250
- Enhanced listing: £500

CLASSIFIED ADVERTS (PERSONAL ADS, ETC.)

- 6 months: £200
- 1 year: £300

EMAIL NEWSLETTERS

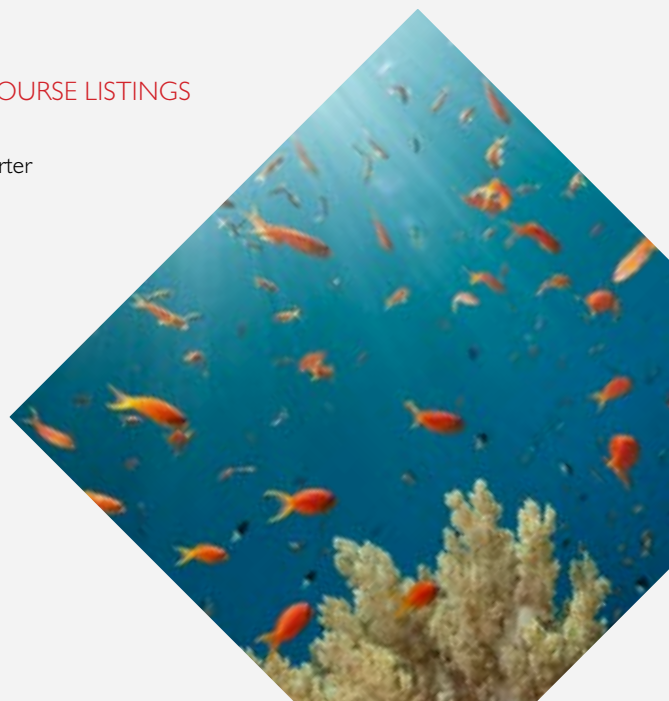
- Sponsor: £600 per week
- Banner: £400 per week

EDUCATION COURSE LISTINGS

- £300 per quarter

MULTIMEDIA PACKAGES

Ask about our great value multimedia discounted packages which can include online banners, email sponsorship and magazine advertising.



Digital Magazine Advertising Rates

Standard positions	x1	x2 (10% discount)	x4 (20% discount)	x6 (30% discount)
Double Page Spread	£1,575	£1,418	£1,260	£1,102
Full Page	£825	£742	£660	£578
Half Page	£495	£445	£396	£347
Quarter Page	£365	£328	£292	£255
Eighth Page	£250	£225	£200	£175

Premium Positions	Price
Covers (full page only)	+ 10%
First Right Hand Page	+ 10%
Fractional Adverts on Editorial Pages	+ 10%

Reprints	200 gsm	115 gsm
1000 leaflets	£950	£800
500 leaflets	£850	£750

Annual Packages To assist with your annual planning why not agree a package with us? This can save up to 55% on individually booked advertising and means you save on time & resource as all your advertising is sorted with us for the year - we will even send you a reminder for copy for each issue!

Packages	PPI 12 months (6 Issues)	Police Oracle 12 months	Police Oracle 12 E-newsletters	Rate	Saving
Gold Package	Full colour page	MPU	Sponsor Button	£8,775	55%
Silver Package	Half colour page	Banner	Banner	£6,570	50%
Bronze Package	Quarter colour page	IMU	Banner	£5,700	45%

PUBLICATION SCHEDULE

All rates exclusive of VAT. All packages invoiced in full at the start of campaign.

ISSUE 18 (FEBRUARY/MARCH)

13 February 2015 - (Deadline 3rd February 2015)

- Body Worn Video
- Surveillance
- Cyber Security

ISSUE 20 (JUNE/JULY)

12th June 2015 - (Deadline 2nd June 2015)

- Biometrics
- Mobile Data
- Surveillance
- Scanning & Detection

ISSUE 22 (OCTOBER/NOVEMBER)

2nd October 2015 - (Deadline 22nd September 2015)

- Intelligence/analytics
- Mobile Data
- Biometrics
- Weapons

ISSUE 19 (APRIL/MAY)

10th April 2015 - (Deadline 31st March 2015)

- Forensics
- Aviation
- Vehicles/Vehicle Equipment
- Command & Control/CAD

ISSUE 21 (AUGUST/SEPTEMBER)

14th August 2015 - (Deadline 4th August 2015)

- Body Worn Video
- Communications
- Forensics
- UAV/UGV

ISSUE 23 (DECEMBER/JANUARY 2015)

27 November 2015 - (Deadline 17th November 2015)

- CBRN
- Forensics
- Surveillance
- Communications

Business To Consumer Advertising

The RSM network receives on average **1.2 million** page views per month. Our audience are similar in terms of the jobs they do, the values they have, their spending power, life styles and preferences.

Our platform is ideal for the business to consumer advertiser who is targeting the police and justice audience or is willing to talk directly to this market recognizing their importance and more importantly recognising the ability to achieve brand loyalty from a consumer group keen to find out more from suppliers of products and services who appreciate the police and justice practitioner. A significant and important minority of our audience is made up of retired personnel, most of which have a high disposable income and a requirement for a wide spectrum of products and services that they can source from our network.

Our team will help you tailor your message and build a display, e-shot and social media advertising solution which can have your products and services on the desk tops and in the in boxes of over 250,000 police and justice workers in days.

These campaigns are typically built in a bespoke manner and we are always willing to pilot campaigns at introductory prices to assess the traction and outcomes in which we can achieve for our advertising clients.

SOME EXAMPLES OF OUR PREVIOUS ADVERTISERS

Audience statistics from Google Analytics September 2013 - September 2014



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Police Mutual

5 APRIL

Make the most of your tax-free allowance with our Guaranteed ISA

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POLICE MUTUAL
Policing savings and investments

AIRWAIR
Dr. Martens police boots



#STANDFORSOMETHING

Dr. AirWair Martens

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Subscriptions

Police Oracle is the market leading resource for policing news, opinion, practice and policy. We produce over 200 articles per month on policy, politics, practice & legislation and key policing specialisms including forensics, custody, public order, firearms, and counter terrorism. It is made available to all police organisations (officers and staff), academic institutions (lecturers, tutors and students) and industry to keep staff up to date with the latest developments.

You can register free for up to 10 articles per month which also entitles you to a free subscription to Police Product Insight Magazine. You can upgrade to full access for a small subscription fee, which will give you access to all areas of the site.

We also offer excellent package rates for bulk subscriptions.

ORGANISATION DISCOUNTS

All rates exclusive of VAT.

Subscriptions	5 - 10	11 - 20	21 - 30	31 - 50
Discount rate	10%	20%	25%	30%

POLICING ORGANISATIONS

Subscriptions	Individual cost	Discount applied	Cost	Saving
10	£31.20	10%	£280.80	£31.20
15	£31.20	20%	£374.40	£93.60
30	£31.20	25%	£702.00	£234.00
50	£31.20	30%	£1,092.00	£468.00

ACADEMIC AND INTRUSTY ORGANISATIONS

Subscriptions	Individual cost	Discount applied	Cost	Saving
10	£66.33	10%	£596.97	£66.33
15	£66.33	20%	£845.71	£149.24
30	£66.33	25%	£1,462.43	£497.47
50	£66.33	30%	£2,321.55	£994.95

UNLIMITED ORGANISATION WIDE SUBSCRIPTIONS

Give unlimited access to your whole institution with our high value, simple to administer organisation-wide licence. We seamlessly authorise all users logging in/registering with a validated email address from your organisation.

Contact us for more details and a custom quotation

Recruitment & Display Advertising Specifications

	MPU	Banner	IMU	Skyscraper	Leaderboard
Dimensions	300x250 pixels	468x60 pixels	300x100 pixels	120x600 pixels	728x90 pixels
Expandable Dimensions	600x250 pixels	468x180 pixels	600x100 pixels	n/a	n/a
Max File Size	50kb	35kb	40kb	30kb	40kb
Available websites	<ul style="list-style-type: none">• Police Oracle• Police Information• Police Specials	<ul style="list-style-type: none">• Police Oracle• Police Information• Police Specials• Blueline Jobs• Blueline Jobs• Fraud Jobsite• Work With Offenders• Community Safety Jobs• Investigation Jobs• Intelligence Jobs	<ul style="list-style-type: none">• Police Oracle	<ul style="list-style-type: none">• Police Oracle• Police Information• Police Specials• Blueline Jobs	<ul style="list-style-type: none">• Police Information• Police Specials• Blueline Jobs

ANIMATED GIF OR STATIC IMAGES ARE ACCEPTABLE. FORMATS WE ACCEPT ARE:

- .gif (72 dpi, 256 colours or less)
- .jpeg or .jpg (72 dpi)
- .swf (see below)

FLASH ADVERTS

Flash adverts/SWF files must include clickTAG information. A guide for including this in your media can be found at: http://www.adobe.com/resources/richmedia/tracking/designers_guide/. If a flash advert is supplied, an alternative GIF or JPEG must be supplied in the event that the user does not have flash installed.

EXPANDABLE BANNERS/VIDEO WITH SOUND

Please note, this must be by prior arrangement and testing can take up to 5 working days. The expandable banner must also be clearly marked with a close button. Maximum expanded sizes available on request, see your Police Oracle representative for more details. Video is permitted but sound must either be click or mouse over activated by the user and it must have a clearly marked volume control and standard video controls.

ADDITIONAL INFORMATION & SERVICES

Additional services

Prices are available on request for: Banner design, including rich media. HTML landing pages. If a URL between an advertisement and client website is not required, a HTML landing page can be created and hosted by Police Oracle.

Serving ads through third party redirects

Police Oracle is able to handle all third party redirects. Please send us your redirects 3 working days before due live date.

URL to your website

Please supply the URL for the direct link between your advertisement and your website. If multiple advertisement creatives are used in a campaign, please supply the URL link for each advertisement.

Deadlines

Creative material should be supplied to RS Media by email, 3 working days prior to flight date unless advertised otherwise.

Digital Magazine Advertising Specifications

	Double Page	Full Page	Half Page (horizontal)	Half Page (vertical)	Quarter Page	Eighth Page
Type	267 x 390 mm	267 x 180 mm	130 x 180 mm	267 x 88 mm	130 x 88 mm	63 x 88 mm
Gutter	297 x 420 mm	297 x 210 mm	-	-	-	-
Trim	303 x 426 mm	303 x 216 mm	-	-	-	-
Gutter	25 mm	-	-	-	-	-

Please ask for dimensions for custom adverts on editorial pages.

FILE FORMAT

- PDF version 1.3 or higher. PDF files must be supplied as CMYK process only, without ICC profiles (No spot, RGB, LAB or solid pantone colours should be used).
- Your PDF files must be supplied as single pages.
- Pages must be created to include bleed when required.
- Crop marks must be included to show trim marks. A 3mm offset is recommended for bleed.
- Your PDF files must contain all images in high resolution, CMYK format and have all fonts embedded.
- Avoid logos or images from websites, as the resolution will be 72dpi, i.e. too low for printing purposes.
- Fonts should be PostScript type 1. We cannot guarantee that Opentype or MultipleMaster fonts will print correctly.
- Your PDF files should be run through a flightchecking application before transmission to ensure file and colour integrity.
- Content of digital files be verified before transmission, and all relevant graphics and fonts must be included. The file content remains the responsibility of the sender.
- No finished artwork can be accepted as a Word, Powerpoint, Excel, Corel Draw, MS Publisher or PageMaker file.

PDF PRE-FLIGHT

- The flightchecking application must ensure the following :-
- PDF version 1.3 or higher
- Image resolution 300 dpi (minimum)
- All fonts embedded
- CMYK colour
- File names should include: Advertiser, Publication and Issue Date
- A proof must be supplied of digital file submitted (i.e. the PDF), and should be 100% of final size. The proof being supplied must be generated from the PDF.
- For colour - Cromlain or equivalent must be supplied.

EMAIL ADVERTISING COPY TO

ppi-adverts@policeoracle.com



The Red Snapper Group

RS Media is part of the Red Snapper Group - a specialist staffing services provider for work communities in crime prevention and detection, intelligence, regulatory enforcement, risk and offender supervision/rehabilitation. We believe there are four key elements to our business that set us apart from the competition.

- We are a market leader in every work community that requires skills and experience in investigation, intelligence, counter fraud, crime analysis, offender supervision or risk. This overarching presence delivers real value to our clients and job seekers.
- We are a media business and a staffing services provider, which means we have a truly broad overview of the market. This attracts both active and passive job seekers, so we are able to offer our clients access to a much wider selection of potential candidates.
- We offer a diverse range of services, or routes, to the candidate demographic we support. Whether you need an agency service, recruitment advertising or a way to outsource the whole process, we are truly consultative and here to help.
- We employ the perfect balance of recruitment specialists and former industry professionals, which allows us to spot, and place, the best people. Each of our divisions is run by a leadership team with over 40 years' combined experience and a finance team of former 'big-4' accountancy professionals.

Contact Us

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