



POLICE AVIATION NEWS

2007



Metropolitan Police Eurocopter AS355N [PAN]

# Police Aviation News

ADVERTISING RATES  
UK Pound/US Dollar

# Police Aviation News



7 Windmill Close, Honey Lane, Waltham Abbey, Essex EN9 3BQ U.K.  
 Telephone: 44 [0]1992 714162 Cell: +44 [0]7778 296650 E mail bryn@policeaviationnews.com

## ADVERTISING RATES **November 06**

### Pounds [£] Sterling

SIZE	x1	x5
<b>FULL PAGE</b> 140mm x 240 mm	1,400	960
<b>HALF PAGE</b> 140mm x 120 mm	720	570
<b>QUARTER PAGE</b> 140mm x 60mm	365	195
<b>EIGHTH PAGE</b> 140mm x 30mm	160	120
<b>SIXTEENTH PAGE</b> 140mm x 15mm	80	60

**PERFORMANCE OF**  
[WWW.ALEA.ORG](http://WWW.ALEA.ORG)  
[www.policeaviationnews.com](http://www.policeaviationnews.com)

Average hits pm police aviation news  
70,000  
 Total ALEA downloads in 2003 **43,076**  
 and in 2004/05 **49,153** [ALEA site]  
 Average reads pm in /PAN subdirectory  
**3.590** [2003]  
 Approx downloads of PAN from both  
 sites in 2004  
**January 7,000**  
 These numbers are derived using  
 an averaging method and do not  
 take into consideration the effect of  
 the continued direct delivery of the  
 publication to paid subscribers.

For text only advertisements the charge is £3 per word, minimum ten words.  
 Front page add 20%, **Web site advertising £250 per year strip-ad with link.**  
 Figures quoted do not include agency fees.

#### NOTES:

Prices quoted are for advertisements supplied in a suitable electronic format [i.e. .GIF/.BMP/.JPG].  
 Supply by standard floppy disk or E-mail unless by prior agreement of the publisher only.  
 For advertisement make-up or conversion to electronic add a minimum of 20% to the price quoted for  
 the first use only. Samples can be provided of existing advertising files.  
 Publication date for all issues is the first day of each month [National holidays excepted]. Advertising  
 copy to be received 10 [TEN] days [7 working days] prior to the scheduled publication date to  
 guarantee appearance.

#### PAYMENT DETAILS

**NEW CUSTOMERS:** First two advertisements. Payment in full 10 days prior to publication. Failure  
 to supply advertisement or payment by this date may result in non-appearance of the advertisement.

**EXISTING CUSTOMERS:** A discount of 3% of invoice total will be granted to clients who wish to  
 pay amounts in excess of £200/\$US300 by direct money Transfer or cheque within 20 days of the  
 invoice date. Smaller amounts strictly net. Full year discounts of 5% may be available.

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Payment by cheque/check payable to "PAN" or "PAR". PAN is not VAT registered. 20 day terms.  
 Or by draft to Lloyds TSB Bank Limited, Epping Branch, 154 High Street, Epping, Essex CM164AQ UK  
 Sort Code: 30-92-58. Payable to Account No. 0685006 Police Aviation Research t/a PAN

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## ADVERTISING RATES November 06 U.S. Dollar [\$]

SIZE	x1	x5
<b>FULL PAGE</b> 140mm x 240 mm	2240	1540
<b>HALF PAGE</b> 140mm x 120 mm	990	900
<b>QUARTER PAGE</b> 140mm x 60mm	424	300
<b>EIGHTH PAGE</b> 140mm x 30mm	250	180
<b>SIXTEENTH PAGE</b> 140mm x 15mm	125	90

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 the continued direct delivery of the  
 publication to paid subscribers.

Front page add 20%,  
 Figures quoted do not include agency fee. **Web site advertising \$350 per year strip-ad with link.**  
 For text only advertisements the charge is \$5 [€] per word, minimum ten words.

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# Police Aviation News



AVAILABLE  
at



*web site is live with the monthly magazine  
and other industry related archives  
Police Aviation News remains in its on-line format with*

at

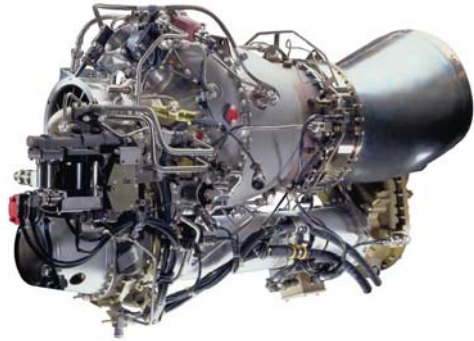
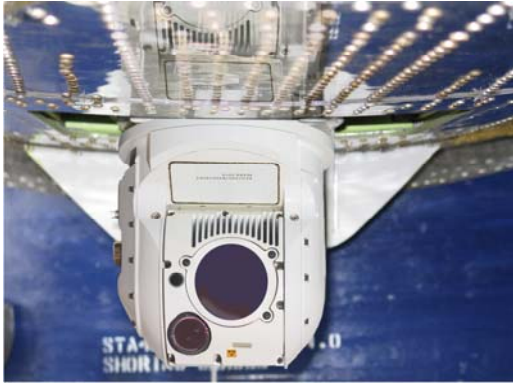
[www.alea.org](http://www.alea.org)  
*with a direct link from that site.*

The Airborne Law Enforcement Association had 4,300 members worldwide in 2002, this rose from 3,500 in 2001. The membership is divided into Professional, International Professional, Technical Specialist, Associate, International Associate and Affiliate and only the first two groups need to be serving law enforcers. In spite of its own attempts to widen its membership base ALEA remains primarily a US based organisation. Of 84 Professional members listed as being from outside the US most are from Canada and the Americas - not all of the remaining 22 are true airborne law enforcers. The annual ALEA Conference and Exposition attracts a fairly standard attendance of 1,280 and 140 exhibitors.

Police Aviation News addresses the US ALEA market and adds the World market to its brief.

**This dual siting of the publication further increases the availability of law enforcement related web space and advertising possibilities.**





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Advertisers with PAN to 1/1/2003  
 AEROTECH UK  
 ALAN MANN HELICOPTERS  
 AMCOMM  
 BELL HELICOPTER TEXTRON  
 B F GOODRICH  
 BOB CROWE AIRCRAFT  
 BOEING  
 BOMBARDIER  
 BOSE BV  
 BRISTOW HELICOPTERS  
 BROADCASTING MICROWAVE SERVICES  
 BROADCAST & SURVEILLANCE SYSTEMS  
 CAM  
 CONCORDE  
 COMPUTRAK  
 ENTERPRISE CONTROL SYSTEMS  
 FLIR SYSTEMS INC.  
 F R AVIATION  
 HEADSET SERVICES  
 HONEYWELL  
 McALPINE HELICOPTERS  
 MD HELICOPTERS  
 MEEKER AVIATION  
 MEO PRODUCTS  
 MRC  
 NAVTECH  
 OMEGA NIGHT VISION  
 OPTOMEN TELEVISION  
 P C AVIATION  
 POWERVAMP  
 PRATT & WHITNEY CANADA  
 R&D DSL  
 RED BOX  
 RYAN INTERNATIONAL CORPORATION  
 SKYFORCE  
 SKYQUEST  
 SLOANE HELICOPTERS  
 TELEMETRY CONSULTANTS ENGINEERING  
 TLC HANDLING LIMITED  
 TURBOMECA  
 V R SOURCE  
 WESCAM





# Police Aviation News

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## READERSHIP INFORMATION

ALEA web site: - From January 1 – December 31, 2003, the ALEA website logged 6,860,397 total hits, 154,247 visitors in all - that's an average of 422 visitors per day. Most are from US based members.

Although it is now on two sites the numbers still being drawn into read PAN via the ALEA website remain good. File downloads of PAN pdf issues, not hits, for the same 12 calendar months amounted to **43,076** downloaded issues. In 2004/05 that total rose to **49,153**.

[Source TJ Webmaster ALEA]

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The comparable read rate on the PoliceAviationNews.com site is remarkably similar. There are now **80,000 hits per month** on the site - mainly from the wider Worldwide-airborne emergency services community.

The hit rate logged on February 1 included over 3,000 readers of the January 2004 issue. These are additional readers to the ALEA total – giving a monthly combined download rate of over **7,000 copies**.

[Source PW Webmaster Interplane]

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Over **7,000** copies per month

Around **10,000** readers per month

Over **80,000** issues downloaded per year