



PUBLIC SAFETY Communications

2008 ADVERTISER BONUS SCHEDULE

These added-value opportunities are **FREE** when you run a $\frac{1}{2}$ -page or larger ad in the issues listed!

January: 2008 PRODUCT LAUNCH SECTION

Highlight your new product with a photo and 50 words of copy.

February: IWCE SHOW ISSUES POLYBAG

Place a 1 page insert in the polybag issues going to the show! Send 400 pieces by 12/26/07 to: Publishers Press, Attn: Toni McKinley, 13487 S. Preston Hwy, Lebanon Junction, KY, 40150. Telephone: (877.793.1952). Mark package: PSC February IWCE Inserts

March: MATCHING ADVERTORIAL

Buy an ad and you'll get one more of equal size ... FREE!

April: PRESS RELEASE

Highlight your news with a photo and 50 words of copy.

May: WEB AD

Build traffic to your Web site! We'll post your banner for one month, with a hotlink to your site.

June: PRODUCT SHOWCASE

Highlight your product with a photo and 50 words of copy. A great way to generate sales leads!

July: UPGRADED EXHIBITOR LISTINGS

August: APCO SHOW ISSUES POLYBAG

Place a 1 page insert in the polybag issues going to the show! Send 750 pieces by 6/27/08 to: Publishers Press, Attn: Toni McKinley, 13487 S. Preston Hwy, Lebanon Junction, KY, 40150. Telephone: (877.793.1952). Mark package: PSC August APCO Inserts

September: PRESS RELEASE

Highlight your news with a photo and 50 words of copy. A great way to promote new products released at the APCO Conference in August!

October: EXPANDED BUYER'S GUIDE LISTINGS

Combination discount packages are available to advertisers! Please contact your Account Manager or see the Buyer's Guide Order Form.

November: COMPANY PROFILE

Highlight your company with a photo and 50 words of copy.

December: WEB SHOWCASE

We'll promote your Web site in our "Web Place" section. Your company name & Web address will be listed, making it easier for readers to find you on the Web!

PLEASE CALL WITH ANY QUESTIONS OR TO PLACE YOUR AD INSERTIONS!

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