



North American Police Work Dog Association

Advertising Opportunities

Welcome

Thank you for showing interest in the North American Police Work Dog Association. NAPWDA is a 501 c3 charitable organization. Formed in 1977, it is comprised of active and retired law enforcement officers throughout the United States and several other countries. Their mission statement, clearly stated is, "Dedicated to Assisting Police Work Dog Teams Throughout the World". The organization looks for Advertisers that have similar goals and have products geared towards their member's needs.

NAPWDA conducts in-service training workshops in various states throughout the year and holds an annual National Workshop that moves from state to state. Officers and their K9's attend these workshops for problem solving, legal updates, new techniques in various phases of police work dog use and certifications to high standards.

NAPWDA is honored to currently have more than 3,000 Active Members and 500 Associate Members, and continues to see a yearly membership increase. For more information on NAPWDA, please feel free to visit www.NAPWDA.com/about.

NAPWDA Magazine Advertising

Placement	1 issue price*	2 issue price*	3 issue price*
1/3 page B&W ad	\$190.00	\$180.00	\$175.00
1/3 page Color ad	\$225.00	\$200.00	\$180.00
1/2 page B&W ad	\$275.00	\$250.00	\$220.00
1/2 page Color ad	\$325.00	\$300.00	\$275.00
Full Page B&W ad	\$325.00	\$300.00	\$280.00
Full Page Color ad	\$375.00	\$350.00	\$325.00
Inside Front Color ad	\$475.00	\$450.00	\$400.00
Inside Back Color ad	\$475.00	\$450.00	\$400.00
Back Page Color ad	\$750.00	\$600.00	\$500.00

* Prices are per issue. 2 and 3 issue pricing discounts only available with contract to purchase predetermined ad spots and credit card on file. Copy may change and client has option to go to a larger ad size and take advantage of discount in that bracket. Ads will get billed out per issue. All advertisers must have a valid credit card on file even if they are paying with check per issue. Payment must be received with ad copy, **prior to publication**. 1/3 page square ad size is: 4.75" w x 4.75" h; 1/3 page vertical ad size is: 2.25" w x 10.5" h; 1/2 page ad size is: 8" w x 5" h; Full page, front and back interior page and back page ads are 8" w x 10.5" h.

NAPWDA publishes their magazine 3-times a year, in April, August, and December. Ad deadlines are: March 20, July 25, and November 25. New Ads may be submitted for each issue, as long as they are received in the correct format no later than the deadline date corresponding to the issues purchased. NAPWDA has the right to reject any advertising they deem inappropriate.

Thank you for reviewing these programs and opportunities. I look forward to speaking and working with you as you partner with a great organization. Should you need any additional information on Advertising or should you like to discuss Sponsorship opportunities for your company, please contact me at 262-552-8094 or Jorry@3P-Inc.com. If you are interested in information on Website Banner Advertising, please contact Jim Watson, NAPWDA National Secretary at 800-4-CANINE or napwda@napwda.com.

Sincerely,

Jorry L. Heinrich-Rode

NAPWDA Associate Member; Advertising, Sponsorship and Fundraising Coordinator for the North American Police Work Dog Association

President, Premier Planning Partners, Inc.

For more information about Advertising or Sponsorships, contact Jorry Heinrich-Rode 262-552-8094 262-552-8098 (fax) Jorry@3P-Inc.com