



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, we are comprised of active and retired law enforcement officers throughout the United States and several other countries. Our mission statement, clearly stated is, "Dedicated to Assisting Work Dog Teams Throughout the World". NAPWDA looks partner with companies that have similar goals and have products geared towards our 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 3,300 Active Members, 300 Associate Members, and continues to see a yearly membership increase. For more information on NAPWDA, please feel free to visit www.NAPWDA.com.

Website Banner Ads

Your Banner Ad placed on the NAPWDA web and mobile site for a full 365-day, 12-month period. Ads click to your website or email and rotate as visitors visit the site. With nearly 91,000 visitors in 2024, this is a great way to target customers!

Ad alone - \$320.00/year

Ad with advertising package - \$185.00/year

Web Blast Ad

Your Banner Ad placed in a NAPWDA E-blast. Ads click to your website or email. Blasts have a limit of 1 Official Blast Sponsor, 1 National Sponsor ad and 2 web blast ads per issue. Average Open Rate over 82%! Average Click Rate over 29%! There are 17 blasts per year.

Ad Blast - \$65.00 per issue (you may choose your issues)

NAPWDA Magazine Advertising*

We are proud to be **one of the only working dog associations** still offering our members and advertisers both a **Print AND Digital magazine!** **Every advertiser has a presence in both Print and Digital!** *Advertisers with a 1/2-page ad or larger may submit both a print and digital advertisement AND add video content to their digital ad at no extra cost!

Placement	Color Ads	B&W Ads
1/3 Page (s or v) inside	\$290.00	\$275.00
1/2 Page inside	\$350.00*	\$299.00*
Full Page inside	\$400.00*	\$375.00*
Two-Page Spread	\$775.00*	\$650.00*
Inside Front or Back Cover [⊙]	\$575.00*	n/a
Back Cover [⊙]	\$675.00*	n/a

*Prices are per issue with signed ad contract on file. Full Page and Cover ad Sizes – 8.5" wX11" h, **plus full bleed**; Spreads – 17" wX11" h; 1/2 Page ad – 8" wX5" h; 1/3 page square ad: 4.75" wX4.75" h; 1/3 page vertical ad: 2.25" wX10.5" h. **Prices above are per issue.** All advertisers **must** have a valid credit card on file **even if they are paying with check per issue.** Credit card must clear or prepayment must be received prior to ad being placed in any issue. Copy may change each issue and client has option to go to a larger ad size and take advantage of discount in that bracket. Ads get billed per issue, unless full payment is desired. Payment must be received at least **15-days prior to publication deadline.** [⊙]Covers **ONLY** available with a minimum one year contract.

NAPWDA publishes their magazine three times a year for delivery in April, August, and December. Ad deadlines are: February 20, June 20, and October 20. 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. All advertising copy shall be printed exactly as submitted by the advertiser; however, if it is a physical impossibility due to the mechanical limitations, the advertiser shall be notified accordingly. NAPWDA has the right to reject any advertising they deem inappropriate.

NAPWDA Magazine is the official publication of the North American Police Work Dog Association. Opinions expressed in this publication do not necessarily represent those of NAPWDA unless specifically stated. All rights in letters and articles submitted to NAPWDA Magazine will be treated as unconditionally assigned for publication and copyright purposes; and are subject to NAPWDA's unrestricted right to edit and comment editorially. No responsibilities can be assumed for unsolicited materials. NAPWDA has the right to reject anything submitted that it deems inappropriate.

Rev. 3/2025

For more
information about
Sponsorships, contact
Jason Allen
813-334-4240 or
jallenk9@outlook.com

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



North American Police Work Dog Association

Advertising and Sponsorship Opportunities

Sponsorship Opportunities*

We are pleased to share the following sponsorship opportunities with you. These opportunities may be customized, if need be, to fit your company's individual needs and budget. All Sponsorships run for a 12-month period.

Supporter - \$1,000+

You will receive:

- 🐾 Click to Site Banner Ad on the NAPWDA website for 1 year
- 🐾 A 1/3 page (4.75" w x 4.75" h or 2.25" w x 10.5" h) B&W ad in NAPWDA Magazine for 1 year - print and digital

Bronze - \$1,750+

You will receive:

- 🐾 Click to Site Banner Ad on the NAPWDA website for 1 year
- 🐾 A 1/2 page (8" w x 5" h) color ad in NAPWDA Magazine for 1 year - print and digital
- 🐾 Your collateral or information inserted into Welcome Bags at the NAPWDA National Workshop (if you wish)

Silver* - \$2,500+

You will receive:

- 🐾 Click to Site Banner Ad on the NAPWDA website for 1 year
- 🐾 Full Page (8.5" w x 11" h) color ad in NAPWDA Magazine for 1 year - print and digital
- 🐾 Your collateral or information inserted into Welcome Bags at the NAPWDA National Workshop (if you wish)
- 🐾 A Vendor Booth at the NAPWDA National Workshop - free of charge

Web Blast Sponsor* - \$3,000

You will receive:

- 🐾 Click to site Banner Ad in each NAPWDA e-blast (17 for the year)
- 🐾 Chance to have a showcase story featuring your product or service in the e-blast
- 🐾 Click to Site Banner Ad on the NAPWDA website for 1 year
- 🐾 A 1/2 page (8" w x 5" h) color ad in NAPWDA Magazine for 1 year - print and digital
- 🐾 Video Clip in the online NAPWDA Magazine
- 🐾 Your collateral or information inserted into Welcome Bags at the NAPWDA National Workshop (if you wish)
- 🐾 A Vendor Booth at the NAPWDA National Workshop - free of charge

Gold* - \$5,000+

You will receive:

- 🐾 Click to Site 980x120 px Header Banner Ad on the NAPWDA website for 1 year
- 🐾 Full Page (8.5" w x 11" h) color ad in NAPWDA Magazine for 1 year - print and digital
- 🐾 Video Clip in the online NAPWDA Magazine
- 🐾 Rotation banner ad in the NAPWDA E-Blast (minimum 2 per year)
- 🐾 Your collateral or information inserted into Welcome Bags at the NAPWDA National Workshop and NAPWDA State Workshops (if you wish)
- 🐾 A Vendor Booth at the NAPWDA National Workshop - free of charge
- 🐾 The opportunity to showcase your product (if it may be used by the general public) at the Public K9 Demonstration held during the National Workshop
- 🐾 Dinner for 2 guests at the NAPWDA National Workshop Banquet
- 🐾 Your company logo on the National Workshop T-Shirt

For more information about Sponsorships, contact Jason Allen 813-334-4240 or jallenk9@outlook.com

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



North American Police Work Dog Association

Advertising and Sponsorship Opportunities

Platinum** - \$10,000+

You will receive:

- 🐾 Click to Site 980x120 px Header Banner Ad on the NAPWDA website for 1 year
- 🐾 Full Page (8.5" w x 11" h) color ad in NAPWDA Magazine for 1 year - print and digital
- 🐾 Video Clip in the online NAPWDA Magazine
- 🐾 Rotation banner ad in the NAPWDA E-Blast (minimum 2 per year)
- 🐾 Your collateral or information inserted into Welcome Bags at the NAPWDA National Workshop and NAPWDA State Workshops (if you wish)
- 🐾 Opportunity to do Meet and Greet during check-in at Nationals
- 🐾 A Vendor Booth at the NAPWDA National Workshop - free of charge
- 🐾 Opportunity to show case your product (if it may be used by general public) during the public demonstration at the National Workshop
- 🐾 Dinner for up to 4 guests at the National Banquet
- 🐾 Your company logo on National T-Shirt (or MT/T shirts)
- 🐾 Exclusive promotion of your product category at National Events* (*barring any contracts currently in place*)
- 🐾 Ability to use NAPWDA logo and name (*as approved by the NAPWDA Executive Board*) as approved National Sponsor of your product.
- 🐾 Platinum Sponsors will meet with NAPWDA at the end of each year to discuss eligibility for renewal.

★ NAPWDA is proud to offer Platinum Sponsor's exclusive advertising of a specified product category (barring any contracts currently in place) at all National Events. NAPWDA appreciates your support and in return will not take additional sponsorships from companies that sell a product similar to yours.

*K9 breeders, suppliers, and training companies are welcome to advertise in the NAPWDA Magazine and online, but are not eligible to take part in Silver to Platinum Sponsorship Opportunities.

Thank you for reviewing these programs and opportunities. I look forward to speaking with you in the future and working with you as you partner with a great national law enforcement and SAR K9 organization. Should you need any additional information on Advertising or Sponsorships, or if you would like to discuss a customized Advertising or Sponsorship Package for your company, please contact me at 262-552-8094 or Jorry@3P-Inc.com.

Thank you,

Jorry L. Heinrich-Rode

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



President

Premier Planning Partners, Inc.

262-552-8094

262-552-8098 (fax)

Jorry@3P-Inc.com

For more
information about
Sponsorships, contact
Jason Allen
813-334-4240 or
jallenk9@outlook.com

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Advertising or
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