



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 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 2,800 Active Members and 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 designed 480x60 pixel 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.

Ad alone - \$300.00/year Ad with advertising package - \$180.00/year

Web Blast Ad

Your designed 480x60 pixel 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 75%! Average Click Rate over 15%! There are 17 issues per year.

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

NAPWDA Magazine Advertising*

Placement	Color Ads	B&W Ads
1/3 Page (s or v)	\$235.00	\$210.00
1/2 Page	\$295.00*	\$255.00
Full Page	\$345.00*	\$310.00*
Two-Page Spread	\$680.00*	\$615.00*
Inside Front/Back Cover [⊙]	\$450.00*	n/a
Back Page [⊙]	\$570.00*	n/a

We are proud to announce an all ***NEW, UPDATED NAPWDA Magazine*** for 2024! All Full Page ads will cover the entire page and every advertiser will have a presence in both Print and Digital! *Advertisers with a 1/2-page color ad or larger may submit both a print and digital advertisement and add video content to their digital ad at no extra cost!

*Prices are per issue with ad contract. Full Page and Cover ad Sizes – 8.5”wX11”h, **plus full bleed**; Spreads – 17”wX11”h; ½ 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 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 issues. 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 will publish 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.

The North American Police Work Dog Association Magazine is the official publication of NAPWDA. Opinions expressed in this publication do not necessarily represent those of NAPWDA unless specifically stated. All rights in letters and articles submitted to the 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.

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+ donation

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 a full year of the NAPWDA Official Magazine

Bronze - \$1,750+ donation

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 a full year of the NAPWDA Official Magazine
- 🐾 Your collateral or information inserted into Welcome Bags at the NAPWDA National Workshop (if you wish)

Silver* - \$2,500+ donation

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 a full year of the NAPWDA Official 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

Web Blast Sponsor* - \$3,000 donation

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 a full year of the NAPWDA Official Magazine
- 🐾 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+ donation

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 a full year of the NAPWDA Official Magazine
- 🐾 Video Clip in the online NAPWDA Magazine
- 🐾 Rotation banner ad in the NAPWDA E-Blast (minimum 1 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 arm

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North American Police Work Dog Association

Advertising and Sponsorship Opportunities

Platinum** - \$10,000+ donation

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 a full year of the NAPWDA Official Magazine
- 🐾 Video Clip in the online NAPWDA Magazine
- 🐾 Rotation banner ad in the NAPWDA E-Blast (minimum 1 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 arm (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, but are not eligible to take part in these particular 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 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; Advertising, Sponsorship and Fundraising Representative for the North American Police Work Dog Association

 President
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