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## PRINT AD BONUSES

### JANUARY: SHOT SHOW ISSUES POLYBAG INSERT

Supply us with your printed 1-page insert (single or double-sided, any color) and we'll insert it into the polybag issues going to the show! Send 1000 pieces by 12/8/09 to: Publishers Press, Attn: Toni McKinley, 13487 S. Preston Hwy, Lebanon Junction, KY, 40150. Telephone: (877) 793-1952. Mark Package: LOM January SHOT Inserts.

### FEBRUARY: IMAGE AND TEXT LINK IN LAW OFFICER PRODUCT eBULLETIN

Image and text will run in one Law Officer Product eBulletin over next 1-6 months. Submit your image, copy and URL by 1/13/10. Image: static, 120x150 pixels. Text: 50-character headline (characters include spaces and punctuation); 250-character text description (characters include spaces and punctuation); URL.

### MARCH: BANNER IN LAW OFFICER ENEWSLETTER

Banner will run in one Law Officer eNewsletter over next 1-6 months. Banner: 300x100, static JPEG; URL. 30k maximum file size. Submit banner and URL by 2/10/10.

### APRIL: LAW OFFICER ENEWS PRODUCT RELEASE

Product Release will be included in one Law Officer eNewsletter over next 1-3 months. Submit release (Word document) by 3/12/10.

### MAY: BUYER'S GUIDE PRODUCT SHOWCASE/ONLINE LISTING ENHANCEMENTS

Buyer's Guide upgraded listings in Law Officer and on LawOfficer.com. Submit your Buyer's Guide form and upgrades by 4/13/10.

### JUNE: IMAGE OR TEXT LINK IN LAW OFFICER ENEWSLETTER

¼ -½ page ads: Text link in eNewsletter ½-full page advertisers: Image link in eNewsletter Image and text will run in one Law Officer Product eNewsletter over next 1-6 months. Submit your image, copy and URL by 5/12/10. Image: static, 100x100 pixels. Text: 4-6 words of copy and link.

### JULY: IMAGE AND TEXT LINK IN LAW OFFICER PRODUCT eBULLETIN

Image and text will run in one Law Officer Product eBulletin over next 1-6 months. Submit your image, copy and URL by 6/10/10. Image: static, 120x150 pixels. Text: 50-character headline (characters include spaces and punctuation); 250-character text description (characters include spaces and punctuation); URL.

### AUGUST: BUY ONE, GET ONE FREE MATCHING AD/ADVERTORIAL

Buy an ad and you'll get one more of equal size . . . FREE! Space can be used for either two different ad creatives or one ad and one "advertorial." Any advertorial/edit is to be supplied by the customer and clearly state at the top that it is an advertisement. Submit art to lom.productions@elsevier.com by 7/13/10.

### SEPTEMBER: IACP SHOW PREVIEW EBLAST

Special show preview email! Submit your materials by 8/11/10. ¼ -½ page ads: Text link in eBlast (company name, Booth # and URL) ½-full page advertisers: Image link in eBlast. Image: static, 120x150 pixels. Text: 50-character text (characters include spaces and punctuation) – should include company name, booth number and URL.

### OCTOBER: IACP SHOW ISSUES POLYBAG INSERT

Supply us with your printed 1-page insert (single or double-sided, any color) and we'll insert it into the polybag issues going to the show! Send 1000 pieces by 9/13/10 to: Publishers Press, Attn: Toni McKinley, 13487 S. Preston Hwy, Lebanon Junction, KY, 40150. Telephone: (877) 793-1952. Mark Package: LOM October IACP Inserts.

### NOVEMBER: IMAGE OR TEXT LINK IN LAW OFFICER ENEWSLETTER

¼ -½ page ads: Text link in eNewsletter ½-full page advertisers: Image link in eNewsletter. Image and text will run in one Law Officer eNewsletter over next 1-6 months. Submit your image, copy and URL by 10/13/10. Image: static, 100x100 pixels. Text: 4-6 words of copy and link.

### DECEMBER: SHOT SHOW PREVIEW EBLAST

Special show preview email! Submit your materials by 11/10/10. ¼ -½ page ads: Text link in eBlast (company name, Booth # and URL) ½-full page advertisers: Image link in eBlast. Image: static, 120x150 pixels. Text: 50-character text (characters include spaces and punctuation) – should include company name, booth number and URL.

*Unless otherwise listed,  
these added-value  
opportunities are  
**FREE** with half-page  
or larger ads in  
the issues listed!*