

**LAW OFFICER 2010 EDITORIAL CALENDAR JANUARY-JUNE**

	EDITORIAL HIGHLIGHT	TECHNOLOGY	PRODUCT SPOTLIGHT	IN EVERY ISSUE	BONUS DISTRIBUTION	ADVERTISER BONUS*	DEADLINES
<b>JANUARY</b>	Communications	License Plate Recognition (LPR)	• Night Vision/IR • Less Lethal	Vehicles & Accessories Firearms & Accessories Tactics & Tactical Ops; Training	<b>SHOT</b> January 19-22 Las Vegas, NV	<b>SHOT Show Issues Polybag Insert</b>	Ad: 11/25/09 Art: 12/08/09
<b>FEBRUARY</b>	Special Units	RADAR/LIDAR	• Footwear • Uniform Technology	Vehicles & Accessories Firearms & Accessories Tactics & Tactical Ops; Training	<b>EMS Today</b> March 2-6 Baltimore, MD	<b>Image and Text Link in Law Officer Product eBulletin</b>	Ad: 1/4/10 Art: 1/13/10
<b>MARCH</b>	• Night Ops • SHOT Hot Products	Intelligent Video	• Firearms/Ammo • Communications Software	Vehicles & Accessories Firearms & Accessories Tactics & Tactical Ops; Training	<b>IWCE</b> March 10-12 Las Vegas, NV	<b>Banner in Law Officer Product eNewsletter</b>	Ad: 2/1/10 Art: 2/10/10
<b>APRIL</b>	Ballistic Protection	Driving Simulators	• Investigations & Forensics • Camera/Video	Vehicles & Accessories Firearms & Accessories Tactics & Tactical Ops; Training	<b>ILEETA</b> April 20-21 Chicago, IL	<b>LO eNews Product Release</b>	Ad: 3/3/10 Art: 3/12/10
<b>MAY</b>	<b>BUYER'S GUIDE</b>	Data Security	• Mobile Data • Consoles/ Mounts	Vehicles & Accessories Firearms & Accessories Tactics & Tactical Ops; Training		<b>Buyer's Guide Product Showcase/ Online Listing Enhancements</b>	Ad: 4/2/10 Art: 4/13/10
<b>JUNE</b>	Vehicles	eTicketing	• Body Armor • Field Communications	Vehicles & Accessories Firearms & Accessories Tactics & Tactical Ops; Training		<b>Image or Text Link in Law Officer eNewsletter</b>	Ad: 5/3/10 Art: 5/12/10

**IN THIS SECTION**

- ▶ **Strengths**
- ▶ **Awards**
- ▶ **Editorial Calendar**

\*These added-value opportunities are **FREE** with half-page or larger ads in the issues listed!

June, September, November, December: Bonus opportunities apply for 1/4-page and 1/3-page ads as well; see Bonus Opportunities section for more information.

**LAW OFFICER 2010 EDITORIAL CALENDAR JULY-DECEMBER**

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<b>JULY</b>	Weapons & Accessories	Mobile Data	• LPR • Traffic Management	Vehicles & Accessories Firearms & Accessories Tactics & Tactical Ops; Training	<b>APCO</b> August 2-4 Houston, TX	<b>Image and Text Link in Law Officer Product eBulletin</b>	Ad: 6/1/10 Art: 6/10/10
<b>AUGUST</b>	Less Lethal	Vehicle Technologies	• K9s & K9 Accessories • Training Gear	Vehicles & Accessories Firearms & Accessories Tactics & Tactical Ops; Training	<b>NTOA</b> September 19-24 Pittsburgh, PA	<b>Buy One, Get One Free Matching Ad/Advertorial</b>	Ad: 7/1/10 Art: 7/13/10
<b>SEPTEMBER</b>	Mobile Data	Netbooks & PDAs	• Lights/Sirens • Eyewear	Vehicles & Accessories Firearms & Accessories Tactics & Tactical Ops; Training		<b>IACP Show Preview eBlast</b>	Ad: 8/2/10 Art: 8/11/10
<b>OCTOBER</b>	IACP Issue	Surveillance Technologies	• Tactical Medicine/AEDs • Vehicle Accessories	Vehicles & Accessories Firearms & Accessories Tactics & Tactical Ops; Training	<b>IACP</b> October 24-26 Orlando, FL	<b>IACP Show Issues Polybag Insert</b>	Ad: 9/1/10 Art: 9/13/10
<b>NOVEMBER</b>	• Investigations • IACP Hot Products	Firearms Simulators	• Personal Protection • Flashlights	Vehicles & Accessories Firearms & Accessories Tactics & Tactical Ops; Training		<b>Image or Text Link in Law Officer eNewsletter</b>	Ad: 10/1/10 Art: 10/13/10
<b>DECEMBER</b>	Traffic Management	Digital Evidence	• Specialty Vehicles • Tactical Gear	Vehicles & Accessories Firearms & Accessories Tactics & Tactical Ops; Training		<b>SHOT Show Preview eBlast</b>	Ad: 11/1/10 Art: 11/10/10