

ANNUAL BUYER'S GUIDE Sells For You - All Year Long

BE VISIBLE

for the entire year to your best prospects and customers with an ad in our 2012 Annual Buyer's Guide. This critical reference resource will be used time and time again by professionals in the market to buy. Your advertisement, placed with your product listings, creates a powerful point-of-sale message at the time when potential customers are making their buying decisions and purchases.

THE APB BUYER'S GUIDE

will be published in August 2012, and will be in magazine format, 8.5" x 11", with 50 lb. stock and #5 gloss (heavier coated paper). The deadline to reserve space is June 15th, 2011 and to submit materials is June 18th. Call us today to find out more about this great opportunity and reserve your space in this reference issue!

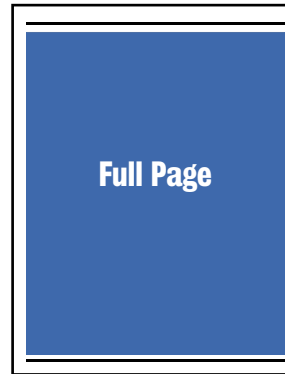
ONLINE BUYER'S GUIDE

showcases your corporate product and contact information all year long on a dedicated website. Our searchable database of essential products and services is visited by over 30,000 law enforcement professionals in the market to buy each month. Your half-page or larger ad in the print version earns a FREE rotating banner on the site for a full year.

FREE LISTINGS

help your company's visibility in your target market. If you haven't yet, don't forget to submit yours today by filling out the form at www.apbweb.com/guide !

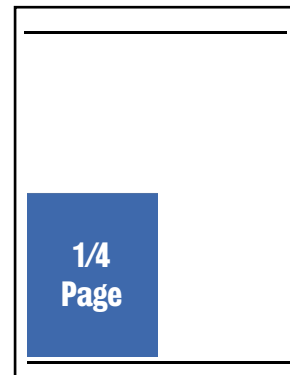
SIZES



Trim size 8.375" x 10.875"
Bleed size: 8.625" x 11.125"
(7.25" x 9.25" for non-bleed)



7.25" x 4.5" (horiz) or
3.5" x 9.25" (vert)



3.5" x 4.5"

**For detailed ad specs, or for any questions, contact Sarah Vallee,
Production Manager/CTO
1-800-234-0056 x106
or e-mail sarah@apbweb.com.**

**43 Thorndike Street - Floor 2 - Cambridge MA 02141
617-491-8878 | www.apbweb.com | Fax: 617-354-6515**

