



FLORIDA SHERIFFS ASSOCIATION

MEDIA KIT

2021



WHY ADVERTISE WITH THE FSA?

FSA ADVERTISING OPPORTUNITIES

The Florida Sheriffs Association communicates regularly with **more than 100,000 people** who respect the Office of Sheriff and support the work done every day by the men and women employed by Florida's 67 sheriffs' offices. This audience is a combination of elected sheriffs, sworn deputies and command staff, sheriff's office employees and everyday citizens who demonstrate their support for law enforcement through their annual FSA membership.

FSA offers strategic opportunities to reach these unique and motivated audiences through our popular publications, emails, and our mobile conference app. If your goal is to share your message with the law enforcement community and those who support them, there is no better way than through the Florida Sheriffs Association!

FLORIDA SHERIFFS ASSOCIATION

THE SHERIFF'S STAR



The Sheriff's Star magazine has been the flagship publication of the Florida Sheriffs Association since 1929. Published quarterly, its purpose is to inform citizens about innovative methods being used to reduce crime in their communities, important programs provided by the FSA and their local sheriff's office, legislative developments that affect public safety and ways to get involved in the effort to protect their life, family and property.

Advertising in *The Sheriff's Star* magazine presents a unique opportunity to reach three dynamic and powerful audiences primed to receive your advertising message.

DEADLINES

Annual Guide to Government
Publish Date: March 9
Advertising Deadline: January 13

No. 2
Publish Date: June 8
Advertising Deadline: April 27

No. 3
Publish Date: September 7
Advertising Deadline: July 27

No. 4
Publish Date: December 7
Advertising Deadline: October 26



THREE DYNAMIC AUDIENCES

67 FLORIDA SHERIFFS' OFFICES

- » Every Sheriff in Florida
- » More than 50,000 deputies and corrections officers across Florida
- » Thousands of sheriffs' office personnel

80,000+ INDIVIDUAL FSA MEMBERS

- » 86% Homeowners
- » 38% Household income above \$75,000/yr
- » 77% Aged 55+
- » 70% Male

2,500 BUSINESS MEMBERS

- » Successful business owners and managers
- » Representing all business segments
- » Loyal supporters of FSA

SHERIFF'S STAR AD RATES

AD SIZE/DIMENSIONS	RATES	1X/EACH	2X/EACH	3X/EACH	THE GUIDE
Full page: 7¼" w x 9¾" h	Full pg	\$2,100	\$2,075	\$2,000	\$2,520
2/3 page V: 4¾" w x 9¾" h	2/3 pg	\$1,850	\$1,775	\$1,750	\$2,200
1/2 page H: 7¼" w x 4¾" h	1/2 pg	\$1,475	\$1,450	\$1,400	\$1,770
1/3 page V: 2¼" w x 9¾" h	1/3 pg	\$1,150	\$1,100	\$1,075	\$1,380
1/3 page H: 7¼" w x 3¼" h	1/3 pg	\$1,150	\$1,100	\$1,075	\$1,380

ADVERTISING CONTACT

Abby Andersen, CMP
 Meetings and
 Conferences Manager
aandersen@flsheriffs.org
850.877.2165

RATE CARD

FLORIDA SHERIFFS ASSOCIATION

ALL POINTS BULLETIN



The **All Points Bulletin (APB)** is a joint publication of the Florida Sheriffs Association and the Florida Deputy Sheriffs Association that provides timely content to the thousands of deputies, corrections officers and sheriff’s office personnel around the state.

The *APB* focuses on best practices, outstanding local programs, law enforcement-related news, legislative and advocacy updates, and training and educational opportunities as well as inspirational stories of the brave men and women who protect their communities every day.

This quarterly publication was launched more than 25 years ago and has a circulation of approximately 15,000. It is mailed directly to the homes of Florida Sheriffs Association law enforcement members and all members of the Florida Deputy Sheriffs Association. It is also shipped directly to all 67 Florida sheriffs’ offices for distribution to their personnel. Because sheriffs most often post copies of the *APB* on agency bulletin boards and circulate original copies, pass-along readership is high.

The APB is read by sheriffs, agency leadership, administrators and decision-makers at every level who are ready to hear your message.

DEADLINES

No. 1 Theme: New Year, New Sheriffs, New Ideas
Publish Date: February 10
Advertising Deadline: December 30

No. 2 Theme: Public Service
Publish Date: May 11
Advertising Deadline: March 30

No. 3 Theme: Technology
Publish Date: August 10
Advertising Deadline: June 29

No. 4 Theme: Corrections/Jails
Publish Date: November 9
Advertising Deadline: September 28



APB AD RATES

AD SIZE/DIMENSIONS	RATES	1X/EACH	2X/EACH	3X/EACH	4X/EACH
Full page: 7¼" w x 9½" h	Full pg	\$862	\$825	\$750	\$712
2/3 page V: 4¾" w x 9½" h	2/3 pg	\$600	\$562	\$525	\$487
1/2 page H: 7¼" w x 4¾" h	1/2 pg	\$450	\$412	\$375	\$337
1/3 page V: 2¼" w x 9½" h	1/3 pg	\$412	\$375	\$337	\$300
1/3 page H: 7¼" w x 3¼" h	1/3 pg	\$412	\$375	\$337	\$300
1/6 page V: 2¼" w x 4¾" h	1/6 pg	\$337	\$300	\$262	\$187
1/6 page H: 4¾" w x 2-1/4" h	1/6 pg	\$337	\$300	\$262	\$187

ADVERTISING CONTACT

Abby Andersen, CMP
Meetings and
Conferences Manager
aandersen@flsheriffs.org
850.877.2165

FSA WEEKLY INSIGHT

FSA tackles today's most relevant issues, gathered from sources such as The Associated Press, The New York Times, Financial Times and the leading industry publications. Delivered to the inboxes of members of the Florida law enforcement support community, the **FSA Weekly Insight** keeps professionals informed of topics that impact their programs. Subscribers are decision-makers with purchasing power. The newsletter reaches 172,000+ people weekly.

LEADERBOARD AD

Rate: \$2,500 for 13 weeks

Specifications:

- » Company URL
- » Only static images will display
- » Ad size: 728w x 90h pixels
- » Resolution: 72PPI
- » File Size: Maximum of 100K
- » File Type: PNG or JPEG (PNG preferred)



BOX AD

Rate: \$1,500 for 13 weeks




Specifications:


- » Company URL
- » Only static images will display
- » Ad size: 300w x 250h pixels
- » Resolution: 72PPI
- » File Size: Maximum of 50K
- » File Type: PNG or JPEG (PNG preferred)


LEADERBOARD AD


Est. 1911 Serving the Public, Earning Rewards


INSURANCE SERVICES
800.566.5900
www.unitedbadges.com

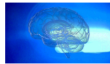





Weekly Insight




Calhoun County Sheriff Sargeant And Deputy Receive Award From Florida Attorney General
Florida's Attorney General recognizes a Calhoun County Sheriff sergeant and deputy who responded to an active-shooter situation in May. The officers received a Back the Blue award.

[Read Now](#)




Jacksonville Sheriff's Office already looking to expand mental health co-responder program
The mental health co-responder program pairs a full-time police officer and a mental health clinician who patrols neighborhoods and goes out to certain calls.

[Read Now](#)



Oldsmar City Council hails Guallierri
Oldsmar Mayor Eric Seider presented Pinellas County Sheriff Bob Guallierri with the City Council/City Manager Award for July for his work on a countywide task force handling all aspects of the coronavirus crisis. Pinellas County Administrator Barry Burton was a co-recipient of the award but could not attend the July 21 meeting.

[Read Now](#)



BSO, Lauderhill first responders surprise 17-year-old who overcame homelessness to graduate high school
LAUDERHILL, FLA. (WVJN) - The Broward Sheriff's Office and Lauderhill first responders surprised a 17-year-old with donations and messages of support after she overcame homelessness and graduated high school.

[Read Now](#)

BOX ADS



Offering Florida county sheriff offices better solutions for better health care.

[Learn More](#)


SAFE AND SECURE VIDEO TECHNOLOGY

- ✔ 30-60 Day Implementation
- ✔ No phone contact required

homewav


www.homewav.com

SOCIAL TEXT ADS



Operation bunkbed: Orange County deputies join together, deliver bunkbed for teens in need
ORANGE COUNTY, Fla. — A squad of Orange County deputies gathered their tools and deployed on a mission inside a Forest City area apartment complex.


[Read Now](#)



Pinky-swear gets suicidal Florida teen off overpass ledge
ORANGE COUNTY, Fla. (Gray News) - Faced with a suicidal teen sitting on the edge of a Florida overpass last week, a deputy sheriff turned to a powerful pledge from her childhood, the pinky-swear.


[Read Now](#)

PRODUCT SHOWCASE



A Home Loan That Protects Your Family, Ask Us How
Heroes First at Churchill Mortgage, NMLS: 1591 is the #1 leader in honoring those that serve our communities and country. NO lender fees and a 3 year protection in the event of accidental loss of life. Give us a call at 855.866.HERO(4376) for details or www.HeroesFirstHomeLoans.com. Thank you for your service!




[Read Now](#)


FLORIDA SHERIFFS ASSOCIATION

Protecting, Leading & Uniting Since 1883

2020 Florida Sheriffs Association
2817 Mahan Drive Tallahassee, FL 32308
P: (904) 977-2168
UNITS/019

Join Now »

SOCIAL TEXT AD

Rate: \$750 for 13 weeks

Specifications:

- » Company URL
- » Only static images will display
- » Ad size: 200w x 100h pixels
- » Resolution: 72PPI
- » File Size: Maximum of 50K
- » File Type: PNG or JPEG (PNG preferred)

PRODUCT SHOWCASE

Rate: \$2,000 for 13 weeks

Specifications:

- » Company URL
- » Only static images will display
- » Ad size: 275w x 175h pixels
- » Resolution: 72PPI
- » File Size: Maximum of 50K
- » File Type: PNG or JPEG (PNG preferred)
- » Please supply article title and 50 word description

BENEFITS

CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in the FSA Weekly InSight solidifies your place among weekly information provided to members.

METRICS + REPORTING

As an advertiser, you'll have the ability to track reader response on your campaign, immediately quantifying your ROI.

AFFORDABLE

Advertising in the FSA Weekly InSight is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion.

TARGETED DISTRIBUTION

Advertising in FSA Weekly InSight allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.

FSA DAILY NEWS CLIPS

Advertise your company in the daily newsletter sent by FSA.

ONLY THREE ADS PER NEWSLETTER:

- » Top ad - \$700 per month
- » Bottom ad - \$600 per month
- » Middle ad - \$500 per month

FORMAT:

Specifications:

- » Company URL
- » Only static images will display
- » Ad size: 728w x 90h pixels
- » Resolution: 72PPI
- » File Size: Maximum of 70K
- » File Type: PNG or JPEG

TOP AD

MIDDLE AD

BOTTOM AD



BENEFITS

CREDIBLE SOURCE

The Daily News Clips are curated by FSA staff each morning.

AFFORDABLE

This is the most cost efficient way to advertise and have your message seen by sheriffs on a daily basis.

TARGETED DISTRIBUTION

These clips are sent directly to the inbox of sheriffs, chief deputies and sheriffs' assistants each day.

CONFERENCE WEBSITE BANNER AD

Advertise your company on the FSA conference website.

ONLY TWO ADS PER CONFERENCE:

MAIN CONFERENCE REGISTRATION PAGE

- » Top ad - \$1,000 per conference
- » Bottom ad - \$500 per conference

SUPPLEMENTAL REGISTRATION PAGES

- » Limited opportunities available
- » Top Ad Only - \$500 per conference

FORMAT:

Specifications:

- » Company URL
- » Only static images will display
- » Ad size: 700w x 100h pixels
- » Resolution: 72PPI
- » File Size: Maximum of 70K
- » File Type: PNG or JPEG (PNG preferred)

The screenshot shows the website for the 2020 Florida Sheriffs Association Summer Conference, held from July 26-28, 2020, in Bonita Springs, FL. The page features a navigation menu on the left with items like Summary, Safety Protocols, Fees & Payment Info, Agenda, Speakers, FAQs, 2020 Annual Partners, Hotel Information, Location, Hotel Rate & Information, Directions, Make Your Reservation, Contact Us, and Join Our Mailing List. The main content area is titled '2020 SHERIFFS SUMMER CONFERENCE' and includes a 'SUMMARY' section with text about the conference evaluation and social distancing requirements. Below the summary is a 'DETAILS' section with 'WHEN' (Sunday, July 26, 2020 - Tuesday, July 28, 2020, 3:00 PM - 4:00 AM Eastern Time) and 'WHERE' (Hyatt Regency Coconut Point, 5001 Coconut Road, Bonita Springs, Florida 34134 USA). There are also buttons for 'Add to Calendar' and 'Get Driving Directions'. Two ads are highlighted with green boxes: a 'TOP AD' for 'SAFERWATCH' with the tagline 'Partnering with Florida Law Enforcement MAKING OUR COMMUNITIES SAFER' and a 'BOTTOM AD' for 'UNITED BADGES' with the tagline 'Dedicated to Serving the Public Safety Community' and contact information '800.566.5990' and 'WWW.UNITBADGES.COM'. A 'PROUD 2020' logo is also visible in the bottom right corner.

TOP AD

BOTTOM AD

BENEFITS

All conference attendees must visit the conference website to register.

All conference information is housed on the website, so many attendees visit the site more than one time.

Ads have the ability to direct visitors to a landing page to learn more about your business.

Reach conference attendees BEFORE the conference to help drive traffic to your booth.

FSA CONFERENCE APP

- » Advertise your company in the FSA Conference App. App ads run in the form of a banner ad.
- » Banner ads run for 6 seconds once the app is opened. All ads appear randomly when the app is opened; FSA cannot control when and how often a banner rotates.
- » Only 8 app ads are available per conference. Increase your visibility by purchasing more than one ad per conference.

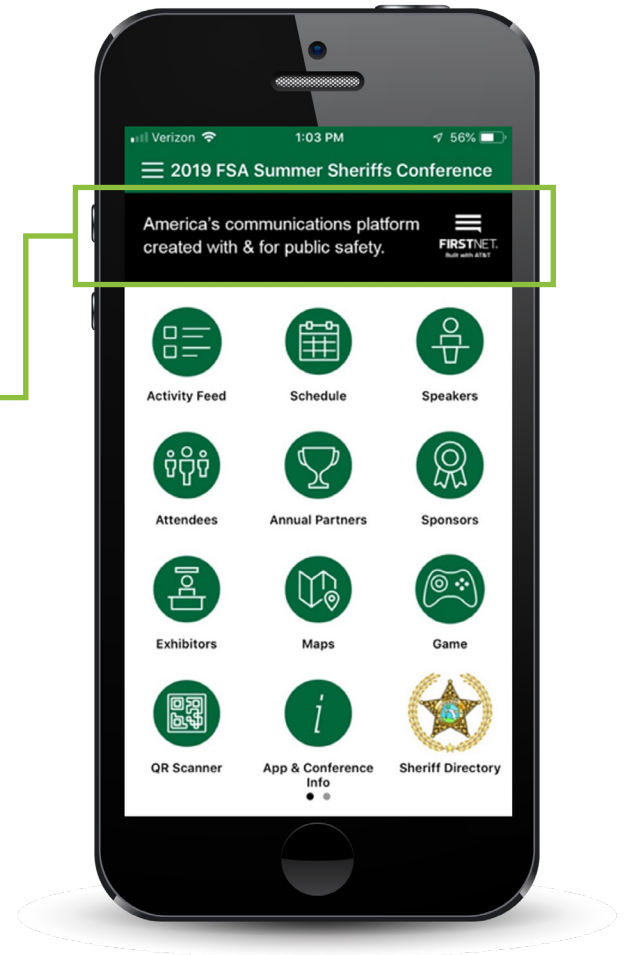
FORMAT:

Rate: \$400 per ad

Specifications:

- » Company URL
- » Only static images will display
- » Ad Size (two versions of the image are recommended):
 - » Phone: 640w x 150h pixels
 - » Tablets: 552w x 150h pixels
- » Resolution: 72 PPI
- » File Size: no requirement
- » File Type: PNG or JPEG (PNG preferred)

AD



BENEFITS

As a conference app sponsor, your company will be highlighted in front of conference participants as they access the app throughout the conference for important information, such as the conference schedule, speaker bios, exhibit hall guides, etc.

- » The FSA App has an **adoption (usage) rate of 45.57%**
- » Banner ads get tapped an average of **134 times per event**
- » Companies that purchase more than one banner have the **highest number of banner impressions**
- » FSA provides **usage statistics** to app sponsors.

THE OFFICE OF FLORIDA SHERIFF

Sixty-six of Florida's 67 counties have elected sheriffs as their chief law-enforcement officers. Miami-Dade County has an appointed chief law-enforcement officer whose title is Director of the Miami-Dade Police Department.

SHERIFFS

Are elected,
constitutional
officers.

Serve four-year
terms.

Have county-wide
jurisdiction.

COUNTY WITH THE MOST DEPUTIES

MIAMI-DADE
2,861

COUNTY WITH THE FEWEST DEPUTIES

LAFAYETTE
12

FLORIDA'S FIVE MAJOR METROPOLITAN COUNTIES

- » Miami-Dade
- » Duval
- » Orange
- » Palm Beach
- » Broward

Learn more at www.flsheriffs.org

FLORIDA SHERIFFS ASSOCIATION

CONTACT US

READY TO ADVERTISE WITH FSA? CONTACT US TODAY!

ABBY ANDERSEN, CMP Meetings and
Conferences Manager
aandersen@flsheriffs.org
(850) 877-2165 x. 5805

