



# The PoliceChief

## 2013 Buyers' Guide

### **Paid Advertising Deadlines**

Space reservation due: March 1, 2013

Advertisement materials due:  
March 5, 2013

### **Coy Group Inc.**

#### **Advertising Sales Representatives**

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Each April, the IACP and the *Police Chief* deliver an indispensable tool to law enforcement executives around the world: the Buyers' Guide. This directory of law enforcement product and service providers puts your company's name at the fingertips of police managers who make purchasing decisions. And reader surveys show that these decision makers keep the Buyers' Guide on their desks all year long.

Your company can receive listings in five product categories **free** just by completing the attached Buyers' Guide listing form and returning it by February 1, 2013. Advertisers in the April issue of the *Police Chief* can obtain **even more listings**, and they have until March 1, 2013, to return their form.

### **List your company—for free! Here's how:**

1. Call the *Police Chief* advertising sales representative serving your area to discuss advertising opportunities in April and throughout the year. A list of representatives appears on this page.
2. E-mail, fax or mail the completed forms by February 1 to:

#### **B.J. Hendrickson**

Advertising Coordinator, *Police Chief* Magazine  
IACP

515 N. Washington Street  
Alexandria, VA 22314

1-800-843-4227, ext 236

Fax: 703-836-5386

[hendrickson@theiacp.org](mailto:hendrickson@theiacp.org)

[www.policchiefmagazine.org/advertising](http://www.policchiefmagazine.org/advertising)

#### **International Association of Chiefs of Police**

515 North Washington Street, Alexandria, VA 22314, USA  
703-836-6767 • 800-843-4227 • Fax 703-836-5386

As always, the April 2013 IACP Police Buyers' Guide will list your company name, address, and phone and fax numbers in the alphabetical directory section, while only your company name will appear under the product categories you select.

### Listing Order Form

To ensure your proper placement alphabetically, be sure to distinguish between a division or subsidiary and the parent company. If the product is best identified with the division/subsidiary, give that name first; if the product is well known by the parent company's name, give that name first.

#### Examples:

CopCaps Div / Uniform Conglom  
(This would be listed once, under "C")

Uniform Conglom / CopCaps Div  
(This would be listed once, under "U")

### Category Listings

Please take the time today to read through the product listings on pages 4-6 and select those that most closely describe the products/services offered by your company. Remember that **five free listings** are available even to nonadvertisers, and **additional listings** are available according to the size of the advertisement you place in the April Buyers' Guide issue (to determine how many listings you are entitled to, please see page 3).

1. Match the end use of your product to one or more of the fifteen sections (Administration, Communications, and so on) and check the boxes next to the applicable categories. Please do not select more listings than your advertisement size entitles you to. We welcome your suggestions for additional or revised categories in next year's buyers' guide.
2. Return to the Listing Order Form on page 3 and enter the five most important categories in priority order.

### Advertiser Bonuses

Advertisers in the April issue will receive **additional listings** based on the size of their advertisements (see the formula at the top of the Listing Order Form on page 3). In addition, your company name is set apart from nonadvertisers by **boldface type** and a **check mark (✓)** each time it appears. Finally, a **"tag line"** will appear next to your directory listing to direct readers to the page on which your advertisement appears. Because this issue is kept on decision makers' desks year round, your ad will receive **maximum exposure—a full year of responses via telephone requests, e-mail inquiries, and website visits.**

If you wish to request a 2013 *Police Chief* media kit or have questions about this form, contact Ms. B.J. Hendrickson, advertising coordinator for the *Police Chief*, at phone: 800-THE-IACP or 703-836-6767, extension 236; fax: 703-836-5386; e-mail: [hendrickson@theiacp.org](mailto:hendrickson@theiacp.org).

**Call your advertising sales representative today to learn about additional valuable bonuses if you advertise in the April Buyers Guide issue plus at least 2 additional issues during the year.**

### Abbreviate Your Listing, Amplify Your Reach

The following abbreviations should **always** be used in entering Buyers' Guide listings:

Ave	Avenue	S, SE	South, Southeast	Fl	Floor
Bld	Boulevard	SW	Southwest	Inc	Incorporated
Cir	Circle	Sq	Square	Inst	Institute
Ct	Court	St	Street	Intl	International
Dr	Drive	Terr	Terrace	Ltd	Limited
E, W	East, West	Tpk	Turnpike	Mfg	Manufacturing
Fwy	Freeway	Tr	Trail	Mfrs	Manufacturers
Ln	Lane	Assn	Association	Mgr	Manager
N, NE	North, Northeast	Bldg	Building	Mgt	Management
NW	Northwest	Co	Company	Mktg	Marketing
Pkwy	Parkway	Corp	Corporation	Natl	National
Pl	Place	Ctr	Center	Ste	Suite
Rd	Road	Dept	Department	USA	United States of America
Rte	Route	Div	Division		

### General Information

1. No space and no periods between initials
2. No periods ever
3. Commas should be used in only two circumstances:
  - a. Between street addresses and the suite number
  - b. Between the company name and the word "the" (General Store, The)
4. Post office box designations should read PO Box
5. Use "&" for "and," and "1" for one."

### FREE Listing Order Form

Indicate the categories in which your company is to be listed in the 2013 Buyers' Guide, using the following formula (check appropriate box):

- |   |                         |
|---|-------------------------|
| <input type="checkbox"/> April advertiser, 1 or more pages..... | <b>No limit</b>         |
| <input type="checkbox"/> April advertiser, 2/3 page.....        | <b>50 free listings</b> |
| <input type="checkbox"/> April advertiser, 1/2 island.....      | <b>35 free listings</b> |
| <input type="checkbox"/> April advertiser, 1/2 page.....        | <b>35 free listings</b> |
| <input type="checkbox"/> April advertiser, 1/3 page.....        | <b>20 free listings</b> |
| <input type="checkbox"/> April advertiser, 1/4 page.....        | <b>15 free listings</b> |
| <input type="checkbox"/> April advertiser, 1/6 page.....        | <b>10 free listings</b> |
| <input type="checkbox"/> Nonadvertiser.....                     | <b>Limit 5 listings</b> |

Select the categories that best describe your company (please check all that apply).

- |   |   |
|---|---|
| <input type="checkbox"/> D..... Dealer                | <input type="checkbox"/> MO..... Mail Order           |
| <input type="checkbox"/> DS..... Distributor/Supplier | <input type="checkbox"/> OL..... Online Service       |
| <input type="checkbox"/> EI..... Export/Import        | <input type="checkbox"/> P..... Publisher             |
| <input type="checkbox"/> F..... Foundation            | <input type="checkbox"/> S..... School                |
| <input type="checkbox"/> G..... Government            | <input type="checkbox"/> SC..... Service/Consultant   |
| <input type="checkbox"/> M..... Manufacturer          | <input type="checkbox"/> SR..... Sales Representative |

Name of company, shown exactly as you wish it to be published.

Street address or P.O. box number (mailing address for product inquiry)

City

State

Zip Code

#### Telephone:

(Only one telephone number will be listed per company, in addition to a fax number where available. Please indicate by checking the appropriate box whether you prefer to list your toll-free or local number. If no preference is indicated, we will list the 800 number.)

☐ Toll Free \_\_\_\_\_ ☐ Local \_\_\_\_\_

Fax \_\_\_\_\_ Marketing Contact: \_\_\_\_\_  
(will not be published)

E-mail Address \_\_\_\_\_ Web Address: HTTP:// \_\_\_\_\_

**IMPORTANT:** When you have selected your category listings, please indicate the 5 most important categories in the spaces provided below, in priority order. If you are a nonadvertiser, you are entitled to 5 listings. If you are a paid advertiser in the April 2013 *Police Chief*, you are entitled to additional listings (see box at top left). Place check marks next to categories on pages 4-6 for your allotted number of listings, and then write your top 5 listings in the spaces provided below.

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_

The above information is authorized by the following company representative:

Name (please print or type)

Title

E-mail Address

Phone

Signature

Date

### Category Listing

#### Administration

- A005 ☐ Agency standards
- A007 ☐ Alcohol/drug education products
- A010 ☐ Architects/designers/space planners
- A020 ☐ Assessment centers
- A025 ☐ Association
- A030 ☐ Audio-visual equipment
- A040 ☐ Awards/medals/plaques/trophies
- A050 ☐ Boards, bulletin/display
- A055 ☐ Collision reporting services
- A060 ☐ Community programs
- A070 ☐ Conferences, educational
- A080 ☐ Consultants
- A083 ☐ Data destruction
- A085 ☐ Departmental promotions
- A090 ☐ Detention/jail equipment
- A095 ☐ Document destruction
- A100 ☐ Executive placement services
- A105 ☐ Facilities, design/build
- A110 ☐ Filing/storage systems
- A115 ☐ Financial services
- A116 ☐ Flag cases
- A120 ☐ Flags/pennants
- A130 ☐ Identification, personnel
- A160 ☐ Jewelry/gifts
- A165 ☐ Knife & Gun cases
- A170 ☐ Lockers
- A173 ☐ Medallion Holders
- A175 ☐ Media Relations
- A190 ☐ Office equipment/supplies
- A200 ☐ Parade equipment
- A210 ☐ Personnel screening/testing
- A215 ☐ Personnel/Recruitment
- A220 ☐ Physical fitness/gym equipment
- A224 ☐ Policy/procedure manuals
- A227 ☐ Public education materials
- A230 ☐ Robots, public service
- A240 ☐ Safes/vaults/locks
- A243 ☐ Security Franchising
- A247 ☐ Translation services
- A250 ☐ Treatment services, chemical dependency/stress
- A260 ☐ Victim services

#### Animals

- P300 ☐ Dogs, K9 training
- P310 ☐ Dogs, K9 equipment
- P330 ☐ Horses, training

#### Communications

- B010 ☐ Amplifiers/bridges/filters/multiplex systems
- B020 ☐ Antennas
- B030 ☐ Batteries
- B040 ☐ Battery chargers/analyzers
- B045 ☐ Community evacuation systems
- B050 ☐ Consoles
- B060 ☐ Dispatch systems, E911/CAD
- B070 ☐ Facsimiles
- B072 ☐ Furniture, conventional/ergonomic
- B080 ☐ Headsets
- B087 ☐ Interoperability
- B090 ☐ Mobile communications/MDTs
- B100 ☐ Mounting equipment/hardware
- B110 ☐ Paging systems
- B120 ☐ Public address equipment
- B130 ☐ Radios/accessories
- B140 ☐ Recorders, audio
- B150 ☐ Repeaters
- B160 ☐ Scanners
- B170 ☐ Scramblers
- B180 ☐ Surveillance
- B190 ☐ Switching/control equipment
- B200 ☐ Tape storage equipment
- B220 ☐ Telephone
- B230 ☐ Weather notification

#### Computers

##### Hardware

- C005 ☐ Client server workstations
- C007 ☐ Computer accessories
- C010 ☐ Mainframes
- C020 ☐ Networks
- C027 ☐ Peripherals
- C030 ☐ Personal computers
- C040 ☐ Portable/in-car
- C054 ☐ Touch Screen Computers, Kioks

##### Computers

##### Software

- C045 ☐ 911/E911
- C050 ☐ AFIS
- C060 ☐ Arrest/booking
- C063 ☐ Artificial intelligence
- C070 ☐ Automatic vehicle locators
- C075 ☐ Case management
- C076 ☐ Communications Management
- C078 ☐ Community policing

- C080 ☐ Composite sketching
- C090 ☐ Computer-aided dispatch
- C098 ☐ Crime analysis
- C100 ☐ Crime scene analysis
- C101 ☐ Data mining
- C102 ☐ Data recovery
- C103 ☐ Custom Software
- C105 ☐ Domestic violence tracking
- C110 ☐ Emergency management
- C113 ☐ Facial Recognition
- C115 ☐ False alarm reduction
- C120 ☐ Fleet management
- C125 ☐ Forensics
- C130 ☐ Gang tracking
- C140 ☐ Geographic information
- C141 ☐ GPS
- C142 ☐ Gunshot location
- C143 ☐ Image search and analysis
- C145 ☐ Incident-based reporting system
- C150 ☐ Information sharing/NCIC
- C151 ☐ Intelligence-led Policing
- C152 ☐ Internet services
- C155 ☐ Investigative
- C156 ☐ Alarm Billing and Collections
- C157 ☐ License Plate Recognition
- C158 ☐ Mapping
- C165 ☐ Mobile Cloud Computing
- C180 ☐ Narcotics investigation
- C185 ☐ Network
- C195 ☐ Online services
- C200 ☐ Personnel management
- C202 ☐ Personnel scheduling
- C203 ☐ Personal scheduling, extra duty management
- C204 ☐ Photo identification
- C207 ☐ Predictive Policing
- C210 ☐ Property/evidence management
- C215 ☐ Public records
- C220 ☐ Records management
- C230 ☐ Report writing
- C235 ☐ Supplies
- C237 ☐ Terrorism
- C238 ☐ Towing Management
- C240 ☐ Traffic crash investigation
- C250 ☐ Traffic/parking violation management
- C260 ☐ Training
- C270 ☐ Uniform Crime Reports
- C275 ☐ Video Analysis & Enhancement

### Category Listing

C280 ☐ Warrant records

C290 ☐ Weapon tracking

#### Emergency Response

D010 ☐ Alarms, evacuation

D020 ☐ Ambulances/accessories

D050 ☐ CPR masks

D055 ☐ Defibrillators

D070 ☐ First aid products

D080 ☐ Flares/guns/cases

D090 ☐ Flashers

D095 ☐ Gas detectors

D100 ☐ Generators

D110 ☐ Hazardous materials equipment

D120 ☐ Hospital equipment

D130 ☐ Lights, emergency

D135 ☐ Portable weather stations

D140 ☐ Rescue/disaster equipment

#### Investigation

E005 ☐ Barrier tape

E010 ☐ Binoculars

E015 ☐ Biomedical test instruments

E018 ☐ Cameras, digital

E020 ☐ Cameras, general purpose/accessories

E025 ☐ Camera, head camera monitor

E030 ☐ Cameras, identification/mug

E040 ☐ Cameras, surveillance

E050 ☐ Cameras, video

E060 ☐ Countermeasure devices

E065 ☐ Crime Scene Clean Up

E070 ☐ Crime scene processing equipment

E075 ☐ DNA test kits

E077 ☐ DNA testing services

E110 ☐ Evidence collection

E115 ☐ Evidence, currency processing

E120 ☐ Evidence storage/security

E125 ☐ Explosive Detection Systems

E130 ☐ Facial composite kits

E140 ☐ Fingerprint kits

E145 ☐ Forensic DNA testing services

E150 ☐ Forensic test equipment/kits

E155 ☐ Gunshot residue test kits

E160 ☐ Laboratory equipment/supplies

E170 ☐ Laboratory services

E180 ☐ Lights, special purpose

E190 ☐ Marine/diving equipment

E200 ☐ Mirrors, surveillance

E202 ☐ Night vision systems

E240 ☐ Polygraph equipment

E250 ☐ Recorders, audio

E260 ☐ Recorders, video

E270 ☐ Scales

E280 ☐ Surveillance equipment

E285 ☐ Thermal imaging systems

E290 ☐ Tracking devices

E300 ☐ Voice analyzers

E305 ☐ Voice stress analysis

#### Personal Equipment

F010 ☐ Badge cases

F020 ☐ Badges/shields

F030 ☐ Batons/baton carriers

F040 ☐ Belt buckles

F053 ☐ Disinfectant

F055 ☐ Duty equipment, accessories

F060 ☐ Flashlights

F070 ☐ Infectious disease protection equipment

F080 ☐ Lock-opening devices

F085 ☐ Notebooks

F087 ☐ Personal protective equipment

F090 ☐ Restraint/defense devices

F100 ☐ Weapons, personal impact

#### Security

G010 ☐ Access control devices/systems

G020 ☐ Alarm systems/intrusion detection systems

G030 ☐ Cameras, CCTV/security

G040 ☐ Communications security systems

G050 ☐ Deterrent systems

G060 ☐ Enclosures/guard houses

G067 ☐ Glass protection film

G070 ☐ Glass, bullet-resistant

G075 ☐ Guard Patrol

G080 ☐ ID systems/badges

G090 ☐ Metal/weapons detectors

G100 ☐ Mirrors

G110 ☐ Monitors, radio/TV/telephone

G115 ☐ Plastic, bullet-resistant

G120 ☐ Security devices/systems

#### Tactical & Protective Equipment

H010 ☐ Armor, architectural

H015 ☐ Armor

H020 ☐ Armor, soft body

H040 ☐ Armored shields

H050 ☐ Ballistic materials

H060 ☐ Barricades

H070 ☐ Bomb detection

H080 ☐ Bomb disposal

H085 ☐ Cases, protective

H090 ☐ Chemical munitions

H100 ☐ Entry devices

H105 ☐ Eyewear

H110 ☐ Gas masks/accessories

H120 ☐ Goggles, safety

H130 ☐ Grenade launchers

H135 ☐ Gun retention device

H140 ☐ Helmets

H150 ☐ Helmets, communication systems

H160 ☐ Helmets, face shields

H170 ☐ Hoods, fire retardant

H180 ☐ Lights, special purpose

H185 ☐ Post disaster recovery

H190 ☐ Robots, tactical

H200 ☐ Scopes/sights

#### Traffic Enforcement

J010 ☐ Alcohol/drug detection devices

J015 ☐ E-Citation

J020 ☐ Immobilizers

J030 ☐ Measuring devices

J040 ☐ Parking enforcement equipment

J050 ☐ Parking meters/supplies

J053 ☐ Pedestrian safety equipment

J054 ☐ Red Light enforcement

J055 ☐ Red light cameras

J060 ☐ Signs

J067 ☐ Speed Cameras

J070 ☐ Speed detection equipment

J075 ☐ Standardized field sobriety test

J080 ☐ Templates, crash reconstruction

J085 ☐ Tint meters

J087 ☐ Tire deflation devices

J090 ☐ Traffic batons

J095 ☐ Traffic calming device

J100 ☐ Traffic control systems

J110 ☐ Traffic markers/cones/flashers

J120 ☐ Traffic ticket forms

J130 ☐ Whistles

#### Training

K010 ☐ Books/manuals/periodicals

K020 ☐ Courses/schools/seminars

K025 ☐ Crime Prevention

K030 ☐ Defensive tactics training

K035 ☐ Devices/aids, training



### Category Listing

- K036 ☐ Distance Learning
- K037 ☐ DNA
- K040 ☐ Driver training
- K050 ☐ Emergency medical devices training
- K060 ☐ Equipment, training
- K070 ☐ Films/slides/videos
- K080 ☐ Firearms training
- K085 ☐ Forensics
- K087 ☐ Graduate and Undergraduate Degree
- K088 ☐ Homeland Security
- K090 ☐ Interrogation/investigation training
- K095 ☐ Law Enforcement Schools
- K100 ☐ Legal training
- K110 ☐ Management training
- K115 ☐ Polygraph training
- K120 ☐ Rescue training
- K130 ☐ Tactical training

#### Transportation

- L010 ☐ Aircraft/accessories/parts
- L020 ☐ Batteries/auto parts
- L030 ☐ Bicycles
- L050 ☐ Boats/accessories
- L060 ☐ Command centers, mobile
- L070 ☐ Consoles
- L080 ☐ Decals
- L090 ☐ Helicopters
- L100 ☐ Lights, mounted
- L110 ☐ Motorcycles/accessories
- L120 ☐ Motor scooters
- L130 ☐ Mounting hardware
- L140 ☐ Partitions/screens/shields
- L142 ☐ Push bumpers
- L150 ☐ Recording systems, audio/video, in-car
- L160 ☐ Seat organizers
- L161 ☐ Seats, specialty
- L170 ☐ Sirens

- L180 ☐ Theft prevention devices
- L200 ☐ Trunk organizers
- L210 ☐ Vehicle accessories
- L220 ☐ Vehicle modification/custom design
- L225 ☐ Vehicle tracking systems
- L230 ☐ Vehicles, armored
- L232 ☐ Vehicles, Bomb
- L233 ☐ Vehicles, Crime Scene
- L234 ☐ Vehicles, DUI
- L235 ☐ Vehicles, electric
- L240 ☐ Vehicles, patrol
- L250 ☐ Vehicles, prisoner transport
- L260 ☐ Vehicles, special purpose
- L270 ☐ Video/Audio Surveillance
- L280 ☐ Vehicles, SWAT
- L290 ☐ Vehicles, Tire Chains

#### Uniforms

- M010 ☐ Apparel, fire retardant
- M020 ☐ Apparel, fluorescent/reflective
- M030 ☐ Apparel, rainwear
- M035 ☐ Apparel, undergarments
- M037 ☐ Duty equipment, accessories
- M040 ☐ Emblems/insignia/nameplates
- M050 ☐ Footwear
- M060 ☐ Gloves
- M070 ☐ Handbags/purses
- M071 ☐ Name Badges
- M080 ☐ Uniform accessories
- M090 ☐ Uniform belts
- M100 ☐ Uniform blazers
- M110 ☐ Uniform caps/hats
- M120 ☐ Uniform coats/jackets
- M123 ☐ Uniform fabrics
- M130 ☐ Uniform pants/shirts/skirts
- M140 ☐ Uniforms, custom design
- M160 ☐ Uniforms, riot/SWAT

#### Weapons

- N010 ☐ Ammunition, components/reloaders
- N020 ☐ Ammunition, sidearm/shotgun/rifle
- N030 ☐ Holsters
- N040 ☐ Knives
- N045 ☐ Scopes/sights
- N050 ☐ Shooting ranges/equipment
- N051 ☐ Shooting ranges/protective equipment
- N070 ☐ Weapon accessories
- N078 ☐ Weapon cleaning equipment
- N080 ☐ Weapon conversion components
- N090 ☐ Weapons, firearms
- N100 ☐ Weapons, firearms repair/parts
- N110 ☐ Weapons, grips
- N120 ☐ Weapons, less-lethal
- N130 ☐ Weapons, personal impact
- N135 ☐ Weapons, safety locks
- N140 ☐ Weapons, storage/security