

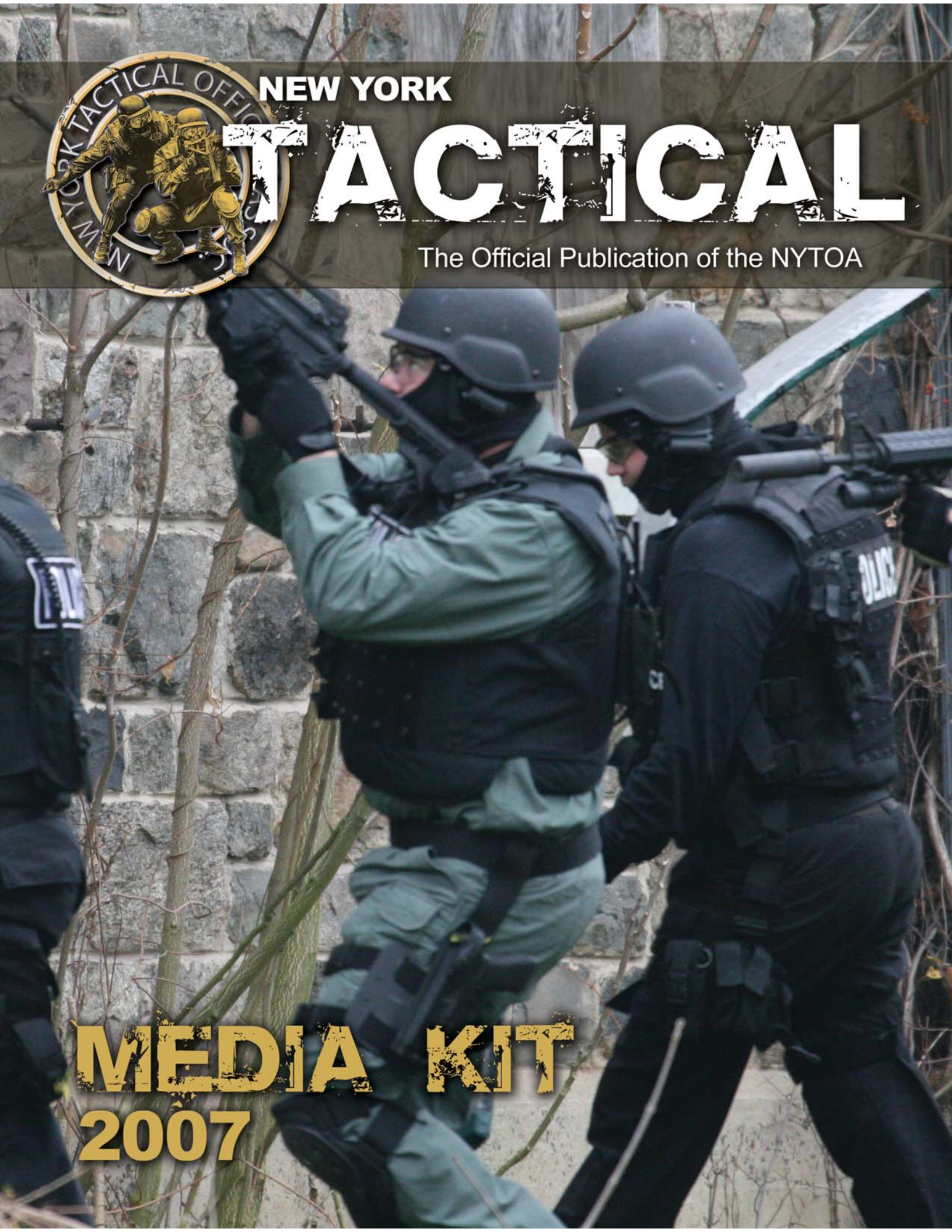


NEW YORK

TACTICAL

The Official Publication of the NYTOA

MEDIA KIT
2007





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ABOUT THE NYTOA

The New York Tactical Officers Association is a not for profit corporation established to promote training, professionalism and the exchange of information between members of law enforcement, tactical units and crisis negotiation teams within, and surrounding, New York State. The association strives to advance individual and team knowledge by providing a network to share best practices, sound tactics, training and operational experiences. The association works to foster the highest professional standards and levels of competence by providing high quality instruction to its members.

ABOUT OUR PUBLICATION: NEW YORK TACTICAL

New York Tactical is the official publication of the New York Tactical Officers Association. Our publication features articles from top instructors and experts in the country, spotlights on NYTOA tactical teams, honest product reviews, NYTOA Training calendar, news updates and grant information.

Our publication is mailed to approximately 1,000 NYTOA members on a quarterly basis. 90% of our members are tactical team commanders, tactical team leaders or tactical team operators. Generally, tactical officers are the top officers in their respective departments. They keep up on the latest products, training, equipment, and technology. They are the officers that train, use your products on a daily basis and recommend future purchasing to their departments.

REQUIREMENTS

Send all ads in CMYK with a resolution of 300dpi. We will accept all common file formats. PDF files are preferred and should be saved as press quality. Please make sure all fonts and images are embedded and all layers are flat to avoid shifting.

Ads may be mailed on a CD to:
NYTOA
Attn: New York Tactical
680 Route 211E Suite 3B-289
Middletown, NY 10941

You may also email your ad to ads@nytoa.org.

For large files, contact info@nytoa.org and we will provide FTP information for upload.

Ads must be submitted 45 days prior to publication going to press. Publication dates are Feb 1, May 1, Aug 1, Nov 1.

AD SIZES

Full Pg.
8.75" x 11.25"
(.25" bleed is included)



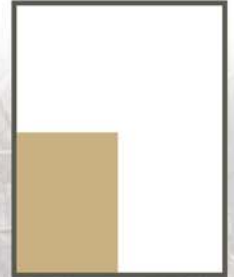
Half Pg. (H)
8.25" x 5.625"



Half Pg. (V)
4.194" x 11.082"



Quarter Pg.
4.194" x 11.082"



DISPLAY SPACE RATES

	1X	2X	4X
Back Cover	\$575	\$525	\$475
Inside Covers	\$450	\$415	\$385
Full Page	\$350	\$320	\$300
1/2 Page	\$275	\$255	\$225
1/4 Page	\$225	\$205	\$195

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