

NSA WEEKLY UPDATE

REACH 7,000

LAW ENFORCEMENT LEADERS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B/1 SKYSCRAPER/HALF SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows a news website with several advertising placements:

- A:** A large banner at the top for "SOLUTIONS HAVE UNITED" featuring "Continuous alcohol monitoring (CAM) - now with house arrest technology!" and the RAM logo.
- B:** A "WEEKLY UPDATE" banner with the text "A WEEKLY NEWS AND INFORMATION RESOURCE FROM THE NSA".
- B/1:** A vertical skyscraper ad for "BATTLE HARDENED STREET READY" featuring a soldier and the text "THERE ARE MORE LEOPOLD TACTICAL OFFICERS CURRENTLY IN SERVICE WITH THE U.S. MILITARY THAN ANY OTHER".
- C/1:** A top banner for "Master of Criminal Justice online" from Boston University.
- D:** A product showcase for "Project 25 SMARTNET/SmartZone, and TDMA in one Radio" by WaterShed, including a photo of the radio and a description.
- E:** A callout text ad for "California University of Pennsylvania, Middle States Accredited, 157 year old state institution, offers ONLINE undergraduate and graduate programs in Legal Studies, Criminal Justice and Homeland Security."
- F:** A traditional text ad for "NSA Weekly Update" with contact information for Ben Maitland and Steve Brittain.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 7,000 law enforcement leaders (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper/Half Skyscraper
\$3000/\$2500

Image Dimensions
120x600
120x300

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad
\$2000

Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Text **five word headline, twenty-five word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Traditional Text Ad
\$1500

Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor incid-
idunt ut labore et. [More](#)

Text **five word headline, fifteen word description**
Image Dimensions **175x125** File Format **JPEG, GIF**

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THE NSA WEEKLY UPDATE, POWERED BY MULTIBRIEFS, PROVIDES INDUSTRY-SPECIFIC NEWS AND INFORMATION TO LEADERS IN THE LAW ENFORCEMENT PROFESSION.

The NSA Weekly Update tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of law enforcement leaders and citizen advocates, the NSA Weekly Update keeps professionals abreast of topics that impact them directly. Subscribers are decision-makers with purchasing power – the top-tier professionals in the law enforcement community.

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN THE NSA WEEKLY UPDATE:



CREDIBLE SOURCE

For over 67 years, our members have turned to the association as the informational authority of the industry. Advertising in the NSA Weekly Update solidifies your place among weekly information provided to NSA members.



TARGETED DISTRIBUTION

Advertising in the NSA Weekly Update 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.



OPT-IN SUBSCRIBER LIST

Subscribers to the NSA Weekly Update have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, the NSA Weekly Update ensures your ad will be seen every week by our 7,000 subscribers.



AFFORDABLE

Advertising in the NSA Weekly Update is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of the NSA Weekly Update has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in the NSA Weekly Update.



TRACK CAMPAIGN EFFECTIVENESS

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