



North American Police Work Dog Association

Advertising Opportunities

Welcome

Thank you for showing interest in the North American Police Work Dog Association. NAPWDA is a 501 c3 charitable organization. Formed in 1977, it is comprised of active and retired law enforcement officers throughout the United States and several other countries. Their mission statement, clearly stated is, "Dedicated to Assisting Work Dog Teams Throughout the World". The organization looks for Advertisers that have similar goals and have products geared towards their member's needs.

NAPWDA conducts in-service training workshops in various states throughout the year and holds an annual National Workshop that moves from state to state. Officers and their K9's attend these workshops for problem solving, legal updates, new techniques in various phases of police work dog use and certifications to high standards.

NAPWDA is honored to currently have more than 2,800 Active Members and 300 Associate Members, and continues to see a yearly membership increase. For more information on NAPWDA, please feel free to visit www.NAPWDA.com.

Banner Ads

Your designed 480x60 pixel Banner Ad placed on the NAPWDA web and mobile site for a full 365-day, 12-month period. Ads click to your website or email and rotate as visitors visit the site.

Ad alone - \$300.00/year

Ad with advertising package - \$175.00/year

NAPWDA Magazine Advertising

Placement	Color Ads*	B&W Ads*
Full Page	\$330.00	\$290.00
1/2 Page (h or v)	\$280.00	\$230.00
1/3 Page (h or v)	\$205.00	\$185.00
Inside Front/Back Cover*	\$425.00	n/a
Back Page*	\$550.00	n/a

* Prices are per issue with ad contract. Back Cover **ONLY** available with a minimum one year contract. Full Page ad Sizes – 8"w x 10.5"h; ½ Page ad Sizes – 8"w x 5"h or 4"w x 10.5"h; 1/3 page square ad size is: 4.75"w x 4.75"h; 1/3 page vertical ad size is: 2.25"w x 10.5"h. **Prices are per issue.** All advertisers **must** have a valid credit card on file **even if they are paying with check per issue.** Credit card must clear or prepayment must be received prior to ad being placed in any issues. Copy may change each issue and client has option to go to a larger ad size and take advantage of discount in that bracket. Ads will get billed out per issue, unless full payment is desired. Payment must be received at least **15-days prior to publication deadline.**

NAPWDA publishes their magazine a minimum of twice a year, in the spring and fall. Ad deadlines are: February 6 and July 6. New Ads may be submitted for each issue, as long as they are received in the correct format no later than the deadline date corresponding to the issues purchased. NAPWDA has the right to reject any advertising they deem inappropriate. The North American Police Work Dog Association Magazine is the official publication of NAPWDA. Opinions expressed in this publication do not necessarily represent those of NAPWDA unless specifically stated.

All rights in letters and articles submitted to the NAPWDA Magazine will be treated as unconditionally assigned for publication and copyright purposes; and are subject to NAPWDA's unrestricted right to edit and comment editorially. No responsibilities can be assumed for unsolicited materials. All advertising copy shall be printed exactly as submitted by the advertiser; however, if it is a physical impossibility due to the mechanical limitations, the advertiser shall be notified accordingly. NAPWDA has the right to reject any advertising that it deems inappropriate.

For more information
about Advertising or
Sponsorships, contact
Jorry Heinrich-Rode
262-552-8094
Jorry@3P-Inc.com



North American Police Work Dog Association

Advertising and Sponsorship Opportunities

Sponsorship Opportunities*

We are pleased to share the following sponsorship opportunities with you. These opportunities can be customized, if need be, to fit your company's individual needs and budget. All Sponsorships run for a 12-month period.

Supporter - \$750 - \$1,499 donation

You will receive:

- 🐾 Click to Site Banner Ad on the NAPWDA website for 1 year
- 🐾 A 1/3 page (4.75" w x 4.75" h or 2.25" w x 10.5" h) B&W ad in a full year of the NAPWDA Official Magazine
- 🐾 A Vendor Booth at the NAPWDA National Workshop - free of charge

Bronze - \$1,500 - \$2,499 donation

You will receive:

- 🐾 A Click to Site Banner Ad on the NAPWDA website for 1 year
- 🐾 A 1/2 page (8" w x 5" h or 5" w x 8" h) B&W ad in a full year of the NAPWDA Official Magazine
- 🐾 Your collateral or information inserted into Welcome Bags at the NAPWDA National Workshop and NAPWDA State Workshops (if you wish)
- 🐾 A Vendor Booth at the NAPWDA National Workshop - free of charge

Silver* - \$2,500 - \$4,999 donation

You will receive:

- 🐾 Click to Site Banner Ad on the NAPWDA website for 1 year
- 🐾 1 Full Page (8" w x 10.5" h) B&W ad in a full year of the NAPWDA Official Magazine
- 🐾 Your collateral or information inserted into Welcome Bags at the NAPWDA National Workshop and NAPWDA State Workshops (if you wish)
- 🐾 A Vendor Booth at the NAPWDA National Workshop - free of charge
- 🐾 The opportunity to showcase your product (if it may be used by the general public) at the Public K9 Demonstration held during the National Workshop

Gold* - \$5,000 - \$9,999 donation

You will receive:

- 🐾 Click to Site Banner Ad on the NAPWDA website for 1 year
- 🐾 1 Full Page (8" w x 10.5" h) color ad in a full year of the NAPWDA Official Magazine
- 🐾 Your collateral or information inserted into Welcome Bags at the NAPWDA National Workshop and NAPWDA State Workshops (if you wish)
- 🐾 A Vendor Booth at the NAPWDA National Workshop - free of charge
- 🐾 The opportunity to showcase your product (if it may be used by the general public) at the Public K9 Demonstration held during the National Workshop
- 🐾 Dinner for 2 guests at the NAPWDA National Workshop Banquet
- 🐾 Your company logo on the National Workshop T-Shirt arm

*For more information
about Advertising or
Sponsorships, contact
Jorry Heinrich-Rode
262-552-8094
Jorry@3P-Inc.com*



North American Police Work Dog Association

Advertising and Sponsorship Opportunities

Platinum** - \$10,000+ donation

You will receive:

- 🐾 2 Click to Site 980x120 px Banner Ads on the NAPWDA website for 1 year, plus 2 - 300x120 banner Ads on the mobile site.
- 🐾 2 Full Page (8" w x 10.5" h) color ads per issue in a full year of the NAPWDA Official Magazine
- 🐾 Your collateral or information inserted into Welcome Bags at the NAPWDA National Workshop and NAPWDA State Workshops (if you wish)
- 🐾 Opportunity to do Meet and Greet during check-in at Nationals
- 🐾 A Vendor Booth at the NAPWDA National Workshop - free of charge
- 🐾 Opportunity to show case your product (if it may be used by general public) during the public demonstration at the National Workshop
- 🐾 Dinner for up to 4 guest at the National Banquet
- 🐾 Your company logo on National T-Shirt arm (or MT/T shirts)
- 🐾 Exclusive promotion of your product* (barring any contracts currently in place)
- 🐾 Ability to use NAPWDA logo and name (as approved by the NAPWDA Executive Board) as an endorsement of your product.
- 🐾 Platinum Sponsors are given first opportunity to renew their Platinum Sponsorship prior to others on the wait list for Platinum Sponsorship.

★NAPWDA is proud to offer Platinum Sponsor's exclusive advertising (barring any contracts currently in place). NAPWDA appreciates your support and in return will not take additional advertising or sponsorships from companies that sell a product similar to yours.


*K9 breeders, suppliers, and training companies are welcome to advertise in the NAPWDA Magazine, but are not eligible to take part in these particular Sponsorship Opportunities.

Thank you for reviewing these programs and opportunities. I look forward to speaking with you in the future and working with you as you partner with a great national law enforcement and SAR K9 organization. Should you need any additional information on Advertising or Sponsorships, or if you would like to discuss a customized Sponsorship Package for your company, please contact me at 262-552-8094 or Jorry@3P-Inc.com.

Thank you,

Jorry L. Heinrich-Rode

🐾 NAPWDA Associate Member; Advertising, Sponsorship and Fundraising Representative for the North American Police Work Dog Association

 President
Premier Planning Partners, Inc.
262-552-8094
262-552-8098 (fax)
Jorry@3P-Inc.com

**For more information
about Advertising or
Sponsorships, contact
Jorry Heinrich-Rode
262-552-8094
Jorry@3P-Inc.com**