



FLORIDA SHERIFFS ASSOCIATION

MEDIA KIT

2024



WHY ADVERTISE WITH THE FSA?

FSA ADVERTISING OPPORTUNITIES

The Florida Sheriffs Association communicates regularly with **more than 200,000 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**
Ad Deadline: January 12
Publish Date: March 11
- No. 2**
Ad Deadline: April 26
Publish Date: June 10
- No. 3**
Ad Deadline: July 26
Publish Date: September 9
- No. 4**
Ad Deadline: October 25
Publish Date: December 16



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

100,000+ INDIVIDUAL FSA MEMBERS

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

3,000 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

NOTE: Ads do not bleed.

ADVERTISING CONTACT

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 Director of Events and Marketing
aandersen@flsheriffs.org
850.877.2165

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: Jails/Corrections**
Ad Deadline: January 5
Publish Date: February 19
- No. 2 Theme: Public Service**
Ad Deadline: March 29
Publish Date: May 13
- No. 3 Theme: Technology**
Ad Deadline: June 28
Publish Date: August 19
- No. 4 Theme: Crisis Response/Fleet**
Ad Deadline: September 27
Publish Date: November 18



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

NOTE: Ads do not bleed.

ADVERTISING CONTACT

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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: 1,456w x 180h pixels
- » Resolution: 72PPI
- » 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: 600w x 500h pixels
- » Resolution: 72PPI
- » File Type: PNG or JPEG (PNG preferred)

LEADERBOARD AD

The screenshot shows the top portion of the FSA Weekly Insight newsletter. At the top is a 'UNITED BADGES' banner with a phone number (800.566.5990) and a 'DONATE' button. Below this is the newsletter title 'Weekly Insight' with social media icons. The first article features a photo of a woman and the headline 'Collier County Sheriff Sergeant And Deputy Receives Award From Florida Attorney General'. The second article has a blue header and headline 'Jacksonville Sheriff's Office already looking to expand mental health co-response program'. The third article features a photo of two men and headline 'Osceola City Council halts Question 10'.

BOX ADS

This section contains a box ad for 'SAFE AND SECURE VIDEO TECHNOLOGY' by HomeWav, which lists features like 'No-kill line implementation' and 'No phone contracts required'. Below the ad is a list of news articles with small images and headlines, such as 'Operation Sunbelt: Orange County deputies join together, deliver hundreds of boats in need' and 'Pinky-wener gets outbid Florida team off overseas judge'.

SOCIAL TEXT ADS

This section shows social text ads. The first is for OCSO with the headline 'OCSO makes three in connection with Destin car burglaries'. The second is for COVID-19 with the headline 'COVID-19 will back to school'.

PRODUCT SHOWCASE

This section features a product showcase for 'HEROES HOME PROTECTION'. It includes a 'WE WILL!' logo and text describing the service as a 'Home Loan That Protects Your Family, Ask Us How'. At the bottom, there is contact information for the Florida Sheriffs Association and a 'Join Now' button.

SOCIAL TEXT AD

Rate: \$750 for 13 weeks

Specifications:

- » Company URL
- » Only static images will display
- » Ad size: 400w x 200h pixels
- » Resolution: 72PPI
- » 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: 550w x 350h pixels
- » Resolution: 72PPI
- » 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.

DAILY NEWS CLIPS

Advertise your company in the daily newsletter sent by FSA Monday through Friday each week.

ONLY THREE ADS PER NEWSLETTER:

- » Top ad - \$700 per month
- » Bottom ad - \$600 per month
- » Middle ad - \$500 per month
- » Video Price - \$900 per month

BANNER AD FORMAT:

Specifications:

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

VIDEO AD FORMAT:

Specifications:

- » Provide link to YouTube content to be displayed

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.

The image shows a vertical layout of a newsletter with four distinct advertisement sections highlighted by green lines and labels:

- TOP AD:** A banner for SAFERWATCH, featuring the text "Your Partner for Alyssa's Law" and "Seamless Integration for Public Alert Systems". Below the banner are several news snippets with dates and headlines.
- MIDDLE AD:** A banner for TURN KEY PUMPS, 24/7 SERVICES, INSTANT ROI, with images of pumps and a logo for MVI.
- BOTTOM AD:** A banner for United Healthcare, featuring the Florida Sheriff's Association logo and a "LEARN MORE" button.
- VIDEO OPTION:** A video player for Motorola Solutions, showing a person's profile and the text "SAFERWATCH and Motorola Solutions selected by FLODE for State Mobile Public Alert System".

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

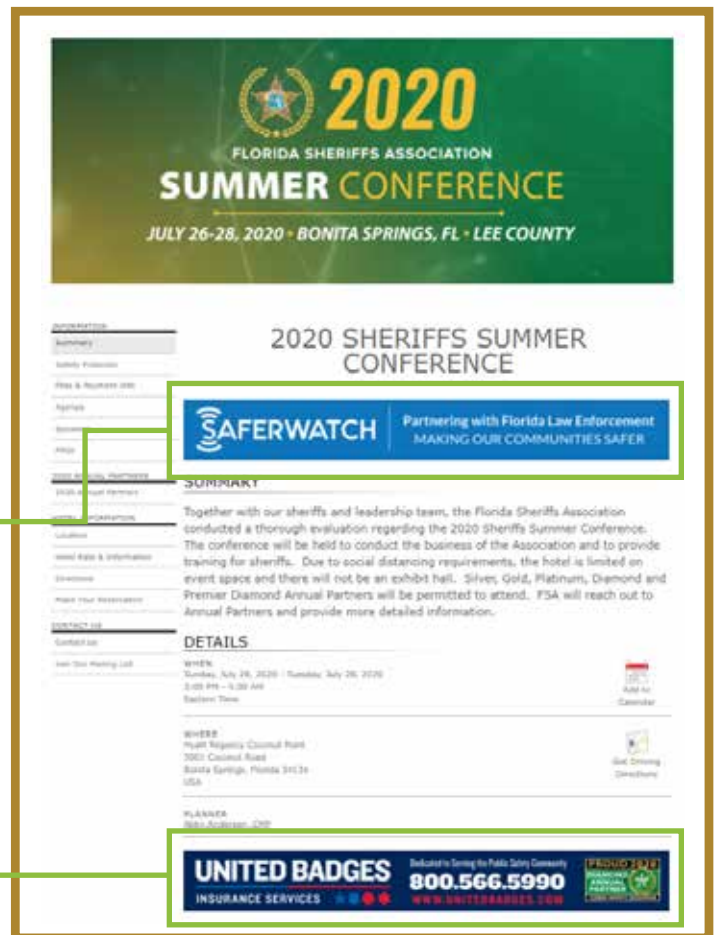
SUPPLEMENTAL REGISTRATION PAGES

- » 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 Type: PNG or JPEG (PNG preferred)



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.

CONFERENCE APP

- » Advertise your company in the FSA Conference App. App ads run in the form of a banner ad.
- » Banner ads appear within the vendor app menu. All ads appear randomly when the menu is opened.
- » Only eight 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 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.

WEBSITE BANNER AD

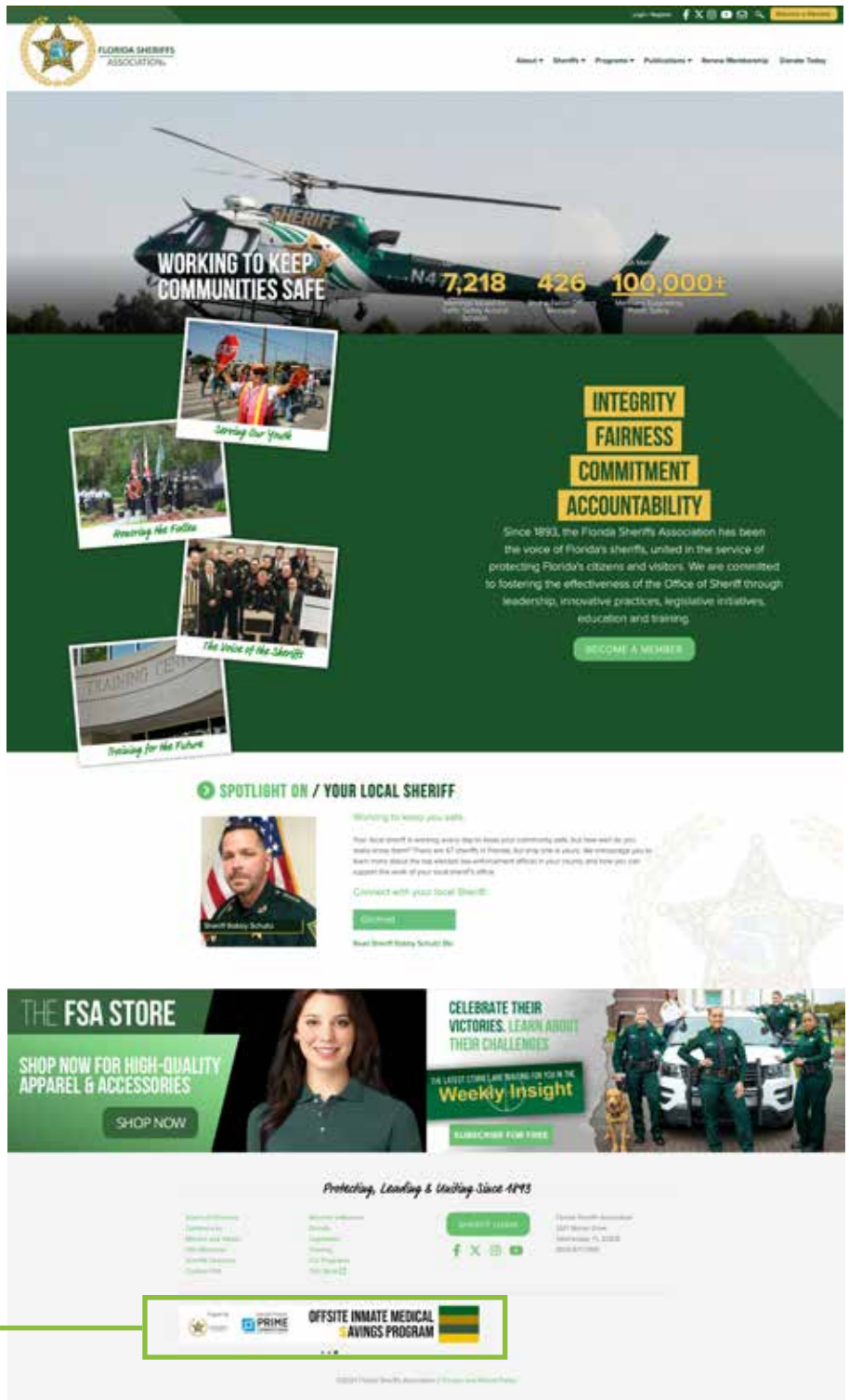
FORMAT:

Rate: \$4,950

- » This campaign consists of a horizontal leaderboard on the footer of www.flsheriffs.org and is run of site.
- » Availability is limited—only 15 offered per year
- » Number of yearly impressions: 350,000

Specifications:

- » Ad Size: 728p x 90p
- » Only static images will display
- » Resolution: 72 PPI
- » File Type: PNG or JPEG (PNG preferred)



BANNER AD

FSAcast

FSAcast is the official podcast of the Florida Sheriffs Association. Host Matt Dunagan shares conversations with Florida's sheriffs, elected officials and law-enforcement professionals from across the country discussing issues relevant to Florida residents, visitors and our more than 200,000 engaged supporters of FSA.

During legislative session, the podcast is hosted by FSA Government Affairs Coordinator Allie McNair, who provides weekly updates on relevant bills and discusses FSA priorities with key lobbyists and lawmakers.

REGULAR EPISODES (2 per month on average)

LEGISLATIVE SESSION EPISODES (1 per week on average for 10 weeks)

PRESENTING SPONSOR (LIMIT 1 PER EPISODE)

30-second, host-read spot before start of each episode and mention by host at end of each episode.

- » Option 1: Regular and Session episodes (*Pricing based on a 6-month contract minimum, including 10 weeks of session episodes.*) - \$5,000
- » Option 2: Regular episodes only (*Pricing based on a 3-month contract minimum.*) - \$2,400
- » Option 3: Session episodes only (*Pricing based on a 10-week contract.*) - \$3,000

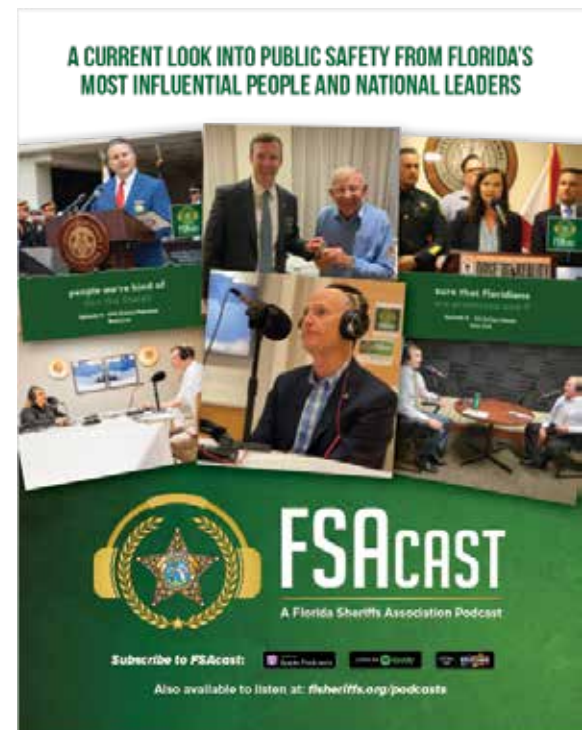
IN-EPISODE ADS (LIMIT 3 PER EPISODE):

30-second, host-read spot during episode breaks.

- » Option 1: Regular episodes only (*Pricing based on a 3-month contract minimum.*) - \$1,200
- » Option 2: Session episodes only (*Pricing based on a 10-week contract.*) - \$1,500

BENEFITS

Launched in 2021, FSAcast has a dedicated listenership resulting in thousands of total downloads and strong engagement on FSA's social media platforms. This podcast provides an additional platform from which to provide relevant content to FSA's members and those interested in law enforcement issues.



TRAINING INSTITUTE



ALL ONLINE TRAINING IS FREE FOR FLORIDA SHERIFFS' OFFICES:

- » Over **8,500** active users in the sheriffs' offices.
- » **ALL 67** county sheriff's offices enrolled.
- » **Hundreds of USERS** and **OVER 375** courses taken each month.
- » Over **4,200 HOURS** of training are completed each year.

The **Florida Sheriffs Training Institute (FSTI)** is the central location for accessing FSA training, including online training and registration for classroom courses. Training is provided in many areas of the sheriff's operations, including leadership, human resources, administrative management, and other law enforcement and corrections areas of need for both certified and non-certified personnel. The Institute also allows participants to view all training completed and access their training certificates for certification and re-training purposes.

To assist participants with satisfying the Criminal Justice Standards and Training Commission's (CJSTC) mandate for officer re-certification, the Florida Sheriffs Training Institute continues to develop and provide free online education programs to reduce the costs associated with classroom training.

COMMERCIAL

- » Up to 30 seconds
- » Runs prior to course and cannot be skipped by course attendees
- » Commercial should be about the advertiser's product or service and may not reference the course to which it is attached

5-COURSE BUNDLE

- » \$1,500/quarter

PUBLIC RECORDS AND SUNSHINE LAW**

- » \$4,500/commercial/year (only two available per year)

LOGO

- » Logo on course landing page
- » Logo on closing slide with a hyperlink for more information
- » Advertiser's name also appears in the course description. "[Advertiser] has been partnering with FSA since [year]"

5-COURSE BUNDLE

- » \$1,500/quarter

PUBLIC RECORDS AND SUNSHINE LAW**

- » \$4,500/year (only one available per year)

TRAINING

- » Content is developed and presented by advertiser and must be educational only
- » Training is pre-recorded and placed on FSTI
- » Training is available on FSTI for one year

1-HOUR

- » \$5,000

30-MINUTES

- » \$3,000

ADVERTISING CONTACT

Abby Andersen, CMP

Director of Events and Marketing

aandersen@flsheriffs.org

850.877.2165

*Courses are bundled by theme (administration; corrections; law enforcement; or legal).

**Required to be taken by all sheriffs each year; typically released and taken from August through December.

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!

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