



FLORIDA SHERIFFS ASSOCIATION

MEDIA KIT

2026



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 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

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

- Issue 1**
Ad Deadline: February 2, 2026
Publish Date: March 31, 2026
- Issue 2**
Ad Deadline: April 24, 2026
Publish Date: June 8, 2026
- Issue 3**
Ad Deadline: July 24, 2026
Publish Date: September 14, 2026
- Issue 4**
Ad Deadline: October 22, 2026
Publish Date: December 14, 2026



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% Ages 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

NOTE: Ads do not bleed.

AD SIZE/DIMENSIONS	RATES	1X/EACH	2X/EACH	3X/EACH	THE GUIDE
Full page: 7¼" w x 9½" h	Full pg	\$2,000	\$1,900	\$1,850	\$2,500
2/3 page V: 4¾" w x 9½" h	2/3 pg	\$1,750	\$1,650	\$1,600	\$2,250
1/2 page H: 7¼" w x 4¾" h	1/2 pg	\$1,500	\$1,400	\$1,350	\$2,000
1/3 page V: 2¼" w x 9½" h	1/3 pg	\$1,000	\$900	\$850	\$1,500
1/3 page H: 7¼" w x 3¼" h	1/3 pg	\$1,000	\$900	\$850	\$1,500

ADVERTISING CONTACT

Abby Andersen, CMP
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 24,000. 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

Issue 1
Ad Deadline: December 19, 2025
Publish Date: February 17, 2026

Issue 2
Ad Deadline: March 27, 2026
Publish Date: May 11, 2026

Issue 3
Ad Deadline: June 26, 2026
Publish Date: August 24, 2026

Issue 4
Ad Deadline: September 25, 2026
Publish Date: November 16, 2026



APB AD RATES

AD SIZE/DIMENSIONS	RATES	1X/EACH	2X/EACH	3X/EACH	4X/EACH
Full page: 7¼" w x 9½" h	Full pg	\$875	\$850	\$825	\$775
2/3 page V: 4¾" w x 9½" h	2/3 pg	\$700	\$675	\$650	\$600
1/2 page H: 7¼" w x 4¾" h	1/2 pg	\$500	\$475	\$450	\$400
1/3 page V: 2¼" w x 9½" h	1/3 pg	\$450	\$425	\$400	\$350
1/3 page H: 7¼" w x 3¼" h	1/3 pg	\$450	\$425	\$400	\$350

NOTE: Ads do not bleed.

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Abby Andersen, CMP
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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: 72 PPI
- » 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: 72 PPI
- » File Type: PNG or JPEG (PNG preferred)

LEADERBOARD AD

BOX ADS

SOCIAL TEXT ADS

PRODUCT SHOWCASE

SOCIAL TEXT AD

Rate: \$750 for 13 weeks

Specifications:

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

COOPERATIVE PURCHASING PROGRAM POST



The Post is the Florida Sheriffs Association Cooperative Purchasing Program’s newsletter, delivering timely information to decision-makers across Florida’s law enforcement, public safety, and local government communities. Through its Cooperative Purchasing Program, offered in partnership with the Florida Association of Counties and the Florida Fire Chiefs Association, FSA supports streamlined purchasing for county sheriffs, local governments, municipalities, public safety agencies, and state colleges and universities. Advertising in the Post provides direct access to agencies actively evaluating trusted vendors and solutions. The newsletter reaches 1,000+ people bi-weekly. Ads are purchased monthly.

LEADERBOARD AD

Rate: \$500/month

Specifications:

- » Company URL
- » Only static images will display
- » Ad size: 1,456w x 180h pixels
- » Resolution: 72 PPI
- » File Type: PNG or JPEG (PNG preferred)

BOX AD

Rate: \$300/month

Specifications:

- » Company URL
- » Only static images will display
- » Ad size: 600w x 500h pixels
- » Resolution: 72 PPI
- » File Type: PNG or JPEG (PNG preferred)

LEADERBOARD AD

BOX ADS

PRODUCT SHOWCASE

COOPERATIVE PURCHASING PROGRAM CONTINUED

PRODUCT SHOWCASE

Rate: \$400/month

Specifications:

- » Company URL
- » Only static images will display
- » Ad size: 550w x 350h pixels
- » Resolution: 72 PPI
- » File Type: PNG or JPEG (PNG preferred)
- » Please supply article title and 50 word description

BENEFITS

TARGETED REACH

Connect directly with purchasing decision-makers through CPP communications focused on contracts, suppliers, and procurement resources.

CREDIBLE

Align your brand with FSA and CPP, trusted resources for public-sector procurement across Florida.

HIGH VISIBILITY

Increase brand awareness with a featured placement in a procurement-focused FSA e-newsletter.

DAILY NEWS CLIPS

Advertise your company in the daily newsletter sent by FSA on 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: 800w x 150h pixels
- » Resolution: 72 PPI
- » 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.

EVENT WEBSITE BANNER AD

Advertise your company on the FSA event or conference website.

ONLY TWO ADS PER EVENT

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:

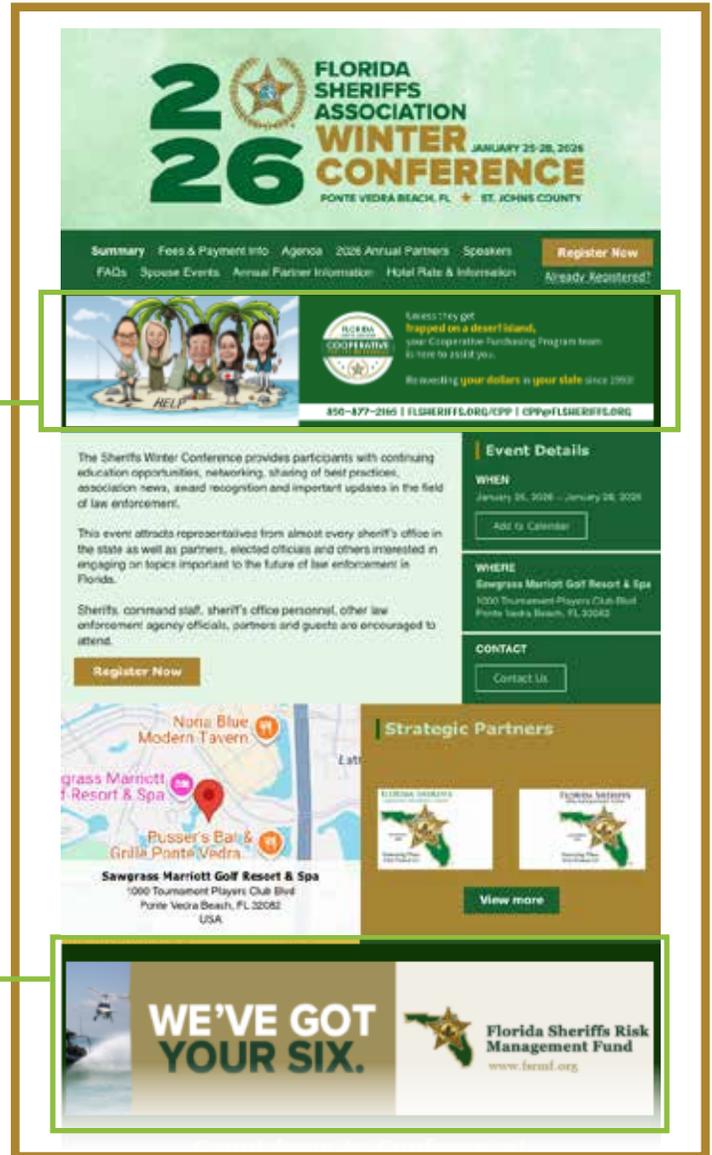
- » Company URL
- » Only static images will display
- » Ad size: 700w x 100h pixels
- » Resolution: 72 PPI
- » File Type: PNG or JPEG (PNG preferred)

FEATURED EVENTS

- » Sheriffs 2026 Winter Conference
- » 2026 Jail Summit
- » Sheriffs 2026 Summer Conference
- » 2026 Executive Leadership Conference and Fleet Exposition

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.



FSA APP

Advertise your company in the FSA App. App ads run in the form of a banner ad.

ONLY THREE APP ADS AVAILABLE PER MONTH

ALL ADS APPEAR ON THE MAIN PAGE

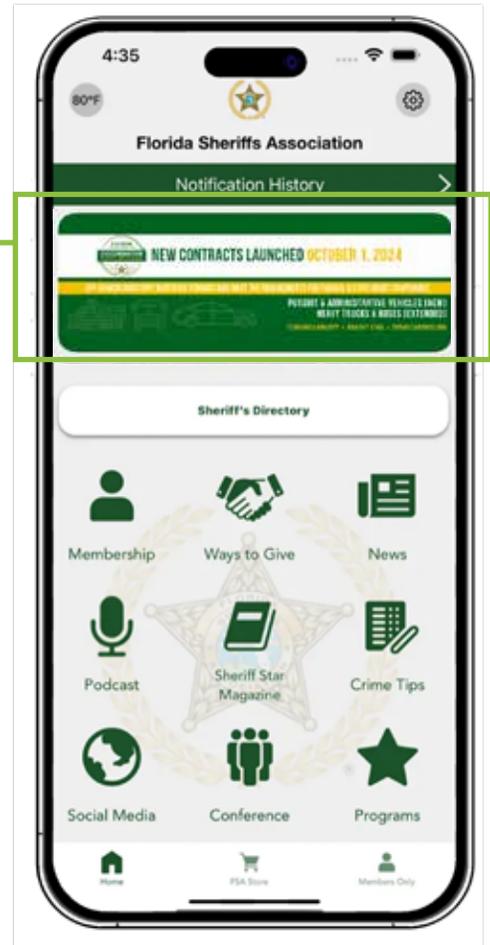
» Rate: \$400 per ad

FORMAT:

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



WEBINARS

30-MINUTE WEBINAR

Deliver a focused, educational 30-minute webinar to Florida Sheriffs Association members and affiliated agencies. Options include a 20–25 minute live presentation with 5–10 minutes for Q&A, or a fully pre-recorded 30-minute session. Content should be educational, relevant to FSA members, and non-commercial.

RATE: \$1,500

WHAT'S INCLUDED

- » One announcement email to a targeted FSA audience
- » Promotion on the FSA Training Calendar
- » Live or pre-recorded presentation hosted on FSA's platform
- » Recording available for six months for on-demand access
- » Post-attendee report including name, agency/organization, and email
- » Basic attendee metrics: registrants, live attendees, recording views
- » Copy of the webinar recording for your reuse

ONE HOUR WEBINAR

Deliver a 60-minute educational webinar to Florida Sheriffs Association members and affiliated agencies. Options include a 45–50 minute live presentation with 10–15 minutes for Q&A. Content should be educational, relevant to FSA members, and non-commercial.

RATE: \$3,000

WHAT'S INCLUDED

- » One announcement email to a targeted FSA audience
- » Promotion on the FSA Training Calendar
- » Live or pre-recorded presentation hosted on FSA's platform
- » Recording available for six months for on-demand access
- » Post-attendee report including name, agency/organization, and email
- » Basic attendee metrics: registrants, live attendees, recording views
- » Copy of the webinar recording for your reuse

WEBINAR REQUIREMENTS

- » **Educational Focus:** Content must be strictly educational, avoiding political messaging or sales campaigns, and aligned with FSA's mission, values, and ethics.
- » **Content Ownership:** Purchasers determine the webinar topic, speakers, and content.
- » **Approval:** All webinar content is subject to review and approval by FSA.

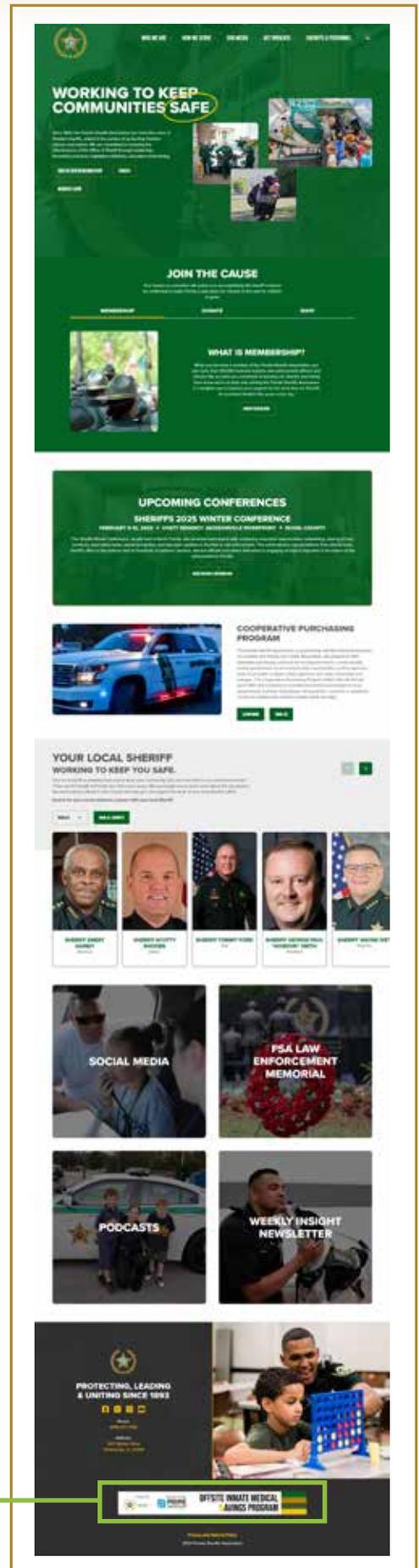
WEBSITE BANNER AD

FORMAT:

- » Rate: \$425 per month or \$4,950 annually
- » 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: 728w x 90h pixels
- » 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 and FSA Executive Director 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)

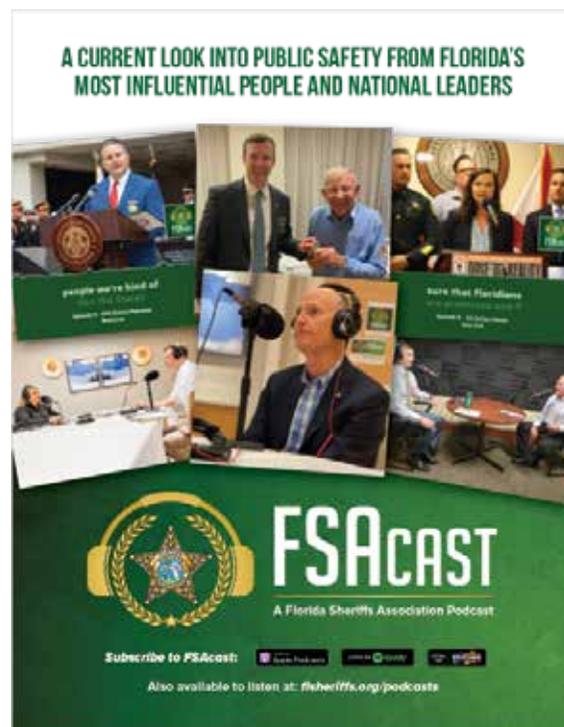
- » 30-second, host-read spot before start of each episode and mention by host at end of each episode. Also includes a linked logo on show episode web pages.
- » Regular episodes, average of two episodes per month (three month minimum) \$400 per episode.
- » Legislative Session episodes only, average of four episodes per month (one month minimum) \$320 per episode.

IN-EPISODE ADS (LIMIT 3 PER EPISODE)

- » 30-second, host-read spot during episode breaks.
- » Regular episodes, average of two episodes per month (three month minimum) \$200 per episode.
- » Legislative Session episodes only, average of four episodes per month (one month minimum) \$150 per episode.

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.



COLD CASE FLORIDA

Florida has a population of 22 million residents and welcomed more than 137 million visitors last year. Although the overall crime rate has dropped for an incredible 50 straight years, there are still more than 19,000 unsolved homicides in Florida dating back to 1965. “Cold Case Florida”, a true crime podcast, was created by the Florida Sheriffs Association to highlight some of those cases and offer the public an opportunity to help solve these crimes – bringing justice to the perpetrators and giving closure to the families. Join us as we work with local sheriffs’ offices to close cold cases in the Sunshine State.

REGULAR EPISODES

1 per month on average

PRESENTING SPONSOR (LIMIT 1 PER EPISODE)

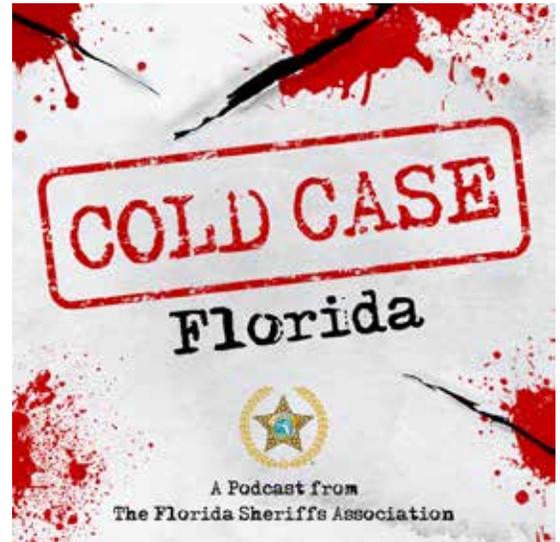
- » 30-second, host-read spot before start of each episode and mention by host at end of each episode. Also includes a linked logo on show episode web pages.
- » Average of one episode per month (three month minimum) \$500 per episode. Discounted rate of \$350 per episode for all 12 episodes.

IN-EPISODE ADS (LIMIT 3 PER EPISODE)

- » 30-second, host-read spot during episode breaks.
- » Average of one episode per month (three month minimum) \$400 per episode. Discounted rate of \$300 per episode for all 12 episodes.

BENEFITS

Launched in October 2024, the “Cold Case Florida” podcast has already had more than a thousand total listens and is growing in popularity and engagement on FSA’s social media platforms.



TRAINING INSTITUTE



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.

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.

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

Florida's 67 counties have elected sheriffs as their chief law-enforcement officers.

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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