



INTERNATIONAL ASSOCIATION FOR PROPERTY AND EVIDENCE, INC.

IAPE ONLINE ADVERTISING SPECIFICATIONS

IAPE publishes a quarterly journal that is read by our over 4,000 members-only Evidence room professionals. This highly targeted publication is mailed to IAPE members, police departments, and distributed at classes all over the US and Canada.

IAPE.org generates tens of thousands of hits monthly, reaching evidence room professionals and Law Enforcement decision makers.

We are offering an opportunity for advertisers to reach our many web visitors. IAPE continues to be the most economical resource for suppliers and retailers for the law enforcement community to promote their products and services.

Currently we offer the following online ads:

IAPE.org home page:

- Top of home page banner:
 - 468 x 60 pixels
 - Rotate with maximum 6 other banners, 15 second rotation
 - Unlimited rotation on home page position

- Bottom home page ¼ banners
 - 120 x 60 pixels
 - Rotate with maximum 6 other banners per position
 - Unlimited rotation in each of 3 positions, 10 second rotation

Interior Pages:

- Top of interior page Banner:
 - 468 x 60 pixels
 - Unlimited rotation on all interior pages, 15 second rotation

- Side interior page ad banners (choice of two sizes):
 - 120 x 90 pixels, Placement throughout web site, no rotation
 - 120 x 240 pixels, unlimited rotation on all interior pages.
10 second rotation

(see [Online Ad Rate](#) sheet for current pricing)

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Link Only:

•Link to your website from our Advertisers Index (One link free to Evidence Log advertisers). List your company name, address and web site. Choose the category of advertisers you wish to be listed.

- Formats: we can accept GIF, JPEG, animated GIF and Flash files, only.
- Please provide the url of web page to link ad (if not built into swf or gif file)
- Ads must be 72 dpi and the exact dimension required per space purchased/reserved.
- Ads may not be larger than 40k
- Ads are due 5 days prior to ad going live on site (per your insertion agreement)

Animated ad Specifications:

- Animated (swf or gif files)
- May not exceed 40k
- Animation max length: :15 or :10 depending on placement (including loop)

Banners, ads and leader boards may NOT flash or blink quickly or distract from the look or function of the IAPE.org web site in any manner. Music or other sounds that autoplay are not allowed.

We reserve the right to reject or require changes to submitted ads. We may require changes in look, function or content any online ad.

Questions regarding any technical specifications please contact:
adsales@iape.org

Questions regarding your advertising account, purchase additional ads, etc., please contact: adsales@iape.org