



EVIDENCE LOG

ADVERTISING RATES

Effective 2009



IAPE's quarterly magazine, the **Evidence Log**, currently has a readership of over 4,000 Property and Evidence Professionals throughout the United States and Canada. The **Evidence Log** reaches a highly targeted demographic comprised of the people who purchase the products you are advertising. The **Evidence Log** is the only nationally published property room magazine on the market and is the acknowledged resource for locating property room supplies, equipment and certified training classes. A continually growing membership through increased training seminars in 2009 will ensure an even greater number of readers by the end of the year.

As a courtesy to our advertisers, we have held the line on ad rates over the last 10 years, despite steady increases associated with the costs of printing and mailing our publication. At this time, we feel it necessary to make a modest price adjustment to our rates, reflected below. The figures represent a per placement charge, and as always, the most cost effective rate is to secure your ad space for the year, although publishing in a single issue is also an option.

Thank you for advertising with IAPE.

	COLOR			BLACK & WHITE			
RATE per placement	1/2 Pg. Horizontal 7 x 4⁵/₈	Full Pg. 7 x 10	2 Page Spread	1/4 Pg. 3³/₈ x 4⁵/₈	1/2 Pg. Horizontal 7 x 4⁵/₈	Full Pg. 7 x 10	2 Page Spread
1 Issue	\$ 495.00	\$ 895.00	\$1700.00	\$ 150.00	\$ 270.00	\$ 425.00	\$ 800.00
4 Issues per issue	\$ 425.00 per issue	\$ 695.00 per issue	\$1300.00 per issue	\$ 125.00 per issue	\$ 250.00 per issue	\$ 400.00 per issue	\$ 750.00 per issue
4 Issues paid in advance	\$1600.00	\$2600.00	\$5000.00	\$ 460.00	\$ 920.00	\$1480.00	\$2700.00
Inside Covers (1 Year)	N/A	\$1000.00 per issue	N/A	N/A	N/A	N/A	N/A
Inside Covers paid in advance	N/A	\$3800.00	N/A	N/A	N/A	N/A	N/A

Rates are in U.S. dollars.

NOTE: *Advertising rates also include a link to your web-site from IAPE (www.iape.org) as well as sending brochures / promotional materials to all IAPE seminars.*

AD SPECIFICATIONS:

All ads must be submitted in camera-ready electronic format (Eps, Tiff, PDF) or as high quality reproduction proof or photograph which can be scanned. RIP-ready InDesign files accepted.

1-800-449-4273
Toll Free

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Training Office

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