

# International Association for Property & Evidence, Inc.

World Class Training in “Best-Practices” for Evidence & Property Room Management

## Advertising Options

- Live Classes
- Online Classes
- Class Workbook
- Website
- Monthly Newsletter
- Quarterly Magazine
- eFlyers
- Video Infomercials



## Introduction

The International Association for Property and Evidence, Inc. (IAPE) is proud to serve a community of over **5,100 members** who are dedicated to the proper management of property and evidence units across the United States, and Canada.

We provide training, certifications, accreditations, and resources to support our members in their important work. All training topics address Best Business Practices and IAPE Professional Standards.

**IAPE Training course Includes:** Sexual Assault Handling, DNA Storage Issues, Audits & Inventories, Documentation, Chain of Custody, Packaging Standards, Design Criteria, Shelving, Temporary Lockers, Space Utilization, Bar Codes, Firearms Handling, Drug and Narcotics Handling, Money Safeguards, Purging Guidelines, Evidence Auction & Diversion Procedures, Bio-Hazards/HAZMAT Materials, Disposal Procedures, Liabilities/Case Studies, DNA, Security.

# Live & Online Advertising Options

At IAPE, we are the go-to source providing the best in law enforcement training with our live P&E management training and classes.

We also offer an **online version of the class that receives 1000 views per year.**



- **eFLYER promoting upcoming classes regionally**

- **Video INFOMERCIALS: In-person & Online**

- **Class WORKBOOK utilized by each class participant**

- **WEBSITE Advertisement**

## Mission and Vision

The goals of the Association are to provide professional education related to the collection, storage, and disposition of property and evidence stored by law enforcement agencies. Furthermore, to encourage law enforcement agencies to garner public trust by ensuring that property and evidence is available for court presentation, returned to its rightful owner, or otherwise disposed of in a prompt, efficient, and legal manner.

## Mission

Our mission is to promote excellence in property and evidence management to ensure the integrity of the criminal justice system.

## Vision

Advancing the scope of knowledge and enhancing professionalism within the field of property and evidence management.

## Highly Targeted Advertising

As the acknowledged resources for locating property room supplies, equipment, and certified training classes, your advertising will reach a highly targeted demographic of professionals who purchase products.



## Evidence Log - Quarterly Magazine Ad Rates

IAPE publishes a quarterly digital magazine called Evidence Log.

If you are looking to expand your reach to property and evidence professionals, consider advertising in IAPE's Evidence Log magazine.

The Evidence Log is the only internationally published property room magazine on the market.

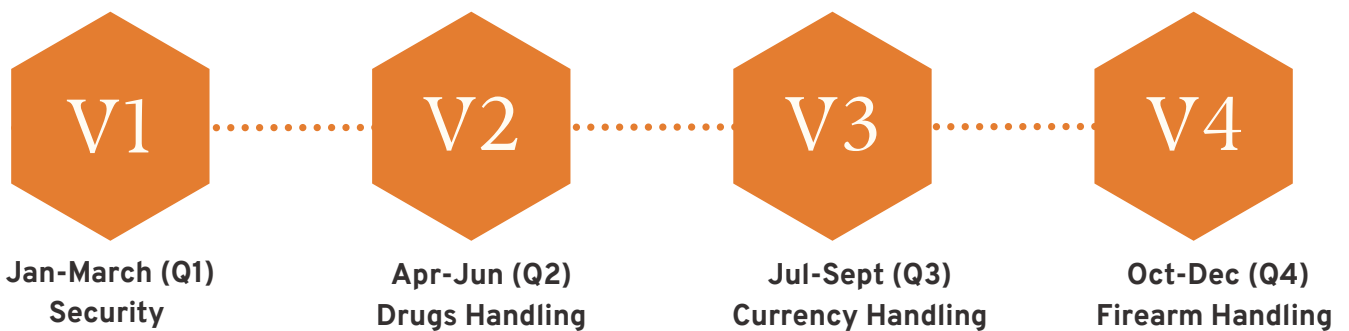
**Distributed to  
5,100 Members**

Including pass-along readership, it is seen by nearly 19,000 qualified professionals. 41% open rate and 19% click rate.

Your ad will not only be seen by a large audience, but will also be featured along side valuable and informative content that further educates and trains property and evidence personnel.

Location	Size (Width x Height)	Cost (1x single issue)	Cost (4x consecutive)
Inside Cover(s)	7x10'	\$1,700	\$1,500 ea.
Full Page	7x10"	\$1,000	\$875 ea.
½ Horizontal	7x4.625"	\$700	\$600 ea.

## Deadlines



45 Days Prior to Desired Quarterly Evidence Log Submit:

1. Ad Reservations
2. Submit Editorial
3. Ad Materials
4. Editorial Topics

## Training Class eFlyers

IAPE targets specific demographics and sends flyers to inform its members and subscribers about upcoming training classes in their area. Each class is advertised numerous times within its region through the year via email. Each class eFlyer is emailed a minimum of three times to a typical audience of 2,500 property room professionals. With about 30 classes each year, this gives you a potential for 300,000 impressions throughout the year.

## Training Class eFlyers Rates

**\$4,000/yr**

**Banner 400 x 125 px**

**\$2,000/yr**

**Sidebar 160 x 160 px**

## Monthly eNewsletter

The monthly eNewslettter, Ask IAPE, is an excellent way to keep your brand in front of a wide and highly engaged audience.

**22,000 Recipients**

The monthly eNewsletter Ask IAPE reaches over 22,000 individuals every month, with an average open rate of 41% and a click rate of 16%.

## Monthly eNewsletter Rates

**\$4,000/yr**

**\$400/mo**

**Banner 400 x 125 px**

**\$2,000/yr**

**\$200/mo**

**Sidebar 160 x 160 px**

## Website

Are you looking for a one-stop shop for all your property and evidence management needs?

Look no further than the IAPE website! Our website hosts a wide range of resources including Guides & Manuals, DNA Resources, Evidence Headlines, and more. With an average of 22,000 unique visitors every month and up to 30,000 total visits every month, the IAPE website is the ultimate resource for property and evidence management.

## Website Rates

**Standard Option: \$2000/yr**

- A simplified listing in the sponsor category and advertising index page
- Includes: Company Logo, Phone Number, Link to your Website

**Premium Listing: \$4000/yr**

- Enhance your presence with a detailed listing on the home page and other pages, along with a customizable profile page.
- The Listing Includes: Company Logo, Link to your Website, Personalized Profile Page, Video Ad or Promo, Up to 600 word Description, Up to 4 images in Description on the homepage and on other pages, with a customizable profile page.

## In-Person Class Lunchtime Presentation

Looking to connect with potential customers in a unique setting?

Join us for our lunch time presentations at our live training classes! This is your chance to showcase your products and services while also providing valuable insights and education to our attendees. Don't miss out on this excellent opportunity to engage with a captive audience during our training sessions. In order to participate in the lunchtime presentation you must be a current advertiser.

**Over 30 classes yearly**

**Attended by approximately 1,800 people each year.**

**Price:** \$395 for a single class or contact us for a multi-class package.

## Advertising Spotlight Campaign

Feature your business in our Advertiser Spotlight Campaign and showcase it to a highly engaged audience of 20,000+ contacts.

By participating, you can boost your online presence, reach new customers, and drive traffic to your website through links. We will send out a spotlight email dedicated to your company and product.

You can provide content such as videos, contact forms, and links to direct potential customers to your website. The campaign will also be shared across our social media accounts, including the IAPE Facebook Community page and LinkedIn, offering unlimited exposure.

**Price:** \$1000 per Campaign and links directing potential customers directly to your website.



By advertising with IAPE, the largest property & evidence association in the world, you will not only be promoting your products or services but also supporting the professional growth of this important industry.

Don't miss out on this unique opportunity to reach a growing and engaged community of property and evidence professionals.

For inquiries, contact us.

Website

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