



**INTERNATIONAL ASSOCIATION OF  
LAW ENFORCEMENT FIREARMS INSTRUCTORS, INC.®**

25 COUNTRY CLUB ROAD • SUITE 707 • GILFORD, NH 03249 • TEL (603) 524-8787 • FAX (603) 524- 8856  
www.ialefi.com

## Corporate Sponsor Program Benefits

- Lowest rates for advertising in *THE FIREARMS INSTRUCTOR*, the official IALEFI® Journal. Published quarterly and distributed to every member world wide.
- Listing of your company in every issue of *THE FIREARMS INSTRUCTOR* Magazine.
- Listing of your company on our Internet Web Site (www.ialefi.com) with links to your web site.
- Discounted exhibit space at the IALEFI® Annual Training Conference & Exposition.
- Discounted exhibit space at IALEFI® Regional Training Conferences held around the world.

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Should you have any questions about:

- The IALEFI® Corporate Sponsor Program
- Participating in the IALEFI® Annual Training Conference
- Participating in any IALEFI® Regional Training Conferences
- The IALEFI® Member Directory

Or if you would like to Advertise in *THE FIREARMS INSTRUCTOR* Magazine

### Contact:

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**25 Country Club Road Suite 707**  
**Gilford, NH 03249**  
**Phone: 603-524-8787**  
**Fax: 603-524-8856**  
**E-MAIL [kimb@ialefi.com](mailto:kimb@ialefi.com)**

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# IALEFI® CORPORATE SPONSOR APPLICATION

Our firm wishes to ensure that law enforcement personnel receive the best possible training from qualified instructors Enclosed is our \$550.00 contribution in support of the activities of IALEFI®, and in payment of our annual IALEFI® Sponsorship Dues.

Please type or write your firm's name and information exactly how you want it to appear in *THE FIREARMS INSTRUCTOR* Magazine, and the *IALEFI® Web Site*.

Date \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Internet Address or E-mail \_\_\_\_\_

Type of business, products, services \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please complete this application, and together with your check in the amount of \$550.00 made payable to "IALEFI" send to:

## IALEFI®

25 Country Club Road

Suite 707

Gilford, NH 03249 USA

Phone (603) 524-8787 \* Fax (603) 524-8856

E-mail at [kimb@ialefi.com](mailto:kimb@ialefi.com)

# **IALEFI® SAFETY GUIDELINES FOR DISPLAYING VENDORS**

In order to make your participation at this IALEFI® Annual or Regional Training Conference as safe and productive as possible, please read and follow these safety guidelines.

Although most of our attendees are Active Members, (firearms instructors), some are Associate Members who may have less formal firearms training, or spouses of members, representatives of other Corporate Sponsors, etc. Accordingly, do not assume that all of the attendees visiting your display are necessarily expert (or safe) gun handlers.

## **DISPLAY AREA**

Unlike some trade shows at which the firearms on display are non-firing (deactivated) samples, most guns at IALEFI® conferences are capable of firing, and must be handled as such. Any dry firing or other gun handling at your display should be done in a safe direction only. IALEFI® will attempt to arrange the display area so as to provide adequate safe directions in which displayed guns can be handled and dry fired. If you do not have a safe direction in which guns you are displaying can be handled or dry fired, please tell an IALEFI® official and one will be arranged.

**UNDER NO CIRCUMSTANCES SHOULD ANY KIND OF FIREARM (LOADED OR UNLOADED) BE POINTED AT ANYONE FOR ANY REASON. THIS INCLUDES AIRGUNS, OR REALISTIC-LOOKING NON-FIRING FIREARM REPLICAS OR MODELS. IF IT EVEN RESEMBLES A FIREARM - PLEASE DON'T POINT IT AT ANYONE FOR ANY REASON. ANYONE VIOLATING THIS BASIC SAFETY RULE MAY BE ASKED TO LEAVE THE CONFERENCE.**

If your display involves non-firing training (simulator) weapons requiring special arrangements, please advise the IALEFI® official coordinating your display and we will make the necessary arrangements.

In order to reduce any chance of confusion or mistake, please do not have both live ammunition and firearms on your display table. If your display involves ammunition carriers, loading devices, etc. in which you plan to demonstrate, please provide clearly-identifiable inert dummy ammunition for this purpose.

No live ammunition should be loaded into magazines or firearms on the display floor for any reason, either by vendors or attendees. Be aware that many of our attendees or vendors may be carrying loaded firearms. These weapons should not be drawn in the display area for any reason. Everyone will be told that violating this safety rule may result in their being asked to leave the conference. Please help us ensure this rule is followed by reporting any violations to an IALEFI® official.

## **LIVE FIRE DEMONSTRATIONS**

Both you and the attendees should keep firearms pointed safely down range at all times. Ear protection, wrap around eye protection, and a baseball cap are required of all persons on the range **including vendors**. If you do not have this safety equipment, ask any IALEFI® official. Safety officers will be assigned to help maintain safety during any demonstrations.

Alcohol and firearms do not mix. **PLEASE DON'T BRING ANY ALCOHOL TO THE RANGE FOR ANY REASON**. Anyone who has been drinking will not be allowed on the range. Anyone with alcohol on their breath will be asked to leave the range immediately. Vendors should contact an IALEFI® official of any violations.

If you have any questions, please contact Michial Dunlap or any member of the Board of Directors.

Live demonstrations are fun and informative. They can enhance your product and can boost your sales. Please help us keep them safe. Thank you for the support you have shown IALEFI®.

# THE FIREARMS INSTRUCTOR

The Official Publication of The International Association of  
Law Enforcement Firearms Instructors, Inc. ©

## ADVERTISING RATES CARD 2006 Effective January 1, 2006

**READERSHIP** – *THE FIREARMS INSTRUCTOR* is published quarterly for the benefit of members of the International Association of Law Enforcement Firearms Instructors, Inc.® (IALEFI®). Members are professional firearms instructors in federal, state, and local law enforcement, corrections, security, and the armed forces. Firearms instructors initiate most of the firearms and support equipment purchased within their department. This magazine will expose your product to this target audience.

**EDITORIAL SCOPE** – The editorial focus of *THE FIREARMS INSTRUCTOR* is news and educational information about new and innovative training methods and techniques; legal issues; firearms and firearms training safety; weapons, ammunition, accessories; training equipment and supplies; firearms range practices and equipment; the use of force; and other techniques and equipment related to both firearms training and the duty use of firearms by law enforcement, security, and military personnel.

**CIRCULATION** – Membership in IALEFI® has increased dramatically in the past 2 years, with a circulation of approximately 7,000 issues sent around the world. By virtue of their position in law enforcement agencies, IALEFI® members are key decision makers in the acquisition of firearms, ammunition, accessories, and training products.

ADVERTISING RATES					ADVERTISING SPECIFICATIONS		
Page Size	SPONSOR		NON SPONSOR			WIDTH	DEPTH
	B&W	Color	B&W	Color			
Full Page	\$ 935.00	\$1535.00	\$1235.00	\$1835.00	Full Page	7"	10"
2/3 Page	\$ 785.00	\$1135.00	\$1085.00	\$1435.00	Two-Thirds Page Vertical	4-5/8"	10"
1/2 Page Island	\$ 730.00	\$1080.00	\$1030.00	\$1350.00	One-Half Page Island	4-5/8"	7-1/2"
1/2 Page	\$ 690.00	\$1040.00	\$ 990.00	\$1340.00	One-Half Page Vertical	3-1/4"	10"
1/3 Page	\$ 495.00	\$ 845.00	\$ 795.00	\$1145.00	One-Half Page Horizontal	7"	4-5/8"
1/4 Page	\$ 420.00	\$ 770.00	\$ 720.00	\$1070.00	One-Third Page Vertical	2-1/4"	10"
1/6 Page	\$ 345.00	\$ 695.00	\$ 645.00	\$ 995.00	One-Third Page Square	4-5/8"	4-5/8"
Cover 2	\$1215.00	\$1815.00	\$1515.00	\$2115.00	One-Quarter Page	3-1/4"	4-5/8"
Cover 3	\$1145.00	\$1745.00	\$1445.00	\$2045.00	One-Sixth Page Vertical	2-1/2"	4-5/8"
Cover 4	\$1290.00	\$1890.00	\$1590.00	\$2390.00	One-Sixth Page Horizontal	4-5/8	2-1/4"
Inserts	\$1425.00	\$2025.00	\$1725.00	\$2325.00	Two Page Spread	15"	10"
Standard 15% commission to recognizable agencies. Higher discounts are available for multiple insertion order contracts.					<b>GENERAL MECHANICAL SPECIFICATIONS</b>		
					Publication Trim Size	8-3/8" X 10-7/8"	
					Ad Page Size	7" x 10"	
					Column Widths	2 Col: 3-1/2	3 Col: 2-1/4

Composite screened film negatives, composite screened positive prints, and digital disks are acceptable. Film and disks should be accompanied by a composite proof. Negatives must be right-reading emulsion side down. Bleeds are acceptable. Ad rates do not include mechanical charges which will be billed at the rate of \$75.00 per hour.

**SPACE RESERVATION & MATERIAL CLOSING DATES** – *THE FIREARMS INSTRUCTOR* is published four times a year. Deadlines for space reservation and material are: February 1, May 1, August 1, and November 1.

TO ADVERTISE OR TO RECEIVE MORE INFORMATION, CONTACT:

### *THE FIREARMS INSTRUCTOR*

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