



Reach Professional Law Enforcement
Firearms Instructors Worldwide

CORPORATE SPONSOR KIT



Visit ialefi.com/sponsors



IALEFI® OVERVIEW

IALEFI® was established in 1981 as a resource for professionals engaged in firearms training for law enforcement officers in the United States and around the world.

Today, IALEFI® is the leading non-profit association dedicated to professional development, improvement, operation, and conduct of law enforcement, military, security, and others firearms training programs throughout the world.

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CORPORATE SPONSORSHIP PROGRAM

IALEFI® offers a comprehensive sponsorship package to companies who seek exposure to IALEFI®'s membership of international law enforcement military, security, and others firearms training professionals. Annual dues are \$550, and includes the following perks:

- Digital Ads
- Renewing IALEFI® Corporate Sponsors receive a complimentary 1/3 – page color ad in our Digital Formatted Magazine
- Receive a 10% discount on advertising rates in the following publications:
 - Digital Magazine
 - IALEFI® ATC Show Guide
 - IALEFI® Newsletter
- 1 Standard booth at the IALEFI® Annual Training Conference for \$600 (non-member cost \$750)
- Sponsors Adds through IALEFI® direct to its members.
- Use IALEFI® Sponsorship & logo in advertising.

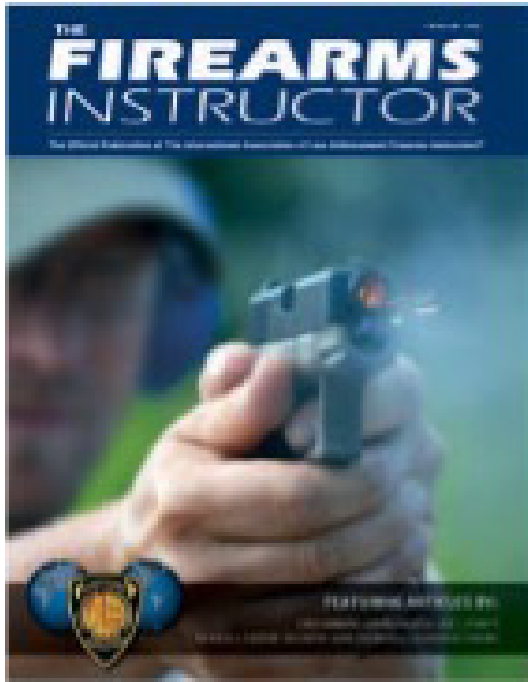
Non Corporate Advertising is Also Offered in Back of this Publication

The IALEFI® Corporate Sponsor Program application is available at www.ialefi.com





THE FIREARMS INSTRUCTOR

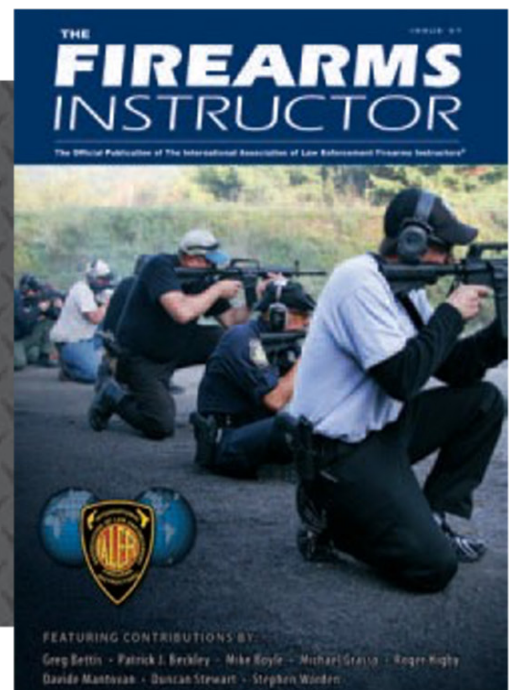


Recent events have increased the demand for professional, sound, and cutting-edge training and tactics for firearms instructors regardless of the industry. The IALEFI publications are read by members engaged in Firearms Training in all 50 states, as well as countries across the globe – including Canada, Australia, China, Taiwan, Italy, Germany, Sweden, Norway, and the Netherlands.

Our members receive this publication with their paid membership and can access current and past editions through our website as part of their membership benefits. Our members are engaged in firearms training throughout United States and abroad.

IALEFI members report through ATC and training events feedback, surveys and critiques that they read and review products they see in each issue as well as saving for references in developing their Firearms Training Programs. IALEFI Instructors often use the very products advertised in our publication while training their students.

Your company's message in
The Firearms Instructor
demonstrates your support
of law enforcement firearm
training and your commitment
to Industry for Safety and
Training .







FIREARMS INSTRUCTOR

| | Order Ad Space | Materials Due | |
|------------------|----------------|---------------|------------|
| Winter / January | November 1 | November 10 | January 25 |
| Spring / April | February 1 | February 10 | April 30 |
| Summer / July | May 1 | May 10 | July 30 |
| Fall / October | August 1 | August 10 | October 30 |

| Ad Size | Single Ad | | 2 Ads | | 3-4 Ads | |
|--------------------------------------|--------------|------------------------|--------------|------------------------|--------------|------------------------|
| | REGULAR RATE | CORPORATE SPONSOR RATE | REGULAR RATE | CORPORATE SPONSOR RATE | REGULAR RATE | CORPORATE SPONSOR RATE |
| 2-page spread | \$1750 | \$1575 | \$1550 | \$1395 | \$1250 | \$1125 |
| full-page | \$1000 | \$900 | \$850 | \$765 | \$750 | \$675 |
| 2/3-page vertical | \$750 | \$675 | \$650 | \$585 | \$550 | \$495 |
| 1/2-page island | \$650 | \$585 | \$550 | \$495 | \$450 | \$405 |
| 1/2-page (horizontal or vertical) | \$600 | \$540 | \$500 | \$450 | \$400 | \$360 |
| 1/3-page (horizontal or vertical) | \$400 | \$360 | \$325 | \$290 | \$250 | \$225 |
| 1/4-page | \$300 | \$270 | \$250 | \$225 | \$200 | \$180 |
| | \$200 | \$180 | \$175 | \$115 | \$150 | \$135 |
| 1/8-page | \$150 | \$135 | \$125 | \$110 | \$100 | \$90 |
| 1/12-page | \$75 | \$65 | \$65 | \$55 | \$55 | \$50 |
| page 1 - full-page | \$1250 | \$1125 | \$1100 | \$990 | \$1000 | \$900 |
| cover 2 - full-page | \$1450 | \$1300 | \$1300 | \$1170 | \$1250 | \$1125 |
| cover 3 - full-page | \$1250 | \$1125 | \$1100 | \$990 | \$1000 | \$900 |
| cover 4 - full-page | \$1700 | \$1530 | \$1550 | \$1395 | \$1400 | \$1260 |

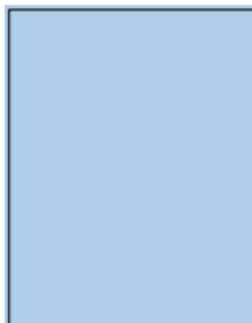
The Firearms Instructor Insertion Order Form is available at www.ialefi.com.



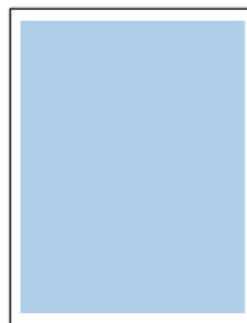
AD SPECIFICATIONS - THE FIREARMS INSTRUCTOR



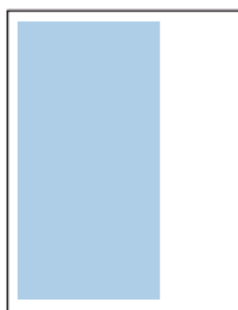
2 Page Spread Bleed (center spread subject to availability)
17.25" w x 11.25" h



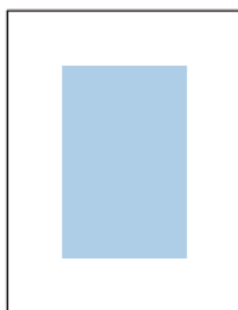
Full Page Bleed
8.75" w x 11.25" h



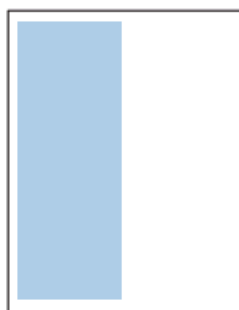
Full Page
7.75" w x 10.125" h



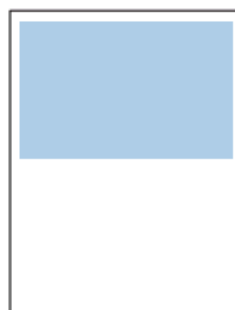
2/3 Page
5.125" w x 10.125" h



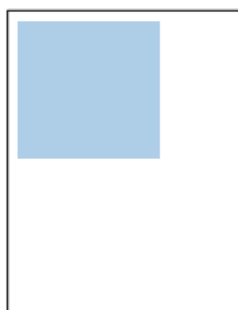
1/2 Page Island
4.5" w x 7" h



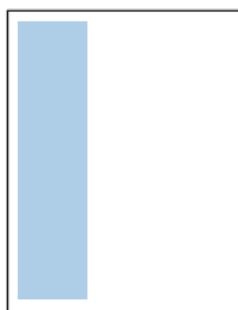
1/2 Page Vertical
3.75" w x 10.125" h



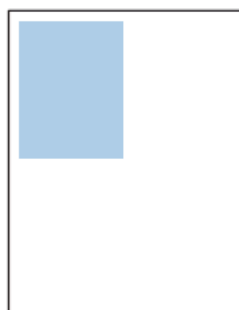
1/2 Page Horizontal
7.75" w x 5" h



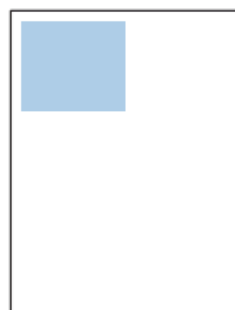
1/3 Page
5.125" w x 5" h



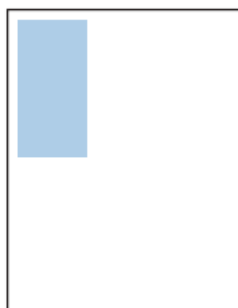
1/3 Page Vertical
2.5" w x 10.125" h



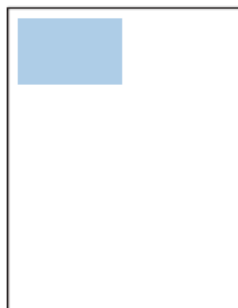
1/4 Page
3.75" w x 5" h



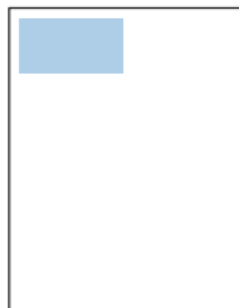
1/6 Page
3.75" w x 3.25" h



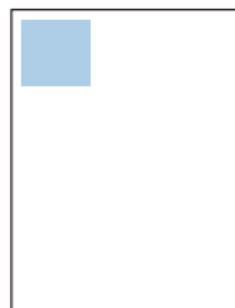
1/6 Page Vertical
2.5" w x 5" h



1/8 Page
3.75" w x 2.375" h



1/10 Page
3.75" w x 2" h



1/12 Page
2.5" w x 2.375" h



ADVERTISING TERMS AND CONDITIONS

Thank you for choosing to advertise with IALEFI®. By placing an advertisement with IALEFI®, you are bound by the following terms and conditions.

1. Accompanying all ad submissions with physical proof or printout is recommended. Without a hard copy, IALEFI® cannot be held responsible for the outcome of the ad. This includes any artwork that is e-mailed to IALEFI®.
2. New advertisers must prepay for the first ad — no exceptions.
3. No cancellations can be accepted after the materials deadline date.
4. All advertising charges are due from contract signee 30 days from invoice date (net 30).
5. All advertising invoices “Past Due” will be subject to a 1.5% interest fee.
6. No new advertising will be accepted if an advertiser has an outstanding balance over 45 days.
7. The ad tear-sheet and complimentary admission to the member website. Some Materials contained are sensitive.
8. IALEFI® reserves the right to reject any advertising deemed unacceptable. New advertisers will provide company information to IALEFI® before ad space is reserved.
9. Materials submitted to IALEFI® for publication become the property of the IALEFI® and will not be returned. IALEFI® does not offer commission on any advertisement due to our nonprofit status. All rates are net.

AD SUBMISSION

E-mail artwork: ads@ialefi.com. We can accept files up to 10 MB. The Firearms Instructor Insertion Order Form is available at www.ialefi.com.

MAIL ARTWORK & PROOFS

IALEFI® Advertising
25 Country Club Rd., Unit 707
Gilford, NH 03249

DIGITAL REQUIREMENTS

We ONLY accept digital ads in PDF format, created with the following programs: QuarkXPress, InDesign, Illustrator and Photoshop. All graphics/images should be converted to CMYK and saved at 300dpi. Be sure to flatten all artwork and save text to outlines. Embed all fonts and images when creating PDF files. PDF files must be created in Adobe Acrobat Distiller, PDF 5 [v1.4].

DESIGN SERVICES

IALEFI® can design your ad or insert for a charge of \$300 per hour. For more information, e-mail ads@ialefi.com.

ADDITIONAL CHARGES

A minimum fee of \$100 will be charged for any artwork received that requires alterations. You will be notified before any alterations are made.

COMMISSION

We do not offer commission on any advertisement. All rates are net.

QUESTIONS?

Advertising: Linda Davis
ads@ialefi.com
603-524-8787



E-NEWSLETTER ADVERTISING

IALEFI® e-Newsletters are published throughout the year and e-mailed to our members and other Agencies, companies, and other contacts. Newsletters are published and distributed announcing important events or recognizing unique accomplishments. IALEFI® offers four advertising spots in the e-Newsletter. Available rates and sizes are as follows [width x height]:



Top Banner, 600px by 75px

\$350 per edition (\$315 for Corporate Sponsors)

Bottom Banner 600px by 75px

\$250 per edition (\$225 for Corporate Sponsors)

Small Side Banner 215px by 100px

\$200 per edition (\$180 for Corporate Sponsors)

Large Side Banner 215px by 240px

\$300 per edition (\$270 for Corporate Sponsors)
Purchase ads for multiple editions and receive an additional 10% discount.

| Order Ad Space | Ad Materials Due | Publish Date |
|----------------|------------------|--------------|
| January 5 | January 10 | January 15 |
| February 5 | February 10 | February 15 |
| March 5 | March 10 | March 15 |
| April 5 | April 10 | April 15 |
| June 5 | June 10 | June 15 |
| July 5 | July 10 | July 15 |
| August 5 | August 10 | August 15 |
| October 5 | October 10 | October 15 |
| November 5 | November 10 | November 15 |
| December 5 | December 10 | December 15 |

The e-Newsletter insertion order form can be found at www.ialefi.com. Please contact Linda Davis at ads@ialefi.com, or by calling 603-524-8787. This limited space will fill quickly.



IALEFI[®]

International Association of Law Enforcement Firearms Instructors

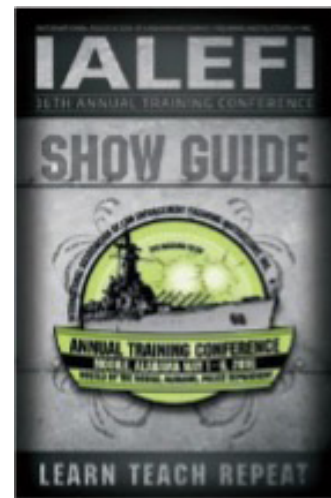




IALEFI® ANNUAL TRAINING CONFERENCE

IALEFI®'s Annual Training Conference (ATC) is attended by hundreds of law enforcement officers, military, security, and associate members. In addition to training sessions, the conference hosts a vendor trade show, live fire / demonstration vendor range day, and opportunities for vendors to provide training to conference attendees. Sponsors and vendors who attend the ATC have the added benefit of attending the week's training at no cost. The Annual Training Conference Show Guide, distributed to all ATC attendees, provides IALEFI® Corporate Sponsors additional advertisement opportunities.

ATC SHOW GUIDE RATES & DEADLINES

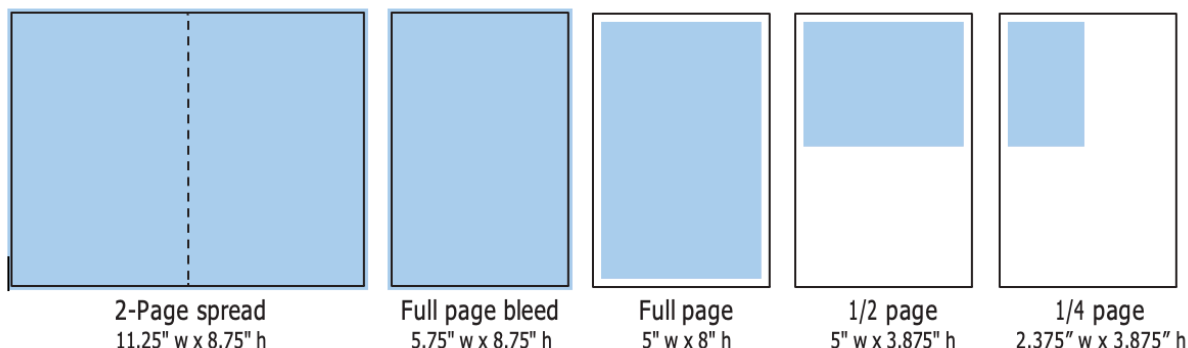


| Ad Size | Color Ad Only | |
|-----------------------|---------------|------------------------|
| | REGULAR RATE | CORPORATE SPONSOR RATE |
| 2-page spread | \$900 | \$810 |
| full-page | \$500 | \$450 |
| 1/2-page horizontal | \$350 | \$280 |
| 1/4-page | \$175 | \$155 |
| cover 2 - full-page | \$800 | \$720 |
| cover 3 - full-page | \$700 | \$630 |
| cover 4 - full-page | \$850 | \$765 |
| conference bag insert | \$300 | \$270 |

| Ad Space | Materials Due |
|---------------------------|---------------|
| March 1st | March 10th |
| Publish Date | |
| Distributed at Conference | |

SHOW GUIDE AD SPECIFICATIONS:

Please follow ad submission guidelines on page 9. The **ATC Show Guide Ad Insertion Order Form** can be found at www.ialefi.com.





ATC SPONSORSHIP OPPORTUNITIES

IALEFI® Corporate Sponsors have the opportunity to give additional support to the IALEFI® ATC. With each level comes an array of tools to enhance your company's exposure to ATC attendees and all IALEFI® members worldwide.

PLATINUM \$7,500

- Two complimentary booths at the IALEFI® ATC
- One complimentary full-page color ad
- One complimentary full-page color ad in the IALEFI® ATC Show Guide
- Six direct e-mails to members
- Four complimentary banner ads (215 x 100) in the IALEFI® e-Newsletter

GOLD \$5,000

- One complimentary standard booth at the IALEFI® ATC
- One complimentary half-page ad
- One complimentary half-page color ad in the IALEFI® ATC Show Guide
- Four direct e-mails to members
- One complimentary banner ad (215 x 100) in the IALEFI® e-Newsletter

SILVER \$3,500

- One discounted standard booth at the IALEFI® ATC (50% discount)
- One complimentary 1/3-page color ad
- One complimentary 1/4-page color ad in the IALEFI® ATC Show Guide
- Two direct e-mails to members

BRONZE \$2000

- One discounted standard booth at the IALEFI® ATC (25% discount)
- One complimentary 1/4-page color ad
- One complimentary 1/4-page color ad in the IALEFI® ATC Show Guide
- One direct e-mail to members

† Complimentary full page ads are ineligible for use on Page 1, Cover 2, Cover 3, or Cover 4.





CORPORATE SPONSORSHIP GUIDELINES

USE OF THE IALEFI® NAME LOGO

IALEFI® Corporate Sponsorship includes the right to include the IALEFI® name and sponsor level logo on advertising materials. The IALEFI® logo can only be used if your company is an IALEFI® Corporate Sponsor. Only the following quotes may be used by IALEFI® Corporate Sponsors:*

1. "Proud Sponsors of IALEFI®"
2. "Sponsors of IALEFI®"
3. "IALEFI® Sponsor"
4. "Supporter of IALEFI®"
5. "(Company Name) sponsors IALEFI®"

*The right to use any IALEFI® logos expires one year from the start date of the sponsorship agreement if not renewed.

USE OF QUOTES FROM THE FIREARMS INSTRUCTOR

All material printed in The Firearms Instructor is the property of IALEFI®. Quotes and phrases may be used with written consent of the Executive Director or prior to publication. Quotes must be used in their entirety. References to The Firearms Instructor must include the publication issue and year.

DISTRIBUTION OF IALEFI® MATERIALS

Participation in the IALEFI® Corporate Sponsorship Program requests that the sponsor distribute IALEFI® membership, conferences and other IALEFI® materials through the partner's active mailing list.

CONDITIONS OF THE CORPORATE SPONSOR PROGRAM

- Participation in the IALEFI® Corporate Sponsorship Program is at the absolute discretion of the IALEFI® management and board of directors, which reserve the right to decline participation to any applicant.
- The rights and benefits of sponsorship terminate one year from when the sponsor is accepted to the IALEFI® Corporate Sponsorship Program unless specifically extended, in writing, by the IALEFI®. Upon expiration, termination or non-renewal, all rights to use of IALEFI® marks or other indicia of sponsorship which arise out of the sponsorship program shall immediately terminate and the sponsor shall cease use of same immediately.
- IALEFI® reserves the right to discontinue manufacturer's participation in the Corporate Sponsorship Program and all rights appurtenant thereto, including all references to IALEFI® Sponsorship and marks, in the event that IALEFI® management and board of directors believe, in their ultimate discretion, that the continued relationship is not in the best interest of IALEFI®.

IALEFI® is a 501(c)3 charitable organization. We can provide a tax deduction receipt for sponsorship monies. Training organizations are not eligible for Corporate Sponsorship unless all guidelines listed on page 3 are met. The IALEFI® Corporate Sponsorship Program is renewed on an annual basis. The sponsor may utilize benefits, including the IALEFI® mark, only for the year in which the Corporate Sponsorship is applicable.



"GLOCK, Inc. is a long term partner of IALEFI®. We have found our relationship with the organization to be beneficial in demonstrating our commitment to firearm education and a valuable asset in maintaining our reputation within the global Law Enforcement community. IALEFI® not only is instrumental in leading the way in exceptional firearm instructor development but also provides GLOCK with a vital connection between our product and our end user."

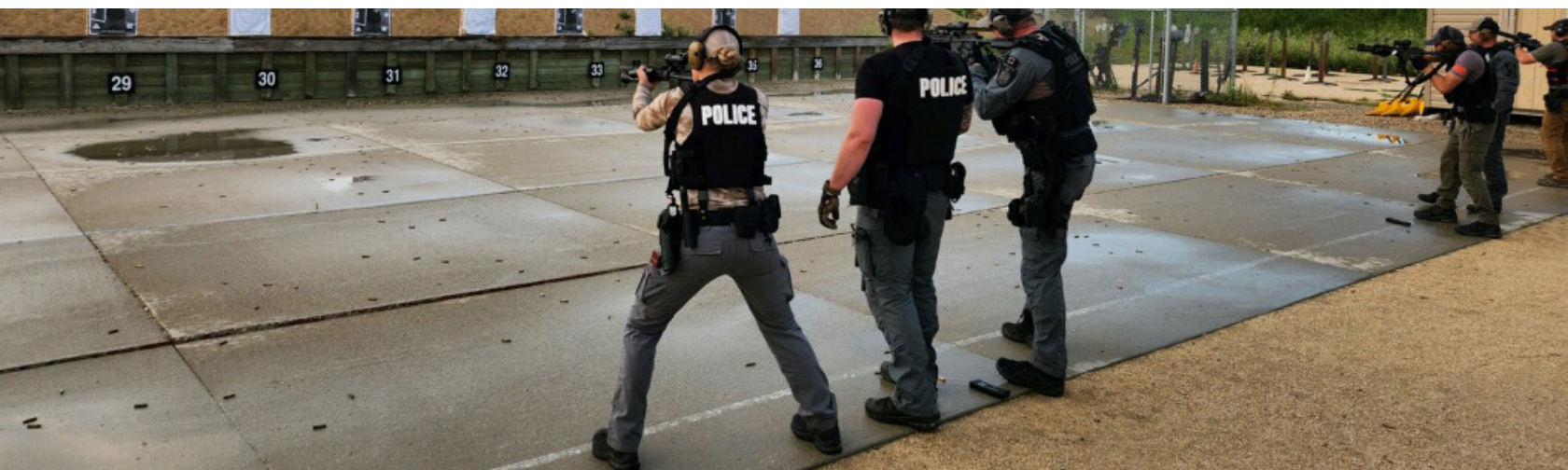
- Josh Dorsey
Vice President, Glock, Inc.

"Being a Corporate Partner of IALEFI® has always been a smart decision for us. Year after year, the ATC has been a success. Where else can you find that many 'decision makers' in one place?"

-Steve Jenkins
Vista Outdoor

"TSSI has had a long standing commitment to professional and innovative training, as well as equipment that enhances the survivability of those who protect and defend our freedoms. Because of the professionalism and dedication of IALEFI® to these same principles, there has never been a doubt that we have been a Corporate Partner since 1998."

- Bill Strang, President/CEO
Tactical & Survival Specialties, Inc.





**International Association of
Law Enforcement Firearms Instructors[®], Inc.**

25 Country Club Road, Gilford, NH 03249

Tel: 603-524-8787 • ialefi.com/sponsors