

Advertising Opportunities in
PlateEnforcer™
2007-08 Edition



Each year, hundreds of new license plate designs appear on North American highways. Law enforcement officers face an impossible challenge to quickly identify plates and to distinguish legitimate plates from counterfeits and those that are no longer valid.

PlateEnforcer™ resolves this increasingly complex landscape. Each copy examines in detail all current license plates in use throughout North America, illustrating each variety in full color. This 300+ page resource, furnished free to law enforcement, also provides other valuable information that officers can quickly use to identify temporary tags, validation decals, and much more.

Now, you have the opportunity to target your product or service to approximately 800,000 federal, state, provincial, county, and local law enforcement officers across North America via the 2007-08 edition of PlateEnforcer™. This edition will be distributed free to all law enforcement agencies in North America in March 2007— one copy for every patrol vehicle— and will remain in use through February 2009, giving your message a full two years of visibility. Free copies will also be furnished to all government agencies responsible for motor vehicle licensing.

PlateEnforcer's™ unique, geographically-organized structure lets you associate your message with the jurisdictions of your choice. Each copy will include sections on all states, provinces, territories, and possessions of the United States and Canada, and will also include a section on Mexico. PlateEnforcer™ is organized alphabetically by state, province, etc. with two advertising pages available adjacent to each jurisdiction.

Production Schedule

Ad space reservation available with payment..... available now
Final ad submission/payment deadlineDecember 31, 2007
Press date March 15, 2008
Distribution date..... March 22, 2008

Complete License Plate and Validation Decal Illustrations from Across North America

- All U. S. states, territories, possessions and the District of Columbia
- All provinces and territories of Canada
- Mexico
- Federal government, military, consular, and diplomatic
- Indian tribal governments

Help us, help law enforcement!

Your advertising support will help bring a much-needed resource to law enforcement officers across North America, while simultaneously targeting your message to a unique, professional demographic group.

Positions by Section

	HALF PAGE	FULL PAGE
Placement adjacent to the state/province of your choice*	\$ 6,250	\$ 10,000
*Florida, Illinois, Michigan, Ohio, Ontario, or Pennsylvania	7,820	12,500
*California, New York, or Texas	9,380	15,000

Premium Positions

Covers will be printed on heavy stock with UV-protective coating for durability.

	FULL PAGE
Page 2, 3, or 4 (between cover 2 and table of contents)	\$ 20,000
Page 1 (facing cover 2)	25,000
Cover 2 or 3	35,000
Last page (facing cover 3)	35,000
Cover 4	50,000
Gatefold: Cover 2, 2A, 2B (3 pages total)	†125,000
Gatefold: Cover 3, 3A, 3B (3 pages total)	†125,000
Full Size Gatefold Insert- Bind In (4 pages total)	†125,000

Multi-Page Discount

Buy two or more full individual pages and take a 10% discount.

(†Discount does not apply to gatefolds above unless an additional full page is purchased.)

Technical

Dimensions. Full page 6" x 10.5", half page 6" x 5.25"

Advertiser-supplied Inserts, tip-ons, etc. Contact us for information

Preferred materials. Digital ads only (see below) with accompanying proofs.

Electronic submission of ads. Preferred formats are PDF, EPS, JPG, BMP, or CDR; 300 dpi or higher. Please embed/include any non-standard fonts. Files can be accepted via CD-ROM, email, or FTP. (Contact us for FTP instructions.)

Printing. Web offset, four-color CMYK process, perfect-bound and trimmed.

Please contact John Northup at john@plateinfo.org with any questions regarding submission of ad materials. Materials can be emailed to john@plateinfo.org or sent to:

License Plate Information Center
108 East Main Street
Milan, MI 48160-1250

