



Public Safety Communications 2011 Buyer's Guide Order Form

Act now to ensure your company is listed in the *Public Safety Communications 2011 Buyer's Guide* in print and online! Use this form to submit your **BASIC COMPANY LISTING**, choose **PRODUCT/SERVICE CATEGORIES**, and purchase and submit **PRINT and/or ONLINE LISTING UPGRADE OPTIONS**.



AUTHORIZATION

Please authorize your submission of a listing in the *Public Safety Communications 2011 Buyer's Guide*. This will serve as a binding contract for insertions. See Elsevier Terms & Conditions on Apco.com

CONTACT INFORMATION

First _____ Last _____

Title _____

Company _____

Telephone number _____

Email address _____

INSTRUCTIONS

Please follow these steps to make sure your listing appears correctly in the *Public Safety Communications 2011 Buyer's Guide*:

1. Complete the section for a BASIC Company Listing.
2. Choose your PRINT Company Listing Upgrade Options
3. Choose your ONLINE Company Listing Upgrade Options
4. Upload your PRINT and/or ONLINE Company Listing Upgrade Options
5. Note FINAL DEADLINE to return your form is August 18, 2010

SECTION 1: BASIC COMPANY LISTING

Your *Public Safety Communications 2011 Buyer's Guide* FREE Basic Company Listing includes (print only):

1. Company Name
2. Address
3. City, State, Zip, Country
4. Telephone
5. Fax
6. Email Address (print only)
7. Website URL (print only)
8. Up to 3 Categories

Company name or acronym _____

Under which alphanumeric character should your company be listed? (e.g; "A" or "5") _____

Street Address _____

Address Line 2 _____

City _____ State/Province/Region _____

Postal/Zip Code _____ Country _____

Telephone number _____ Fax number _____

E-mail address (this will appear FREE in print or as an online UPGRADE) _____

Web site address (this will appear FREE in print or as an online UPGRADE) _____

Product/Service Category 1 (See page 6)

Choose the Product/Service categories in which your Company Listing will appear in the *Public Safety Communications 2011 Buyer's Guide*

Product/Service Category 2 (See page 6)

Choose the Product/Service category in which your Company Listing will appear in the *Public Safety Communications 2011 Buyer's Guide*.

Product/Service Category 3 (See page 6)

Choose the Product/Service category in which your Company Listing will appear in the *Public Safety Communications 2011 Buyer's Guide*.

Are you a display print advertiser in the Public Safety Communications October 2010 issue?

YES! I'm a 1/4 page or larger display print advertiser in the *Public Safety Communications October 2010* issue.

No, but I'm interested in advertising, advertising upgrades, or purchasing special listing options!

SECTION 2: PRINT LISTING UPGRADE OPTIONS

Public Safety Communications 2011 Buyer's Guide PRINT Listing Upgrade Options:

1. Basic Company Listing (as provided in previous section)
2. Bold Company Listing
3. Additional Product/Service Categories
4. Bold Category Listings
5. Logo
6. Product Photo
7. Company or Product/Service Description#

To make this process as easy as possible, Public Safety Communications has created these convenient Buyer's Guide Bundles, or you can choose from the a la carte selections listed further below.

Advertisers Save! Display advertisers 1/4-page or larger in the Public Safety Communications October 2010 issue only (skip to Section 4 to upload Logo and Description).

- \$350 Advertiser Combo Package: Includes Basic Listing plus Bold Company Listing, 3 Bold Category Listings, Logo, and Description. (a \$675 value)

Non-Advertisers Save Too! (skip to Section 4 to upload Logo and Description).

- \$500 Non-Advertiser Combo Package: Includes Basic Listing plus Bold Company Listing, 3 Bold Category Listings, Logo, and Description. (a \$675 value)

BOLD Your Print Company Listing.

- \$100 Add Bolding to Print Company Listing

ADD Category to Print Listings for additional exposure (choose additional categories in Section 4).

- \$50 Additional Print Category 4
- \$50 Additional Print Category 5
- \$50 Additional Print Category 6

BOLD Your Print Category Listings to stand out.

- \$50 Add Bolding to Print Category 1
- \$50 Add Bolding to Print Category 2
- \$50 Add Bolding to Print Category 3
- \$50 Add Bolding to Print Category 4
- \$50 Add Bolding to Print Category 5
- \$50 Add Bolding to Print Category 6

Add Your Logo (4-Color) to your Print Company Listing (upload Logo in Section 4).

- \$200 Add Logo to Print Company Listing

Add a Product Photo (4-Color) to your Print Company Listing (upload Product Photo in Section 4).

- \$300 Add Product Photo to Print Company Listing

Add a 65-word Description to Your Print Company Listing (upload Description in Section 4).

- \$225 Add 65-word to Print Company Listing

SECTION 3: ONLINE LISTING UPGRADE OPTIONS

Public Safety Communications 2011 Buyer's Guide ONLINE Listing Upgrade Options:

1. Basic Company Listing (as provided in Section 1)
2. Boldface
3. Hyperlinked URL & Email
4. Logo
5. Company or Product/Service Description
6. Additional Product/Service Categories
7. Product Photo

To make this process as easy as possible, Public Safety Communications has created a convenient Buyer's Guide Bundle, or you can choose from the a la carte selections listed further below.

Public Safety Communications Online Package (skip to Section 4 to upload Logo and Product Photo).

- \$700 Online Combo Package: Includes Basic Listing plus Hyperlinks, Logo and Product Photo. (a \$850 value)

ADD Company Listing Online

- \$100 Includes Basic Listing Online plus 3 Categories.

ADD Hyperlinks to Online Company Listing

- \$400 URL and eMail in Online Company Listing

ADD Your Logo to Online Company Listing (skip to Section 4 to upload Logo)

- \$150 Logo in Online Company Listing

ADD Product Photo to Online Company Listing (skip to Section 4 to upload Photo)

- \$200 Product Photo to Online Company Listing

BOLD Your Listing in Online Company Listing

- \$100 Bold Online Company Listing

ADD Category Listings for additional exposure online (choose additional categories in Section 4).

- \$50 Additional Online Category 4
- \$50 Additional Online Category 5
- \$50 Additional Online Category 6

BOLD Your Online Category Listings to stand out.

- \$50 Add Bolding to Online Category 1
- \$50 Add Bolding to Online Category 2
- \$50 Add Bolding to Online Category 3
- \$50 Add Bolding to Online Category 4
- \$50 Add Bolding to Online Category 5
- \$50 Add Bolding to Online Category 6

Add a 65-word Description to Your Online Company Listing (skip to Section 4 to upload Description).

- \$225 Add 65-word to Online Company Listing

SECTION 4: PAYMENT

All orders must be paid for prior to posting. Make checks Payable to Elsevier Public Safety.

Send payment and materials by mail or alternate courier to:

Elsevier Public Safety • Attn: *Public Safety Communications 2011 Buyer's Guide* • 525 B Street, Suite 1900 • San Diego, CA 92101-4495
For payment and materials questions contact Liz Coyle at 619/699-6551 Fax: 619/699-6722

All materials must be presented with a full copy of this completed form.

Incomplete submissions cannot be published. Faxed logos and product photos are not reproducible.

PAY BY CREDIT CARD Check One: MasterCard VISA American Express

Credit Card No. _____ Exp. Date _____

Name on Card _____

Signature _____

Please fill out all pages of the form, and submit it with payment.

- 1 **Antennas**
- 2 Base Stations
- 3 Mobile Antennas
- 4 **Associations, Organizations & Government Agencies**
- 5 **Broadband/High-Speed Wireless Systems**
- 6 **Commercial Systems & Equipment**
- 7 Mobile/Cellular Phones
- 8 **Computers**
- 9 **Consulting & Services**
- 10 Computer
- 11 Construction Services
- 12 Engineering
- 13 Facility Design
- 14 Financial
- 15 Frequency Coordination
- 16 Language Interpretation Services/Systems
- 17 Legal
- 18 License Management
- 19 Licensing
- 20 Priority Calling Services
- 21 Repair
- 22 Staffing
- 23 System Design
- 24 **Data Systems & Equipment**
- 25 AVL/GPS
- 26 Biometric Equipment
- 27 Commercial Services
- 28 Fax
- 29 GIS/Mapping
- 30 MDTs
- 31 Paging/Messaging Equipment
- 32 Servers
- 33 Software
- 34 **Dispatch Systems & Equipment**
- 35 ANI/ALI
- 36 Audio
- 37 Automatic Call Distributors
- 38 CAD
- 39 E9-1-1 Systems & Location Equipment
- 40 Furniture/Consoles
- 41 Headsets
- 42 HVAC Control Systems
- 43 Lighting
- 44 NG9-1-1/VoIP
- 45 TDD/TTY
- 46 Telephone
- 47 Time Stamp/Synchronization
- 48 Voice Logging/Recorders
- 49 **Microwave Systems & Equipment**
- 50 **Networking Systems & Products**
- 51 **Power Systems & Equipment**
- 52 Analyzers/Conditioners
- 53 Batteries
- 54 Chargers
- 55 Generators
- 56 Solar/Wind Power Equipment
- 57 Surge Protectors
- 58 Uninterruptible Power Supplies
- 59 **Publications**
- 60 **Radio Systems & Equipment**
- 61 Accessories
- 62 Base Stations/Repeaters
- 63 Conventional/Trunked
- 64 Encryption
- 65 Mobiles/Portables
- 66 P25
- 67 Software Defined
- 68 VoIP/RoIP
- 69 **Satellite Services & Subscriber Equipment**
- 70 **Signaling Systems & Equipment**
- 71 **Software & Applications**
- 72 Encryption
- 73 GIS/Mapping
- 74 Records Management Systems
- 75 Staffing & Scheduling
- 76 **Tools & Test Equipment**
- 77 **Tower Systems & Equipment**
- 78 Amplifiers
- 79 Buildings/Shelters
- 80 Cable
- 81 Combiners
- 82 Connectors
- 83 Duplexers
- 84 Filters
- 85 In-Building
- 86 Lighting
- 87 Lightning Protection Equipment
- 88 Switches
- 89 Towers, Fixed/Mobile
- 90 **Training**
- 91 **Uniforms, Badges, Accessories**
- 92 **Vehicles, Systems & Equipment**
- 93 Light Bars
- 94 MDTs
- 95 PDAs
- 96 Sirens
- 97 UAVs
- 98 Vehicles
- 99 **Video**