



DEDICATED TO LAW
ENFORCEMENT &
PROBATION



PARTNERSHIP OPPORTUNITIES



DISPLAY
ADVERTISING



EMAIL
CAMPAIGNS



ADVERTORIAL



SOCIAL MEDIA

DISPLAY ADVERTISING OPTIONS

WE OFFER A RANGE OF DISPLAY ADS ACROSS ALL OUR SITES



SKYSCRAPER



SPECS 120 x 600px

LEADERBOARD & FOOTER BANNER



SPECS - 468 x 60PX

MPU



SPECS - 300 x 250PX

MPU HALF



SPECS - 300 x 100PX

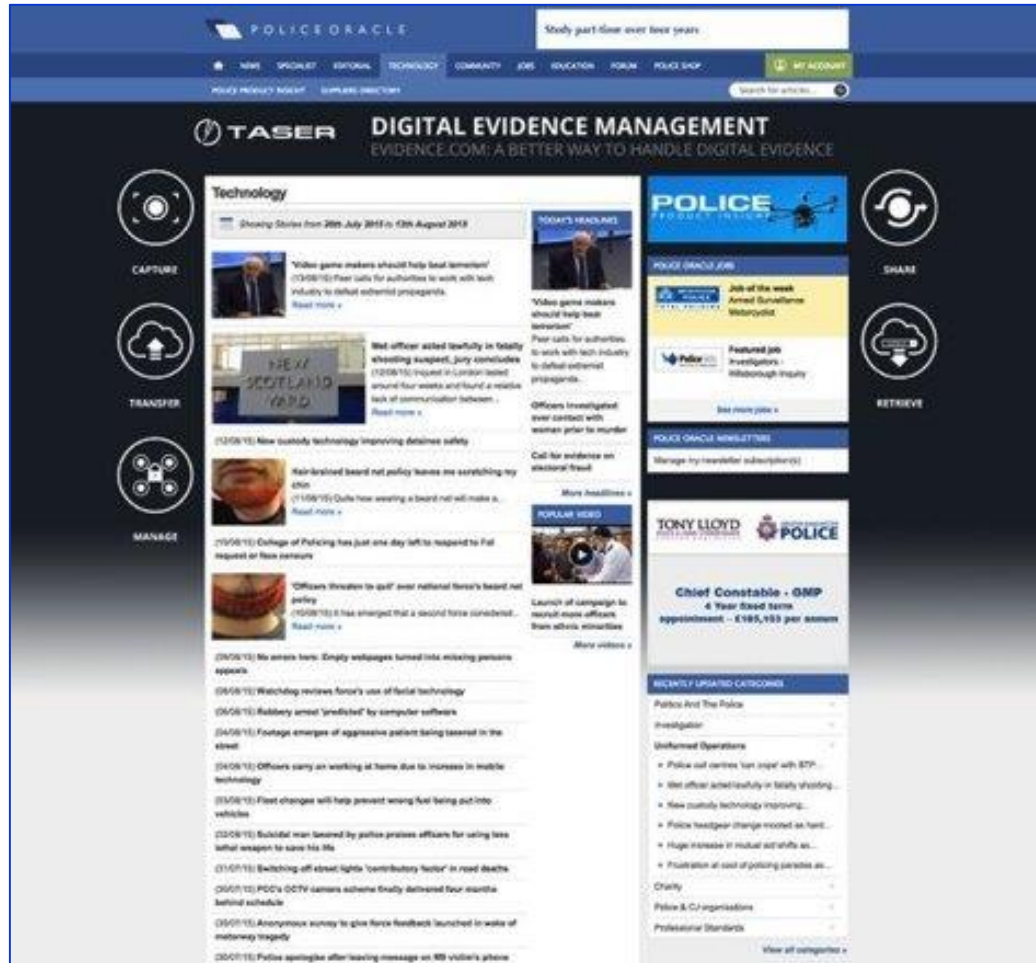
BANNER POSITION

Unlike static banners, our websites can have your banner follow readers around the site whilst they browse articles and content.

We also offer the opportunity to have banners and links appear on specific pages or topics on the site.

WEBSITE DOMINATION

AN OPPORTUNITY TO AMPLIFY BRAND AWARENESS & ENGAGEMENT



SITE TAKEOVER

A site takeover gives you the option to have your brand creative wrap around the main body of site content. This creates an unparalleled brand impact and increases brand recall amongst our readers.

CREATE DYNAMIC ADS

Any of our banner slots can be converted to play MP4 video files, all we would need is the raw file and the size can be adjusted accordingly.

ADVERTORIAL

BECOME PART OF THE IMPORTANT CONVERSATIONS



HEADLINES Judge throws out action by woman who had clothes changed at station - She was...

Advertorial: How Cellebrite Frontliner simplifies digital data collection at the crime scene

By Yohai West - Senior Product Marketing Manager at Cellebrite.



AND ALSO...
25

Judge throws out action by woman who had clothes changed at station
She was described as being "covered in vomit" by officers and taken to a Liverpool police station.

Date - 24th August 2020
By - Yohai West

Few people could have imagined the impact that the current crisis has had on law enforcement.

Lockdowns have led to an increase in domestic violence, hi cybercrimes. Solutions that allow victims to confidentially share...

HEADLINES Gender could become characteristic protected by hate crime laws - Moagony could...

Advertorial: Investigating County Lines

Richard Nelson, a director at Chorus Intelligence, explains how the company is being used to combat county lines.



AND ALSO...
HATE

Gender could become characteristic protected by hate crime laws
Moagony could become an offence under reformatted laws on hate crime, the Law Commission has said.

IOIPC to focus on discrimination and custody 'near misses'

South Wales chief leaves force to join the Met as assistant commissioner

Latest headlines

FEATURES



Breaking down barriers: The Gypsy Roma Traveller Police Association

Date - 20th June 2019
By - Richard Nelson

Those of you that are familiar with Chorus software will know of its capabilities to cleanse and analyse masses of disparate data to help fight crime.

The launch of our 'Investigator' product last year has given front line officers and investigators a self-service tool to quickly get answers from data when time is tight or Analysts aren't available. Police Oracle covered the product launch [here](#).

A CONTENT DRIVEN CAMPAIGN

Our advertorial content sits alongside all other news stories on the Police Oracle homepage, and it is labelled "Advertorial" to our notify readers.

You can submit your own article, or our journalists can work with you to create suitable content to help align your product & services with the interests of our audience.

EMAIL CAMPAIGNS

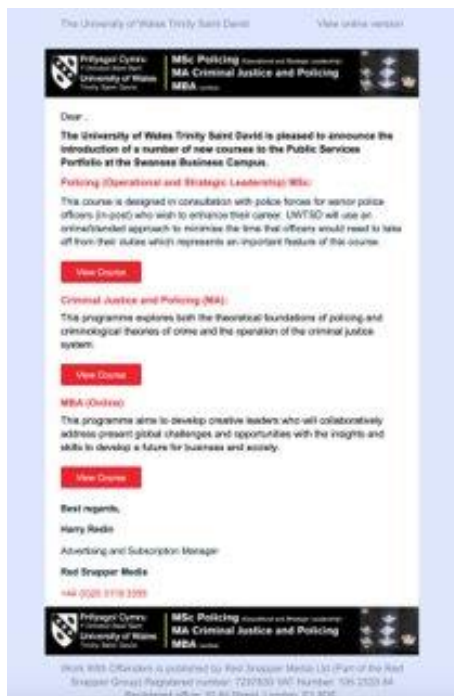
ENGAGE WITH OUR AUDIENCE DIRECTLY THROUGH THEIR INBOX



29,800
DAILY EMAIL



61,000
WEEKLY EMAIL



A VARIETY OF OPPORTUNITIES

Daily & Weekly Emails - Feature all Advertorial content.

Weekly Emails only - Opportunity to sponsor the email header.

Direct Mail

A targeted email campaign specifically for your brand product & services.

Target Audience

Law Enforcement Professionals - 133,000+
Serving Officers - 7,500+





VALUE ADD SERVICES

DESIGN, CONTENT & SOCIAL AMPLIFICATION

DESIGN & CONTENT

Our in-house design and marketing team can develop artwork and content for your ad campaign, if required.

We can also resize or rebuild your existing creative as per our ad specs.

SOCIAL MEDIA

We have a robust and highly engaged community on our social platforms – Twitter & Facebook.

We can help amplify your brand campaign by creating strategic social posts to compliment your ad campaign.

BESPOKE SERVICES

Have something else in mind?

Our expert in house team of marketing and content creators can help create something bespoke to suit your brand campaign needs.

RATE CARD

ALL OPTIONS ARE BASED ON A 30-DAY CAMPAIGN.
Discount available for longer campaigns.

OPTION	SPECS	COST
LEADERBOARD	468 x 60px	£500
SKYSCRAPER	120 x 600px	£750
MPU	300 x 250px	£500
MPU – HALF	300 x 100px	£250
FOOTER	468 x 60px	£250
VIDEO BANNER	Any Size	£750
WEBSITE DOMINATION	-	£1500
STANDARD JOB AD (PO)	-	£500
FEATURE JOB AD (PO)	-	£700
STANDARD JOB AD (WWO)	-	£350

RATE CARD (CONT)

ALL OPTIONS ARE BASED ON A 30-DAY CAMPAIGN.

Discount available for longer campaigns.

OPTION	SPECS	COST
ADVERTORIAL	-	£1,500
TARGETED EMAIL CAMPAIGN	-	£1500
WEEKLY EMAIL DISPLAY AD	-	£250
SOCIAL MEDIA POSTS (Twitter & Facebook)	-	£350



Thank You



RED SNAPPER MEDIA



0203 119 3355



sales@rsg.ltd



www.redsnappermedia.co.uk