TABLET

Download on the App Store

ANDROID APP ON Google play

Be on the forefront
of the digital age with our apps

Our specially designed app is built to offer a vivid multimedia reading experience. The *LET* Tablet App ad dimensions are 1024 x 768 pixels (horizontal). Ads can be supplied or created to design requirements and include interactive rich media such as videos, audio, slideshows, etc.Our app is available for download through the Apple Store and Google Play.

LET Tablet Category Sponsor

– limited five per issue, premium positioning available!

- Exclusive Positioning, Full Page Category Sponsorship Ad (only five per Issue)—an excellent way to present your company as forward thinking and showcase your multimedia in this growing platform—creative assistance available at no charge!

Each sponsor receives:

- Indefinite shelf life for purchase of one sponsorship
- Sponsorship recognition on all Cygnus LE Group promotions driving traffic to the *LET* App
- E-Blast to 59,000+ Officer.com opt-in subscribers – with Sponsorship Recognition!
- Print ads in *LEPN* and *LET* – with Sponsorship Recognition!
- Banners on Officer.com – with Sponsorship Recognition!
- Social media push through Facebook and Twitter

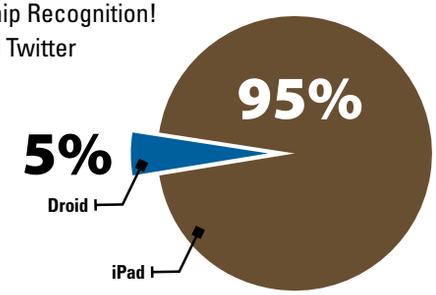
2014 Tablet Ad Rates

Sponsorship	**$2,000**
Advertiser ***(Full Page Interactive Ad)***	**$1,500**
Marketplace Tablet Ad ***(3 3/4" x 8") Static Ad with Click Thru URL***	**$700**

Tablet downloads**

as of July 31, 2013

***Publisher's own data*



2014 Tablet App Calendar

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Close Date	11/25/2013	12/30/2013	1/29/2014	2/28/2014	4/1/2014	4/30/2014	5/30/2014	7/1/2014	7/31/2014	8/29/2014	10/1/2014	10/28/2014
Materials Due	12/2/2013	1/6/2014	2/3/2014	3/5/2014	4/4/2014	5/5/2014	6/4/2014	7/7/2014	8/5/2014	9/4/2014	10/6/2014	10/31/2014
Tablet Emphasis	Tactical Tech and Gear; Special Weapons and Firearms	Policing Borders, Ports & Air; Communications & Mobile Data	Tech on Patrol; Mobile Apps; Training	Special Task Forces; Investigations & Cybercrime	Disaster Response & Prep; Command & Communications	Equipping the Officer; Firearms	Communications, Radio & Dispatch; Evidence & Forensics	Training &Officer Safety; Uniforms & Body Armor	Security & Surveillance; Hazmat and TEMS	Traffic Safety & Enforcement; Global Policing	LE apps; Ballistic Protection & Apparel	**2015 ANNUAL BUYER'S GUIDE**

Dates and topics are subject to change without notice.