



**WISCONSIN**  
Chiefs of Police Association

# 2018 ONLINE MEDIA KIT

**GAIN CRITICAL EXPOSURE TO OVER 700 WISCONSIN CHIEFS & OTHER HIGH RANKING OFFICERS!**

## WCPA NAVIGATION

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- ▶ Member Conference Registration
- ▶ Exhibitor Conference Registration
- ▶ Scenario Based Mental Health & De-escalation Training
- ▶ How to Document WPLF Training Conference Hours
- ▶ 2018 WPLF Mid-Winter Training Conference Hotel Details
- ▶ Wisconsin Law Enforcement Accreditation Group (WILEAG)
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- ▶ New Drivers License and ID's
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- ▶ WCPA Online Store
- ▶ Police Officer Support Team (P.O.S.T)
- ▶ Future WPLF Training Conference Dates & Locations
- ▶ WCPA Chiefs Mentoring Program
- ▶ American Military University (AMU) Tuition Reimbursement
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- ▶ Criminal Justice/Law Enforcement Training Service Providers
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- ▶ President Message
- ▶ Links
- ▶ Photo / Video Gallery
- ▶ Training Calendar



**Chief Christopher Domagalski**  
chrisopher.domagalski@cheboysga

Thank you for your interest in the Wisconsin Chiefs of Police Association and for taking the time to visit our website.

The Wisconsin Chiefs of Police Association exists to be a public voice on social and professional issues related to law enforcement. The Association represents more than 600 members from nearly 500 local Wisconsin communities. The Association strives to serve as a resource to its members, by supporting training on state-of-the-art concepts in policing and by providing representation for the general good of law enforcement at the local, state and federal levels. The Association serves as a legislative advocate for law enforcement and endeavors to provide open communication on matters of public concern so that law enforcement is represented in a manner that embodies the highest level of integrity and honesty and embraces the moral and ethical behavior that is consistent with the law enforcement code of ethics. [Read More](#)

## FEATURED



Exhibitor/ Supporters/Advertising Opps

## WCPA PREMIER SUPPORTERS/SPONSORS

## FEATURED SUPPORTER'S LINK



Every time you exit your vehicle, enter a building, knock on a door or engage with a citizen, you enter the unknown. You don't know who or what you

## Training Opportunities Calendar

[View Calendar](#)

## PHOTO / VIDEO GALLERY

[View Gallery](#)

## EXHIBITOR SECTION

[Company Profile Login](#)



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### *Company Logo/Link Homepage Examples:*

Your company's logo/graphic is added to the highly visible "PREMIER SUPPORTERS/SPONSORS" section of the website's homepage.

When your company's logo is clicked, the user is directed to your company's website.

#### WCPA PREMIER SUPPORTERS/SPONSORS



In 2017, over 17,000 users actively engaged with the WCPA's Website!



Google Analytics



### FEATURED



### *Company Electronic Banner on Homepage Example:*

Your company's electronic banner is added to the highly visible "FEATURED" section of the website's homepage.

When your electronic banner is clicked, the user is directed to your company's website.

To help ensure equal visibility, a different supporter/sponsor electronic banner is displayed each time the page is refreshed.

**To See These Online Supporter/Sponsor Opportunities in Action Visit:**

**[www.wichiefs.org](http://www.wichiefs.org)**





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*WCPA Sponsored EMAIL*



Chief,

You know the value of an educated mind when it comes to daily command challenges you and your personnel face. Safety, leadership, morale, public image and promotional opportunities...all advantages gained through experience AND education.

American Military University is an online learning community of likeminded adult professionals with established careers in law enforcement, emergency services, national security and intelligence. Our students understand the value of an educated mind in their profession. They strive to reach their personal education goals while supporting their families and protecting our citizens.

As a member of this community, we invite you to join them AND to urge your personnel to further their education, wherever it may be.

American Military University offers:

- Over 70 online degree programs
- Membership in the National Fraternal Order of Police University Program
- Books to all degree-seeking undergraduate students at no cost.
- Transfer credit awards for training academy and in-service training courses.

**Get Your Message Out Quickly & Directly a WCPA Membership Email Blast!**

## *WCPA Membership Email Blast*

A "WCPA Membership Email Blast" is a great way to announce a new product/service, a special limited time promotion, or upcoming event quickly and directly to Wisconsin Chiefs.

Send us the email body text/hyperlinks that you would like to embedded and file attachment up to 4 MB in size and we take care of the rest.

The provided email body text and attachment file is then emailed out to the entire WCPA membership.

**GOT QUESTIONS?:**

**Please refer to the attached FAQs page.**

**[www.wichiefs.org](http://www.wichiefs.org)**

## *"Industry Links" Example*

Your company's logo/graphic, name, website address, and up to a 1,200 character description is added to the website's "Industry Links" page.

When your company's logo or website address is clicked, the user is directed to your company's website. To further increase exposure, your company logo is also added to the rotational queue of the website's "FEATURED SUPPORTER'S LINK" section located on the homepage.



**Printek**

Lightweight, easy to use, carry or mount, and highly reliable are just some of the recognized features of PrintekMobile printers from Printek, Inc. With long battery life, simple loading and foolproof operation, PrintekMobile printers meet the needs of a variety of public safety applications including e-citations, crash reports, and parking citations. PrintekMobile printers offer Bluetooth®, Wi-Fi, cabled, Apple iOS and Android versions to provide for a quick and clutter free printing option. Various mounting options make a PrintekMobile printer the perfect for addition to an officer's vehicle.

<http://www.printek.com>

**FEATURED SUPPORTER'S LINK**



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## ORDER/INSERTION FORM

### COMPANY/CONTACT INFORMATION:

*(**\*\*\*** Denotes Required Field. Please type or print clearly!)*

**\*\*Company Name:** \_\_\_\_\_

**\*\*Contact First & Last Name:** \_\_\_\_\_

**\*\*Physical Address:** \_\_\_\_\_  
Street Address City State ZIP Code

**Toll Free Phone #:** \_\_\_\_\_ **\*\*Phone #:** \_\_\_\_\_ **\*\*Fax #:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**\*\*Contact Email Address:** \_\_\_\_\_  *Check here if your "Physical" is the SAME as your "Billing" Address*

**\*\*Billing Address:** \_\_\_\_\_  
Mailing Address City State ZIP Code

### ONLINE MEDIA KIT OPTION SELECTION

*(Check ALL that apply)*

Select Option	Description	Amount
<input type="checkbox"/>	Company Logo/Graphic Website Link with 1,200 Character Text Description Featured within WCPA Website's "INDUSTRY LINKS" Section for (1) Year**	\$100.00
<input type="checkbox"/>	WCPA Membership Email Blast with up to 4 MB File Attachment	\$500.00
<input type="checkbox"/>	Rotational Company Electronic Banner Featured within WCPA Website's Homepage "FEATURED" Section for (1) Year**	\$1,000.00
<input type="checkbox"/>	Company Logo/Graphic Featured within WCPA Website's Homepage "PREMIER SUPPORTER/SPONSOR" Section for (1) Year**	\$1,500.00

**\*\*NOTE:** When Company Logo/Graphic/Banner is clicked, user will be directed to supporter/sponsor's desired website (URL) address.

Select Option	Description	Amount
<input type="checkbox"/>	<b>WCPA PLATINUM PREMIER SUPPORTER/SPONSOR ONLINE MEDIA PACKAGE;</b> includes: <u>EVERYTHING</u> listed above (a \$3,100.00 value) at a substantial savings!	\$2,500.00

### REMITTANCE:

Please remit this completed Order/Insertion Form to Aaron Dexter via fax (414-276-1533) or mail to:

**WCPA Supporter/Advertising  
 c/o Enforcement Technology Group, Inc.  
 400 N. Broadway, 4<sup>th</sup> Flr.  
 Milwaukee, WI 53202**

**NOTE:** After the Order/Insertion Form has been received you will be contacted by an ETGI representative.



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**FAQs**

## **GAIN CRITICAL EXPOSURE TO OVER 700 WISCONSIN CHIEFS & OTHER HIGH RANKING OFFICERS!**

**Q: What are the acceptable artwork file size, dimensions, and types?**

**Company Rotating Web Banner:**

**Maximum Artwork/Graphic File Size:** 8 MB  
**Maximum Dimensions:** 192 X 410 pixels  
**Acceptable File Types:** JPG, JPEG, PNG, or GIF

**Company Logo/Graphic on Homepage Premier Supporters/Sponsors Section:**

**Maximum Artwork/Graphic File Size:** 8 MB  
**Maximum Dimensions:** 140 X 110 pixels  
**Acceptable File Types:** JPG, JPEG, PNG, or GIF

**Company Logo/Graphic & Company Text Description for "Industry Links":**

**Maximum Company Logo/Graphic File Size:** 8 MB  
**Maximum Dimensions:** 800 X 600 pixels  
**Acceptable File Types:** JPG, JPEG, PNG, or GIF  
**Maximum Company "Industry Links" Text Description Character Count:** 1,200

**Membership Email Blast\*\*:**

**Maximum # of File Attachments:** 1  
**Maximum File Attachment Size:** 4 MB  
**Acceptable File Attachment Types:** JPG, GIF, PNG, PDF, TXT, XLS, PPT, or PUB  
**Maximum Email Body Text Character Count:** 50,000

**\*\*IMPORTANT NOTE:** The body of the WCPA Email Blast supports text or HTML. HTML needs to be provided in order to have images or be embedded into the body of the Email Blast.

**Q: How do I submit materials to be featured on the WCPA website?**

**A:** After you have submitted the "Order/Insertion Form," you will be contacted by an Enforcement Technology Group, Inc. (ETGI) representative. This representative will provide you all the information you need on providing materials (artwork, graphics, text, hyperlinks, etc...) based on your selected supporter/sponsor options. **NOTE: It is the responsibility of the supporter/sponsor to provide ETGI with the appropriate materials (artwork, graphics, text, hyperlinks, etc...).**

**Q: Why is the Company Electronic Banner featured within the WCPA website's homepage "FEATURED" section rotational?:**

**A:** The "FEATURED" section is reserved to display electronic banners. Since the space dedicated to the "FEATURED" can NOT be expanded upon, electronic banners featured in this area are displayed individually in a "rotational" manner. The "rotational" display helps to ensure equal visibility/exposure of all supporter/sponsor electronic banners as different banner is displayed each time the website page is refreshed/visited.

**Q: Can the materials be changed after they have been uploaded to the WCPA Website?:**

**A:** Online supporters/sponsors may elect to change materials uploaded to the WCPA for *NO* charge *TWICE* per year. Should an online supporter/sponsor need to change materials more than *TWICE* with a year, they will be assessed a \$50.00 maintenance fee for each additional request/change.

**Q: What are the payment terms and conditions?:**

**A:** After an "Order/Insertion Form" has been submitted, the WCPA will send an invoice to the online supporter/advertiser payable on NET 30 terms.

**Q: Who is the WCPA, how long have they been in existence, and how large is its membership base?:**

**A:** The Wisconsin Chief's of Police Association (WCPA) was founded 1907. Through its professionalism, legislative actions, and professional training programs, the WCPA has developed a strong voice for law enforcement. The WCPA remains committed to promoting high moral and ethical standards and continued improvement in the management of law enforcement in Wisconsin. The WCPA membership consists of approximately 600 police chiefs and other high ranking officers representing law enforcement agencies throughout Wisconsin.





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**Q: Who is Enforcement Technology Group, Inc. (ETGI)?**

**A:** Enforcement Technology Group, Inc. (ETGI) is a partner of the WCPA that provides the WCPA with website design, hosting, and other support.

**Q: Can WCPA Member Data (Names, Contact Information, etc..) be Purchased for Direct Marketing Campaigns?**

**A:** To help protect the integrity of our members, the WCPA does ***NOT*** offer member data for sale. However, the WCPA does currently offer a "WCPA Membership Email Blast." Also note that the WCPA is considering the possibility of offering a "Direct Mailing Campaign" as a supporter/sponsor option. The "Direct Mailing Campaign" being considered, would involve the ability for a company to provide materials that would in turn be mailed out to WCPA Members on behalf of the. Complete details regarding the "Direct Mailing Campaign" will be made available if/when the WCPA reaches a decision in regards to offering this option.

**If You Have Any Questions or Need Additional Information Regarding WCPA Online Supporter/Sponsor Opportunities, please contact:**

**Aaron Dexter**  
**Marketing Manager**  
**Enforcement Technology Group, Inc. (ETGI)**  
**Phone: 414-276-4471**  
**Email: [aaron@etgi.us](mailto:aaron@etgi.us)**

