

AMERICA'S LARGEST DIGITAL POLICE MAGAZINE



*THE*  
**BLUES**

2023 MEDIA KIT



...how it all began.



## “The Largest Digital Police Magazine in the U.S.”

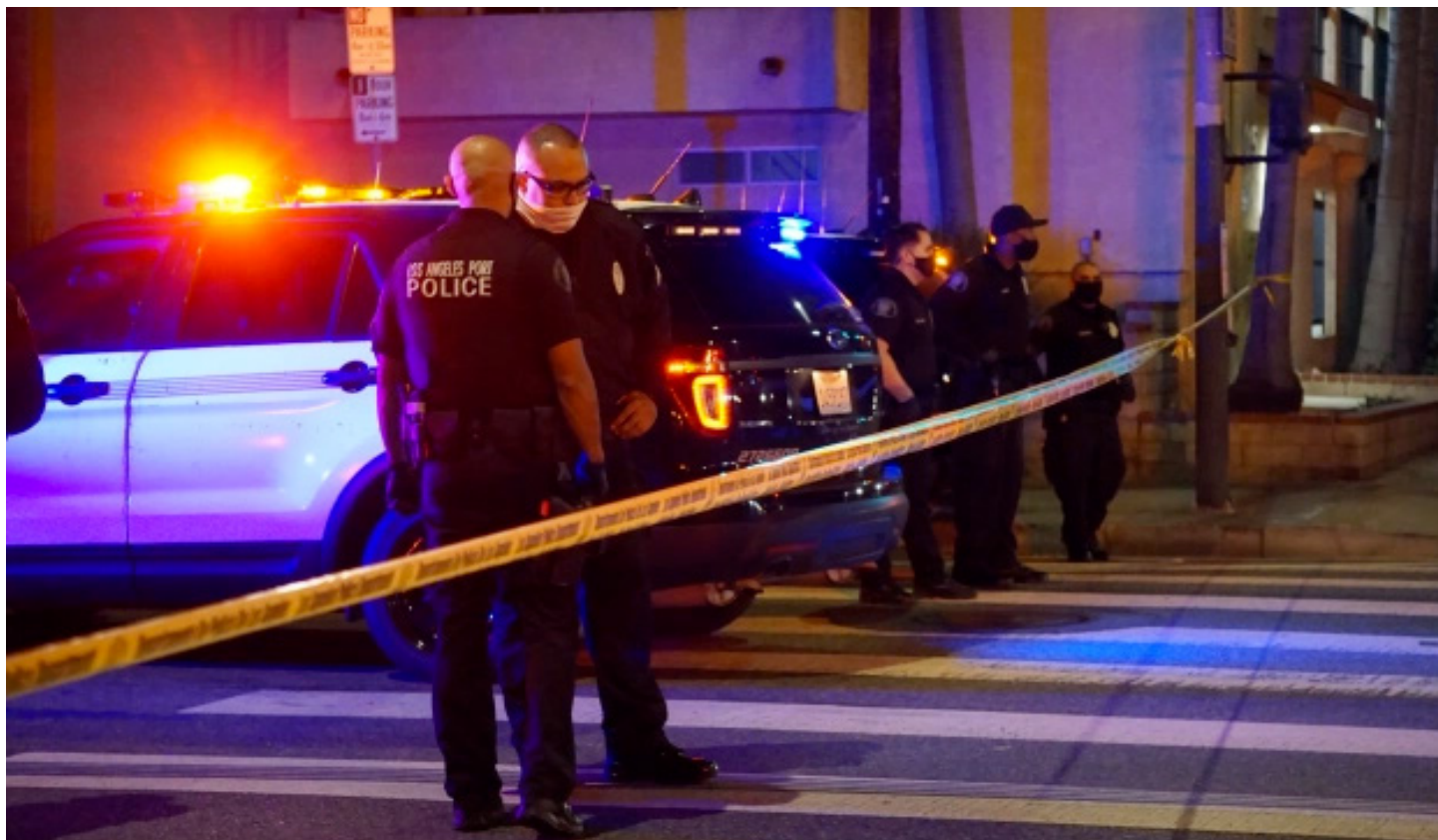
It began life as the COUNTY BLUES in 1984 and was founded by a young deputy with the Harris County Sheriff’s Office, Michael Barron. Barron’s vision for the publication was to provide a conduit for law enforcement officers across the state of Texas to share ideas and experiences. Now 38 years later, that same vision became the “largest digital police magazine in the US.”

In June of 2022, Barron announced The BLUES would become a true NATIONAL PUBLICATION by expanding the FREE CIRCULATION to every law enforcement agency in the US.

Barron says monthly readership in The BLUES has grown exponentially over the past two and half years with over 10,000 people a day clicking on-line to read the FREE Police Magazine.

In addition to readers finding the magazine on dozens of police social media sites, The BLUES is emailed directly to over 82,000 subscribers and police agencies including Police Chiefs, Constables, Sheriffs, City Marshals, as well as Federal Law Enforcement agencies across America.

In addition to the large readership, The BLUES has an average page count over 200, making it the largest digital police magazine in the U.S.





...our readers.

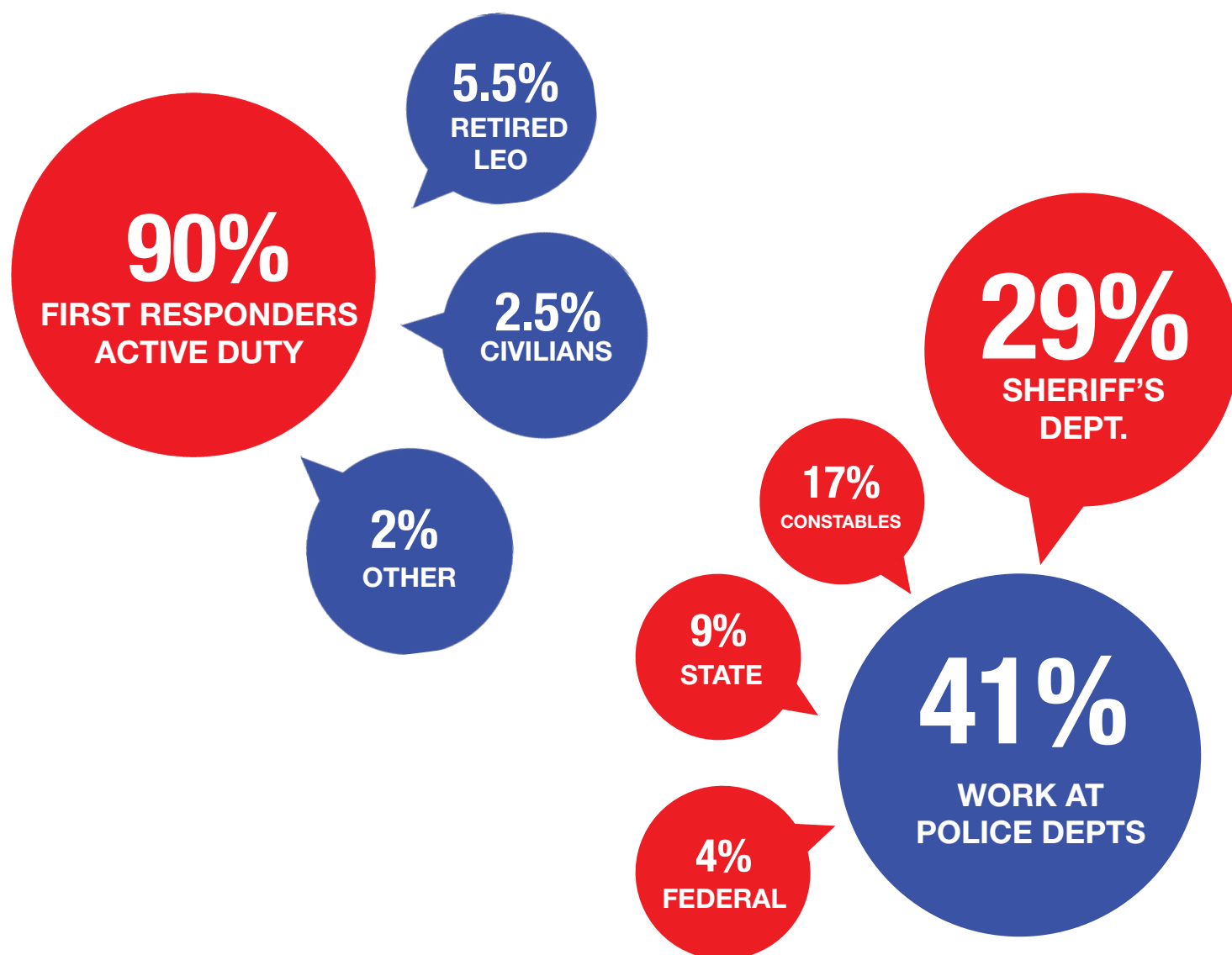
## Who Reads The BLUES?

In 2022, The BLUES will not only be read by first responders and rank in-file law enforcement personnel, but also emailed directly to police chiefs, sheriffs, constables, and heads of federal law enforcement agencies across the U.S. In addition, over 82,000 subscribers, receive direct links to each months issue, which are also posted on over 125 police oriented social media sites.

The demographics of our free subscribers reveal that over 60% are first responders, 30% are heads of law enforcement and the remaining 10% are retired law enforcement and families of first responders.

Of the 90% in active law enforcement, 41% work for police departments, 29% for sheriffs, 17% for constables, 9% are state troopers and game wardens, 4% are FBI, ATF Marshals and other departments.

The BLUES consistently reaches all levels of law enforcement throughout the U.S.



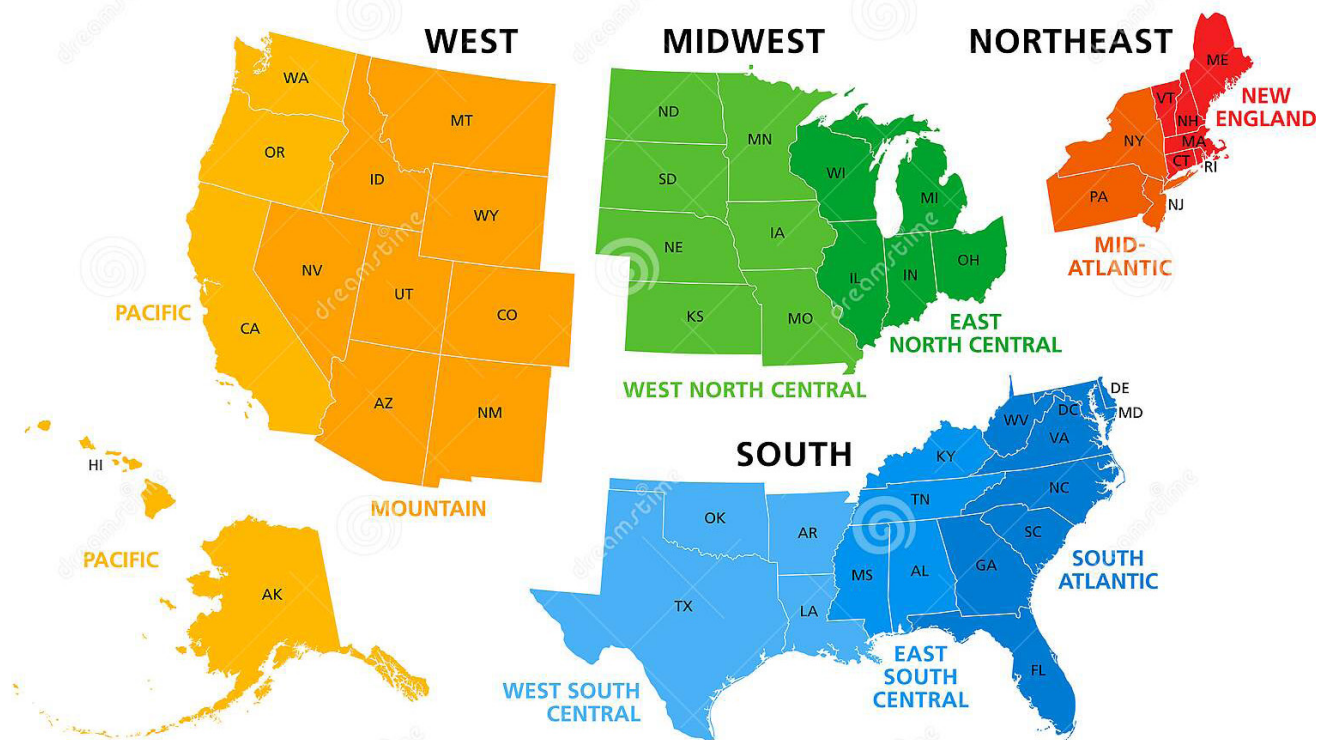
...U.S. circulation.



## Free Subscriptions

The BLUES has always offered a FREE subscription to law enforcement. In 2022, The BLUES continues to grow its subscription base, as well as expand and increase its daily readership by posting links to dozens of new social media sites. The following chart shows the average monthly circulation as of September 30, 2022 and the location of readers by their IP address.

# Circulation -330,477\*



Location of Readers by IP Address

<b>WEST</b>	<b>15%</b>
<b>MIDWEST</b>	<b>16%</b>
<b>NORTHEAST</b>	<b>19%</b>
<b>SOUTH</b>	<b>50%</b>

\* As of Nov. 1. 2022



Each month, dozens of law enforcement agencies across the State of Texas rely on The BLUES to bolster their recruiting efforts. Thousands of officers have landed their current positions after seeing a recruiting ad in our magazine. With over 200 open positions in each issue, you can't afford not to post an ad. And the cost is unbelievably inexpensive - only \$250 for twelve months. That's \$250 for the entire 12 months and you can change the ad each month if you like. Start filling those open positions today with a Full Page ad in The BLUES.

**NOW HIRING**

**BEYOND AMERICAN LAW ENFORCEMENT**

## LE Job positions

City of Sugar Land	<a href="#">Get info</a>	Police Chief	07/22/2022 - 5pm
Conroe Police Department	<a href="#">Get info</a>	Police Officer	07/09/2022 - 5pm
Westlake Hills Police Department	<a href="#">Get info</a>	Police Officer	07/31/2022 - 5pm
Bryan Police Department	<a href="#">Get info</a>	Police Officer	08/14/2022 - 5pm
Baytown Police Department	<a href="#">Get info</a>	Patrol Officer	08/02/2022 - 5pm
La Porte Police Dept.	<a href="#">Get info</a>	Lateral Police Officer	07/13/2022 - 5pm
Manvel Police Dept.	<a href="#">Get info</a>	Patrol Officer	07/11/2022 - 5pm
Forney ISD Police Dept.	<a href="#">Get info</a>	Police Officer	07/06/2022 - 5pm
Harris County Sheriff's Office	<a href="#">Get info</a>	Lateral Deputy	06/22/2022 - 5pm
Lindale Police Department	<a href="#">Get info</a>	Peace Officer	07/09/2022 - 5pm
Baytown Police Department	<a href="#">Get info</a>	Peace Officer	07/09/2022 - 5pm
Bryan Police Department	<a href="#">Get info</a>	Police Officer	07/14/2022 - 5pm
Hutto Police Department	<a href="#">Get info</a>	Police Officer	07/22/2022 - 5pm
Bedford Police Department	<a href="#">Get info</a>	Police Officer	07/05/2022 - 5pm
Lindale Police Department	<a href="#">Get info</a>	Police Officer	07/04/2022 - 5pm
Memorial Villages Police Department	<a href="#">Get info</a>	Police Officer	07/18/2022 - 5pm
Wylie Police Department	<a href="#">Get info</a>	Police Officer	07/18/2022 - 5pm
Texas City Police Department	<a href="#">Get info</a>	Police Officer	07/20/2022 - 5pm
Cuero Police Department	<a href="#">Get info</a>	Patrol Officer	07/30/2022 - 5pm
Harris County Sheriff's Office	<a href="#">Get info</a>	Lateral Deputy	07/22/2022 - 5pm

## JOIN OUR TEAM WALKER COUNTY SHERIFF'S DEPT

The Walker County Sheriff's Department is now accepting applications for the position of Patrol Deputy. We are a family based department that is dedicated to preserving the lives and property of the citizens of Walker County which is currently around 73,000 residents. As a Patrol Deputy within our department you will be patrolling over 800 square miles of small towns, national forest and East Texas countryside. Our county seat is the town of Huntsville, Texas which offers the comforts and amenities of larger city while still providing a small town atmosphere.

**Perks:**

- Starting Salary: \$55,160.00
- Retirement: Vested after 8 years in TCDRS. Every \$1 invested in retirement is matched 210%.
- Insurance provider: Blue Cross Blue Shield
- Equipment: Uniforms & Patrol Equipment Provided. Currently issuing Glock 22's and Colt S&W Rifles.
- Vehicles: Take home Chevy Tahoe • Schedule: 12 hour shifts, every other weekend off.
- Time Off: Paid Vacation / Holidays on a yearly basis. • Patrol Style: Proactive/Community Based Policing

Requirements: Must be TCOLE Certified; Must have a valid Texas Drivers License; Must pass a written & physical test; Must complete a rigorous Field Training Program in a timely manner.

APPLICATIONS CAN BE SUBMITTED ON THE WALKER COUNTY WEBSITE (WWW.CO.WALKER.TX.US) OR BY CONTACTING PATROL LT. JASON SULLIVAN (888) 458-2323

## MONTGOMERY COUNTY PCT 4 CONSTABLE'S OFFICE

# NOW HIRING

### Community Supported Law Enforcement

**EMPLOYMENT BENEFITS**

- Paid Vacation
- Sick Leave

**Salary - Step Pay Scaled Based on TCOLE Full-Time Years of Service**

Under 2 YRS - \$53,208.00	9 YRS - \$62,504.00
2 YRS - \$53,768.00	12 YRS - \$62,716.40
4 YRS - \$56,430.40	15 YRS - \$68,536.00
6 YRS - \$59,196.80	18 YRS - \$71,968.00

License Certification (up to \$3,599) and Longevity Pay  
Civil Service Protected

**Application Process:**

1. Pickup and complete applicant questionnaire in person or apply online.
2. Firearms qualification, fitness assessment, written exam & personality assessment scheduled.
3. Successfully passing candidates will receive personal history book.
4. Oral board.

**Qualifications:**

- Current TCOLE License - No Convictions (including deferred) CLASS A or Above - No DWI Convictions - No Family Violence Convictions

**Application Process:**

1. Pickup and complete applicant questionnaire in person or apply online.
2. Firearms qualification, fitness assessment, written exam & personality assessment scheduled.
3. Successfully passing candidates will receive personal history book.
4. Oral board.

**APPLY ONLINE: WWW.MCCO4.ORG/APPLY**

Constable Kenneth "Boady" Hayden - Pct. 4 Constable, Montgomery County, TX  
21130 Hwy 59 Ste. C New Caney, TX 77357  
www.mcco4.org 281.572.8166 @mcco4constablepct4

## CHART NEW HORIZONS WORK FOR THE CITY OF NASSAU BAY

### NASSAU BAY POLICE DEPARTMENT

**Health Insurance**  
Full Medical and Dental for Police Officer and 70% Paid Premiums for Qualified Dependents.

**TMRS Retirement**  
Participation in TMRS Pension Plan with 7% Contribution and 2-to-1 City Match.

**Paid Leave**  
Paid Vacation with 10 Holidays, 2 Floating Holidays, and 14 Sick Days per year.

**Additional Benefits**  
Department issued Uniforms and Equipment, plus paid Life Insurance 3x Annual Salary.

**\$52,600 STARTING SALARY**

**\$5,000 SIGNING BONUS**  
for qualified applicants

**APPLY NOW**  
nassaubay.com/jobs.aspx



...proven results.

The BLUES has always been a consistent marketing tool for advertisers both large and small. With its far-reaching circulation in the US, advertisers can target first responders in every area of law enforcement - Police, Sheriffs, Constables, DPS, Game Wardens, US Marshalls, FBI, ATF, School Resource Officers and of course 911 Communications Personnel. The BLUES is the answer on how to market your business to law enforcement throughout North America.

# STREAMLIGHT

## STINGER® 2020

- 2000 lumens
- Advanced ergonomic design
- Long-lasting rechargeable battery
- Multiple charging options
- IPX7 waterproof
- Limited lifetime warranty

**CENTRAL POLICE SUPPLY**  
The finest in law enforcement equipment since 1972

1410 Washington Ave. (713) 225-4392  
Houston, TX 77002 centralpolice.com

Customized Security Solutions

## Government & Law Enforcement

Keeping the peace and serving the public is a vital job for the health of a community. As your partner, we make technology your ally by providing you security solutions that are completely customized for your unique needs and budget.

**We offer TIPS State Contract and HGAC!**

**All-in-one solutions**

- VIDEO SURVEILLANCE
- ACCESS CONTROL
- BODY-WORN CAMERAS
- COVID-19 RESPONSE
- INTRUSION ALARM & MONITORING
- CLOUD-BASED SECURITY SYSTEMS
- JAIL CONTROL SYSTEMS
- LICENSE PLATE RECOGNITION
- ANALYTICS & AI
- MASS NOTIFICATION SYSTEMS
- CONSULTING & DESIGN
- LOCKSMITH & KEYS
- SYSTEM INTEGRATION
- AND MORE

**Digi knows law enforcement**

- Reduce city crime & enhance public safety
- Search hours of footage in seconds
- Resolve incidents more quickly
- Monitor large crowds with analytics
- Gather real data for informed decisions
- Integrate systems to better communicate
- Limit the number of hostile environments

**90%** of the violence was gone.

**digiss.com**

"Digi knows what they are doing. ... All of a sudden we noticed an immediate drop in citations from 300 to 30."

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**digiss.com**

**DIGI SECURITY SYSTEMS**

Experience the Digi Difference

Schedule your FREE Assessment, Demo & Quote

Call today! 1-888-970-3830  
email: contact@digiss.com

HELPMAN FAMILY OF DEALERSHIPS

**RIVEROAKS**

Call Alan Helfman Blake Helfman

4807 Kirby Dr • 713-524-3801  
RiverOaksChrysler.com

Jeep RAM

**HELPMAN**

7720 Katy Fwy @ Silber Rd Next to IKEA  
713-533-6100 • HelfmanDodge.com

Jeep RAM

**HELPMAN**

12220 Southwest Fwy  
281-240-3673 • HelfmanFord.com  
Call Alan Helfman or Blake Helfman  
Open Mon - Sat

**HELPMAN**

7720 Katy Fwy Next to IKEA  
HelfmanImports.com  
713-533-6100

**HELPMAN**

SALER • SERVICE • PARTS • REPAIRS  
Fiat • Alfa Romeo • Maserati

**HELPMAN**

SALER • SERVICE • PARTS • REPAIRS  
Fiat • Alfa Romeo • Maserati

**Sugar Land**  
11619 Southwest Fwy 281-530-3673  
Helfmanmaseratisugarland.com  
Open Mon - Sat

PROUD SUPPORTER OF TEXAS LAW ENFORCEMENT

GENERAL MOTORS FLEET  
SPECIAL VEHICLE MANUFACTURER

2023 CHEVROLET TAHOE ARE AVAILABLE THROUGH OUR BAILMENT PROGRAM

**CAP FLEET**

CONTACT US FOR DETAILS ON GET YOUR FLEET 2023 TAHOE PROMOTION ENDS 7/31/22

www.capfleet.com | sales@capfleet.com | 254-773-1959

**COP STOP**

SERVING EVERYDAY HEROES

**PROFORCE LAW ENFORCEMENT** Tel: 800-367-5855  
www.proforceonline.com

**Supplying Law Enforcement Equipment for the State of TEXAS!**

**Gear & accessories for law enforcement AGENCIES**

**CHECK OUT THESE GREAT MANUFACTURERS**

<p><b>NEW!</b> Smith &amp; Wesson</p> <p>LE M&amp;P 9 M2.0</p> <p>AGENCY ONLY</p> <p>CALLER: 9MM CAPACITY: 17+1 OPTIC: NIGHT SIGHTS BARREL LENGTH: 4.25"</p>	<p>AGENCY ONLY</p> <p><b>MCX SBR</b></p> <p>CALLER: 5.56 NATO CAPACITY: 20+1 SHOTS: 1000 BARREL LENGTH: 15.5" STOCK: TELE FOLD</p>	<p>SHADOW</p> <p><b>KR920 ELITE</b></p> <p>CALLER: 9MM CAPACITY: 17+1 SHOTS: NIGHT SIGHTS BARREL LENGTH: 4"</p>
<p>AGENCY ONLY</p> <p><b>LE M4 ENHANCED</b></p> <p>CALLER: 5.56 NATO CAPACITY: 30+1 SHOTS: NIGHT SIGHTS BARREL LENGTH: 15.5" STOCK: 85 BRASS BUTTSTOCK</p>	<p><b>SPRINGFIELD ARMORY</b></p> <p><b>SAINT VICTOR AR15</b></p> <p>CALLER: 5.56 NATO CAPACITY: 30+1 SHOTS: 1000 BARREL LENGTH: 16.1" STOCK: ADJUSTABLE</p>	<p><b>AIMPOINT</b></p> <p><b>NEW!</b> ACRO P-2</p> <p>20081 3.5 MOA DOT SIZE INCLUDES CRUISE BATTERY 50,000 HOURS (OVER 5 YEARS OF CONSTANT OPERATION)</p>

NOTE: TERRITORY RESTRICTIONS MAY APPLY. Visit our website today for up to date information, pricing and products!

**GHTS ALONE**

FLYING CROSS, BLACKHAWK, GALCO, TACT SQUAD, 5.11, PROPPER, SAFARI LAND, BUCKLE UP, U.S. MARSHALS SERVICE, TEXAS SHERIFFS ASSOCIATION, POLICE OFFICERS ASSOCIATION, AMERICAN FIREARMS ASSOCIATION, NATIONAL ASSOCIATION OF POLICE OFFICERS AND BATTALIONS, NATIONAL ASSOCIATION OF FIRE FIGHTERS, NATIONAL ASSOCIATION OF FIRE PROTECTIVE ASSOCIATIONS, NATIONAL ASSOCIATION OF FIRE PROTECTIVE ASSOCIATIONS, NATIONAL ASSOCIATION OF FIRE PROTECTIVE ASSOCIATIONS

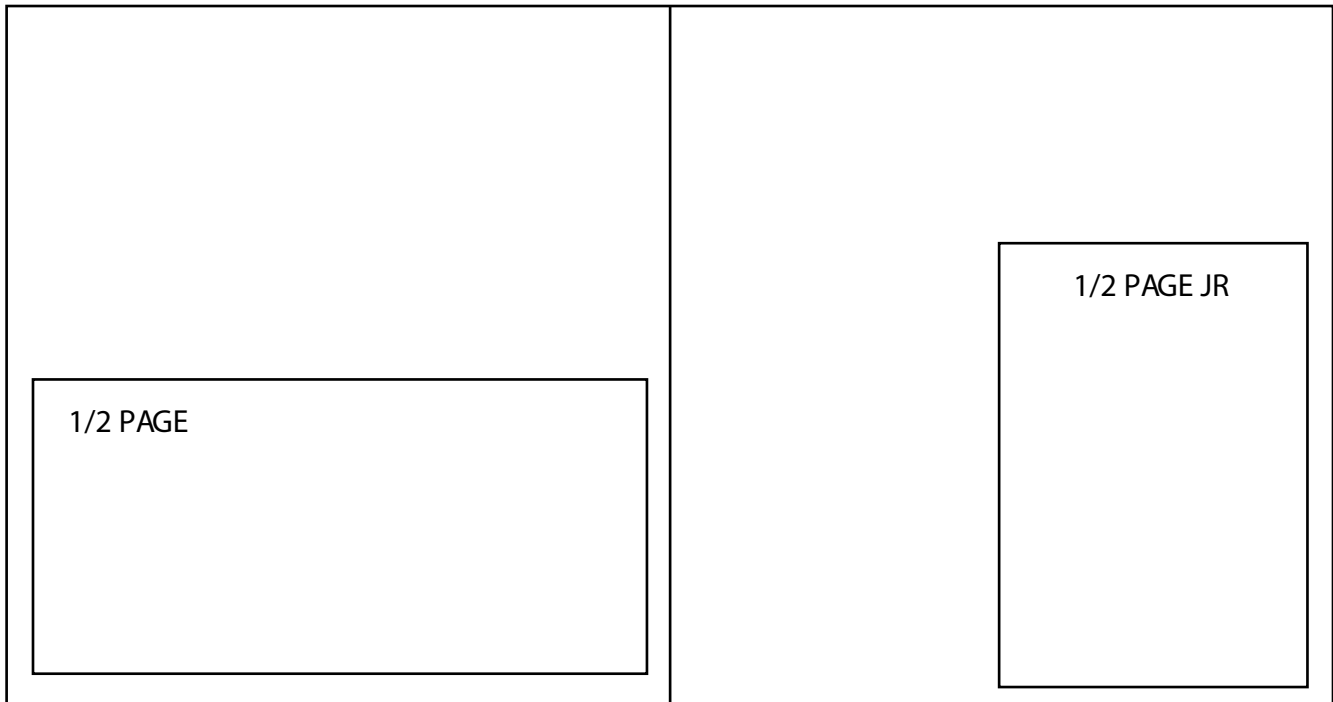
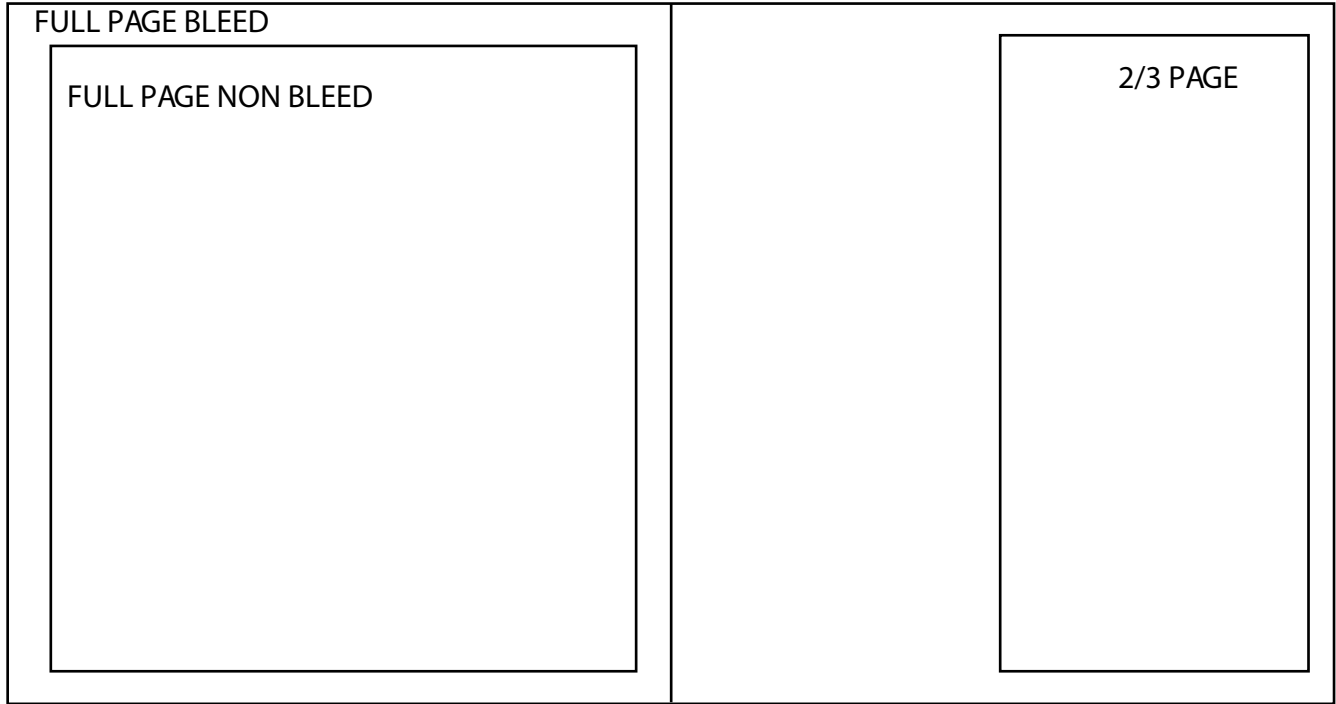
Support Center: 2625 Stearnman Road, Prescott AZ, 86301 Tel: (800) 367-5855  
e-mail: sales@proforceonline.com | www.proforceonline.com

281-412-7358  
6831 Broadway Street Ste. F, Pearland, Texas 77581  
**WWW.COPSTOP.COM**



...ad sizes.

## AD SIZES



...rates & dimensions.



SIZE	DIMENSIONS	SINGLE ISSUE	MULTIPLE ISSUES		
			3X	6X	12X
<b>FULL PAGE</b>	<b>7.25 X 10</b>	<b>\$1425</b>	<b>\$1380</b>	<b>\$1325</b>	<b>\$1265</b>
<b>FULL PAGE BLEED</b>	<b>8.5 X 11</b>	<b>\$1425</b>	<b>\$1380</b>	<b>\$1325</b>	<b>\$1265</b>
<b>2/3 PAGE VERT.</b>	<b>4.75 X 10</b>	<b>\$1070</b>	<b>\$1035</b>	<b>\$995</b>	<b>\$950</b>
<b>1/2 PAGE</b>	<b>7.25 X 4.75</b>	<b>\$850</b>	<b>\$830</b>	<b>\$795</b>	<b>\$760</b>
<b>1/2 PAGE JR</b>	<b>4.75 X 7.5</b>	<b>\$850</b>	<b>\$830</b>	<b>\$795</b>	<b>\$760</b>







...ad specifications.

#### PRODUCTION/SPECIFICATIONS/ CAMERA READY ART

All ads are produced in full process color (CMYK). Ads submitted for publication should be designed with CMYK, at 300dpi and the proper size. Artwork can be submitted in either high resolution PDF, .ai or .psd. If submitting ads in native files, please include fonts and with the file. Large files that cannot be emailed, we suggest using "WE TRANSFER" to email the file. Send ads and artwork to: [bluespdmag@gmail.com](mailto:bluespdmag@gmail.com). Our mailing address is..... THE BLUES, PO Box 2733, League City Texas 77574

#### BLEEDS

Full page bleeds are only accepted on full page ads, inside cover, inside back cover, and back cover. There is no extra charge for full page bleeds. Bleed size is 8 5/8" x 11.

#### AD POSITIONING

Requests for specific ad placement will be honored whenever possible.

#### CONTRACT TERMS

Every advertiser/client will be required to sign an advertising contract before the first ad is published. Payment is due upon receipt of the invoice.

