



2026 Media Kit

Digital Audience

Police Oracle Readers are

Chief Officers + Leadership

87%

of all Chief Officers

62%

of all Superintendents

81%

of all PCCs

53%

of all PCC commissioning officers

Federated Ranks + Police Staff

18,000+

Serving Officers

3000+

Specialist Police Staff (Analysts, Forensics, etc)

Central + Local Gov
NGO's
Education + Businesses

1500

Law enforcement officers - Central + Local Government

800+

Academics + Training



Partnership Opportunities

DISPLAY ADVERTISING



Showcase your opportunities, products, or services to a highly targeted audience, ensuring maximum visibility among law enforcement professionals and stakeholders,

EMAIL CAMPAIGNS



Reach a captive audience of law enforcement professionals and promote your opportunities, products, or services, and drive engagement through a personalised and targeted approach

ADVERTORIALS



Advertorials on Police Oracle, the largest Police news website in the UK, offer a compelling platform for potential advertisers and clients to seamlessly integrate their brand narratives with relevant content,

PODCASTS



By sponsoring or participating in podcasts, advertisers can authentically connect with the law enforcement community, delivering their messages directly to a diverse audience.

VIDEO



Leveraging the impact of visual storytelling, businesses can captivate the law enforcement audience, convey their messages with clarity, and foster stronger connections by utilizing the engaging medium of video.

SURVEYS



Engaging with the law enforcement community through surveys enables businesses to gather valuable insights, enhance brand visibility, and build a deeper understanding of the market landscape.

At a glance

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+

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.

A CONTENT DRIVEN CAMPAIGN

Our advertorial content sits alongside all other news stories on the Police Oracle homepage, and it is labeled "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.



Digital Advertising Rates - Recruitment

For those promoting recruitment opportunities

Placement	Ad Unit	Spec	Price
Homepage	Centre	1320 x 250	£750
	Side	800 x 500	£500
	Small Top	468 x 60	£500
	Skyscraper Left	120 x 600	£650
	Skyscraper Right	120 x 600	£650
	MPU	800 x 500	£500
	Below News	1320 x 250	£700
	Main top banner	1320 x 140	£950
Site wide	Small top	468 x 60	As above
	Scyscraper left	120 x 600	
	Skyscraper right	120 x 600	
	Main top	1320 x 140	
Welcome Wrap	Ask for specs	Ask for specs	£2500 - 1 month
Recruitment	Single listing		Self posted - £600 Posted by Police Oracle - £650
			£950
	Job of the week		Ad Posting Fee + £1200
Recruitment	Recruitment editorial		Ad Posting Fee + £1500
	Recruitment Banner + MPU (1 month banner, rotated with 4 ads)		
	Wrap around (Recruitment ad + wraparound)		Ad posting fee+ 1 week - £1000 2 weeks - £1500 1 Month - £3000
	Recruitment Video		3 week video slot - £2500
	Recruitment Podcast		3 week podcast slot - £1500
Recruitment Multipacks	5x Listing ads		£2000
	10 x Listing ads		£3800
	20 x Listing ads		£10,000
	30 x Listing ads		£14,000
	Mix and Match (When purchasing any multi pack you can purchase up to 3 MPUs, Banner or Editorials at the following prices)		MPU + Banner - £900 Editorial - £800

Digital Advertising Rates - Products and Services

For those promoting products or services (non-recruitment)

Placement	Ad Unit	Spec	Price
Homepage	Centre	1320 x 250	£950
	Side	800 x 500	£700
	Small Top	468 x 60	£750
	Skyscraper Left	120 x 600	£850
	Skyscraper Right	120 x 600	£850
	MPU	800 x 500	£700
	Below News	1320 x 250	£900
	Main top banner	1320 x 140	£1150
Site wide			As above
	Small top	468 x 60	
	Scyscraper left	120 x 600	
	Skyscraper right	120 x 600	
	Main top	1320 x 140	
Welcome Wrap	See page 7	Ask for specs	
Other products	Editorial		£1500
	Podcast		£2000 (3 week slot)
	Video		£3000 (3 week slot)
	Survey		£1000
Newsletter	Banner	Ask for specs	£300
Programmatic	Various	Reach out to team	Reach out to team



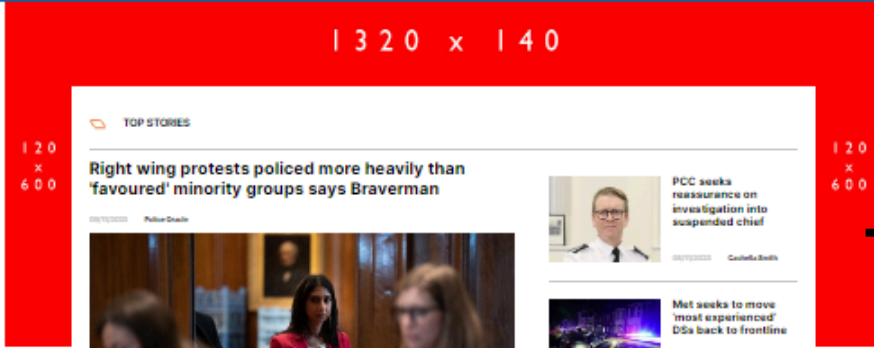
[For advertising terms and conditions visit here.](#)

Display Advertising Options

Small top banner



448 x 60



1320 x 140

120 x 600

120 x 600

Main top banner

Skyscraper

Main top banner

+ skyscraper = wraparound

Banners

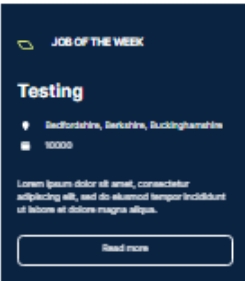
Unlike static banners, our websites can have your banner follow readers around the site whilst they browse articles and content.

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



800 x 500

MPU



JOB OF THE WEEK

Testing

Suffordshire, Berkshire, Buckinghamshire

10000

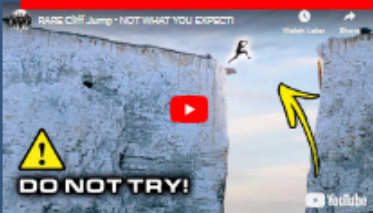
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Read more



1320 x 250

Centre banner



LATEST VIDEO

Test video

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Read more >

Video

Digital Advertising Specifications

Video

Linear in stream (pre/mid/post-roll)

Recommended formats	MOV, AVI, VAST 3.0
Recommended dimensions	960x720 px (4:3 standard) or 960x540 px (16:9 widescreen)
Recommended video bit rate	2 Mbps
Recommended audio bit rate	128 kbps
Video Length	30 secs-1 minute

Newsletter Specs and Dimensions

Logo	155px wide (preferably horizontal with white background in .png format + Destination URL
Native Ad Copy	Headline under 65 characters + dek under 150 characters + Destination URL
Native Ad Photo	1280x720px (max and preferred) 540px wide (minimum) + Destination URL

Text Link Specs

Assets needed	20 character heading + 70 character teaser + URL
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Other Notes

Rich media accepted
 Preferred: DCM, Sizmek, Flashtalking, Conversant, Atlas
 Must be user initiated (on click: mute/un-mute); default state is muted

Webinar Sponsorship Packages

General Academy Sponsorships

Sponsorship for our General Academy is available on per training session basis.

- Police Force branding on the programme site shown against the sponsored session
- Sponsor message at the start of each session, highlighting vacancies or employer brand features, delivered via video or audio.
- Tailored follow-up message sent to delegates within 24 hours post-session.
- Up to two vacancies posted in Police Oracle's job section for one month.

£2,500 + VAT

Detective Academy Sponsorships

Sponsorship for our Detective Academy is available on per programme basis. The sponsor will promote a programme of 14 courses delivered across seven weeks.

- Police Force branding on programme site and marketing information
- Each of the 14 session will start with a message from the sponsor (setting out live vacancies/employer brand features etc). The message can be delivered in person by use of video and audio recordings
- After each of the 14 session a tailored message from the sponsor is sent to the training delegates by email.
- All sponsor's recruitment opportunities posted on Police Oracle job section for a period of three months.

£10,000 + VAT