



# 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                                                                    |
| 3 weeks                |                                                                                                                            |               |                                                                         |
| 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                                          |
|                        | Job of the week                                                                                                            |               | £950                                                                    |
|                        |                                                                                                                            |               | Ad Posting Fee + £1200                                                  |
| Recruitment            | Recruitment editorial                                                                                                      |               | Ad Posting Fee + £1500                                                  |
|                        | Recruitment Banner + MPU (1 month banner, rotated with 4 ads)                                                              |               | Ad posting fee+<br>1 week - £1000<br>2 weeks - £1500<br>1 Month - £3000 |
|                        | Wrap around (Recruitment ad + wraparound)                                                                                  |               |                                                                         |
|                        | Recruitment Video                                                                                                          |               | 3 week video slot - £2500                                               |
|                        | Recruitment Podcast                                                                                                        |               | 3 week podcast slot - £1500                                             |
| Recruitment Multipacks | 5x Listing ads                                                                                                             |               | £2000                                                                   |
|                        | 10 x Listing ads                                                                                                           |               | £3750                                                                   |
|                        | 20 x Listing ads                                                                                                           |               | £7000                                                                   |
|                        | 30 x Listing ads                                                                                                           |               | £9750                                                                   |
|                        | 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<br>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   |

**POLICE LINE DO NOT CROSS**

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

## Display Advertising Options

Small top banner



1320 x 140

Main top banner

Skyscraper

Main top banner  
+ skyscraper =  
wraparound

120  
x  
600

120  
x  
600

### Banners

Unlike static banners, our website s 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.

MPU

800 x 500

1320 x 250

Centre banner

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

## 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