



POLICEORACLE

2026/2027 Media & Advertising Rate Card

Reach the UK policing and public safety community

- Recruitment
- Advertising
- Content
- Sponsorship

Our Audience

Reach one of the UK's largest opted-in policing professional communities



Reach policing decision-makers

87% of Chief Officers

81% of PCCs

62% of Superintendents

53% of PCC commissioning officers

Police Oracle connects advertisers, employers and partners with a highly relevant audience across policing and public safety — from serving professionals through to senior leaders and decision-makers.

Choose from a range of advertising, content and engagement opportunities designed to connect your brand with the policing and public safety community.

DISPLAY ADVERTISING



Build visibility across Police Oracle with high-impact digital placements designed to keep your brand in front of a highly relevant policing audience.

EMAIL CAMPAIGNS



Reach a targeted audience directly through dedicated email campaigns promoting your opportunities, products or services.

ADVERTORIALS



Place your brand alongside relevant Police Oracle content through clearly labelled advertorial features.

PODCASTS



Connect with the policing community through sponsored or branded podcast opportunities.

VIDEO



Use video to explain your proposition clearly, strengthen engagement and bring your campaign to life.

SURVEYS



Gather insight from the policing community while increasing visibility and understanding of your market.

Campaigns can be tailored to support recruitment, brand awareness, lead generation, thought leadership or market insight.

Build a campaign around your objective



Combine advertising, content and direct audience engagement to create a campaign that fits your goals.

Email & Direct Campaigns

Newsletter Sponsorship - Feature your brand within Police Oracle's regular email communications.

Dedicated Email Campaigns - Reach a targeted audience with a campaign focused specifically on your product, service or opportunity.

Site Takeovers

Create maximum visibility with a high-impact site takeover. Your creative wraps around the main body of Police Oracle content, giving your campaign a dominant presence and helping increase brand recognition among readers.



Dynamic Advertising

Bring your campaign to life with video and animated creative. Selected banner placements can support MP4 video content, with creative adapted to suit the relevant advertising dimensions.



Content-Led Campaigns

Use sponsored editorial to tell your story in more depth. Advertorial content appears alongside Police Oracle's editorial coverage and is clearly labelled as sponsored content. You can provide your own article, or the Police Oracle team can work with you to create content aligned to the interests of the audience.

Campaigns can be combined across multiple channels to increase reach and engagement.

Recruitment Advertising Rates

Reach policing and public safety professionals with targeted recruitment advertising across Police Oracle.

Job Advertising

Product	What's included	Price
Single Job Listing	Posted by Police Oracle	£650
Job of the Week	Featured recruitment placement	£950

Recruitment Multipacks

Package	Price
5 x Listing Ads	£2,000
10 x Listing Ads	£3,750
20 x Listing Ads	£7,000
30 x Listing Ads	£9,750

Recruitment Campaign Add-ons

Product	Duration	Price
Recruitment Editorial	1 week on landing page + continuous visibility in article library	£1,200 + posting fee
Recruitment Banner + MPU	1 month	£1,500 + posting fee
Recruitment Wraparound	1 week	£1,000 + posting fee
Recruitment Wraparound	2 weeks	£1,500 + posting fee
Recruitment Wraparound	1 month	£3,000 + posting fee
Recruitment Video	3 weeks	£2,500
Recruitment Podcast	3 weeks	£1,500

When purchasing any recruitment multipack, customers can add up to three of the following:

- MPU + Banner - £900
- Editorial - £800 (Duration is 1 week on landing page + continuous visibility in article library)

Products & Services

Advertising Rates

Promote your products, services and solutions to a highly relevant policing and public safety audience.

Digital Display Advertising

Placement	Ad Unit	Price
Homepage Welcome Wrap	1320 x 250	£950
Homepage Centre	800 x 500	£700
Homepage Side	468 x 60	£750
Homepage Skyscraper Left	120 x 600	£850
Homepage Skyscraper Right	120 x 600	£850
Homepage MPU	800 x 500	£700
Homepage Below News	1320 x 250	£900
Homepage Main Top Banner	1320 x 140	£1,150

Content & Engagement

Product	Price / duration
Editorial	£1,500
Podcast	£2,000 - 3 week slot
Video	£3,000 - 3 week slot
Survey	£1,000

Additional Advertising Options

- Newsletter advertising - see newsletter specifications and current options.
- Banner advertising - from £300.
- Programmatic advertising - price on request; speak to the team about campaign requirements.

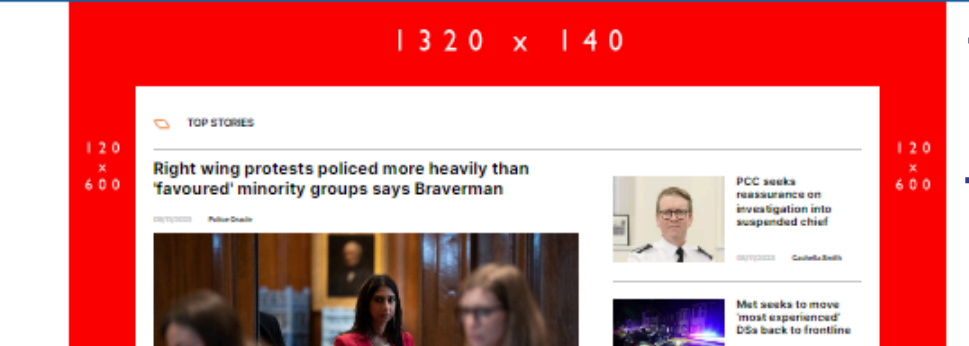
Display Advertising Options

Choose from a range of high-impact display placements across Police Oracle, with options for broad site visibility or more targeted campaigns.



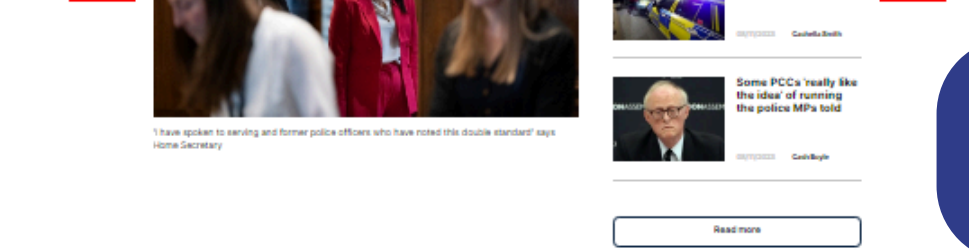
Small top banner

A compact banner placement for additional campaign visibility.



Main top banner

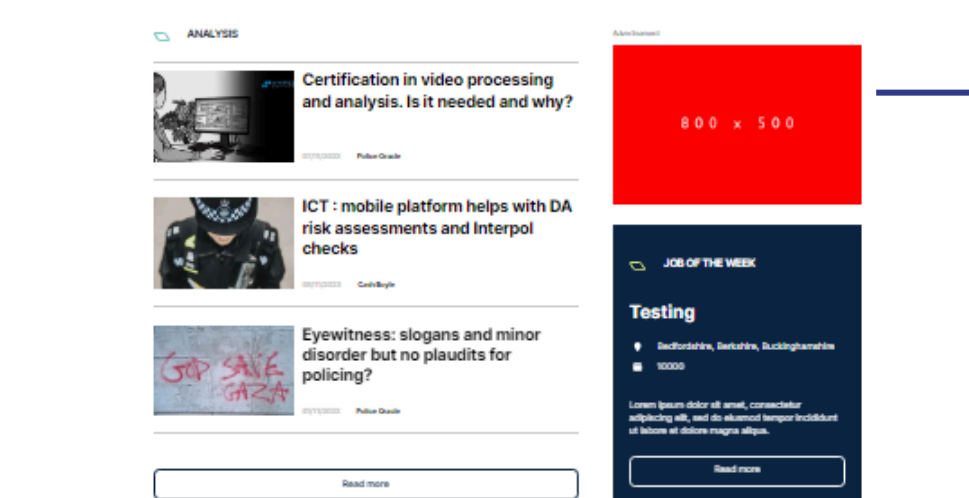
A prominent horizontal placement designed for high visibility.



Skyscraper

A vertical placement that remains highly visible alongside site content.

Banner campaigns can run across Police Oracle as readers move between articles and content. Campaigns can also be targeted to specific pages, topics or sections of the site.



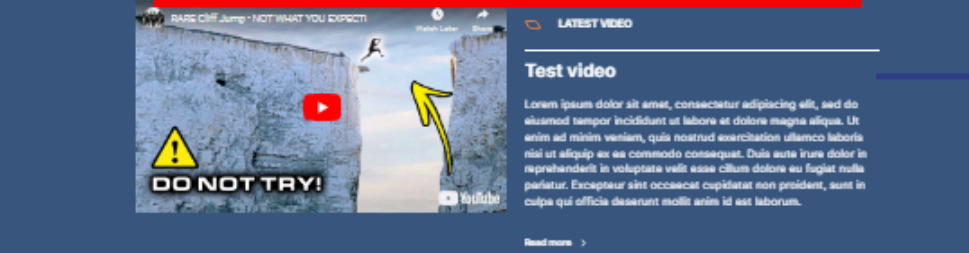
MPU

A flexible display unit suitable for homepage and content-page campaigns.



Centre banner

A strong in-content placement positioned within the main page layout.



Video

Use video creative within selected placements to create a more engaging campaign experience.

Digital Advertising Specifications

Video Specifications

Requirement	Specification
Recommended video length	30 seconds-1 minute
Recommended formats	MOV, AVI, VAST 3.0
Recommended video bitrate	2 Mbps
Recommended audio bitrate	128 kbps
Playback	User initiated where applicable; default state muted

Text & Native Advertising

- **Text Link** - 20-character heading + 70-character teaser + destination URL.
- **Native Ad Copy** - headline under 65 characters + supporting copy under 150 characters + destination URL.
- **Native Ad Image** - 1280 x 720 px preferred; 540 px minimum width + destination URL.

Newsletter Specifications

- **Logo** - 155 px wide; horizontal format preferred; white background; PNG format + destination URL.
- **Image** - 960 x 720 px (4:3) or 960 x 540 px (16:9).

Third-party ad serving

Third-party ad serving supported - please contact the team for approved platforms and technical requirements.

Need help preparing creative? Contact our team before submitting assets and we'll confirm the correct dimensions and format for your chosen placement.

Sponsorship Opportunities

General Academy Sponsorships

Sponsor an individual General Academy training session and connect directly with relevant policing professionals.

- Sponsor branding alongside the sponsored session.
- Sponsor message at the start of the session.
- Opportunity to highlight vacancies or employer brand messaging.
- Sponsor message delivered by video or audio.
- Tailored follow-up email to delegates within 24 hours.
- Up to two vacancies promoted on the Police Oracle jobs section for one month.

£2,500 + VAT

Detective Academy Sponsorships

Sponsor a full Detective Academy programme delivered across 14 sessions over seven weeks.

- Sponsor branding across the programme site and marketing materials.
- Sponsor message at the start of all 14 sessions.
- Opportunity to highlight live vacancies and employer brand messaging.
- Sponsor message delivered in person, by video or audio.
- Tailored follow-up email after each session.
- Recruitment opportunities promoted on the Police Oracle jobs section for three months.

£10,000 + VAT

Interested in sponsorship? Speak to our team about availability and upcoming Academy programmes.