



PNLD

Advertising opportunities on the Police National Legal Database

What is the PNLD?

The Police National Legal Database (PNLD) has been an integral part of the secure police national computer network for England and Wales since 1994. It provides timely, accurate and essential information on legal matters that many officers need on a day-to-day basis. A team of legal experts update the site on a daily basis, reacting to legislative changes almost instantaneously. As such, it is considered by police officers and staff to be a trusted and vital tool of their trade.

Audience reach

The PNLD database is available on the internal home pages (intranet) of all the computers in all the 43 police forces in England and Wales.

The database is used by the vast majority of the 133,000 serving police officers in England and Wales, often on a daily basis. It is widely used by support staff, PCSO's and Special constables and reaches around 250,000 people every month. It receives 1.6 million page views every month from police officers and staff .

The PNLD is also available on the internet to around 12,000 paying clients. This includes all the UK's trading standards departments, the Crown Prosecution Service, academic institutions and other investigative bodies. This external site receives around 600,000 page views per month.

Can I really advertise on an Internal Police Computer System?

Due to recent statutory changes to policing, including the introduction of the new Police and Crime Commissioners, the PNLD is now able to accept appropriate advertising allowing advertisers unprecedented access to tens of thousands of police officers of all ranks and staff working in the criminal justice community.

Mechanical Data

The advert spaces are on the side bars and come in blocks (or buttons) of width 140 pixels and height 55 pixels. You can make your advert stand out by buying multiple blocks up to a maximum of 550 pixels.

Prices

- Left Hand side bar £420 per block, per month
- Right Hand side bar £380 per block, per month

The height order of each block rotates each day. If you wish to guarantee permanent top position, there is a 50% premium.

All adverts are exclusive of VAT.

(Prices assume the advert is for both internal and internet versions of the site. To be seen on just one, prices are 20% lower.)

Contact Details

The PNLD have appointed Chestnut Media to manage advertising on all their websites.

For more information, or to make a booking, please contact Richard Place.

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