

FLORIDA SHERIFFS ALL POINTS BULLETIN



Advertising Rate Card

Publishing since 1990

Inside Edition on Law Enforcement in Florida

The *All Points Bulletin* (APB) is published quarterly (Spring, Summer, Fall, Winter) by the Florida Sheriffs Association for its Law-Enforcement members and Sheriffs' Office employees.

Our content caters to the interests of law-enforcement and corrections practitioners, with articles on topics such as innovative policing techniques and new technological developments or operational procedures. We also include human-interest stories related to the law-enforcement and corrections fields.

Circulation

Approximately 8,700 copies are printed of each issue of *APB*. These are direct mailed to the homes of the Florida Sheriffs Association Law-Enforcement members and members of the Florida Deputy Sheriffs Association. The balance are sent direct to the Sheriffs' Offices for distribution to their personnel.

Because Sheriffs post copies of the *APB* on agency bulletin boards and circulate original copies, pass along readership is high. Though impossible to estimate, at present, there are in excess of 30,400 individuals working within the agencies where the *APB* is distributed.

Readership

The target audience of this publication are the employees within Florida's Sheriffs' Offices (Deputies, Correctional Officers and civilian employees), as well as other members of the law-enforcement and corrections community, including police officers, state law-enforcement and correctional officers. It is considered the Association's "trade publication," dedicated to reporting on issues of concern to Florida's law-enforcement and corrections officials.

Deadlines

APB is published four times a year (March, June, September, December). Reserve ads six weeks prior; high-resolution art due two weeks later. Please contact the editor for estimated printing schedules.

Definition of Rates/ Preferred Positions

Rates are quoted per insertion, based on the total number of insertions in a 12-month period, to a maximum of four, and beginning on the date of first insertion (Example: 1/3 of a page for a year is \$300 (x4 issues) = \$1,200 (annually). If advertising is discontinued by mutual agreement before completion of contract, short-term rates for space used will apply. For specifically requested positions, add 10% above regular rate for most pages; back page is available for full-page rate (size is 7-1/4" w x 7" h). Requested positions are on a first come, first served basis. No advertising accepted on cover page.

Mechanical Requirements

Under most circumstances, the publication displays a 3-column page. Paper stock is 70 lb. coated stock; Trim Size: 8-3/8" X 10-7/8"; No Bleeds.

Production/Electronic Specifications

Ads are to be full color (all colors converted to cmyk color space), files set-up for high resolution out-put, submitted in the proper size (based on space reservation). Ads may be submitted on Macintosh-formatted CDs or e-mailed as



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attachments. Accepted Applications: InDesign5, Adobe Photoshop, Adobe Illustrator, PDF (high resolution). Please include copies of files for all printer and screen fonts and images used. All fonts in Adobe Illustrator images must be converted to outlines. If you are using Windows-based programs to produce your ads we recommend saving your files as Photoshop EPS files (at 100% size, high resolution-300 dpi). Accepted Image File Formats: EPS at 100%, with a dpi of 300. Any files, which are to be e-mailed, should only be submitted as Self-Extracting Archives (.sea), StuffIt (.sit) files, PDF format (high resolution-300 dpi) or high resolution JPEG file.

Additional Charges/Storage

Any ads not deemed ready for printing may be delayed and will be assessed for designer's fees associated with preparation for publication. All supplied advertising material will be destroyed within one year after last use, unless advertiser instructs otherwise, in writing, at time of the contract.

Contract Year

Yearly advertising contracts begin with the first issue in which the ad is placed, and ends with the month preceding that in which the first issue ran. The ads must remain the same size throughout the contract year, but different artwork or copy may be substituted, when provided within the prescribed closing dates. Copy from last insertion will automatically run if new copy is not received by the closing date.

Copy Acceptance

The Florida Sheriffs Association reserves the right to reject any contracts or advertising submitted for possible publication in the APB. Advertising typeface and layout must be distinctive from editorial.

Advertising Responsibility

All advertisements are accepted and published upon representations that the agency and/or advertiser will indemnify and hold the Florida Sheriffs Association harmless from any loss or expense resulting from claims or suits based upon contents of any advertising, including claims or suits for defamation, libel, violation of right of privacy, plagiarism and copyright infringement.

Contract and Payment Policy

Each advertiser/company will be required to sign an advertising contract before the first ad appears in the APB and at the beginning of each new contract year. Payment is due upon receipt of the invoice. No cash discounts. Any advertising account that becomes 60 days past due will automatically forfeit further advertising until the account is brought up to date.

2011 Rates

Ad Sizes/Dimensions	Rates	4 Issues	3 Issues	2 Issues	1 issue
<input type="checkbox"/> Full 7-1/4"w x 9-1/2"h	Full pg	\$712/ea.	750/ea.	825/ea.	862/ea.
<input type="checkbox"/> 2/3 Vertical. 4-3/4"w x 9-1/2"h	2/3 pg	487/ea.	525/ea.	562/ea.	600/ea.
<input type="checkbox"/> 1/2 Horizontal. 7-1/4"w x 4-3/4"h	1/2 pg	337/ea.	375/ea.	412/ea.	450/ea.
<input type="checkbox"/> 1/3 Vertical 2-1/4"w x 9-1/2"h	1/3 pg	300/ea.	337/ea.	375/ea.	412/ea.
<input type="checkbox"/> 1/3 Horizontal. 7-1/4"w x 3-1/4"h	1/3 pg	300/ea.	337/ea.	375/ea.	412/ea.
<input type="checkbox"/> 1/6 Vertical 2-1/4"w x 4-3/4"h	1/6 pg	187/ea.	262/ea.	300/ea.	337/ea.
<input type="checkbox"/> 1/6 Horizontal. 4-3/4"w x 2-1/4"h	1/6 pg	187/ea.	262/ea.	300/ea.	337/ea.

Mailing Address/Contact
 APB Advertising Coordinator
 P.O. Box 12519
 Tallahassee, FL 32317-2519

Shipping Address
 APB Advertising Coordinator
 2617 Mahan Drive
 Tallahassee, FL 32308

Phone: (850) 877-2165 • FAX: (850) 878-8665 • E-mail: star@flsheriffs.org



FLORIDA SHERIFFS ALL POINTS BULLETIN



Florida Sheriffs Association All Points Bulletin ADVERTISING CONTRACT

Company: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: () _____ Fax: () _____

Email: _____

Size of advertisement (check one):

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<input type="checkbox"/> Full 7-1/4"w x 9-1/2"h	Full pg	\$712/ea.	750/ea.	825/ea.	862/ea.
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Number of insertions (check one): 1 issue 2 issues 3 issues 4 issues

Rate (per insertion): _____

Issue advertisement will first appear: _____

Other instructions: _____

This is to contract for the insertion of advertising space in the Florida Sheriffs Association's *All Points Bulletin*. In completing this order form, the advertiser/agency agrees to the terms outlined on the *APB* advertising Rate Card.

Authorized Signature: _____ Date: _____

Please return via mail, email or fax to: **Advertising Coordinator**
All Points Bulletin
P.O. Box 12519
Tallahassee, FL 32317-2519

Shipping address:
2617 Mahan Drive
Tallahassee, FL 32308

Fax: 850-878-8665 • Email: star@flsheriffs.org • Contact us toll free: 1-800-877-2168