2020 ALL-DIGITAL MAGAZINE RATE CARD

Perspectives is the quarterly publication of the American Probation and Parole Association (APPA). APPA’s membership is composed of practitioners in the professions of probation, parole, and community-based corrections from the United States and Canada. The organization is comprised of line staff, supervisors and senior administrators, educators, volunteers, and concerned citizens with an interest in criminal and juvenile justice, all united to form a strong and effective network.

RATE BASE: 36,000

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<tr>
<th>AD PLACEMENT RATES</th>
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AD COST IS CALCULATED BY INSERTION QUANTITY x NUMBER

-A 4x Full page ad would be $6,000;
A single full page ad would be $2,000
-Ad cost includes a click through to advertiser link of choice.

-Custom ad size and frequency cost available on request.

AD SUBMISSION DATES

Vol. 1 February 1
Vol. 2 May 15
Vol. 3 August 15
2020 Vol. 4 November 15

MATERIALS PREFERRED
Digital files (PDF-X-1A, 4-color composite).
Quark or InDesign files will not be accepted.

FILE TRANSMISSION
Please send all PDF/X-1A ads to APPA-ads@csg.org.
APPA RECEIVES ALL PROOFS VIRTUALLY, NO HARD COPIES ACCEPTED.
SUBMISSION AND PAYMENT FORM

Company Name _____________________________________________
Contact Person _______________________________________________
Title _______________________________________________________
Address ____________________________________________________
City ___________________________ State _______________
Zip _________________ Country ____________________________
Phone _____________________ Fax ___________________________
Email __________________________
Billing Name (if different) __________________________________________
Billing Address (if different) __________________________________________

AD PLACEMENT RATES  

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AD SIZE AND NUMBER OF PLACEMENTS (SEE LAYOUTS)

TOTAL DUE APPA

$ ____________________________

PAYMENT INFORMATION

☐ VISA ☐ MasterCard ☐ American Express ☐ Invoice Me!
Card Number _________________________________
Expiration Date ______________________ CVV __________________
Name on Card _________________________________
Signature __________________________________________
Date _________________________________

LANDSCAPE SPREAD
16" x 10.75" (1152 x 774 pixels @ 72dpi)

BILLBOARD
16" x 3.5" (1152 x 252 pixels @ 72dpi)

FULL PAGE
8.25" x 10.75" (594 x 774 pixels @ 72dpi)

1/2 HORIZONTAL
8.25" x 5.25" (594 x 378 pixels @ 72dpi)

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