

# **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**



AD PLACEMENT RATES	<b>1X</b>	<b>2X</b>	<b>3X</b>	<b>4X</b>
Landscape Spread	\$3,500	\$3,000	\$2,500	\$2,000
Full Page	\$2,000	\$2,000	\$1,500	\$1,500
Billboard	\$1,000	\$1,000	\$750	\$750
1/2 Page	\$750	\$750	\$500	\$500

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-A 4x Full page ad would be \$6,000;

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-Ad cost includes a click through to advertiser link of choice.;

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#### **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

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#### 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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AD PLACEMENT RATES	1X	2X	<b>3X</b>	<b>4X</b>			HALF PAGE
Landscape Spread	\$3,500	\$3,000	\$2,500	\$2,000		FULL	
Full Page	\$2,000	\$2,000	\$1,500	\$1,500		PAGE	
Billboard	\$1,000	\$1,000	\$750	\$750			

-Custom ad size and frequency cost available on request.

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