

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	1X	2X	3X	4X
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

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 dwebb@csg.org. APPA RECEIVES ALL PROOFS VIRTUALLY, NO HARD COPIES ACCEPTED.



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)



SUBMISSION AND PAYMENT FORM

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Title					-		
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City State							
Zip Co	ountry				_		
Phone		Fax			_		
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Billing Name (if different)				BILLBOARD			
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AD PLACEMENT RATES	1X	2X	3X	4X			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.

\$750

AD SUBMISSION DATES

1/2 Page

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

\$750

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\$500

AD SIZE AND NUMBER OF PLACEMENTS (SEE LAYOUTS)

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