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

<table>
<thead>
<tr>
<th>AD PLACEMENT RATES</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscape Spread</td>
<td>$3,500</td>
<td>$3,000</td>
<td>$2,500</td>
<td>$2,000</td>
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<tr>
<td>Full Page</td>
<td>$2,000</td>
<td>$2,000</td>
<td>$1,500</td>
<td>$1,500</td>
</tr>
<tr>
<td>Billboard</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$750</td>
<td>$750</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$750</td>
<td>$750</td>
<td>$500</td>
<td>$500</td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Vol. 1 February 1</th>
<th>Vol. 3 August 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vol. 2 May 15</td>
<td>2020 Vol. 4 November 15</td>
</tr>
</tbody>
</table>

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.
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  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

-Custom ad size and frequency cost available on request.

AD SUBMISSION DATES

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

AD SIZE AND NUMBER OF PLACEMENTS (SEE LAYOUTS)

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)

TOTAL DUE APPA
$ __________________________________________________________

PAYMENT INFORMATION

☐ VISA  ☐ MasterCard  ☐ American Express  ☐ Invoice Me!

Card Number ___________________________________________________
Expiration Date __________________________ CVV _________________________
Name on Card _____________________________________________________
Signature _________________________________________________________
Date ____________________________________________________________

EMAIL INSERTION ORDER TO
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