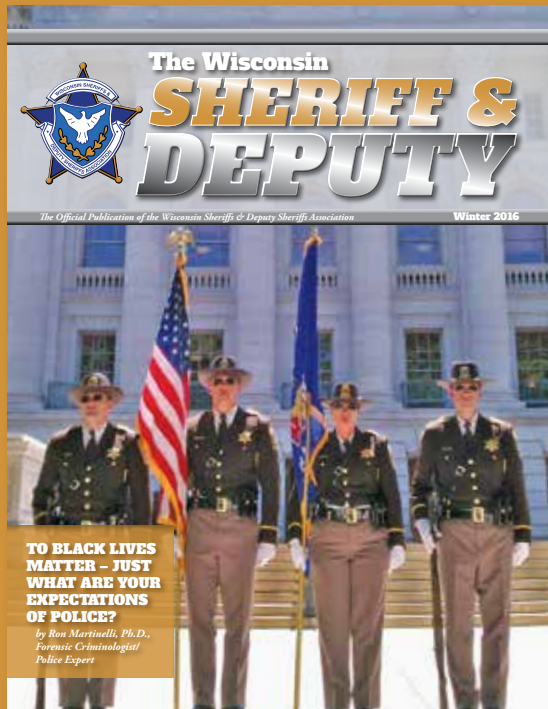




The Wisconsin **SHERIFF &** **DEPUTY**

The Official Publication of the Wisconsin Sheriffs & Deputy Sheriffs Association



**When making
your marketing
plans for 2017,
choose
The Wisconsin
Sheriff &
Deputy.**

The Wisconsin Sheriff & Deputy is published annually by the Wisconsin Sheriff's and Deputy Sheriff's Association (WS&DSA), and association of over 1,100 active and retired Sheriffs, Deputies and Jail Administrators in the state of Wisconsin.

The publisher reserves the right to refuse any advertisement, which in his/her opinion does not serve the best interests of the Association.

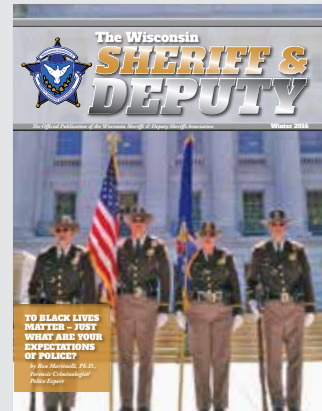
All advertising must meet the established requirements for publication shown on the requirements section. Placement may be requested but is not guaranteed. Advertising cancellations must be submitted in writing to the publisher prior to the deadline. Cancellations will not be accepted after the closing deadline.

For advertising information contact:
Wisconsin Sheriff's and Deputy Sheriff's Association
414-488-3906 Fax 414-276-7704
info@wsdsa.org

**See Reverse side
for Advertising
Rates**



The Wisconsin **SHERIFF &** **DEPUTY**



Advertising Rates & Information

The Wisconsin Sheriff & Deputy

Published Annually – October/November

Deadline for Ads – September 15

Full page	\$400
Half page	\$225
Third page	\$190
Quarter page	\$130

Conference Booklet 2018*

Distributed at the Winter Training Conference February 2018

Deadline for Ads - January 2, 2018

Full page	\$500
Half page	\$275
Third page	\$225
Quarter page	\$150

**Space is limited.*

Mechanical Requirements

All ads must be submitted electronically via email or on a CD. The Wisconsin Sheriff & Deputy is designed on a Macintosh platform. Accepted software: print quality PDF files (preferred), Adobe Illustrator, Photoshop, and InDesign. Fonts and linked graphics must be included with electronic files. Minimum 300 dpi on graphics and photos. Ads not supplied properly may incur additional charges. Ads not sized properly will be scaled proportionately to fit.

<u>Ad Sizes</u>	<u>Vertical (W x H)</u>	<u>Horizontal (W x H)</u>
Trim Size	8 1/2" x 11"	
Full page (float)	8" x 10 1/2"	N/A
Full page (bleed)*	8 1/2" x 11"	N/A
Half page	3 3/4" x 10"	8" x 4 3/4"
Third page	2 1/2" x 10"	8" x 3 1/2"
Quarter page	3 3/4" x 4 3/4"	N/A

**Bleed Ads need to allow an additional 1/8" on all sides for trimming.*

Please submit all ads as high-resolution or print quality .pdf files to info@wsfca.org

If interested in advertising, complete the information below and send to the WS&DSA office:

6737 W Washington St., Suite 4210 Milwaukee, WI 53214

Phone: 414-488-3906 Fax: 414-276-7704 E-mail: info@wsdsa.org

Contact Information:

Send invoice here

Company name: _____

Contact person: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

E-mail: _____

The Wisconsin Sheriff & Deputy Magazine 2017

Full Page 1/2 Page 1/3 Page 1/4 Page

Total advertising amount for magazine \$ _____
(see advertising rates above)

Conference Booklet 2018

**Space is limited.*

Full Page 1/2 Page 1/3 Page 1/4 Page

Total advertising amount for directory \$ _____
(see advertising rates above)

Payment:

\$ _____ total amount for magazine and directory

Check payable to WS&DSA enclosed

Please bill me as each issue is published

Please bill my Master Card or Visa

Card number: _____ Exp. Date _____

Cardholder name: _____

Cardholder signature: _____