



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

*The Official Publication of the Wisconsin Sheriffs & Deputy Sheriffs Association*



**When making  
your marketing  
plans, 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.

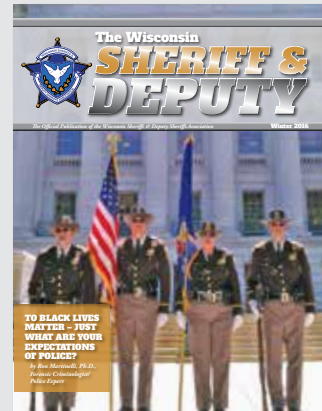
All advertising must meet the established requirements for publication shown on the requirements section. Placement may be requested but is not guaranteed. Advertising cancellations must be submitted in writing to the publisher prior to the deadline. Cancellations will not be accepted after the closing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

**For advertising information contact:**  
Wisconsin Sheriffs and Deputy Sheriffs Association  
414-488-3906 Fax 414-276-7704  
[info@wsdsa.org](mailto: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 14, 2020

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

### Conference Booklet 2021\*

Distributed at the Winter Training Conference February 2021

Deadline for Ads - January 6, 2021

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

*\*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](mailto: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](mailto: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 2020**

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

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

### **Conference Booklet 2021**

*\*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: \_\_\_\_\_