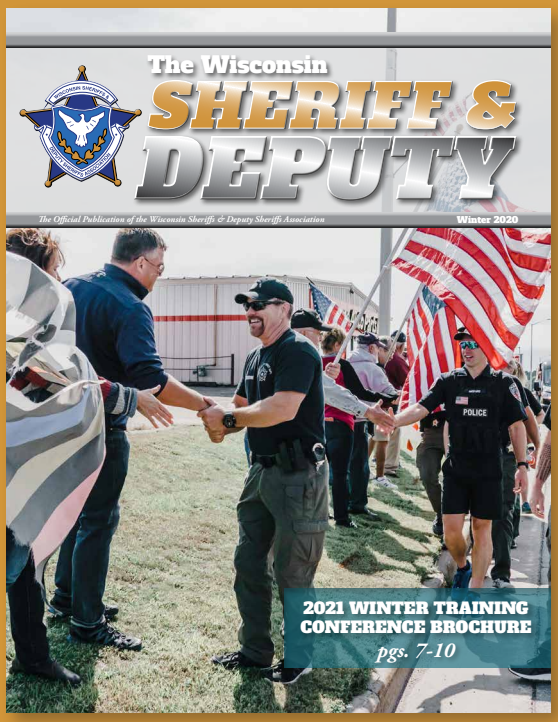
The Wisconsin SHERIFF & DEPUTY

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 Sheriffs and Deputy Sheriffs Association (WS&DSA), an association of over 1,000 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.

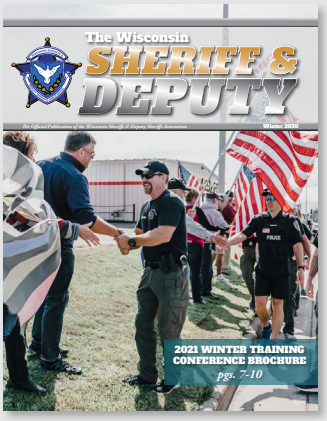
All advertising must meet the established requirements for publication shown on the requirements section on the next page. Placement may be requested, but is not guaranteed. Advertising cancellations must be submitted in writing to the publisher prior to the deadline. Cancellations will not be accepted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

For advertising information contact:

Wisconsin Sheriffs and Deputy Sheriffs Association
Phone: 414-488-3906 Fax: 414-276-7704
Email: 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 1, 2021

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

Conference Booklet 2022*

Distributed at the Winter Training Conference February 2022
Deadline for Ads - January 11, 2022

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. 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.

Ad Sizes	Vertical (W x H)	Horizontal (W x H)
Trim Size	8 ½" x 11"	
Full page (float)	8" x 10 ½ "	N/A
Full page (bleed)*	8 ⅝" x 11⅛"	N/A
Half page	3 ¾" x 10"	8" x 4 ¾"
Third page	2 ½" x 10"	8" x 3 ½"
Quarter page	3 ¾" x 4 ¾"	N/A

**Bleed ads need to allow an additional ⅛" 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 2021

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

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

Conference Booklet 2022

**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 Credit Card

Card number:_____Exp. Date_____

Cardholder name: _____

Cardholder signature:_____