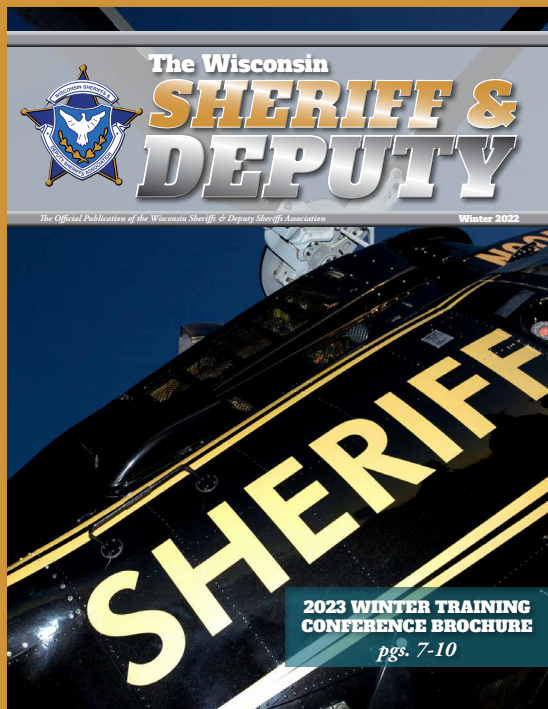




# The Wisconsin **SHERIFF &** **DEPUTY**

*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.

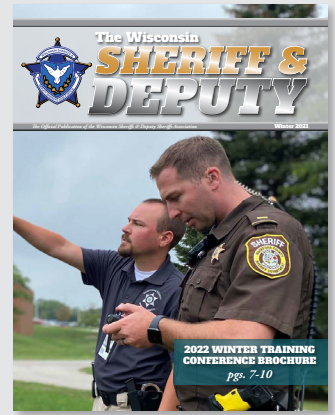
All advertising must meet the established requirements for publication shown on the requirements section on the next page. Placement may be requested, but is not guaranteed. Advertising cancellations must be submitted in writing to the publisher prior to the deadline. Cancellations will not be accepted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

**For advertising information contact:**  
Wisconsin Sheriffs and Deputy Sheriffs Association  
Phone: 414-488-3906 Email: [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 8, 2023

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

### Conference Booklet 2024\*

Distributed at the Winter Training Conference February 2024

Deadline for Ads - January 5, 2024

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.

<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 5/8" x 11 1/8"	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@wsdsa.org](mailto:info@wsdsa.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 E-mail: [info@wsdsa.org](mailto:info@wsdsa.org)

### **Contact Information:**

Send invoice here

Company name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

### **The Wisconsin Sheriff & Deputy Magazine 2023**

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

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

### **Conference Booklet 2024**

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

*\*Credit card information will not be accepted via email.*