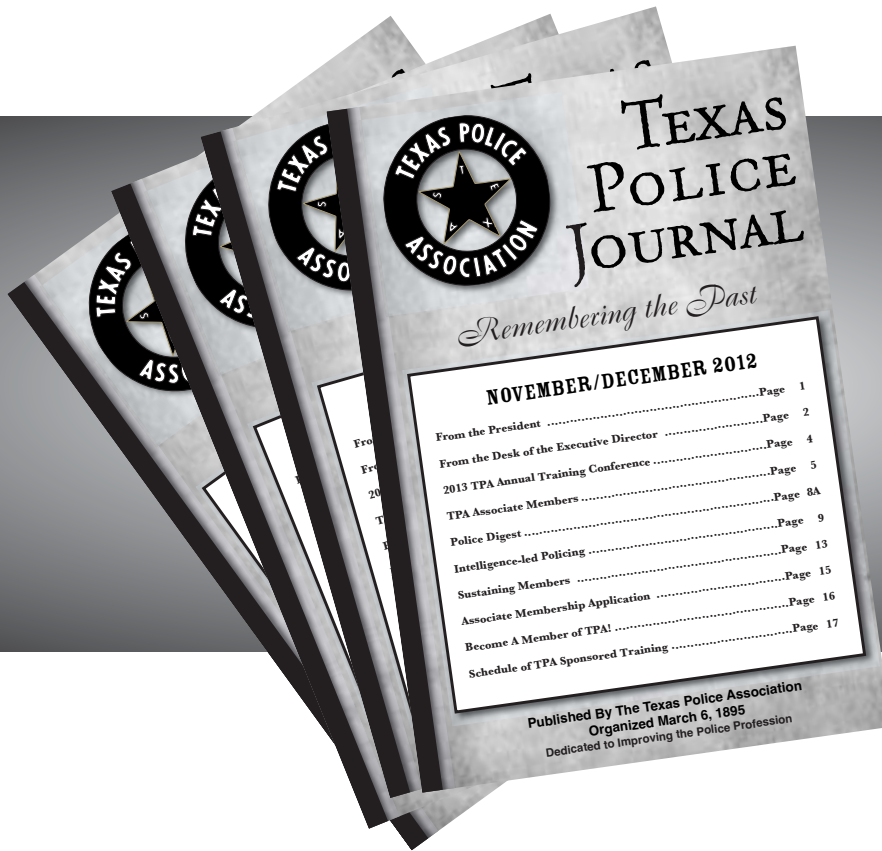




TEXAS POLICE JOURNAL

Dedicated to Improving the Police Professional



The Texas Police Association was founded in 1895, and is the oldest organization of its type in the state. Our membership includes officers of all ranks, from municipal police departments, sheriff departments, constable offices, the Department of Public Safety, and other state police agencies. We utilize the *Texas Police Journal* to communicate training, provide information on various programs, and to improve the efficiency and maintain professionalism of all Texas law enforcement officers.

The *Texas Police Journal* is read by decision makers at several levels of the police force, such as Sheriffs, Chiefs of Police, and line officers. This targeted audience provides an excellent venue in which to showcase your product or service.

One of the most recognizable professional law enforcement publications in the state of Texas

Reaches a variety of officers and agencies at the Federal, State, County, and Municipal levels

Publication has circulated since 1953

Official publication of TPA that provides updates in training, programs, and police legal news

Reaches DPS, sheriff departments, constable offices, ISDs, and college departments

Bimonthly readership of over 18,000 per month

The Texas Police Association would like to thank you for your consideration and support.

To advertise in *Texas Police Journal* contact **Christine Amaryllis Haskell** at
Phone 512.381.2360 or 877.536.8337 Email TPMads@360presssolutions.com



TEXAS POLICE JOURNAL

Advertising Rate Card and Specifications

ELECTRONIC FILE REQUIREMENTS

We accept many types of Mac platform files. Cross-platform files such as EPS, TIFF, and PDF can be accepted but **FONTS MUST BE OUTLINED** prior to submitting.

Collect files with a utility such as Flightcheck in order to ensure that all fonts and images are provided if you decide to send native files.

Color notes

Ads need to be black and white. Do not use rich black for text or objects, use only 0/0/0/100 black. Texas Police Journal supports grayscale. Do not submit anything in RGB or Index color modes.

ADS ACCEPTED FORMATS AND VERSIONS

All ads are sheetfed printed on gloss stock.

QUARK XPRESS [version 7 or lower, Mac platform]

Avoid Truetype fonts.

Do not stylize fonts.

ADOBE ILLUSTRATOR EPS [version CS3 or lower]

Please outline fonts.

ADOBE PHOTOSHOP [CS3 or lower]

TIFF (Flattened, no layers) or EPS format, 300 dpi, 10% dot gain, 325 total ink coverage. Photoshop TIFF in bitmap mode should be 1200 dpi.

PDF [version 5 or lower]

No compressed text and line art, no compression, no down-sampling, embed all fonts, font subsets at 100%, 2400 resolution at 75 dpi in CMYK or grayscale mode.

FILE SUBMISSION

Submitting files electronically

Include a PDF proof of the ad for comparison. Files should be compressed using a utility such as Aladdin Dropstuff or WinZip to ensure their integrity.

Ads can be emailed to: TPMads@360presssolutions.com

DEADLINES SCHEDULE	
ISSUE	MATERIALS DEADLINE
Jan/Feb 2013	Dec 8, 2012
March/April 2013	Feb 8, 2013
May/June 2013	Apr 8, 2013
July/Aug 2013	Jun 10, 2013
Sept/Oct 2013	Aug 9, 2013
Nov/Dec 2013	Oct 8, 2013

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Christine Amaryllis Haskell

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Email TPMads@360presssolutions.com

ADVERTISING POLICIES

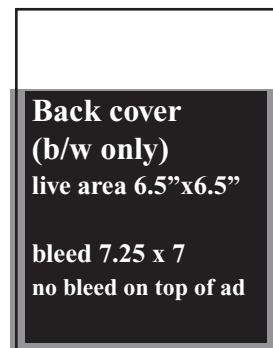
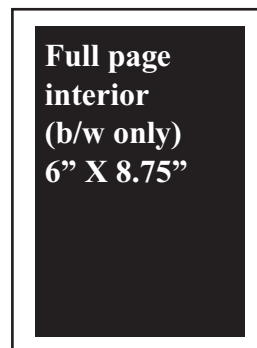
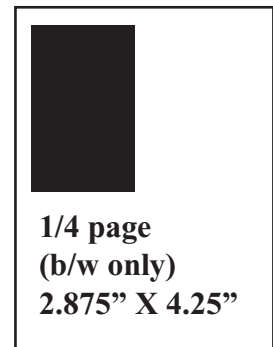
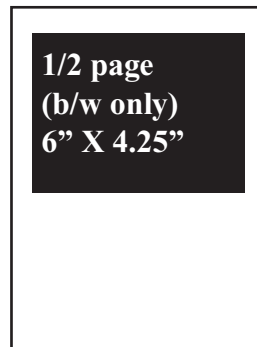
Terms

Agreement is with 360 Press Solutions, and all checks should be made payable to 360 Press Solutions. Ads must be paid in advance of publication with submission of art. Net 20 days after invoice for companies or agencies with prior approved credit. Should advertiser and/or agency default in payments of advertising bills, advertiser and/or agency becomes responsible for collection fees and/or attorney fees. If an agency defaults on a payment, advertiser will be held responsible for total amount due. A finance charge of eighteen percent (18%) per annum, or the highest rate permitted by applicable laws may be added on any balance thirty (30) days past due.

Miscellaneous

1. *Texas Police Journal* reserves right to accept, reject or edit any copy not in keeping with the standards of the *Texas Police Journal* publication.
2. *Texas Police Journal* reserves the right to accept or reject any advertisements for any reason.
3. Advertiser and/or advertising agent assumes all liability for printed advertisements appearing in the *Texas Police Journal* publication.
4. Upon request, 360 Press Solutions will typeset and/or design ads for advertiser, charging advertiser prevailing market rates.
5. When the entire schedule of the agreement is not used, the Advertiser will be billed for the balance of the obligation. The Advertiser has the option to revise the agreement to increase the frequency rate or increase the size if space is available.
6. Proper notice will be given before rate changes. Contracts made before rate changes will be billed at the contract rate.

RATES PER ISSUE			
Size	1x	3x	6x
Back Cover B&W	\$900	\$855	\$810
Full Page B&W Interior	\$650	\$615	\$585
1/2 Page B&W Interior	\$350	\$330	\$315
1/4 Page B&W Interior	\$185	\$175	\$165
<i>Premium placement, add 25%</i>			





TEXAS POLICE JOURNAL

Online Advertising Rates

TEXAS POLICE ASSOCIATION ONLINE RATES

Banner Ad 500 x 90 pixels

1 Month\$200
3 Months\$550
6 Months\$1000
1 Year\$1800

Side Bar Ad 100 x 100 pixels

1 Month \$75
3 Months\$200
6 Months\$375
1 Year\$700

Job Listing (30 day Posting)

1 Month\$100
2 Months\$175
3 Months\$225

ONLINE AD SPECIFICATIONS

Please create banner or side bar ads as JPEG or GIF file formats, and include the web address that the ad should link to. Ads should be RGB and 72 dpi.

FILE SUBMISSION

Ads 2 MB and smaller can be submitted directly to TPMads@360presssolutions.com

Allow 5 – 7 business days for your ad to post online.

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Banner Ad 500 X 90

Side Bar Ad
100 X 100

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