The American Jail Association gets your message in front of key decision-makers in every locally run correctional facility in the United States.

For 40 years, jail professionals have relied on AJA and its partners for innovative answers to common jail issues, training and certification, useful and relatable media content, and support. AJA has adapted to your changing advertising needs. This year we are offering a few new and exciting products, such as new digital ad options; more timeslots on our most popular products; Feathr; and banners on iConnect, our community forum.

AJA partners with companies who understand the challenges of operating a jail and the responsibilities of caring for inmates. Jail administrators who oversee the operations of their facility are seeking companies like yours to aid in their task of providing activities and programs for inmates, safe and secure housing, healthcare and nutrition, and a way to connect inmates with their families. On the flip side, they must also manage the needs of the correctional staff, from training programs, ways to improve staff health and wellness, and proper gear and equipment.

Our focus is on American jails. Speak with me to put together your advertising package to reach every jail in the nation.

Matt Nolan
Sales & Marketing Manager
mattn@aja.org, 301–857–2282
2022 Customized Packages

Optimize your advertising with a Customized Advertising Package. We offer several packages or we can help you to create one that can best meet your organization’s needs and maximize your advertising benefits. Packages are available at special pricing.

**Contact Matt Nolan at 301–857–2282 or mattn@aja.org to create your Customized Advertising Package.**

**Enter (Recommended for First-Time Advertisers)**
- 2 full-page, four-color ads in American Jails magazine (in the issues of your choice)
- 1 AJA website ad (in the month of your choice)
- 1 AJAlert banner ad (in the quarter of your choice)

**Expand (Recommended for Exhibitors and Advertisers)**
- 1 booth at AJA’s Conference & Jail Expo
- 1 full-page, four-color ad in American Jails magazine (in the issue of your choice)
- 1 AJA website ad (in the month of your choice)
- 1 AJAlert banner ad or Product Spotlight (in the quarter/month of your choice; quantities limited)

**Maximize (Recommended for Exhibitors and Advertisers)**
- 1 booth at AJA’s Conference & Jail Expo
- 2 full-page, four-color ads in American Jails magazine (in the issues of your choice)
- 1 AJA website ad (in the month of your choice)
- 1 AJAlert banner ad (in the quarter of your choice; quantities limited)
- 1 Product Spotlight (in the month of your choice; quantities limited)

**Dominate (Recommended for Exhibitors, Advertisers, and Conference Promotion)**
- 1 booth at AJA’s Conference & Jail Expo
- 6 full-page, four-color ads in American Jails magazine (1 full year of advertising)
- 1 AJAlert banner ad (in the quarter of your choice; quantities limited)
- 1 Mobile App ad for AJA’s Conference & Jail Expo (quantities limited)

---

American Jails is more than print. Our magazine is available both in print and digitally.
New!
Introducing AJA Digital Ad Retargeting

Expand Your Reach, Broaden Your Impact
Maximize your marketing efforts with trackable and quantifiable digital ads.
We know AJA is important to you and your business. As we continue our mission to support those who operate the nation’s jails, we want to share an opportunity to reach jail professionals through digital marketing.

Advertising Opportunity with Digital Ad Retargeting
Ever look at a pair of shoes online, or a potential vacation spot, and then for the next couple weeks you notice ads for those same shoes or that same vacation spot seem to be following you around the internet? That’s ad retargeting. Retargeting uses cookies to track visitors of one website and then reach those same visitors with ads on other websites, such as looking up recipes on the Food Network or reading the news on the Wall Street Journal.

Why Retargeting?
Visitors to AJA’s website become your audience with retargeting. You receive exclusive direct access to our website visitors and can retarget them with your company’s ads, showcasing your products and services anywhere they visit online.

Quality Audience
Don’t rely on broad, generic targeting on common ad platforms to market your company. Stand out with AJA’s uniquely qualified audience of jail administrators—those whom your business needs to reach the most.

Your ads will appear on multiple major websites and mobile apps, following AJA website visitors wherever they go.
**Ad Retargeting Rates**

Quantifiable Results with Feathr

Receive detailed reports that allow you to see your campaign results in real-time, including impressions, clicks, and geographical locations of ads served.

---

**Ad Sizes & Specs**

Leaderboard

728x90 pixels

Wide Skyscraper

160x600 pixels

Square Pop-Up

300x250 pixels

.jpg or .gif static images only; no flash ads

*Corporate Member discounts do not apply to Digital Ad Retargeting.

---

**Choose Your Package**

<table>
<thead>
<tr>
<th>Package Size</th>
<th>Duration</th>
<th># of Impressions</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>1 month</td>
<td>35,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>Medium</td>
<td>3 months</td>
<td>105,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Large</td>
<td>6 months</td>
<td>210,000</td>
<td>$4,500</td>
</tr>
</tbody>
</table>

Desired Campaign Start Date

Total $

---

**Contact Information**

Agency/Company Name

Street Address

City/State/ZIP Code

Contact Person

Email

Phone

Contact Signature Date

---

**Payment Information**

Select one: □ Invoice □ Charge

Credit Card:

□ VISA □ MasterCard □ Discover □ American Express

Card Number

Expiration Date Card ID#

Cardholder Name (as it appears on card)

Billing Street Address

Billing City, State, ZIP Code

Signature for Payment Date

---

*SIGN & RETURN TO:*

Matt Nolan
Sales & Marketing Manager
mattn@aja.org, 301–857–2282
Fax: 301–790–2941

---
American Jails Goes ONLINE!

Did You Know?
- Distributed to every jail in the nation.
- Emailed every week in the AJAlert e-newsletter.
- Accessed on the AJA website.
- Received the APEX Award several years in a row.

Don't forget to include web links in your ad!

Our Readers Value American Jails

American Jails is read by jail administrators, wardens, managers, trainers, sheriffs, and other decision-makers who work in local corrections. Our bimonthly magazine provides our members and those who work in the correctional profession with cutting-edge information and articles on shared challenges and concerns within the jail industry—information that benefits both the facility and its personnel.

Our readership goes far beyond an administrator’s desk; the magazine is circulated among all levels of staff and is read cover to cover. Unsurprisingly, readers contact us for articles in issues from previous years. Our shelf life goes far beyond the cover date!

2022–23 Editorial Calendar*

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EDITORIAL THEME</th>
<th>CONTRACT DUE</th>
<th>AD ARTWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>March/April</td>
<td>Hot Topics</td>
<td>December 3, 2021</td>
<td>December 17, 2021</td>
</tr>
<tr>
<td>May/June</td>
<td>Correctional Health</td>
<td>January 28, 2022</td>
<td>February 11, 2022</td>
</tr>
<tr>
<td>July/August</td>
<td>2022 Conference Highlights/Architectural Solutions</td>
<td>April 3, 2022</td>
<td>April 17, 2022</td>
</tr>
<tr>
<td>September/October</td>
<td>Honoring Correctional Officers</td>
<td>June 3, 2022</td>
<td>June 17, 2022</td>
</tr>
<tr>
<td>November/December</td>
<td>Veterans in Jails</td>
<td>August 3, 2022</td>
<td>August 17, 2022</td>
</tr>
<tr>
<td>January/February</td>
<td>Innovative Solutions</td>
<td>October 3, 2022</td>
<td>October 17, 2022</td>
</tr>
</tbody>
</table>

*Subject to change
## 2022 American Jails Rates*

<table>
<thead>
<tr>
<th>SELECT AD SIZE*</th>
<th>NUMBER OF ISSUES</th>
<th>QTY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1–2</td>
<td>3–4</td>
<td>5–6</td>
</tr>
<tr>
<td><strong>PREMIUM</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover (Cover II)</td>
<td>$3,870</td>
<td>$3,585</td>
<td>$3,335</td>
</tr>
<tr>
<td>Inside Back Cover (Cover III)</td>
<td>$3,585</td>
<td>$3,335</td>
<td>$3,080</td>
</tr>
<tr>
<td>Back Cover (Cover IV)</td>
<td>$3,870</td>
<td>$3,585</td>
<td>$3,335</td>
</tr>
<tr>
<td>Page 1</td>
<td>$3,870</td>
<td>$3,585</td>
<td>$3,335</td>
</tr>
<tr>
<td><strong>STANDARD</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$5,455</td>
<td>$5,200</td>
<td>$4,915</td>
</tr>
<tr>
<td>Full-Page Ad</td>
<td>$3,190</td>
<td>$3,050</td>
<td>$2,940</td>
</tr>
<tr>
<td>Two-Thirds Page Ad (vertical)</td>
<td>$2,940</td>
<td>$2,825</td>
<td>$2,715</td>
</tr>
<tr>
<td>Half-Page Ad</td>
<td>$2,715</td>
<td>$2,600</td>
<td>$2,545</td>
</tr>
<tr>
<td>Third-Page Ad (vertical)</td>
<td>$2,600</td>
<td>$2,485</td>
<td>$2,375</td>
</tr>
<tr>
<td>Quarter-Page Ad</td>
<td>$2,345</td>
<td>$2,290</td>
<td>$2,200</td>
</tr>
<tr>
<td><strong>UNIQUE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insert</td>
<td>$2,940</td>
<td>$2,825</td>
<td>$2,715</td>
</tr>
<tr>
<td>Attached Product Sample**</td>
<td>$2,940</td>
<td>$2,825</td>
<td>$2,715</td>
</tr>
</tbody>
</table>

These rates include online magazine advertising.

*Prices subject to change with corporate pricing.  **Cannot weigh more than 4 oz.

### Frequency
- □ 1 issue
- □ 2 issues
- □ 3 issues
- □ 4 issues
- □ 5 issues
- □ 6 issues

### Select Issue
- □ January/February
- □ March/April
- □ May/June
- □ July/August
- □ September/October
- □ November/December

### Specify Ad Artwork
- □ New
- □ Pick Up

### Contact Information
- Agency/Company Name
- Street Address
- City/State/ZIP Code
- Contact Person
- Email
- Phone

### Payment Information
- Select one:  □ Invoice  □ Charge
- Credit Card:  □ VISA  □ MasterCard  □ Discover  □ American Express
- Card Number
- Expiration Date
- Cardholder Name (as it appears on card)
- Billing Street Address
- Billing City, State, ZIP Code
- Signature for Payment

### AJA Representative Signature

### Ad Dimensions

**SPECIFICATIONS:**

**Mechanical Requirements:** AJA accepts native files in Windows® or Macintosh® formats or high-resolution, press-ready PDF files with all fonts embedded. Color ads must be converted to CMYK including PMS spot colors. Graphics or logos provided with the native files must be high-resolution (photos 300 dpi and line art/ [bitmap] 600 dpi and saved either as EPS or TIFF files). Include all fonts, graphics, and logos along with the native files. A 100% laser or color proof of the final advertisement must be provided.

**Two-Page Spread:** Sizing is 15.75” width x 9.75” height. There should be a minimum of 1” (1.5” is preferred) in the center where text does not cross or it will be hidden in the gutter/fold.

**Two-Page Spread with Bleed:** Sizing is 16.75” width x 10.75” height, with 1/8” added to each side for bleed (17”x11”). Type should not be any closer than ½” (or 5/8” if you are including the bleed) from each edge. There should be a minimum of 1” (1.5” is preferred) in the center where text does not cross or it will be hidden in the gutter/fold. Send ad artwork to katiey@aja.org.

---

Matt Nolan
Sales & Marketing Manager mattn@aja.org
301–857–2282 Fax: 301–790–2941
2022 Digital Advertising

AJAlert Banner Ad

Description: Banner ad in AJAlert, our weekly e-newsletter. Choose from one top banner ad or a standard banner ad in 12 issues of AJAlert (3 months). Quantities limited.

Reach: Jail administrators and decision-makers in more than 3,000 local detention facilities who receive the alert by email.

Timeframe: Quarterly (Ad appears in 12 AJAlerts.)

Specs: Advertiser Web Link
Top Banner Ad, 1280x140 pixels (quantities limited)
Standard Banner Ad, 1280x140 pixels
Artwork and link due at least two weeks ahead of selected timeframe.

iConnect Banner Ad

Description: Choose between a side ad that is viewed when the page opens or an ad that appears across the bottom of the iConnect main page. iConnect is AJA’s member-only community forum where participants can network, ask for advice and information, or provide answers and information.

Reach: AJA membership, which includes Agency and Professional Memberships

Timeframe: Quarterly (Ad appears for 12 weeks on the iConnect landing page.)

Specs: Advertiser Web Link
Side Banner Ad, 300×600 pixels
Bottom Banner Ad, 1200×167 pixels
Artwork and link due at least two weeks ahead of selected timeframe.

Product Spotlight

Description: One email showcasing the company or product. The company has creative control of this Spotlight, which can include several web links.

Reach: Jail administrators and key decision-makers in more than 3,000 local detention facilities. The email may be shared and forwarded by those who receive it.

Timeframe: Two sold per month. The ad is sent via email either the first or third Thursday of the month selected. Only 24 available per year.

Specs: Ad design is to be sent in html format.
An html template and samples are provided to the advertiser. Artwork is due at least 3 weeks ahead of the selected month.

AJA Website Ad

Description: Ad that appears at the side of several pages on www.aja.org. Our website is a source of support, solutions, certification, training, and information to many in the correctional field.

Reach: AJA website visitors with a vested interest in jails.

Timeframe: One a month (Ad appears for 4 weeks and rotates on the side of the screen on multiple pages of the website.)

Specs: Advertiser Web Link
Side Banner Ad, 250x250 pixels
Artwork and link due at least two weeks ahead of selected timeframe.

Vendor Connect Webinar

Work with our training department to create a webinar hosted by AJA. We invite attendees. You receive the contact information for those who attended. The webinar will remain accessible to members on aja.org. Web links can be included. We also include a disclaimer stating the webinar is sponsored content.

Reach varies, from 20–60 attendees.

Duration: 20-minute demonstration, 20 minute Q & A
Contact Matt at mattn@aja.org for availability.
Digital Advertising Contract

Digital Ads Agreement: Digital ad artwork, graphics, and logos need to be submitted as high resolution and in CMYK. The advertiser or authorized agency enters into legal agreement with AJA for the publication of advertising via email or www.aja.org. The advertiser agrees to abide by the terms of this agreement and the Contract Regulations of AJA, and to send all material to AJA by designated deadlines. All ads must be submitted in a web-ready format. Understand that ads may be altered or distorted when viewed on different computer systems and different internet browsers. AJA assumes no liability, financial or otherwise, for any cause, for advertising that fails to appear as scheduled. All advertising copy must be approved by AJA prior to placement for appropriate content and assurance that the ad is consistent with AJA’s mission and philosophy. An acceptance copy is emailed back to you. Advertisers are invoiced immediately upon publication. All information must be filled out completely.

Corporate Membership Information
In 2022, AJA Corporate Members receive special pricing for American Jails (25%) and digital (10%) advertising as well as access to member-only benefits. To join or renew, please complete the membership application on page 11 or visit our Membership page at www.americanjail.org/membership.

Contact Information
Agency/Company Name
Street Address
City/State/ZIP Code
Contact Person
Email
Phone
Contact Signature Date

Payment Information
Select one: □ Invoice □ Charge
Credit Card:
□ VISA □ MasterCard □ Discover □ American Express
Card Number
Expiration Date Card ID#
Cardholder Name (as it appears on card)
Billing Street Address
Billing City, State, ZIP Code
Signature for Payment Date

SIGN & RETURN TO:
Matt Nolan Sales & Marketing Manager
mattn@aja.org, 301–857–2282 Fax: 301–790–2941

AJA Representative Signature Date
2022 Exhibitor Schedule of Events

Saturday, May 21, 2022
Exhibitor Setup & Registration: 1 p.m.–5 p.m.

Sunday, May 22, 2022
Exhibitor Setup: 8 a.m.–3 p.m.
Exhibitor Registration: 7 a.m.–7 p.m.

No exhibitors in Jail Expo from 3 p.m.–5 p.m.

Jail Expo Ribbon Cutting & Grand Opening Reception: 5:15 p.m.–7 p.m.

Monday, May 23, 2022
Exhibitor Registration: 8 a.m.–2 p.m.
Jail Expo Open: 10 a.m.–2 p.m.

Tuesday, May 24, 2022
Exhibitor Registration: 8 a.m.–11 a.m.
Jail Expo Open: 9:30 a.m.–12:30 p.m.
Teardown: 12:30 p.m.–5 p.m.

*Subject to change

Conference Venue
Long Beach Convention and Entertainment Center
300 East Ocean Boulevard
Credit: Destinations Magazine

Why Exhibit with AJA?
• The only annual national conference tailored to jail professionals.
• An opportunity to thank your customers and sell to your prospects.
• Access to the key decision-makers within the jail industry.
• Dedicated Jail Expo hours offering the best access to attendees.
• Meet other leading suppliers to the corrections industry, some of whom may be your competitors.
• Up to 15% discount for NEW exhibitors (limited quantity—new exhibitor showcase section only).

As an AJA Exhibiting Partner, you receive:
• Advance and post-show attendee listings.
• Two exhibitor badges for each 10×10 booth space. These badges also provide access to all workshops.
• Company name listed in the Conference Program App.
• Pipe railing, 8-foot-high curtain back wall, and 3-foot-high curtain side dividers.
• Identification sign listing company name and booth number.
• 24-hour exhibit hall security.
• Daily aisle maintenance.
• Networking opportunities with attendees.
• Electronic Exhibitor Services Kit (available January 2022).

Booth rental does not include storage, placement, shipment or re-shipment of exhibit materials, booth furnishings, carpet, tables/chairs, electrical supplies, booth cleaning, or any other special service ordered by the exhibitor. Carpet is required in the booth.

Housing Opens November 2021.

ON LOCATION IN 2022!

www.aja.org
AJA Jail Expo Booth, Sponsorships, and Advertising Opportunities

AJA offers several booth sizes and configurations, advertising opportunities, and sponsorship levels to suit every exhibiting partner’s needs. Contracts are completed online when a booth is purchased.

To Select and Purchase Your Booth

• Visit bit.ly/AJA2022JailExpo to view the interactive floor plan to see current available booth spaces.
• Log in or create an account to register for a booth.

For assistance, call Matt Nolan at 301–857–2282, or send an email to mattn@aja.org.

Payment & Cancellation Policy

Booth reservations: Require both a completed contract and a nonrefundable 50% deposit per booth space. No booth can be reserved without a completed contract and deposit. Balances are invoiced in November 2021 and due by December 31, 2021, to avoid release of booth space. After January 1, 2022, full payment is required. Booth cost and any past-due debts owed to AJA must be paid prior to booth setup.

Cancellations: All cancellations must be submitted in writing to the American Jail Association. Refunds due on cancellations do not include nonrefundable deposits. On or before December 31, 2021: up to 50% refund. After January 1, 2022: No refund.

All exhibitors agree and must adhere to the Terms & Conditions on the last page.

AJA Sponsorship Opportunities

Sponsorships give your company exposure at conference and leave a lasting impression. Give these professionals the opportunity to remember you and to know that your company supports them and the industry through one of AJA’s unique sponsorship items. A sponsorship can provide your company with exposure at conference and throughout the year.

View all available sponsorships at www.americanjail.org/sponsorships2022.

Advertise in AJA’s 2022 Conference Program App

Promote your company’s products and invite attendees to stop by your booth! Conference attendees download this app and use it as a reference beyond the duration of the conference. In addition, conference program app advertisers and sponsors are also mentioned in all articles and advertisements promoting the app prior to the conference. Our conference program app is viewed by more than 1,000 conference attendees.

For prime spots still available or information on standard ads, call Matt Nolan at 301–857–2282, or email mattn@aja.org.
Budget Now for Conference Opportunities in 2023!

AJA offers advertising opportunities with the:

- Conference Preview Guide that reaches correctional professionals throughout the nation and is available online beginning in November through conference.

- Conference Program App that reaches every attendee and exhibitor prior to, during, and after the nation’s largest event tailored to jail professionals.

**Advertise with one or both of these options and save!**

Exhibit hall space will be available online starting in May 2022. Those exhibiting partners with priority will have access to reserve a booth prior to the start of the 2022 Annual Conference & Jail Expo.

<table>
<thead>
<tr>
<th>Conference Preview Guide</th>
<th>Contract Due: August 24, 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artwork Due: September 14, 2022</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Conference Program App</th>
<th>Contract Due: December 15, 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artwork Due: January 15, 2023</td>
<td></td>
</tr>
</tbody>
</table>

For assistance, call Matt Nolan at 301-857-2282 or send an email to matt@aja.org.

Watch for booth and sponsorship options to open online in 2022!

2023 Conference Housing & Registration opens November 2022.
The American Jail Association is a national, nonprofit organization dedicated to serving those who work in and operate our nation’s jails. We provide training and professional development to increase professionalism in the field and to help jails and detention facilities be safe for both staff and inmates.

Our Corporate membership is available to companies that provide products and services to jails. By becoming a member, you will be linked to more than 3,200 jails and detention centers through advertising, exhibiting, and sponsorship opportunities.

Fax to 301-790-2941 or email membership@aja.org. For additional information, visit www.aja.org.

Corporate members receive:
- Up to five copies of American Jails
- Weekly AJ Alert e-newletter
- Access to iConnect, AJA’s online community/forum
- Membership card and lapel pin
- Affinity Program Discounts from Apple, AFLAC, and more
- Discount for digital advertising
- Discount for advertising in American Jails
- Special member pricing on advertising packages
- Free electronic job postings

Corporate Membership—$500 (Companies providing products/services to jails)

Company:________________________
Address:________________________Suite #: __________________________
City:________________________State:________________________ZIP: __________
Phone:________________________Website:________________________
Company description (up to 50 words): __________________________

Primary Contact (to receive all billing and mailing information):
Name:________________________Suffix: __________________________Title: __________
Phone:________________________Email: __________________________

Products/Services
Choose only three:
☐ Building/Facilities
☐ Business/Financial Services
☐ Chemicals/Cleaning Supplies/Laundry
☐ Clothing/Textiles
☐ Communications
☐ Computers/Software/Technology
☐ Education/Training
☐ Food Service
☐ Food Service Management/Equipment
☐ Furnishings/Equipment
☐ Healthcare/Medical
☐ Identification/Detection
☐ Restraints
☐ Security/Surveillance
☐ Transportation
☐ Other __________
☐ Other __________
☐ Other __________

☐ Check here if you do not want to receive pertinent information related to issues covered by AJA from third-party vendors.

Payment Type: ☐ Check ☐ Purchase Order ☐ Credit Card (Circle one)
(Payable to the American Jail Association in U.S. funds drawn on a U.S. bank)

Card Number: __________________________Expiration Date: __________Verification on Back: __________________________
Billing Address: __________________________
Cardholder Name: __________________________Signature: __________________________

For an electronic fillable form, visit americanjail.org/membership.
The following are certain general terms and conditions governing advertising in the U.S. print editions of magazines published by the American Jail Association (collectively, referred to herein as the “Publisher”).

1. Announcement of any change in rates and/or circulation rate base will be made in advance of a magazine’s advertising sales close date of the first issue or publication to which such rates and/or circulation rate base will be applicable.

2. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the magazines or electronic advertising.

3. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.

4. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating a magazine’s editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

5. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the magazines subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the magazines and that such publication will not violate any law, regulation or advertising code or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney’s fees) (collectively, “Losses”) arising out of the publication of such advertisements in all applicable editions, formats, and derivations of the magazines, including, without limitation, those arising from third-party claims or suits for defamation, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively “Claims”).

6. In consideration of the Publisher’s reviewing for acceptance, or acceptance of, any advertising for publication in any of the magazines, the agency and advertiser agree not to make promotional or merchandising reference to any of the magazines in any way without the prior written permission of the Publisher in each instance.

7. No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of each magazine’s Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

8. The Publisher has the right to insert the advertising anywhere in the magazine or electronic medium at its discretion, and any condition on contracts, orders, or copy instructions involving the placement of advertising within an issue of any magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher’s inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

9. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the magazines because of strikes, work stoppages, accidents, fires, acts of God, or any other circumstances not within the control of the Publisher.

10. Invoices are rendered at the time the completed and signed contract is received. Payments are due at the date the ad is disseminated. The Publisher reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or if such rate is not permitted by applicable law, at the highest rate so permitted by applicable law, determined and compounded daily from the due date until the date paid. The Publisher further reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the magazines.

11. All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher’s prior written consent.

12. Publisher reserves the right to modify these terms and conditions. These Advertising Terms and Conditions were issued August 1, 2021.
1. Purpose of Exhibit. AJA Conference & Jail Expo is an educational event, and the expo staged in conjunction with the American Jail Association.

2. Assignment of Exhibit Space. Exhibit space is assigned in the order reservations are received. Exhibit Management shall use its best efforts to locate the booth in one of the locations designated by the Exhibitor elsewhere in this agreement. Notwithstanding the above, Exhibit Management reserves the right to change location assignments when such action is deemed to be in the best interest of the Exhibitor. In addition, a booth due to unforeseen circumstances, force majeure, or acts of God or war, shall be governed by the provision “Cancellation, Postponement, or Relocation of Exhibition” below. Exhibit Agreement that no exhibit shall be admitted into the Exhibition and shall remain from day to day solely on strict compliance with all the rules herein described. Exhibit Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or any exhibit with cause if exhibit is unsuitable to or not consistent with the character of the Exhibition. Exhibit Management’s liability for any such action shall be limited to a refund to the Exhibitor of the amount of rental unearned at the time of ejection. However, if an exhibit or Exhibitor is ejected for violation of these rules or for any other stated reason, no return of rental shall be made.

3. Rental of Space and Its Use. Rental includes the following exhibit equipment: 8-foot high back wall, 3-foot-high side walls, plus a sign of the Exhibitor company name. Hanging Signs: All hanging signs require written approval from Exhibit Management. Twenty-four-hour general security and general aisle cleaning are provided. Standard Exhibits: All standard booths, including signs may not exceed an overall height of 8 feet. Low side dividers between exhibits should not exceed 3 feet in height. If the space is desired, it cannot exceed an overall height nor extend from the back wall more than one-half of the depth of the space. End-Cap Booths: An end-cap booth is exposed on either side and is typically 20 feet by 12 feet. Standard Exhibits: All standard booths, including signs may not exceed an overall height of 8 feet. Low side dividers between exhibits should not exceed 3 feet in height. If the space is desired, it cannot exceed an overall height nor extend from the back wall more than one-half of the depth of the space. End-Cap Booths: An end-cap booth is exposed on either side and is typically 20 feet by 12 feet.

4. Subletting of Space. The Exhibitor shall not assign, sublet, or apportion the whole or any part of the space assigned or have representatives, equipment, or materials from firms other than its own present without written permission from Exhibit Management. Only one company shall be considered as the Exhibitor; any other company or unity in the Exhibit Space shall be considered a subsidiary or affiliate.

5. Installation and Dismantling. The Exhibitor explicitly agrees that in the event it fails to install its products in assigned Exhibit Space or fails to remit payment for required space rental or payment for advertising at time specified, Exhibit Management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper. In addition, the Exhibitor shall not dismantle or otherwise interfere with the orderly conduct and display of the exhibits until the Exhibit Floor is finally closed to the conference attendees.

6. Fire and Safety Regulations. Exhibit shall not pack merchandise in paper, straw, excelsior, or any other readily flammable material. All cans stored in the Exhibit Building shall be Emperor of shall use no flammable decoration or covering for display fixtures, and all fabrics or other material used for decoration or covering shall be flameproof. If required by local law or ordinances, Exhibit shall have on hand a notarized affidavit, establishing that its display materials have been treated during the last year by an approved chemical. All wiring devices and electrical work shall be in good condition and meet the requirements of local law.

7. Union Labor. If required by local ordinances, Exhibitor must comply with all union regulations applicable to installation, dismantling, and display of the exhibit.

8. Exhibitor Conduct. Exhibitor and its representatives shall not congregate or solicit trade in the aisles. The prior written consent of Exhibit Management is required for the employment or use of any live model, demonstrator, solicit, or otherwise influence trade activity in the Exhibit Space. Such employment or use shall be confined to the Exhibit Space. Exhibitors and their representatives are expected to dress in business attire and otherwise conduct themselves with respect and professionalism. Inappropriate dress and conduct will be determined at the sole discretion of Exhibit Management. Products and advertising which do not conform to the rules and regulations of this agreement must be submitted to Exhibit Management for approval. Distribution of pamphlets, brochures, or any advertising or promotional material must be confined to the Exhibit Space. Exhibit Agreement that no exhibit shall be admitted into the Exhibition and shall remain from day to day solely on strict compliance with all the rules herein described. Exhibit Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or any exhibit with cause if exhibit is unsuitable to or not consistent with the character of the Exhibition. Exhibit Management’s liability for any such action shall be limited to a refund to the Exhibitor of the amount of rental unearned at the time of ejection. However, if an exhibit or Exhibitor is ejected for violation of these rules or for any other stated reason, no return of rental shall be made.

9. Film, Sound Devices, and Lighting. If images, loudspeakers, or other sound devices are used, the Exhibitor agrees to comply with all union requirements for the operation of the equipment. Equipment may be permitted only if tuned to conversational level and is not objectionable to neighboring Exhibitors. Operating equipment must be run intermittently for specific demonstrations only. Exhibit Management reserves the right to restrict the use of glaring lights or objectionable equipment.

10. Contractor Services and Information. Where an Official Contractor has been designated to perform services for an Exhibitor—such as the rental of furniture, setup of exhibits, electrical work, plumbing, labor, or any other service—no Exhibitor or representative shall contract for such services with other than the said Official Contractor unless permission has been secured in writing from Exhibit Management. Exhibit Management assumes no responsibility or liability for any of the services performed or materials delivered by the contractors.

11. Storage. Exhibit will not be permitted to store packing crates and boxes in the booth or Convention Center during the Exhibit, but these, when properly marked, will be stored and returned to the booth by Service Contractors. It is the Exhibitor’s responsibility to identify all crates and boxes. Crates and boxes not properly labeled may be destroyed. No trunks, cases, or packing material shall be brought into or out of the Exhibit Space during Exhibit Hours.

12. Photographs. No photographs shall be taken without the prior written consent of Exhibit Management and/or the Exhibitors involved.

13. Liability and Insurance. All property of the Exhibitor, its agents, employees, invitees, or any other person acting in the interest of the Exhibitor, except where the damage or loss is due to the gross negligence or willful misconduct of Exhibit Management, AJA, the owners or management of the Exhibit Hall, or their agents or employees, arising out of Exhibit Management’s, the owners or managers of Convention Center, or AJA’s duties and responsibilities under this agreement. Exhibitor understands that neither Exhibit Management, Convention Center, nor AJA’s agents or employees, are financially liable in the event the Exhibition is interrupted, canceled, moved, or dates changed except as provided herein.

14. Custom Relatedstricts and Conditions. The Exhibitor agrees to agree to any social distancing, mask, or other mandates set by AJA and Exhibit Management, meeting venue, or local and state governments. Due to variants, vaccination status, and differing science, recommendations may change. Exhibitors will be expected to comply with the standards set by any of the above or may be expelled with no refund. Additionally, if you have tested positive for COVID-19, or have knowingly come into close contact with someone who has, we ask that you do not attend until you’ve tested negative for COVID-19.

15. Cancellation, Postponement, or Relocation of Exhibition. In the event that any unforeseen occurrence, force majeure, or acts of God or war, shall render the fulfillment of this agreement impossible by Exhibit Management or AJA, the parties shall mutually agree to the cancellation of Exhibit Management’s option. In such circumstances, Exhibit Management’s sole responsibility to Exhibitor shall be a full refund of all rental fees paid by Exhibitor. No monies will be returned should the dates or location of the Exhibition be changed by Exhibit Management, but Exhibitor will be assigned the space that the Exhibitor agrees to use under these same rules and regulations. Exhibit Management shall not be financially liable in the event the Exhibition is interrupted, canceled, moved, or dates changed except as provided herein.

16. Pandemic Related Restrictions. The Exhibitor agrees to agree to any social distancing, mask, or other mandates set by AJA and Exhibit Management, meeting venue, or local and state governments. Due to variants, vaccination status, and differing science, recommendations may change. Exhibitors will be expected to comply with the standards set by any of the above or may be expelled with no refund. Additionally, if you have tested positive for COVID-19, or have knowingly come into close contact with someone who has, we ask that you do not attend until you’ve tested negative for COVID-19.

17. Exhibitor Cancellation. Cancellation of any portion of this Contract by the Exhibitor will be accepted only at the discretion of Exhibit Management and then only based upon the following refunds: On or before December 31, 2021: up to 50% refund; after January 1, 2022: no refund. The Exhibitor is responsible for total booth rental irrespective of the reason for the cancellation by the Exhibitor including the failure of an Exhibitor to arrive for any reason.

18. Agreement of Terms, Conditions, and Rules. Exhibitor agrees to observe and abide by the foregoing Terms, Conditions, and Rules and by such additional Terms, Conditions, and Rules made by Exhibit Management from time to time for the efficient or safe operation of the Exhibit, including, but not limited to, those contained in this Contract. In addition to Exhibit Management’s right to display and/or publish the Notice of Acceptance of this Contract, Exhibit Management in its sole judgment may refuse to consider for participation in future Exhibitions an Exhibitor who violates any of said rules, if exhibited by any of its employees, or agents. The Exhibitor assumes full responsibility and liability for the actions of its agents, employees, and independent contractors, whether acting within or without the scope of their authority, and agrees to indemnify, hold harmless, and defend the Indemnities as expenses arise, from responsibility or liability resulting directly or indirectly, directly or indirectly from any intentional or negligent act or omission or breach of these terms, conditions, and rules, or violation of any ordinance or statute by AJA and/or Exhibit Management or any of their employees, or agents. AJA and Exhibit Management assume full responsibility and liability for the actions of their agents, employees, and independent contractors, whether acting within or without the scope of their authority, and agree to indemnify, hold harmless, and defend the Indemnities as expenses arise, from responsibility or liability resulting directly or indirectly, from acts that cause the damage of the acts or omission of their agents, employees, or independent contractors whether acting within or without the scope of their authority.

19. Financial Liability. Financial Liability is hereby defined as in the event the Exhibitor is interrupted, canceled, moved, or dates changed except as provided herein. Additionally, if you have tested positive for COVID-19, or have knowingly come into close contact with someone who has, we ask that you do not attend until you’ve tested negative for COVID-19.