REACH YOUR AUDIENCE

with jail professionals, agencies, decision-makers, partners, and industry personnel.

2019 MEDIA KIT
AND MARKETING OPPORTUNITIES

The National Voice for Local Corrections

aja.org
2019 Conference & Jail Expo Advertising

Meet... potential customers and partners, and refresh existing alliances.

Learn... how the industry is evolving and how you can strategically align your business.

Engage... with new clients and build many beneficial relationships.

AJA’s Annual Conference & Jail Expo is the only conference tailored to jail professionals. This event brings together sheriffs, jail administrators, operations managers, training officers, line officers, and elected officials from facilities and counties throughout the United States.

We offer dedicated jail expo hours to give our vendors the best access to attendees. Use this opportunity to showcase your products and services, take advantage of special networking privileges, and meet face-to-face with the decision-makers in the corrections industry.

Join us at our upcoming conference:

The American Jail Association’s 38th Annual Conference & Jail Expo
May 18-22, 2019 • Louisville, Kentucky
Kentucky International Convention Center
221 South 4th Street • Louisville, Kentucky

For more information, visit these sites (bit.ly links are case sensitive):

- To view the 2019 Jail Expo Floor Plan: bit.ly/AJA2019FloorPlan
- To purchase your booth space: bit.ly/AJA2019Contract
- To view sponsorship and expo advertising opportunities: bit.ly/AJA2019Sponsor

To advertise in the 2019 conference publications, contact katiey@aja.org.
Partnering with AJA in 2019

AJA is your resource for successful advertising 2019.
The American Jail Association is the only organization that focuses exclusively on local correctional facilities and jail professionals. Whether it is through our website, annual conference and jail expo, weekly e-newsletter AJAlert, or our award-winning American Jails magazine, companies large and small rely on AJA to help them pinpoint their audience and increase their advertising investments.

Find information about advertising with AJA in the 2019 Media Kit. Extend your reach by utilizing our various advertising outlets. With AJA as your source to reach the decision-makers in all local correctional facilities, you gain access to more than 9,000 jail personnel.

In this kit, you can find:
• Magazine and Conference Advertising Information
• Print and Digital Advertising Options
• Jail Directory Mailing Service Information
• Employment Advertisement Information
• Advertising Packages
• Corporate Membership Application
• More ways to connect with our members

Thank you for partnering with AJA. Together we can support the jail professionals who protect and serve our communities.

Contact the AJA Sales & Marketing Team Today!

Katie Younkins, Sales & Marketing Coordinator, katiey@aja.org, 301–857–2282

Wayne Hatcher, Director of Marketing & Member Engagement, wayneh@aja.org, 301–857–2266
Reasons Our Readers Value *American Jails*

Published bimonthly, and distributed to every jail in the United States, *American Jails* provides administrators, supervisors, and front-line officers with cutting-edge information and articles on shared problems and concerns within the jail industry—information that benefits both the facility and its personnel.

Choose how you want to reach your target audience through this one-of-a-kind, professional publication that is recognized throughout the field of corrections as a source of guidance and information.

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**2019 EDITORIAL CALENDAR**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Editorial Theme</th>
<th>Contract Due Date</th>
<th>Ad Artwork/Material Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>“Focus on Inmate Issues”</td>
<td>October 4, 2018</td>
<td>October 18, 2018</td>
</tr>
<tr>
<td>March/April</td>
<td>“Hot Topics”</td>
<td>December 3, 2018</td>
<td>December 17, 2018</td>
</tr>
<tr>
<td>May/June</td>
<td>“Alive and Well” (Health Issues)</td>
<td>January 28, 2019</td>
<td>February 11, 2019</td>
</tr>
<tr>
<td>July/August</td>
<td>“From the Ground Up” (Architecture/Hardware/Software)</td>
<td>April 2, 2019</td>
<td>April 16, 2019</td>
</tr>
<tr>
<td>September/October</td>
<td>“Corrections Officer Salute”</td>
<td>June 3, 2019</td>
<td>June 17, 2019</td>
</tr>
<tr>
<td>November/December</td>
<td>“Veterans”</td>
<td>August 2, 2019</td>
<td>August 16, 2019</td>
</tr>
</tbody>
</table>

*Themes subject to change.*

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**Award-Winning American Jails: Six Years in a Row!**

APEX Awards are based on excellence in graphic design, editorial content, and the ability to achieve overall communications excellence. *American Jails* was recognized in 2013 through 2018 by APEX for publication excellence.

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**Corporate Members:** Please inquire about Corporate Member pricing.
AMERICAN JAILS Advertising Contract

2019 AMERICAN JAILS Rates*

<table>
<thead>
<tr>
<th>Specify Ad Size, Premium Spot</th>
<th>Select Issue Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 or 2 Issues</td>
</tr>
<tr>
<td>Premium</td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover (cover II)</td>
<td>$3,425</td>
</tr>
<tr>
<td>Inside Back Cover (cover III)</td>
<td>$3,175</td>
</tr>
<tr>
<td>Back Cover (cover IV)</td>
<td>$3,425</td>
</tr>
<tr>
<td>Page 1</td>
<td>$3,425</td>
</tr>
<tr>
<td>Standard</td>
<td></td>
</tr>
<tr>
<td>Two-Page Spread</td>
<td>$4,825</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,825</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>$2,400</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>$2,075</td>
</tr>
<tr>
<td>Business Card</td>
<td>$1,575</td>
</tr>
<tr>
<td>Unique</td>
<td></td>
</tr>
<tr>
<td>Insert</td>
<td>$2,600</td>
</tr>
<tr>
<td>Attached Product Sample</td>
<td>$2,600</td>
</tr>
</tbody>
</table>

Special advertisement placement and alternative sizes available upon request.

Frequency
- 1 Issue
- 2 Issues
- 3 Issues
- 4 Issues
- 5 Issues
- 6 Issues

Who will be invoiced
- Company
- Agency

*Prices and dates subject to change.

Ad Dimension Visual Guide

Specifications:
- Mechanical Requirements: AJA accepts native files in IBM® (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 16” width x 10” 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 17” width x 11” height, with 1/8” added to each side for bleed (17.25” x 11.25”). 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.

Contact Information

AGENCY/COMPANY NAME

STREET ADDRESS

CITY, STATE, ZIP CODE

CONTACT PERSON

E-MAIL

PHONE

<table>
<thead>
<tr>
<th>X</th>
<th>SIGNATURE FOR CONTRACT</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>AJA REPRESENTATIVE SIGNATURE</td>
<td>DATE</td>
</tr>
</tbody>
</table>

Payment Information

How would you like to pay? Select one:
- Invoice
- Charge

CREDIT CARD: [ ]

CARD NUMBER

EXPIRATION DATE

CARD ID# |

CARDHOLDER NAME (AS IT APPEARS ON THE CARD)

BILLING STREET ADDRESS

BILLING CITY, STATE, ZIP CODE

| X | SIGNATURE FOR PAYMENT | DATE |

Print Ads Agreement: The advertiser or authorized agency enters into a legal agreement with AJA for the insertion and publication of advertising in American Jails magazine. Advertiser agrees to abide by the terms of this agreement and the Contract Regulations of AJA, and to send all materials to AJA by designated deadlines. An acceptance copy is e-mailed back to you. All advertisements must be approved by AJA prior to placement for appropriate content and assurance that the ad is consistent with AJA’s mission and philosophy. Advertisers are invoiced immediately upon publication. Advertising Agencies must forward an Insertion Order to receive a 15% commission. All information must be filled out completely. Sign and return to Katie Younkins, Sales & Marketing Coordinator, katiey@aja.org, 301–857–2282, fax: 301–790–2941.
**AJAlert**

AJA's weekly e-newsletter, AJAlert, reaches the desks of jail administrators and key decision-makers in the Nation's correctional facilities. This e-newsletter is e-mailed every Tuesday and can be forwarded or shared via social media, increasing your company’s exposure further. There is one top-banner ad and four standard-banner ads per e-newsletter. Please note: ad space is on a first-come, first-served basis. The AJAlert is sent weekly, and your ad appears for the quarter (3 months) of your choice. Your banner ad can include a link to your desired webpage.

**Ad Specs:**
- **Top Banner Ad:** 480 x 60 pixels
- **Standard Banner Ad:** 480 x 50 pixels

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**Spotlight**

Spotlight is an e-blast that showcases your company or new product. This is your chance to shine! You control the look and design of this e-mail, whether you prefer it to be informative and text-driven or full of eye-catching graphics. Spotlight e-blasts are sent on the first Thursday of the month you select. Space reservations for this type of ad are on a first-come, first-served basis.

**Ad Specs:**
- Templates with instructions will be sent.

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**AJA Website**

With almost four million page views per year, take advantage of AJA’s website (www.aja.org) to reach your target audience of jail professionals. Your web ads can link to a webpage. This ad space is on a first come, first served basis. Website banner ads are posted for a full month of your choice.

**Ad Specs:**
- **Square Banner Ad:** 250 x 250 pixels
Digital Advertising Contract

2019 Digital Ad Options & Rates

<table>
<thead>
<tr>
<th>DIGITAL AD TYPE</th>
<th>Select months/quarterly periods for your digital ads to run.</th>
<th>Rate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>First Quarter</td>
<td>Second Quarter</td>
<td>Third Quarter</td>
</tr>
<tr>
<td></td>
<td>JAN</td>
<td>MAR</td>
<td>APR</td>
</tr>
<tr>
<td>AJAlert</td>
<td>☐ Top Banner</td>
<td>☐ Standard Banner</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spotlight</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website Banner</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile App</td>
<td>☐ Top Banner</td>
<td>☐ Bottom Banner</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Webinar Sponsorship</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prices and availability subject to change.

Contact Information

| AGENCY/COMPANY NAME      |  |
|-------------------------|  |
| STREET ADDRESS          |  |
| CITY, STATE, ZIP CODE   |  |
| CONTACT PERSON          |  |
| E-MAIL                  |  |
| PHONE                   |  |
| SIGNATURE FOR CONTRACT  | DATE |
| AJA REPRESENTATIVE SIGNATURE | DATE |

Payment Information

How would you like to pay? Select one: ☐ Invoice ☐ Charge

| CREDIT CARD: |  |
|-------------|  |
| CARD NUMBER |  |
| EXPIRATION DATE | CARD ID# |
| CARDHOLDER NAME (AS IT APPEARS ON THE CARD) |  |
| BILLING STREET ADDRESS |  |
| BILLING CITY, STATE, ZIP CODE |  |
| SIGNATURE FOR PAYMENT | DATE |

Digital Ads Agreement: Digital ad artwork, graphics, and logos need to be submitted high resolution and in CMYK. The advertiser or authorized agency enters into legal agreement with AJA for the publication of advertising via e-mail 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 e-mailed back to you. Advertisers are invoiced immediately upon publication. Advertising Agencies must forward an Insertion Order to receive a 15% commission. All information must be filled out completely. All information must be filled out completely. Sign and return to Katie Younkins, Sales & Marketing Coordinator, katiley@aja.org, 301-857-2282, fax: 301-790-2941.

Corporate Members: Please inquire about Corporate Member pricing.
2019 Jail Directory
Mailing Service Information

The American Jail Association is proud to offer a new opportunity for our Corporate Members to connect directly with their current and potential clients.

NEW! Introducing AJA’s
Jail Directory Mailing Service

After extensive research of all local jails in the United States, we are offering our Jail Directory Mailing Service* at a per-use fee to our Corporate Members only. Mailing labels for more than 3,500 jails will be provided to a third-party, direct mailing company of your choice for a one time use.

Jail Directory Mailing Service Process

• This is a “members only” service available to AJA’s Corporate and Affiliate Members.
• You must sign the Jail Directory Mailing Service License Agreement.
• AJA sends the list/or labels to a third-party mailing house of your choice. The mailing house is then obligated to destroy the list after it has been used. At no point is the list distributed to the licensee directly.
• AJA reserves the right to review the mailing material.
• The cost of the Mailing List Service is $575 for each use.
• AJA maintains and updates the Jail Directory Mailing List regularly.

* Due to the significant resources that AJA has involved in compiling the information for our Jail Directory and its regular upkeep, the AJA Jail Directory List will not be distributed to the licensee in print or electronic format.

For more detailed information about this new service and to obtain the license agreement, contact Katie Younkins, Sales & Marketing Coordinator, katiey@aja.org, 301–857–2282.
2019 AJA Career Center Contract

Job postings can be found under Career Center at [www.aja.org](http://www.aja.org).

- **DIGITAL CAREER CENTER AD on our Career Board**
  Digital ads are posted in the Career Center for 30 or 45 days depending on member status. This is a text only listing and a link to your full job posting is recommended.
  
  **MEMBERS: $95 for 45 days**
  **NON-MEMBERS: $195 for 30 days**
  
  Please forward a copy of your employment posting to sales@aja.org

**DATE TO BEGIN POSTING DIGITAL AD: ________________**

- **PRINT EMPLOYMENT AD in American Jails Magazine**
  One Issue: $300  A ¼ page ad to publish in our magazine, *American Jails*. There is a 150-word maximum. This space is for general information; we recommend you include a website address that applicants can follow. This ad may include your agency badge or logo.

  **Ad Specs:** 3 ½” x 4 ¾”

  **SELECT DESIRED ISSUE:**
  - Jan/Feb
  - Mar/Apr
  - May/Jun
  - Jul/Aug
  - Sep/Oct
  - Nov/Dec

**DATE TO BEGIN POSTING DIGITAL AD: ________________**

- **PRINT & DIGITAL EMPLOYMENT AD PACKAGE**
  One Issue/30 Days: $300  (see details above)

  **DATE TO BEGIN POSTING DIGITAL AD: ________________**

  **SELECT DESIRED ISSUE:**
  - Jan/Feb
  - Mar/Apr
  - May/Jun
  - Jul/Aug
  - Sep/Oct
  - Nov/Dec

- **NEW! CAREER CENTER PAGE SPONSORSHIP**
  30 Days: $500  Corporate Member sponsorship of the Career Center page on [AJA.org](http://AJA.org). A large banner ad is placed for one month. Can include a link to a web page.

  **Ad Specs:**

  **DATE TO BEGIN SPONSORSHIP: ________________**

Employment Ads Agreement: Digital ad artwork, graphics, and logos need to be submitted high resolution and in CMYK. The advertiser or authorized agency enters into legal agreement with AJA for the publication of advertising via *American Jails* magazine, and [www.aja.org](http://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 e-mailed back to you. Advertisers are invoiced immediately upon publication. All information must be filled out completely. *Sign and return to Katie Younkins, Sales & Marketing Coordinator, kotliny@aja.org, 301–857–2282, fax: 301–790–2941.*

**Corporate Members:** Please inquire about Corporate Member pricing.
2019 Advertising Packages Options & Rates

2019 Advertising Packages allow you to optimize your reach when connecting with the decision-makers in the jail industry.

<table>
<thead>
<tr>
<th>Items Included in Package</th>
<th>PACKAGE 1</th>
<th>PACKAGE 2</th>
<th>PACKAGE 3</th>
<th>PACKAGE 4</th>
<th>CONFERENCE PACKAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 <em>American Jails</em> Magazine Ad</td>
<td>Full page, color, select a 2019 issue</td>
<td></td>
<td></td>
<td></td>
<td><em>must have a 2019 booth</em></td>
</tr>
<tr>
<td>2 <em>American Jails</em> Magazine Ads</td>
<td>Full page, color, select a 2019 issue</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 <em>American Jails</em> Magazine Ads</td>
<td>Full page, color, select a 2019 Issue</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 <em>American Jails</em> Magazine Ads</td>
<td>Full page, color</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Side Banner Website Ad</td>
<td>Select a quarter. Specs on page 5. May include a weblink.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 AJAlert Standard Banner Ad</td>
<td>Select a quarter. Specs on page 5. May include a weblink.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>61 AJA Mobile App Ad</td>
<td>Specs on page 5.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Spotlight E-Blast</td>
<td>Select a month. Specs on page 5.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Mobile App Ad</td>
<td>Specs on page 10.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019 Conference Preview Guide</td>
<td>Full page, color</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019 Conference Program Ad</td>
<td>Full page, color</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Passport Sponsorship at the 2019 Expo</td>
<td>Must have a booth.</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**Package Prices**

**Call for package rates:** Katie Younkins, Sales and Marketing Coordinator, Katiey@aja.org, 301-857-2282.

**Corporate Members:** Please inquire about our special Corporate Member pricing.
2019 Advertising Package Contract

Package 1
Specify desired *American Jails* magazine issue: ____________________________
Specify desired month for Website Banner Ad: ____________________________
Specify desired quarter for AJAlert Banner Ad: ____________________________

Package 2
Specify desired *American Jails* magazine issues: __________________________
Specify desired month for Website Banner Ad: ____________________________
Specify desired quarter for AJAlert Banner Ad: ____________________________
Specify month for AJA Mobile App Ad: ____________________________

Package 3
Specify desired *American Jails* magazine issues: __________________________
Specify desired month for Website Banner Ad: ____________________________
Specify desired quarter for AJAlert Banner Ad: ____________________________
Specify month for AJA Mobile App Ad: ____________________________
Specify desired month for Spotlight: ____________________________

Package 4
All six issues of *American Jails* magazine.
Specify desired month for Website Banner Ad: ____________________________
Specify desired quarter for AJAlert Banner Ad: ____________________________
Specify month for AJA Mobile App Ad: ____________________________
Specify desired month for Spotlight: ____________________________

Conference Package
Specify desired *American Jails* magazine issue: __________________________
Specify desired month for Website Banner Ad: ____________________________
Specify desired quarter for AJAlert Banner Ad: ____________________________
Specify month for AJA Conference Mobile App Ad: __________________________

Package Agreement: Digital ad artwork, graphics, and logos need to be submitted high resolution and in CMYK. The advertiser or authorized agency enters into legal agreement with AJA for the publication of advertising via *American Jails* magazine, and 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 e-mailed back to you. Advertisers are invoiced immediately upon publication. All information must be filled out completely. Sign and return to Katie Younkins, Sales & Marketing Coordinator, katiey@aja.org, 301–857–2282, fax: 301–790–2941.

Corporate Members: Please inquire about Corporate Member pricing.
2020 Annual Conference & Jail Expo Advertising

Conference PREVIEW GUIDE
Sent to our Nation’s Jails, and AJA members with the 2019 Nov/Dec issue of American Jails.

Ad Options:

Prime Positions:                  Rate:
☐ Inside Front Cover (cover II)   $2,075
☐ Inside Back Cover (cover III)   $2,075
☐ Back Cover (cover IV)           $2,600
☐ Page One                        $1,975
☐ Page Opposite Conference Overview $1,875
☐ Page Opposite Workshop Overview  $1,875

Standard Ads:                    Rate:
☐ Half Page                       $1,250
☐ Full Page                       $1,675

Ad Specs:
Half page ad size: 7” x 5”
Full Page ad size: 7” x 10”
Full Page with Bleed: 8 ¾” x 11 ⅝”

Contracts Due: August 25, 2019
Ad Artwork Due: September 9, 2019

Conference PROGRAM BOOK
All conference attendees receive this book onsite and will use it as reference for the duration of the conference.

Ad Options:

Prime Positions:                  Rate:
☐ Inside Front Cover (cover II)   $2,075
☐ Inside Back Cover (cover III)   $2,075
☐ Back Cover (cover IV)           $2,600
☐ Page One                        $1,975
☐ Page Opposite Conference Overview $1,925
☐ Page Opposite Workshop Overview  $1,925
☐ Page Opposite Sheriff’s Welcome $1,925
☐ Page Opposite Planning Committee Chair $1,925

Standard Ads:                    Rate:
☐ Full Page                       $1,675
☐ Two-Page Spread                 $3,075

Ad Specs:
Full Page ad size: 5 ½” x 8 ½”
Full Page with Bleed: 6 ¼” x 9 ¾”

Contracts Due: December 1, 2019
Ad Artwork Due: December 15, 2019

NEW! Conference MOBILE APP
Be sure to reach our tech-savvy attendees who will use our Conference Mobile App.

Mobile App Ads:                   Rate:
☐ Standard Ad                     $500
☐ Banner Ad                       $500

Ad Specs:
Standard Ad Size:
750 x 150 pixels (incl. tablet size: 628 x 374 pixels)
Banner Ad Size:
750 x 200 pixels (incl. tablet size: 628 x 502 pixels)

Contracts Due: February 1, 2020
Ad Artwork Due: March 1, 2020
2020 Pricing Table

Conference Preview Guide Ad
Position: $ 
Non-Exhibitors Add 10% $ 
Deduct 10% for Dual Publications $ 
Conference Preview Guide Total $ 

Conference Program Book Ad
Position: $ 
Non-Exhibitors Add 10% $ 
Deduct 10% for Dual Publications $ 
Conference Program Book Total $ 
SUB TOTAL FOR 2 PUBLICATIONS $ 

Conference Mobile App Standard Ad $ 
Conference Mobile App Banner Ad $ 
Conference Mobile App Total $ 

GRAND TOTAL $ 

Print Ads Agreement: The advertiser or authorized agency enters into a legal agreement with AJA for the insertion and publication of advertising in AJA’s Conference Publications. Advertiser agrees to abide by the terms of this agreement and the Contract Regulations of AJA, and to send all materials to AJA by designated deadlines. An acceptance copy is e-mailed back to you. All advertisements must be approved by AJA prior to placement for appropriate content and assurance that the ad is consistent with AJA’s mission and philosophy. Advertisers are invoiced immediately upon publication. Advertising agencies must forward an Insertion Order to receive a 15% commission. All information must be filled out completely. Sign and return to Katie Younkins, Sales & Marketing Coordinator, katiey@aja.org, 301–857–2282, fax: 301–790–2941.
AJA Corporate Membership Application

The American Jail Association is a national, non-profit organization dedicated to serving those who work in and operate our Nation’s jails. We provide training and professional development to increase the professionalism in the field and to help jails and detention facilities be safer 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 e-mail membership@aja.org. For additional information, visit www.aja.org.

Corporate members receive:
• Up to five copies of American Jails magazine
• Weekly AJAlert e-newsletter
• Access to iCONNECT, AJA’s online community/forum
• Membership certificate, card and lapel pin
• Affinity Program Discounts from Apple, AFLAC and more
• Complimentary listing in our Product Services and Resource Guide and a complimentary copy
• Discount for digital advertising
• Discount for ad(s) in American Jails magazine
• Special Member Pricing on Advertising Packages
• Free Electronic Job Postings
• Can purchase a license to use the Jail Directory Mailing List
• Complimentary Press Release posting in AJAlert

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

Company:__________________________________________ Suite #: ____________
Address:______________________________________________
City:_________________ State: ____________ ZIP: ____________
Phone:_________________ Website: __________________

Company description (up to 50 words):________________________

Primary Contact (to receive all billing and mailing information):
Name:______________________________________________ Suffix: ________ Title: ____________
Phone:_________________ E-mail: __________________

Up to four additional members can be added to the account who will also receive the American Jails magazine and weekly AJAlert e-newsletter.

Name:______________________________________________ Title: ____________
Phone:_________________ E-mail: __________________

Address (If different from above): ________________________________

Name:______________________________________________ Title: ____________
Phone:_________________ E-mail: __________________

Address (If different from above): ________________________________

Name:______________________________________________ Title: ____________
Phone:_________________ E-mail: __________________

Address (If different from above): ________________________________

Name:______________________________________________ Title: ____________
Phone:_________________ E-mail: __________________

Address (If different from above): ________________________________

☐ 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) VISA MasterCard American Express Discover
(Payable to the American Jail Association
Card Number:___________________________________________ Expiration Date:__________ Verification on Back:__________
Billing Address:________________________________________
Cardholder Name:______________________________________ Signature:________________________

Please remit payment to: American Jail Association, PO Box 65048, Baltimore, MD 21264-5048
1. The following are certain general terms and conditions governing advertising in the U.S. print editions of magazines published by The American Jail Association, Inc. (collectively, referred to herein as the “Publisher”).

2. 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.

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

4. 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.

5. 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.

6. 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”).

7. 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.

8. 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.

9. 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.

10. 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.

11. Invoices are rendered on or about the mail date of the magazines or the distribution of the first electronic advertisement (whichever occurs first). Payments are due within 30 days from the billing date. 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.

12. 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.

13. Publisher reserves the right to modify these terms and conditions. These Advertising Terms and Conditions were issued August 1, 2018.