The American Jail Association can deliver your advertising to every jail in the United States!

As the only organization that focuses exclusively on jails and their staff, AJA is the best source to reach the decision-makers in all local correctional facilities—giving you access to thousands of jail personnel.

Each and every one of the inmates in U.S. jails must be safely and securely housed in well-built and well-maintained facilities. They must be fed and receive medical and mental healthcare. They require access to educational, vocational, and life-skills programming to reduce the chances they will re-offend. Also a certainty is that jails are being tasked to accomplish all this on stagnant or reduced budgets.

For the staff and administrators who operate these correctional facilities, safety and security is paramount. From proper gear and equipment to recruitment, training, and retention, correctional professionals need the most effective and efficient products and services available to successfully manage a jail.

Since 1981, key jail decision-makers have looked to AJA as their best resource for current and trending solutions when it comes to the operation of their facilities.

Unlike any other national association, we know jails. Let us help your company reach its full potential in this large and complex market.

Contact us today.

Katie Younkins
Sales & Marketing Coordinator
katiey@aja.org, 301–857–2282
AJA’s Career Center is a valuable resource for individuals seeking a position in the local corrections field, including corrections officers and support staff. Employment opportunities in jails across the nation can be posted on our Career Center at aja.org. Employment ads are also published in American Jails magazine.

**Digital Career Center Ad**

Digital ads are posted in the Career Center for 45 days. A link to your full job posting is recommended.

| Members: $100 | Ad Start Date: ___________________________ |
| Nonmembers: $200 | Ad End Date: _____________________________ |

**Multimedia Employment Ad in American Jails**

This ¼ page ad (3.5×4.75) is for general information and includes the agency’s website. This ad also includes the agency’s badge or logo. There is a 150-word maximum.

Select an Issue:

- [ ] Jan/Feb  
- [ ] Mar/Apr  
- [ ] May/Jun  
- [ ] Jul/Aug  
- [ ] Sep/Oct  
- [ ] Nov/Dec

| Members: $250 |  |
| Nonmembers: $350 |  |

**Multimedia & Digital Employment Ad Package**

Select an Issue:

- [ ] Jan/Feb  
- [ ] Mar/Apr  
- [ ] May/Jun  
- [ ] Jul/Aug  
- [ ] Sep/Oct  
- [ ] Nov/Dec

One Issue/45 Days (See details for each above.)

| Members: $300 | Ad Start Date: ___________________________ |
| Nonmembers: $450 | Ad End Date: _____________________________ |

**Employment 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 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 emailed to you. Advertisers are invoiced immediately upon publication. All information must be filled out completely.

---

**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 |

Katie Younkins  
Sales & Marketing Coordinator  
katiey@aja.org, 301–857–2282  
Fax: 301–790–2941
Optimize your advertising by purchasing a Customized Advertising Package. We can help you to create your own package—one that can best meet your organization’s needs and maximize your advertising benefits. Packages are available at special pricing.

These sample charts show a visual representation of how a customized package can advertise a product for an entire year.

Contact Katie Younkins at 301–857–2282 or katie@aja.org to create your own 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 Annual 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 Spotlight e-Blast  
  *(in the quarter/month of your choice; quantities limited)*

---

*American Jails* is more than print. Our digital magazine is interactive. Ads are linked to the advertiser’s website.
Maximize  Recommended for Exhibitors and Advertisers

• 1 Booth at AJA’s Annual Conference & Jail Expo
• 2 Full-Page, Four-Color Ads and 1 Half-Page Ad 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 Spotlight e-Blast (in the month of your choice; quantities limited)

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Dominate  Recommended for Exhibitors, Advertisers, and Conference Promotion

• 1 Booth at AJA’s Annual 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)
• Mobile App Ad for AJA’s Annual Conference & Jail Expo (quantities limited)

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Personalized packages are available!
American Jails Goes MULTIMEDIA!

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
Published bimonthly and distributed to every jail in the nation, American Jails is read by jail administrators, wardens, managers, trainers, sheriffs, and other decision-makers who work in local corrections. Our 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!

2021–22 Editorial Calendar*

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EDITORIAL THEME</th>
<th>CONTRACT DUE</th>
<th>AD ARTWORK DUE</th>
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<tbody>
<tr>
<td>March/April</td>
<td>Hot Topics</td>
<td>December 3, 2020</td>
<td>December 17, 2020</td>
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<td>May/June</td>
<td>Correctional Health</td>
<td>January 28, 2021</td>
<td>February 11, 2021</td>
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<tr>
<td>July/August</td>
<td>2021 Conference Highlights/Architectural Solutions</td>
<td>April 2, 2021</td>
<td>April 16, 2021</td>
</tr>
<tr>
<td>September/October</td>
<td>Honoring Correctional Officers</td>
<td>June 3, 2021</td>
<td>June 17, 2021</td>
</tr>
<tr>
<td>November/December</td>
<td>Veterans in Jails</td>
<td>August 3, 2021</td>
<td>August 17, 2021</td>
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<tr>
<td>January/February</td>
<td>Innovative Solutions</td>
<td>October 2, 2021</td>
<td>October 16, 2021</td>
</tr>
</tbody>
</table>

*Subject to change
2021 American Jails Rates*

<table>
<thead>
<tr>
<th>SELECT AD SIZE</th>
<th>SELECT ISSUE QUANTITY</th>
<th>1 OR 2 ISSUES</th>
<th>3 OR 4 ISSUES</th>
<th>5 OR 6 ISSUES</th>
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<td>PREMIUM</td>
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<td>Inside Front Cover (Cover II)</td>
<td>$3,425</td>
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<tr>
<td>Inside Back Cover (Cover III)</td>
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<td>Back Cover (Cover IV)</td>
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<td>STANDARD</td>
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<td>2-Page Spread</td>
<td>$4,825</td>
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<tr>
<td>Full-Page Ad</td>
<td>$2,825</td>
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<td>Two-Thirds Page Ad (vertical)</td>
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<td>Half-Page Ad</td>
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<td>Third-Page Ad (vertical)</td>
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<tr>
<td>Attached Product Sample**</td>
<td>$2,600</td>
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<td>$2,400</td>
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Contact Information

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

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

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 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"x11.25"). Type should not be any closer than 1/2" (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.

Card Information

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

Print Ads Agreement: The advertiser or authorized agency enters into 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 emailed 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. 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, 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 AJA alert e-newsletter
- Access to iConnect, AJA’s online community/forum
- Membership certificate, 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
- Complimentary press release posting in AJAlert

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: __________________________

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

Name: ___________________________ Title: ____________
Phone: ___________________________ Email: __________________________
Address (if different from above): _________________________________________________________________

Name: ___________________________ Title: ____________
Phone: ___________________________ Email: __________________________
Address (if different from above): _________________________________________________________________

Name: ___________________________ Title: ____________
Phone: ___________________________ Email: __________________________
Address (if different from above): _________________________________________________________________

Name: ___________________________ Title: ____________
Phone: ___________________________ Email: __________________________
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)
(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.

Please remit payment to: American Jail Association, PO Box 65048, Baltimore, MD 21264-5048
AJAlert Banner Ad
Description: Banner ad in AJAlert, our weekly e-newsletter. One top banner ad and four standard banner ads in 12 issues of AJAlert (3 months).
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, 480x60 pixels (quantities limited)
Standard Banner Ad, 480x50 pixels
Artwork and link due at least two weeks ahead of selected timeframe.

AJA Mobile App Banner Ad
Description: Banner ad with advertiser web link that appears on the home screen of the AJA Mobile App.
Reach: Accessible to corrections professionals and others who support local jails.
Timeframe: Quarterly (12 weeks on the home screen)
Specs: Advertiser Web Link
Top Banner Ad, 640x320 pixels (quantities limited)
Bottom Banner Ad, 320x50 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 3,200 local detention facilities. The email may be shared and forwarded by those who receive it.
Timeframe: Two a month (Ad is sent via email on the first and third Thursdays of the month selected.)
Specs: ONLY 24 AVAILABLE PER YEAR
Advertiser Web Links
Templates (including the HTML template) and a Sample Spotlight are provided to the advertiser and are to be returned at least 3 weeks ahead of 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: Average 10,000 views a month by users 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.

New! Virtual Training Sponsorship
Consider sponsoring a virtual training series to help support our nation’s jail professionals, who are improving themselves for the good of the communities they serve.
Virtual training sponsors receive:
• An opportunity before the webinar begins to speak about their products/services.
• The option to participate in a panel discussion.
• Company logo is displayed on the web page for the virtual training.
• An email list of all the training attendees is sent to the sponsor.
Contact Katie at katiey@aja.org for pricing and availability.
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 2021, 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 6 or visit our Membership page at www.americanjail.org/membership.

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
Katie Younkins
Sales & Marketing Coordinator
katiey@aja.org, 301–857–2282
Fax: 301–790–2941
AJA Representative Signature
Date
2021 Exhibitor Schedule of Events

Saturday, April 10, 2021
Exhibitor Setup & Registration: 1 p.m.–5 p.m.

Sunday, April 11, 2021
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, April 12, 2021
Exhibitor Registration: 8 a.m.–2 p.m.
Jail Expo Open: 10 a.m.–2 p.m.

Tuesday, April 13, 2021
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

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 2021).

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.

It is the intention of the American Jail Association is meet in-person in Columbus for the 2021 Annual Conference & Jail Expo with a hybrid virtual component for those unable to travel. In the event that it is not possible to hold an in-person event, AJA will produce a virtual event for attendees and exhibiting partners with the same goals as an in-person event—to educate and connect the field with products and services to better operate the nation’s jails.
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/AJA2021JailExpo to view the interactive floor plan to see current available booth spaces.
• Log in or create an account to register for a booth.
• Click on “View the 2021 Expo Floor Plan.”
• Make your selection by hovering over the booth, and clicking on “Register Now for this Booth.”

For assistance, call Katie Younkins at 301–857–2282, or send an email to katiey@aja.org.

Booth reservations require a completed online contract form when you reserve your booth. No booth can be reserved without the completed form. Payment is due within 30 days.

Online Contract Agreement: We agree to rent the exhibit space indicated subject to the American Jail Association’s Terms & Conditions, which is part of this contract. Exhibit booths are not transferable and cannot be sold to or shared with another company by the original contracting company. A single exhibit booth may be occupied by only one company.

Cancellations: All cancellations must be submitted in writing to the American Jail Association. Cancel before Dec. 31, 2020 for a 100% refund. Cancellation of any portion of this Contract by the Exhibitor will be accepted only at the discretion of Exhibit Management. See the Terms and Conditions.

All exhibitors agree and must adhere to the Terms & Conditions found on page 13.

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/sponsorships2021.

Advertise in AJA’s 2021 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 Katie Younkins at 301–857–2282, or email katiey@aja.org.
Budget Now for Conference Opportunities in 2022!

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 April 2021. Those exhibiting partners with priority will have access to reserve a booth prior to the start of the 2021 Annual Conference & Jail Expo.

2022 Conference Housing & Registration opens November 2021.

Watch for booth and sponsorship options to open online in 2021!

Conference Preview Guide
Contract Due: August 24, 2021
Artwork Due: September 14, 2021

Conference Program App
Contract Due: December 15, 2021
Artwork Due: January 15, 2022

For assistance, call Katie Younkins at 301–857–2282 or send an email to katiey@aja.org.
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 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, 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, 2020.
1. Purpose of Exhibit. AJA 40th Annual Conference & Jail Expo is an educational event, and the expo staged in conjunction with the conference is an integral part of this educational process. No selling, price posting, or order taking will be permitted on the exhibit floor or any other areas controlled by Exhibit Management during the duration of the conference.

2. Assignment of Exhibit Space. Exhibit space is assigned in the order reservations are received. Exhibit Management shall use its best efforts to assign booth space in the location designated by 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. Instances involving relocation of 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. Exhibitor agrees that its 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 Exhibitor with cause if exhibit is unsatisfactory with the character of the Exhibition. Exhibit Management’s liability for rejection with cause shall be limited to a refund to the Exhibitor of the amount of rental unearned at the time of rejection. 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 rails, plus a 7-inch x 44-inch sign featuring the Exhibitor’s company name. Hanging Signs: All hanging signs require the consent of Exhibit Management. Twenty-four-hour general security and general aisle cleaning are provided. Standard Exhibits: Regular and specially built back wall may not exceed 20 feet deep. The maximum back wall height shall not exceed 8 feet. Low side dividers between exhibits should not exceed 3 feet in height. If a high divider is desired, it cannot exceed 8 feet high and shall not extend from the back wall more than one-half of the depth of the space. End-Cap Booths: An end-cap booth is exposed to the aisles on three sides and comprised of two booths. Dimensions are generally 10 feet deep x 20 feet wide. The maximum back wall height of 8 feet is allowed only in the rear half of the booth space and within 5 feet of the two side walls, with a 4-foot height allowed on all materials in the remaining space forward to the aisle. Island Booths: An island booth may be any size booth exposed to aisles on all four sides. Dimensions may be up to 20 feet deep. The entire cubic content of the space may be used up to the maximum allowable height, which is usually a range of 16 feet to 20 feet, including signage.

4. Subletting of Space. No Exhibitor shall 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 in the Exhibit Space without written consent of Exhibit Management. Only one company shall be considered the Exhibitor; any other company or entity in the Exhibit Space shall be considered a subtenant.

5. Installation and Dismantling. The Exhibitor explicitly agrees that in the event it fails to install its products as signed 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 deems 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. Exhibitor shall not pack merchandise in paper, straw, excelsior, or any other readily flammable material. All cartons stored in the Exhibit Building shall be fireproof. Exhibit Management shall not install any flammable decoration or covering for display fixtures, and all fabrics or other material used for decoration or covering shall be flameproof and in compliance with local laws or ordinances. Each Exhibitor shall have on hand in its Exhibit Space a notarized affidavit establishing that its display materials have been treated by an approved chemical, wiring devices and sockets 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 installing, dismantling, and display of the exhibits.

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, solicitor, or device for the mechanical reproduction of sound. Such employment or use shall be confined to the Exhibit Space. Exhibitors and their representatives are expected to dress in business attire, business casual attire, or business casual attire appropriate with the character and respectfulness of professional behavior. Inappropriate dress and conduct will be determined at the sole discretion of Exhibit Management. Products and advertising should not be displayed in a manner to suggest any product or service in its absolute discretion, and absolute discretion, may withdraw its consent at any time, in which Exhibitor shall terminate such activity immediately. All promotional plans must be submitted to Exhibit Management for approval. Distribution of pamphlets, brochures, or any advertising matter must be confined to the Exhibit Space. Exhibit Management shall refrain from any action that will draw undesirable attendance from the Exhibit during open hours.

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

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 received in writing in advance from the Exhibit Management. Exhibit Management assumes no responsibility or liability for any of the services performed or materials delivered by the contractors.

11. Storage. Exhibitor will not be permitted to store pack-goods, crates, and boxes in the Convention Center during the Exhibition, but these, when properly marked, will be stored and returned to the booth by Service Contractors. It is the Exhibitor’s responsibility to mark and 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 consent of Exhibit Management and/or the Exhibitors involved.

13. Liability and Insurance. All property of the Exhibitor remains under its care, custody, and control in transit to and from Convention Center, during installation and removal, and while it is within the confines of Convention Center. Neither Exhibit Management, AJA, the owners or management of Convention Center, nor any of the officers, staff members, or directors of any of the same shall be responsible for the safety of the property of Exhibitors from theft, damage by fire, accident, vandalism, or other causes, and the Exhibitor expressly waives and releases any claim or demand it may have against any of them by reason of any damage to or loss of any property of the Exhibitor, except where the damage or loss is due to the negligence of the said 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 can carry business interruption and/or any other service coverage for loss or damage of Exhibitor’s property. The Exhibitor agrees to obtain the following insurance during the dates of the Exhibition for the value of the above-stated equipment and shall be prepared to furnish a certificate of insurance to Exhibit Management if requested: (a) Commercial general liability insurance coverage including protective and contractual liability insurance coverage against property damage; (b) Employer’s liability insurance; (c) Worker’s Compensation/Occupational Disease coverage in full compliance with Federal and State laws; (d) Comprehensive General Liability Automobile insurance.

14. Hold Harmless and Indemnification. This agreement shall not constitute nor be considered a partnership, joint venture, or agency relationship between AJA, Exhibit Management, and Convention Center. Exhibit hereby agrees to indemnify, hold harmless, and defend AJA, Exhibit Management and Convention Center, and their respective officers, directors, and employees (Indemnities) from and against any and all liability, loss, damage, cost, or expense of any kind or nature (including but not limited to court costs, interest, and attorney’s fees) which the Indemnities may incur, suffer, be part of, or be required to pay, including without limitation, 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 Exhibitors, their 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 AJA and Exhibit Management hereby each agree to indemnify, hold harmless and defend the Exhibitor and its respective officers, directors, and employees (Indemnites) from and against any and all liability, loss, damage, cost, or expense of any kind or nature (including but not limited to court costs, interest, and attorney’s fees) which the Indemnites may incur, suffer, be part of, or be required to pay, including without limitation, 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, or jointly, from other causes that arise because of the acts or omission of its agents, employees, officers, or independent contractors whether acting within or without the scope of their authority.

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 amend or terminate the agreement at Exhibit Management’s option. In such circumstance, Exhibit Management shall, at its sole discretion, either, refuse to exhibit the Exhibitor under this Contract, or 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 Exhibit be changed after the agreement is executed, but Exhibitor will be assigned the space that the Exhibitor agrees to use under these same rules and regulations. Exhibit Management shall not be final and while the Exhibit is interrupted, canceled, moved, or dates changed except as provided herein.

16. 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, 2020: 100% refund; after January 1, 2021: 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 Exhibit to arrive for any reason.

17. Agreement of Terms, Conditions, and Rules. Exhibitor agrees to observe and abide by the foregoing Terms, Conditions, and Rules by such additional Terms, Conditions, and Rules made by Exhibit Management from time to time for the efficient or safe operation of the Exhibits, including, but not limited to, those contained in this Contract. In addition to Exhibit Management’s right to close an Exhibitor or assign the space previously occupied by an Exhibitor, Exhibit Management in its sole judgment may refuse to consider for participation in future exhibits an Exhibitor who violates any of these rules or for any other stated reason. There is no other agreement or warranty between the Exhibitor and Management except as set forth in this document. The Exhibitor under this Contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of the parties.