

American Jails Magazine



American Jails magazine has a pass-a-long readership of more than 50,000, consisting of jail administrators, jail managers, sheriffs, and county officials — the people who make purchasing decisions. Our members and readers turn to AJA for answers to critical daily issues. They want information about products and services that will help them run the 3,100-plus facilities in a safer, more efficient manner. *American Jails* magazine can help you reach the jail professionals who make the decisions.

American Jails Advertising Rates

Frequency:	FOUR-COLOR		
	1-2 X	3-4 X	5-6 X
Full-page	\$2,395	\$2,295	\$2,195
2/3 Vertical	\$2,250	\$2,170	\$2,090
1/2 Island	\$2,080	\$2,010	\$1,940
1/2 Vert. or Horiz.	\$2,030	\$1,960	\$1,890
1/3 Vert. or Horiz.	\$1,880	\$1,820	\$1,760
1/4 Vert. or Horiz.	\$1,760	\$1,710	\$1,660
Business Card	\$1,330	\$1,300	\$1,270

Frequency:	TWO-COLOR		
	1-2 X	3-4 X	5-6 X
Full-page	\$1,745	\$1,645	\$1,545
2/3 Vertical	\$1,600	\$1,520	\$1,440
1/2 Island	\$1,430	\$1,360	\$1,290
1/2 Vert. or Horiz.	\$1,380	\$1,310	\$1,240
1/3 Vert. or Horiz.	\$1,230	\$1,170	\$1,110
1/4 Vert. or Horiz.	\$1,110	\$1,060	\$1,010
Business Card	\$680	\$650	\$620

Frequency:	BLACK AND WHITE		
	1-2 X	3-4 X	5-6 X
Full-page	\$1,295	\$1,195	\$1,095
2/3 Vertical	\$1,150	\$1,070	\$990
1/2 Island	\$980	\$910	\$840
1/2 Vert. or Horiz.	\$930	\$860	\$790
1/3 Vert. or Horiz.	\$780	\$720	\$660
1/4 Vert. or Horiz.	\$660	\$610	\$560
Business Card	\$230	\$200	\$170

COVER RATES — TWO- OR FOUR-COLOR

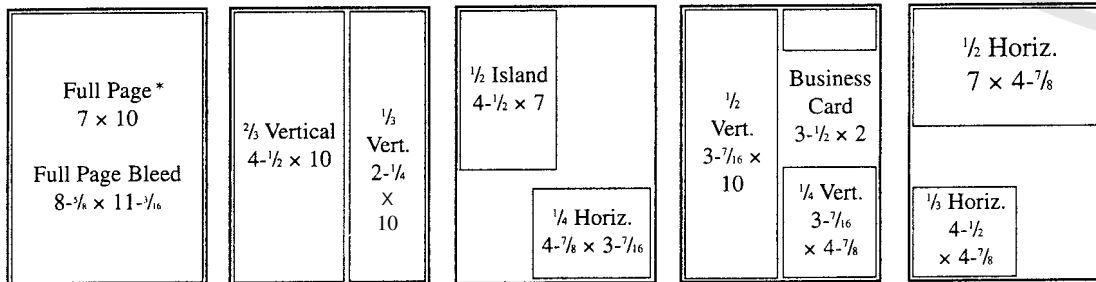
Frequency:	1-2 X	3-4 X	5-6 X
Cover 2	\$2,900	\$2,700	\$2,500
Cover 3	\$2,900	\$2,700	\$2,500
Cover 4	\$2,900	\$2,700	\$2,500
Page 1	\$2,700	\$2,500	\$2,300
Two-page spread	\$4,100	\$3,900	\$3,700

CONTRACT AND MATERIAL DUE DATES

ISSUE	Contracts Due	Materials Due
January/February	November 1	November 15
March/April	January 1	January 15
May/June	March 1	March 15
July/August	May 1	May 15
September/October	July 1	July 15
November/December	September 1	September 15

*All full-page ads not bleeding off the page must be within 7" x 10".

Trim Size
8-1/4 x 10-3/8



Discounts available for corporate members, first-time advertisers, and "external" ad agencies.

Mechanical Requirements: AJA accepts native files in IBM® or Macintosh® formats or high-resolution, press-ready PDF files with all fonts embedded. Color ads must be converted to CMYK unless using 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 file. A 100 percent laser or color proof of the final advertisement must be provided.

For more information, please contact the AJA Marketing Department.
Phone: 301-790-3930 • Fax: 301-790-2941 • E-mail: elizabethw@aja.org or chrisa@aja.org

AMERICAN JAIL ASSOCIATION

Proudly supporting those who work in and operate our nation's jails.