

Thank you for your interest in advertising in *Roll Call*, the Florida PBA newsletter that is sent out to approximately 30,000 law enforcement and correctional officers in Florida. In addition, staff reps hand out several hundred copies of each issue. It is also posted and archived on the Florida PBA website.

Here are PBA's advertising rates (subject to change) for a one time, black ink ad:

Full page (approx. 10"x16" - 160 sq. in.) - \$800

Half page (approx. 5"x16" or 10"x8" or 8"x10" - 80 sq. in.) - \$400

Quarter page (approx 5"x8" or 8"x5" - 40 sq. in.) - \$200

Eighth page (approx 4" x 5" - 20 sq. in.) - \$100

Additional 25% for two color (black and blue) ad. Additional 75% for four color ad.

Ad placement position requests will try to be honored, but are not guaranteed.

There are no discounts for PBA members or running ad in multiple issues.

We do not accept advertisements for insurance, credit cards or travel.

We do accept advertisements from similar businesses and do not have a limit on advertisers at this point. For example, an issue of *Roll Call* may have two or three ads from different mortgage companies.

PAYMENT MUST BE MADE IN ADVANCE. PBA accepts checks and money transfers via PayPal only. We do not offer credit card payments. If paying by check, please make the check out to "FLORIDA PBA," Attn: Bob Peterson, and send to the address at the end of this PDF. If paying by PayPal, contact me to coordinate payment. **If PBA has not received your payment by the print date, the ad will be removed.**

If you need an invoice, please contact PBA via the email address below and request one.

All ads subject to approval of Florida PBA Executive Director Matt Puckett.

Roll Call is usually published four times a year. THERE ARE NO GUARANTEED PUBLISH DATES. This is a newsletter that keeps our members up-to-date on important issues that affect their careers. Sometimes late-breaking news items or legislative issues may cause the publish date of *Roll Call* to be advanced or postponed temporarily. If you advertise in *Roll Call*, you must accept those terms. We try to let advertisers know three to four weeks in advance of the deadline date, but sometimes it is shorter than that.

Roll Call is printed on a newspaper web press using 85 line screen cold printing. It resembles a newspaper in size and quality.

Submission of ad electronically is preferred. E-mail to bobpeterson@flpba.org. We use QuarkXPress, Illustrator, Photoshop and Acrobat on a Macintosh computer. If possible, submit ad in one of those formats or as a PDF, TIF, EPS, PNG, AI, JPG. If not, we can work usually with PC files. Any photos should be 300 dpi at 100% size. (If you enlarge a photo that was 300 dpi to 200%, you wind up with a photo reduced to 150 dpi, which may be printed "pixelated" or "bitmapped".)

If ad must be submitted as hard copy, please refrain from using screens or shading of black. We scan artwork on a flatbed and screens/shading may have a muddy, moiré pattern when printed.

We do not accept any advertising on our website at this time.

If you have any other questions, please feel free to contact PBA.

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Bob Peterson

Publications Specialist

Florida Police Benevolent Association

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