



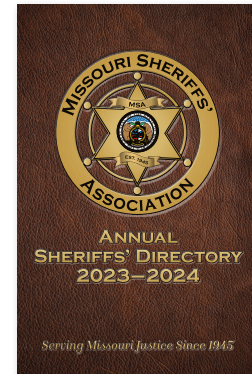
Advertising & Partnership Opportunities

2024



The Missouri Sheriff and Missouri Jails Magazines

Stay connected to Missouri's sheriffs and jail administrators with these insightful magazines.

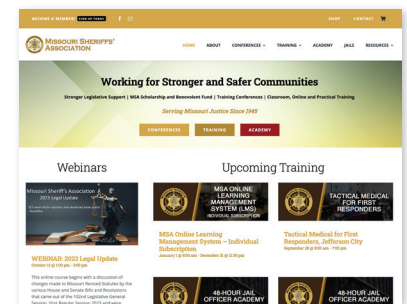


Annual Sheriffs' Directory

This useful booklet lists the contact information for Missouri sheriffs and more!

Conferences, Signs and Slides

The Missouri Sheriffs' Association hosts five yearly conferences and showcases highly visible advertising throughout each conference.



"MO Sheriffs Talk" Podcast

The Missouri Sheriffs' Association is now offering the "MO Sheriffs Talk" podcast will feature a Missouri sheriff and will cover various law enforcement topics. The podcast will provide listeners with an inside look at the work of sheriffs and their staff in Missouri. It will also discuss the challenges and opportunities facing law enforcement today. The podcast is a valuable resource for anyone who wants to learn more about law enforcement in Missouri.



Digital Ads

The MSA website and newsletter features news of interest to law enforcement as well as information on topics like legislation, training opportunities and conferences.

Reach Missouri's *Top Decision Makers* in Law Enforcement and Government

The Missouri Sheriff Magazine



MAGAZINE DEADLINES Ads & Editorial

WINTER ISSUE
November 1

SPRING ISSUE
February 1

SUMMER ISSUE
May 1

FALL ISSUE
August 1

Cancellations:
Previously contracted ads must be cancelled in writing no less than 30 days before the space close dates. Publishers reserve the right to edit or decline advertising copy at any time.

Advertising Information and Rates

Advertising in The Missouri Sheriff magazine allows you to share information on your products and services with the state's highest elected law enforcement officials — the ones who make buying decisions on electronics, security, prison transport, jails, vehicles, technology and much more.

Reach your target market with The Missouri Sheriff Magazine!

RATES	PER ISSUE
Full page	\$1,430
2/3 page	\$1,210
1/2 page Island	\$1,100
1/2 page	\$990
1/3 page	\$880
1/4 page	\$770
1/8 page	\$605

COVERS & SPREADS	
Double page spread	\$2,420
Inside front cover	\$1,650
Inside back cover	\$1,650
Back cover	\$1,870
Special advertising section	Professional services profiles, press releases, product launches. <i>Contact your sales consultant for sizes, rates and format.</i>
Advertorial	\$1,500 — 500 words plus photos. Call Jeanne for details.

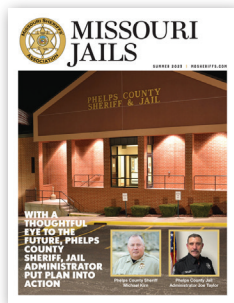
Sizes (width x height)	Non-bleed	Trim	Bleed
Full Page	7.375 x 10	8.5 x 11	8.75 x 11.25
Back Cover	8 x 8.25	8.5 x 8.5	8.75 x 8.75
Spreads – 2 pages	15.875 x 10	17 x 11	17.25 x 11.25
2/3 page (vertical)	4.85 x 10	5.4 x 11	5.525 x 11.25
1/2 page (horizontal)	7.375 x 4.9	8.5 x 5.4625	8.75 x 5.5875
1/2 page (vertical)	3.6 x 10	—	—
1/2 page (island)	4.85 x 7.5	—	—
1/3 page (vertical)	2.3 x 10	—	—
1/4 page (horizontal)	7.375 x 2.25	—	—
1/4 page (vertical)	2.3 x 7.4	—	—
1/4 page	3.6 x 4.9	—	—
1/8 page	3.6 x 2.35	—	—

CONTACT JEANNE TO DISCUSS ALL YOUR PARTNERSHIP AND ADVERTISING OPTIONS

JEANNE MERRITT
MARKETING DIRECTOR

cell 573.529.6900 | fax 573.214.0574
jeanne@mosheriffs.com

Missouri Jails Magazine



MAGAZINE DEADLINES
Ads & Editorial

WINTER ISSUE
November 1

SPRING ISSUE
February 1

SUMMER ISSUE
May 1

FALL ISSUE
August 1

Advertising Information and Rates

The Missouri Jails magazine focuses on Missouri jails and jail administrators. It also includes stories about repurposed jails and famous lawbreakers held in Missouri jails and it highlights jail staff — those who work tirelessly behind the scenes to keep their communities safe. This magazine provides you with an opportunity to showcase your products and services — food, healthcare, commissary, phone service, visitation, laundry/cleaning, software/hardware, vehicles, furniture and much more.

RATES	PER ISSUE	MSA PROMO RATE
Full page	\$1,430	\$500
1/2 page	\$770	\$300
1/4 page	\$400	\$175
COVERS & SPREADS		
Inside front cover	\$1,650	\$750
Inside back cover	\$1,650	\$750
Back cover	\$1,870	\$800

For a short time, MSA is offering a discounted rate!

ADDITIONAL RATE CONSIDERATIONS

Cancellations: Previously contracted ads must be cancelled in writing no less than 30 days before the space close dates. Publishers reserve the right to edit or decline advertising copy at any time.



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jeanne@mosheriffs.com

Digital Advertising



MSA Newsletter

The MSA weekly newsletter offers a 620x200 or a 300x300 display ad linked directly to your website or social media platform.

The MSA weekly newsletter will feature:

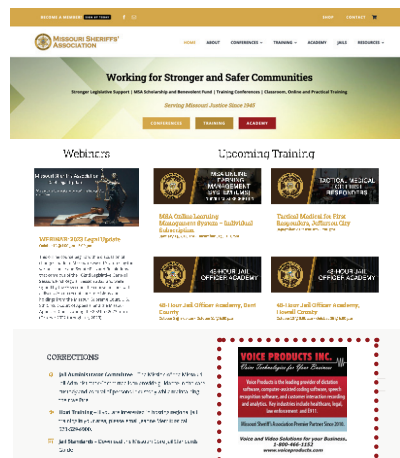
- Current news that affects Sheriffs' offices around the state
- Featured Sheriff from The Missouri Sheriff magazine
- Training opportunities
- Premier Partners advertising
- Items from the MSA Shop
- Social media updates from Sheriffs' offices around the state

NEWSLETTER RATES	1 YEAR	MSA PARTNER DISCOUNT
620 x 200 pixels	\$1930	\$1447 SAVE \$482!
300 x 300 pixels	\$1290	\$968 SAVE \$322!

“MO Sheriffs Talk” Podcast

Become a sponsor of the MSA “MO Sheriffs Talk” podcast! We will release a new episode featuring an interview with a Missouri sheriff. Advertising on the podcast will include your logo and a link to your business on mosheriffs.com.

LENGTH	FORMAT	PER PODCAST
30 seconds	Lead-in	\$250
30 seconds	Lead-in, Mid-roll, Closing	\$500



Website Advertising

mosheriffs.com | mosheriffsunited.com

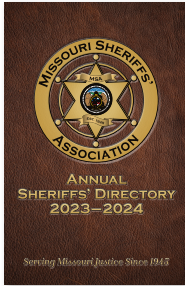
Get a 300 x 300 display ad linked directly to your website or social media platform.

NEWSLETTER RATES	1 YEAR	MSA PARTNER DISCOUNT
300 x 300 pixels	\$1720	\$1290 SAVE \$430!

Missouri Sheriff News Advertorial **Contact Jeanne for more info**



Directory & Conferences



DEADLINE

January 30

Publishes in March

The Missouri Sheriffs' Annual Directory

The Annual **Missouri Sheriffs' Directory** is distributed to Missouri sheriffs, deputies, jail administrators and other law enforcement personnel. This useful full-color 5 1/2" x 8 1/2" booklet lists the name, address, phone and fax numbers of every sheriff in the state, correctional facilities and more. Sheriffs and their staffs use the directory heavily year round.

Published annually in March. Order a printed copy for \$15.00 (includes shipping and handling) at www.mosheriffs.com.

SIZE	DIMENSIONS	RATE
Inside front cover (no bleed)	4.75 x 7.75	\$1,000
Inside back cover (no bleed)	4.75 x 7.75	\$1,100
Back cover (bleed)	5.75 x 8.75	\$1,300
Special placement full page	4.75 x 7.75	\$1,250
Full page	4.75 x 7.75	\$900
2/3 page	4.75 x 5.0625	\$770
1/2 page	4.75 x 3.875	\$600
1/3 page	4.75 x 2.5	\$425



Annual Conferences

The Missouri Sheriffs' Association hosts 5 conferences per year and offers an online check-in showcasing the conference agenda, presenters, vendors and future conferences.

1. Spring Training Conference & EXPO
2. Summer Training Conference & EXPO
3. Jail Administrators Conference
4. Deputy Conference
5. Administrative Professionals Conference

SIZE	DIMENSIONS	RATE
Digital Ad to run through the conference	1920p x 1080p	\$325

**CONTACT JEANNE TO DISCUSS ALL YOUR
PARTNERSHIP AND ADVERTISING OPTIONS**

JEANNE MERRITT
MARKETING DIRECTOR

cell 573.529.6900 | fax 573.214.0574
jeanne@mosheriffs.com



Missouri Sheriffs United Advertising Agreement

CONTACT

Business Name _____

Mailing Address _____

City _____ State _____ Zip _____

Authorized Contact Person _____

Phone Number _____ Fax Number _____

Website _____ Email _____

DETAILS

Ad Size _____ Total Due \$ _____

☐ The Missouri Sheriff ☐ Missouri Jails ☐ Online Ad ☐ Newsletter ☐ Podcast Ad

BILLING

☐ Bill my credit card.

_____ - _____ - _____ Exp _____ / _____ Security Code _____

Name as it appears on credit card: _____

Signature _____

☐ Enclosed is a check/money order in the amount of \$ _____ # _____

Missouri Sheriffs United reserves the right to decline publication of any copy or advertising matter which the company deems objectionable or undesirable. It is agreed that the rate will be guaranteed for a period of four consecutive issues. This contract is to be used only by the above named business, organization, or individual and is not transferable.

Authorized Advertiser Signature _____ Date _____

Authorized Signature _____ Date _____

SUBMIT FORM TO:

Jeanne Merritt, Marketing Director
573.529.6900 • jeanne@mosheriffs.com

MAILING ADDRESS:

6605 Business 50 West
Jefferson City, MO 65109