

Media Kit

Welcome!

Local MugSHOTS is a twelve (12) page pictorial tabloid featuring over 300 mugshots of local fugitives and others in each weekly issue. Categories include the Ten Most Wanted, Gang Members, Drug Dealers, Violent Crimes, Sex Offenders, Missing Children and more. In addition we work closely with local agencies including Sheriff's Departments, Police Departments, Crime-Stoppers and others to assist in the apprehension of local fugitives.



**LOCAL
MUGSHOTS™**

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Advertisement Rates

Get Noticed!

Local MugSHOTS provides very cost effective advertising for your business. We have a total of just 26 ad spots so our publication is not overwhelmed with ads resulting in more exposure for your ad. Limited number of eye-catching spot color red advertisements available for just \$10 more!

Business Card Size Ad: \$40 (pages 2-12)

Premium Positioning Business Card Size Ad:

\$65 (front page top); \$60 (front page bottom)

Strip Ads (2 horizontal business cards combined):

\$100 (cover page)

Our **“WANTED POSTER” Sponsor Program** places your **full four-color** ad in front of over 600,000 “EyeBalls” per month. The Wanted Poster is placed for 30 days in a prime position (front entrance door or window) at over 100 Local MugSHOTS distributors with each averaging over 200 customers daily.

In addition it is Featured on this web site as well as being placed on the rear panel of our “Local MugSHOTS” company SUV to be seen by local citizens as we drive throughout the area on a daily basis. Just \$249 per month or \$199 per month with a three month contract.

All advertising contracts include a FREE link on our website!

Advertising payment is due one month in advance. We will work to create an advertising plan that will perfectly match with your budget.

Be sure to take advantage of our multi-month discounts!



Advertisement Size Guide

We have an experienced graphic designer on our team that can produce top-quality ads that will represent your business for a low cost. Please contact us today about the many opportunities to custom-order your ad today!

If sending an ad to Local MugSHOTS, please follow the below guidelines, or your ad may not run with proper quality.

All ads must be 200 dpi. Images from the web are too low quality to print.

If your ad is a spot color ad, please use spot color Pantone 1795C.

EXCLUSIVE PUBLISHER'S DISCOUNT:

As a Local MugSHOTS publisher, you are exclusively entitled to a 20% discount off of graphic design services for your publication by Simplicity Graphics. Please inquire for more details.

Ad Sizing Specs

FRONT PAGE
PREMIUM POSITION
VERTICAL AD
1.75" x 3.5"

FRONT PAGE
PREMIUM POSITION
HORIZONTAL AD
4.025" x 2"

FRONT PAGE
PREMIUM POSITION
HORIZONTAL STRIP AD
8.5" x 2"

INSIDE
VERTICAL
AD
1.5" x 4.3"

INSIDE
HORIZONTAL AD
1.25" x 1.85"

FRONT PAGE
PREMIUM POSITION
HORIZONTAL STRIP AD
10" x 2.5"

Advertisement Agreement

The undersigned ("Advertiser") agrees to advertise in Local MugSHOTS, published bi-monthly. Under this contract, Advertiser's ad will run in the following issues (check all that apply):

_____ (month/year) ad size of _____ for a flat fee of _____ or _____ (special rate of _____) per issue

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Advertiser understands that the advertisement price excludes any graphic design services, but said services can be provided for with a separate contract with Simplicity Graphics at a special rate.

Advertiser agrees to pay the highest fee for all issues covered by this contract if any payment is sent after Payment Date or upon advertiser's cancellation of this agreement. In addition, the unpaid balance of every statement is subject to a 1.0% late payment fee if not paid within thirty days.

_____ (PLEASE INITIAL)

3 month minimum agreement with monthly payments qualifies for a 10% discount.

Advertiser acknowledges receipt of and agrees to comply with all policies and requirements set forth in the LOCAL MUGSHOTS Advertising Media Kit.

Advertiser agrees that the publishers have the right to reject advertising:

1. If the editors determine that the advertising is inconsistent with their understanding of the community's objectives, values or image or the aesthetic standards of LOCAL MUGSHOTS.

2. If advertiser fails to meet deadlines for space reservation, ad revisions, new advertising or ad approvals (see box above).

Advertising space is sold on a "first-come first-serve" basis. Publisher reserves the right to defer ad to future issue if deadlines are not met. Further, LOCAL MUGSHOTS reserves the right to delay, suspend or terminate publication at any time. Advertiser releases LOCAL MUGSHOTS from any and all loss, liability or expense occasioned by Advertiser by reason of a) any failure to publish advertising pursuant to this Contract or b) failure to return ad media (original art work, disks, film). In such event the advertising is not affected, the Advertising Charge (or the prorated portion thereof) will be refunded to Advertiser.

The above contract provisions are agreed to this ____ day of _____ (month), ____ (year).

Company (Advertiser) _____ Contact (signed) _____

Building/Suite/Dept. _____ Contact (printed) _____

Address and City/State/Zip _____

Telephone _____ Fax _____

LOCAL MUSHOTS REPRESENTATIVE SIGNATURE _____

Agreement/Contract will be automatically renewed each 90 day period unless written cancellation is made 30 days in advance.