

Media Coverage

PLN and PLN staff continue to be featured and quoted in numerous news publications nationwide. Visit PLN in the News on our website for a complete list of the many articles that feature PLN or simply Google Prison Legal News.

eleasers came pouring in!

New York Law Journal

An article in New York Law Journal recently reported on the power of PLN:

Among the best ways for a civil rights attorney to spread his name around, Anthony Ofodile said, is to win a case that gets picked up by Prison Legal News, a monthly magazine dedicated to protecting prisoners rights. In his case, after the magazine ran a story in on his . million settlement of a prisoner's medical malpractice action, the eleasers began pouring in. He now receives well over a eleasers a month, each outlining purported injustices committed by the government.

Website Advertising

In addition to our monthly publication, all issues containing the magazines entire content (including print ads) are posted each month to PLN's website in PDF format. It is the best resource on prison and jail litigation and news anywhere online and receives over , unique visitors per month. www.prisonlegalnews.org is the leading and most comprehensive website in the world for prison, jail and detention facility news and litigation information. We have a affordable advertising options for all budgets.

Website advertising options include premium exclusive and rotating top and footer banner ads, as well as button ads. Advertising on prisonlegalnews.org will exponentially increase the number of potential customers or clientele reached by your organization. Contact ads@prisonlegalnews.org or call 1-800-458-7673 for more information about website availability and pricing. Ads must be submitted in .JPG format, 300 x 250 pixels for banner ads and 125 x 125 pixels for button ads.

Display Ad Rates

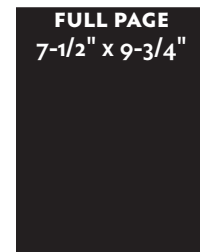
Advertisement Standard Sizes & Dimensions

PRISON LEGAL NEWS offers the 23 display advertising options shown on these pages. All dimensions are listed width first and then the height. Any ads submitted at incorrect size or shape will be resized to fit space, which may distort the look of the ad. If you are running an ad for multiple months, you can vary the ad by using a different size ad at no extra charge. For example, if you are running a 1/6th page ad for 3 months: The first month you could run a 2-col.-wide ad, the next month a 1-col.-wide ad, and the third month a 1-1/3-col.-wide ad. Please see technical specifications on back page.

1/12 page		1 col. wide 2-3/8" x 2-3/8"	1-1/2 col. wide 3-5/8" x 1-1/2"	2 col. wide 4-7/8" x 1-1/8"
1 month	\$240			
2 months	\$375			
3 months	\$490			
6 months	\$895			
One year	\$1,670			

full page	
<i>(Other than inside front & back cover)</i>	
1 month	\$1,740
2 months	\$3,070
3 months	\$4,215
6 months	\$7,750
One year	\$14,310

1/8 page		1 col. wide 2-3/8" x 3-5/8"	1-1/2 col. wide 3-5/8" x 2-3/8"	2 col. wide 4-7/8" x 1-3/4"
1 month	\$350			
2 months	\$590			
3 months	\$740			
6 months	\$1,325			
One year	\$2,180			



(Inside front & back cover ONLY)

1 month	\$2,070
2 months	\$3,670
3 months	\$5,050
6 months	\$9,200
One year	\$17,170

Inquire About Availability


1/6 page		1 col. wide 2-3/8" x 4-3/4"	2 col. wide 4-7/8" x 2-1/4"	1-1/2 col. wide 3-5/8" x 3-1/8"
1 month	\$380			
2 months	\$680			
3 months	\$910			
6 months	\$1,670			
One year	\$3,070			

Track your results! Simply include "Dept. PLN" in the address of the ad.


1/4 page

1 month	\$510
2 months	\$895
3 months	\$1,245
6 months	\$2,245
One year	\$4,140


1 col. wide
2-3/8" x 7-1/4"




2 col. wide
4-7/8" x 3-5/8"



1-1/2 col. wide
3-5/8" x 4-3/4"




3 col. wide
7-1/2" x 2-3/8"




1/2 page

1 month	\$950
2 months	\$1,580
3 months	\$2,340
6 months	\$4,440
One year	\$8,020

2 col. wide
4-7/8" x 7-1/4"




3 col. wide
7-1/2" x 4-3/4"




2/3 page

1 month	\$1,180
2 months	\$2,125
3 months	\$3,130
6 months	\$5,465
One year	\$9,720

2 col. wide
4-7/8" x 9-3/4"



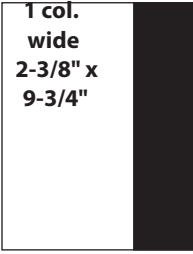
3 col. wide
7-1/2" x 6-1/2"




1/3 page

1 month	\$680
2 months	\$1,190
3 months	\$1,625
6 months	\$2,940
One year	\$5,470


1 col. wide
2-3/8" x 9-3/4"




1-1/2 col. wide
3-5/8" x 6-1/2"



2 col. wide
4-7/8" x 4-3/4"




3 col. wide
7-1/2" x 3-1/8"



1/2 back page

1 month	\$1,140
2 months	\$2,075
3 months	\$2,790
6 months	\$5,120
One year	\$9,550

3 col. wide
7-1/2" x 4-3/4"



This is the same size as an inside 1/2 page, placed at the bottom of the back page, below the mailing address. Inquire about availability.

Classified Ad Prices, Sizes and Policies

1. Only advertising of products, services, or providing or requesting information will be considered.
2. Payment must be made in advance. There is a two month minimum on classified ads.
3. The first line ONLY can be in **Bold**. Submit first line in bold type or otherwise indicate you want the first line in bold.
4. Periods and spaces between words and sentences count as one character. For example the following three words with the space in between and punctuation adds up to 22 characters:
Legal Services. Cheap!
5. There are 32 characters per line, including spaces and punctuation.
6. All ads are in Myriad Pro 9.5 point type.
7. Prisoner names or addresses are not accepted.
8. Messages between prisoners are not accepted.
9. Messages to a prisoner are not accepted.
10. Advertisements for prison pen pals are not accepted.
11. Advertisements for a pen pal service are OK.
12. Requesting legal assistance with a case will be accepted if an attorney is the contact person.
13. All ads will be placed at *PLN's* discretion.
14. *Prison Legal News* reserves the right to refuse any ad.

1/48th page
2 months \$220
 3 rows of 32
 characters = 96
 characters total.

Actual Size of Ad
 Circle if you want the 1st line to be in **Bold** type (like above) or Regular type.

1/36th page
2 months \$250
 5 rows of 32
 characters = 160
 characters total.

Actual Size of Ad
 Circle if you want the 1st line to be in **Bold** type (like above) or Regular type.

1/30th page
2 months \$270
 6 rows of 32
 characters = 192
 characters total.

Actual Size of Ad
 Circle if you want the 1st line to be in **Bold** type (like above) or Regular type.

1/24th page
2 months \$300
 8 rows of 32
 characters = 256
 characters total.

Actual Size of Ad
 Circle if you want the 1st line to be in **Bold** type (like above) or Regular type.

Advertiser Information

No. of months: _____ **Rates are effective Sept. 1, 2018**

Size: 1/24 1/30 1/36 1/48 (circle one)

Amount Enclosed: _____

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

MAIL AD TEXT, PAYMENT AND FORM TO *Prison Legal News*

PO Box 1151 • Lake Worth, FL 33460

**Purchase ads by phone with Visa, Mastercard,
 Discover, or American Express [561] 360-2523**

Advertising Questions? Email *PLN* AT ADS@PRISONLEGALNEWS.ORG

Advertising Policies

Prison Legal News reserves the right to decline advertising for any reason. Slight variations in ad dimensions may be necessary to improve the look of a magazine page. This sometimes results in a larger ad than the listed dimensions. **Ad copy and changes must be received by the 10th of each month for placement in the following month's issue.** All ads must be prepaid by check, money order, Visa, MasterCard, Discover, or American Express.

Technical Specifications

Prison Legal News accepts in display advertising black-&-white/grayscale PDF or TIFF formats, at exact size.

Any ads submitted in other sizes or formats will be charged a one-time fee of \$10–15.

PLN can also scan a hard copy and clean it up for a \$15 fee.

If you want us to lay out your ad, a one-time fee of \$25–100 will be charged according to the size and complexity of your layout needs. Please supply all text and images, as well as any additional instructions.

Advertiser: _____

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Ad Frequency and Size

No. of months: _____

Size: _____

Width: _____

Amt. enclosed: _____

Special Advertising

Prison Legal News can provide advertising options to reach all or a particular segment of its subscribers. Call 561-360-2523 to discuss your needs and for pricing.

Special Placement

Prison Legal News attempts to place display ads in the magazine so that they receive maximum exposure on a particular page. We regularly rotate the ads in each issue. Additionally, within the following guidelines and for a 10% surcharge, the placement of an ad can be reserved for any location on any page except the inside of the front and back cover, the back cover and page 3:

- ▶ Only space for ads 1/4 page and larger can be reserved.
- ▶ Inquire first for availability of a particular location.
- ▶ Placement is reserved on a first payment received basis.
- ▶ Previously reserved and paid for ads are grandfathered into a particular location and cannot be bumped.

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Lake Worth, FL 33460

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