

Prison Legal News

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Dedicated to Protecting Human Rights

November 2013

The Too-Many Prisoners Dilemma

Prisons are a vast, uncovered but important beat. Why we need more criminal justice coverage

by Dan Froomkin

THERE'S A GROWING NATIONAL CONSENSUS that, as Attorney General Eric Holder stated in August, no truly good law When Holder federal prosecu mandatory nonviolent drug news. But where ries? It's a famil heavy toll that every day and in American cour course the incar topic attracts re

coverage in the mainstream media. "Traditionally, the coverage of this the world, six times what it is in Canada—or China, or Iraq, for that matter. The total number of Americans under

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American Apartheid: Why Scandinavian Prisons Are Superior

"Open" prisons, in which detainees are allowed to live like regular citizens, should be a model for the U.S.

by Doran Larson

IT'S A POSTCARD-PERFECT DAY ON SUOMEN- my twelfth prison tour, and I consider the semantics of the question. I've been in Finland. Warm for the first week of June, Chinese tourists sporting sun shades and carrying copies of pink ice cream. "Is this the prison?" asks a 40-some- thing American woman wearing cargo pants and a floral sleeveless blouse. Linda, my guide and translator, pauses beside me between the posts of an open picket fence. After six years of teaching as a volunteer inside American prisons, I've come from the private college where I work to investigate the Scandinavian reputation for humane prisons. It's the end of

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... SUOMENLINNA ISLAND IS an "open" prison since 1971. Prisoners leave the prison grounds to do the township's general work or commute to the mainland.



Prison Legal News

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Information for advertisers

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Prison Legal News

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FCC Order Herald

"After a long time - too long - the Commission takes action to finally address the cost that prison inmates and their families must pay for phone service. This is an issue of markets and rates; it is an issue of social justice." - FCC Commissioner Rosewood

ON AUGUST 9, 2013, the Federal Communications Commission issued a landmark decision, reducing the rates of long distance rates paid by prisoners and enacted by the prison phone companies. The FCC's decision was released in September. The Federal Register has not yet gone into effect.

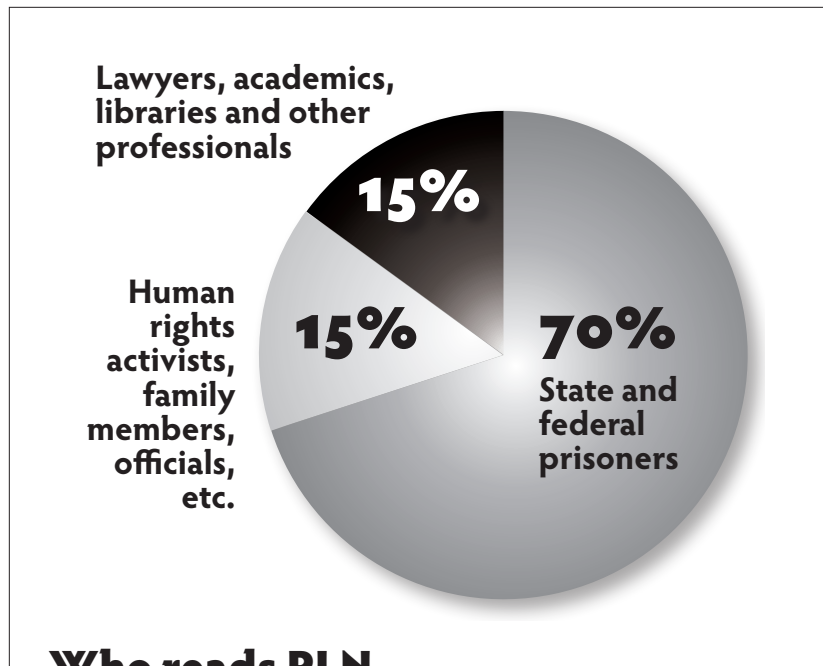
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- Elder Abuse
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- News in

Why advertise with PLN?

PRISON LEGAL NEWS is the premium source of national advertising to reach people concerned about prisoner rights and criminal justice-related issues — civil and criminal trial and appellate attorneys, judges, journalists, academics, paralegals, human rights activists, family members of prisoners, lawmakers and other government officials, and state and federal prisoners.

PLN has more than **9,000 monthly subscribers**. We distribute several thousand additional issues each month to interested people and organizations by mail and at events. *PLN* has subscribers in every state and conservatively estimates that **each issue is read by at least 90,000 people**.

Unlike readers of free circulation magazines, ours have the income and interest to buy your product and services.



Who reads PLN.

According to our most recent reader survey, 60% of our paid readership purchased at least one product or service from a *PLN* advertiser in the preceding year.

Some of the largest and most prestigious public interest organizations in the United States regularly run public service and information-gathering ads in *PLN*. These public service advertisers include the Southern Poverty Law Center, American Civil

Liberties Union and Human Rights Watch, among others.

PLN is the only nationally circulated magazine you can advertise in that **goes into every medium and maximum security prison in the country** and most of the lower security prisons as well. We have a solid track record connecting advertisers to their target audience since 1990.

No one else has our depth and reach. Our many long-term advertisers have found that *Prison Legal News* is the most effective and economical way to reach their target audience.

If you must reach people with an interest in prison issues, no other advertising medium even comes close to *PLN*.

Don't take our word for it!

Ask any of our advertisers about the results they get from advertising with us! We encourage advertisers to track their ads so they can see for themselves.

“ *Prison Legal News* has proven to be the top source of new inquiries for our products. There is no question that advertising in *PLN* has increased our new customer base year after year.”

—MICHAEL J. SELLARD, INSTITUTIONAL SERVICES PRISM OPTICAL INC.

“ WriteAPrisoner.com started as a part-time project in September of 2000. Today we receive more than 80,000 unique visitors and more than 2,000,000 page views monthly. More than 50,000 viewers subscribe to our newsletter. *Prison Legal News* has played a large role in our growth, directly impacting the increase in new members and web site viewing.”

—ADAM LOVELL, PRESIDENT, WRITEAPRISONER.COM

“ *Prison Legal News* has assisted Blackstone Career Institute (BCI) in serving the needs of incarcerated individuals for many years. By advertising in *Prison Legal News*, BCI is able to reach our target audience, educate incarcerated individuals about our programs and services and provide BCI with a cost effective method of advertising.”

—KEVIN MCCLOSKEY, BLACKSTONE CAREER INSTITUTE

“ I have been advertising for over 6 years with *PLN* and I continue to get great results and lots of business!”

—SANDRA Z THOMAS, LET MY FINGERS DO YOUR TYPING

“ *Prison Legal News* opened the door for us to hundreds of prisons and thousands of inmates around the U.S. It is by far the best media platform for your prison industry message.”

—PRISONVOICE.COM LLC

“ We really like helping Inmates and their families. It's tough on both those who are incarcerated and the families who love them. *PLN* helps us reach out to these folks and we especially love what *PLN* does for both our business and prisoners. *PLN* is an invaluable resource. Inmate Magazine Service loves *PLN*!”

—ROY AND KIM SNOWDEN, INMATE MAGAZINE SERVICE

“ As an advertiser in *PLN*, I know my law office is reaching over every electric fence and wall in the nation's prisons to reach those incarcerated.”

—CHARLES CARBONE, ESQ., PRISONER RIGHTS LAWYER

Media Coverage

PRISON LEGAL NEWS 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."

"The letters 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 2006 on his \$1.25 million settlement of a prisoner's medical malpractice action, the letters began pouring in. He now receives well over a 100 letters 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 100,000 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 affordable advertising options for all budgets.

The screenshot shows the homepage of Prison Legal News.org. The header features the site's name and logo, followed by the tagline "Dedicated to Protecting Human Rights" and a search bar. Below the header is a navigation menu with tabs for Decisions, Investigations, Audits, Publications, Cases, Verdicts, and Settlements. The main content area is divided into several columns of text, each starting with a right-pointing arrow. The text describes the website's features, such as its searchable database, PDF formats, and comprehensive collection of prison and jail related news. A sidebar on the left contains a call to action for online subscribers and a sign-up form for PLN's FREE listserve. At the bottom, there is a section for affordable advertising rates, listing \$14.95 per month and \$99.95 per year, along with a link to subscribe online.

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 561-360-2523 for more information about website availability and pricing. Ads must be submitted in .JPG format, 500 x 70 pixels for banner ads and 150 x 60 pixels for button ads.

WEBSITE: **WWW.PRISONLEGALNEWS.ORG**

AD EMAIL: **ADS@PRISONLEGALNEWS.ORG**

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	\$140			
2 months	\$225			
3 months	\$300			
6 months	\$535			
One year	\$1,005			

FULL PAGE	
<i>(Other than inside front & back cover)</i>	
1 month	\$1,050
2 months	\$1,855
3 months	\$2,545
6 months	\$4,685
One year	\$8,650

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	\$210			
2 months	\$340			
3 months	\$445			
6 months	\$800			
One year	\$1,480			

FULL PAGE 7-1/2" x 9-3/4"	
<i>(Inside front & back cover ONLY)</i>	
1 month	\$1,250
2 months	\$2,215
3 months	\$3,055
6 months	\$5,565
One year	\$10,385
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	\$230			
2 months	\$410			
3 months	\$550			
6 months	\$1,005			
One year	\$1,855			

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


1/4 PAGE

1 month	\$305
2 months	\$535
3 months	\$750
6 months	\$1,355
One year	\$2,510


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	\$570
2 months	\$955
3 months	\$1,410
6 months	\$2,680
One year	\$4,850

2 COL. WIDE
4-7/8" x 7-1/4"



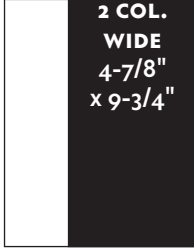
3 COL. WIDE
7-1/2" x 4-3/4"




2/3 PAGE

1 month	\$710
2 months	\$1,285
3 months	\$1,895
6 months	\$3,300
One year	\$5,875

2 COL. WIDE
4-7/8" x 9-3/4"



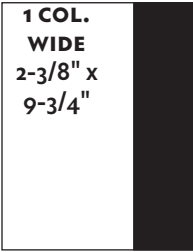
3 COL. WIDE
7-1/2" x 6-1/2"




1/3 PAGE

1 month	\$410
2 months	\$715
3 months	\$980
6 months	\$1,775
One year	\$3,305


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	\$685
2 months	\$1,255
3 months	\$1,685
6 months	\$3,095
One year	\$5,775

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 Times Roman 10 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 \$80
 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 \$90
 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 \$100
 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 \$110
 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 Jan. 1, 2014**

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 a Visa or Mastercard [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, 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.

MAIL PAYMENT AND FORM TO ***Prison Legal News***

PO Box 1151

Lake Worth, FL 33460

**Purchase ads by phone
with a Visa or Mastercard**

[561] 360-2523

Advertising Questions?

Email ADS@PRISONLEGALNEWS.ORG