



# NEWSLETTER ADVERTISING RATES & AGREEMENT\*

## PLEA Mission Statement

Our mission is to provide Legal Defense and other benefit products to our members with the utmost professionalism, superior service, at fair and affordable prices. To make every member feel they are in partnership with the Professional Law Enforcement Association in servicing the men and women of law enforcement.

### Frequency – **one** Newsletter

<u>COLOR ADS</u>		<u>Width x Height</u>	<u>B&amp;W ADS</u>		<u>Width X Height</u>
<input type="checkbox"/> Full Page	\$425	8.00" x 10.00"	<input type="checkbox"/> Full Page	\$250	8.00" x 10.00"
<input type="checkbox"/> Half Page	\$225	8.00" x 4.75"	<input type="checkbox"/> Half Page	\$135	8.00" x 4.75"
<input type="checkbox"/> Quarter Page	\$125	4" x 4.75"	<input type="checkbox"/> Quarter Page	\$85	4" x 4.75"
<input type="checkbox"/> Business Card Ad	\$65	2" x 3"	<input type="checkbox"/> Business Card Ad	\$35	2" x 3"

### Frequency – **two+** Newsletters (per newsletter)

<u>COLOR ADS</u>		<u>Width x Height</u>	<u>B&amp;W ADS</u>		<u>Width X Height</u>
<input type="checkbox"/> Full Page	\$390	8.00" x 10.00"	<input type="checkbox"/> Full Page	\$220	8.00" x 10.00"
<input type="checkbox"/> Half Page	\$185	8.00" x 4.75"	<input type="checkbox"/> Half Page	\$115	8.00" x 4.75"
<input type="checkbox"/> Quarter Page	\$105	4" x 4.75"	<input type="checkbox"/> Quarter Page	\$70	4" x 4.75"
<input type="checkbox"/> Business Card Ad	\$55	2" x 3"	<input type="checkbox"/> Business Card Ad	\$30	2" x 3"

**Pay in advance for three consecutive ads, and the 4<sup>th</sup> ad is FREE! Call for further details.**

\*Note that ad prices are subject to change w/o advance notice.

Please email your logo/graphics to [brettm@plea.net](mailto:brettm@plea.net). We accept .jpg, .gif or .tif formats. We will email you a proof copy for your approval prior to publishing.

Please return this completed Agreement with your payment. We accept Visa, MasterCard, Discover, Check or Money Order made payable to PLEA, Inc. We must receive this signed Agreement. See Terms below

**You must also complete the information on the back of this Agreement.**

**Yes**, I wish to place an ad in the PLEA Newsletter. Terms: Should I choose to use a logo or graphic, I agree to provide it to PLEA along with exclusive rights for PLEA to use it in their Newsletter, along with my ad. I understand that all advertisements are subject to review and approval by PLEA's Board of Directors and/or Executive Director. I also understand that PLEA will provide me with a proof for my approval before addition into the Newsletter; therefore, I agree to hold PLEA harmless of any and all spelling or layout errors of any kind. I understand that PLEA offers no refunds. I have enclosed my check or credit card information along with this Agreement. I have read and agree to all terms and conditions.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Completely fill out the information below:**

Please bill me for \_\_\_\_\_ Newsletter ads. (Discount rate applies to 2+ ads)

Please bill me for 3 consecutive ads, in advance, so that I may receive a 4<sup>th</sup> ad free!

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_



You may pay by Visa, MasterCard or Discover by completely filling out the information below:

Visa     MasterCard     Discover

Name as it appears on the card: \_\_\_\_\_

Billing Address of credit card (if different from above): \_\_\_\_\_

Card Number: \_\_\_\_\_ CVV2#(last 3 digits on back of card): \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**By signing above, I agree to the following terms:** I agree for The Professional Law Enforcement Association to charge my MasterCard or Visa to make the payment I have agreed to on this Agreement.

Note: You can charge up to the amount shown on the Agreement. The amount will be charged on a regular basis on or about the due date. It is not necessary for the Company to notify PLEA when this is done. Any requirement for giving notice due shall be waived as long as this payment plan is in effect. No payment or portion thereof shall be deemed to have been paid unless and until the Company received actual payment at its home office. This payment plan shall continue in effect until terminated by the Company or by PLEA. In addition the Company may terminate this payment plan immediately if any charge is dishonored upon presentation.

To pay by check, make your check payable to "Professional Law Enforcement Association" and mail this completed Agreement with your check to: PLEA, P.O. Box 1197, Troy, MI 48099-1197. There is a \$25.00 fee for returned checks and the ad will not appear in a Newsletter until the check has cleared. After the check has cleared, and your artwork and ad have been received, the ad will appear in the next Newsletter.

Questions? Please call 1-800-367-4321, Ext. 1001. Prior to deadline, please be sure to email your Artwork and ad to [brettm@plea.net](mailto:brettm@plea.net). We must receive the completed Application and payment at least one month prior to the next Newsletter.