

With an annual budget of nearly
\$22 billion
collectively, Sheriffs have already set money
aside to purchase products and services.

About NSA

Chartered in 1940, the National Sheriffs' Association is a professional association dedicated to serving the Office of Sheriff and its affiliates through education, training, and information resources.

NSA represents thousands of Sheriffs, deputies and other law enforcement, public safety professionals, and concerned citizens nationwide.

NSA's many programs and services include the nationally acclaimed Neighborhood Watch program; Triad; Certification Programs in Jail Operations, Court Security, and Homeland Security; Training in Jail Operations, Court Security, and Homeland Security; and more.

The National Sheriffs' Association offers two distinctive printed publications that allow you to reach America's top law enforcement decision-makers: Sheriff & Deputy and the Annual Sheriffs' Directory. We also offer many online opportunities, including webinars.

Leading law enforcement professionals rely on both for reliable news and information.

Sheriff & Deputy Magazine

Sheriff & Deputy, the NSA's flagship publication, is the only national magazine entirely dedicated to the Office of Sheriff. Your advertisement in *Sheriff & Deputy* magazine will reach Sheriffs, their deputies, investigators, and administrative directors; correctional facility administrators; court security professionals; police chiefs; U.S. legislators; and other decision-makers.

2019 Ad Study

This top-quality, four-color bimonthly features topics pertinent to the criminal justice and public safety community. Recent themes include communications and broadband issues, inmates and mental illness, jails, homeland security preparedness, traffic safety, corrections, and court security. *Sheriff & Deputy* also includes bimonthly columns on legislative updates, crime prevention, legal issues, traffic safety, and training.

[View full ad study](#)

20,000

READERSHIP

89%

TAKE ACTION

of readers reported taking one or more actions during the past year as a result of advertisements in Sheriff & Deputy.

77%

BUYING POWER

of readers specify, recommend, buy, approve or authorize the purchase of products or services.

PROFESSIONAL TITLE	YEARS IN INDUSTRY		
Sheriff	64%	Less than 10	10%
Deputy	21%	11-20	18%
Chief Deputy	8%	21-35	51%
Captain	7%	More than 35	21%
Chief of Police	1%		



Editorial Calendar

DATES AND THEMES SUBJECT TO CHANGE

ISSUE	THEME	AD CLOSE	ART DUE
Jan/Feb	<ul style="list-style-type: none"> Workforce Shortage: Attracting, Hiring and Keeping New Officer New Recruitment Strategies for the Next Generation of Deputies Employment Policies That Advance Equity & Representation 2022 NSA Winter Conference Preview 	Nov 11, 2021	Nov 21, 2021
Mar/Apr	<ul style="list-style-type: none"> The Crisis Continues: Next Steps Against Opioids & Overdoses Counterfeits Pathways to Care – Victim Services (Mental Health, Addiction) Flood, Fire, Famine: Public Safety and Disaster Preparedness The Voice of Public Safety: Getting the Messaging Right 	Jan 5, 2022	Jan 18, 2022
May/June	<ul style="list-style-type: none"> 2022 NSA Conference Preview Continuing Education & Certification in Law Enforcement Specialties Data, Devices & Deputies: Speeding Extraction and Investigation The New Face of Terror: Violent Domestic Extremist Groups 	Mar 3, 2022	Mar 16, 2022
July/Aug	<ul style="list-style-type: none"> Meet the 2022-2023 NSA President: Sheriff William Bohnyak Investigating and Prosecuting Cases of Animal Cruelty The Science of Crimefighting: DNA, Biometrics and More Handling Juvenile Justice Issues in Your Community 	Apr 26, 2022	May 9, 2022
Sept/Oct	<ul style="list-style-type: none"> 2022 NSA Conference & Exhibition Recap: Sessions & Awards 2022 NSA Conference & Exhibition Photo Gallery 2022 NSA Conference & Exhibition: Committee Reports Back to School: SRO, LEO Perspectives on School Safety 	June 30, 2022	July 14, 2022
Nov/Dec	<ul style="list-style-type: none"> Jails: Sheriffs' Innovations in Inmate Management, Rehabilitation Creating Workable Alternatives to Incarceration Medication-Assisted Treatment (MAT) Success Stories: What's Next? Sheriffs' Role in Combatting Global Human Trafficking 	Aug 31, 2022	Sept 14, 2022

Sheriff & Deputy Magazine Rates

POSITION	1X	3X	6X
Two-Page Spread	–	–	\$6,300
Cover 4	\$5,400	\$5,280	\$5,040
Cover 2 or Cover 3	\$5,175	\$5,060	\$4,835
Full Page	\$4,500	\$4,400	\$4,205
1/2 Page	\$3,560	\$3,490	\$3,350
1/3 Page	\$3,200	\$3,140	\$3,015
Enhanced Listing for Buyers' Guide Issue	\$750	–	–

Cover Premiums*

Cover 2: Space rate + add 15%

Cover 3: Space rate + add 10%

Cover 4: Space rate + add 20%

Covers sold only on non-cancelable contract.

[View the Specs](#)

Jul 28, 2022



Sheriff & Deputy Magazine Specs

PRINT SPECIFICATIONS

POSITION	WIDTH	LENGTH
Full Page with Bleed	8.5"	11.125"
Two-Page Spread with Bleed	16.75"	11.125"
1/2 Vertical	4.2745"	9.125"
1/2 Horizontal	6.875"	5"
1/3 Square	4.5"	4.5"
1/4 Vertical	3.375"	4.75"

Trim: 8.25" x 10.875"

Live area: .25" away from trim

GENERAL REQUIREMENTS AND FORMATS

- A **high-resolution PDF/X-1a** file is required for all ads.
- **Colors must be CMYK.** No ICC profiles, RGB, or Pantone colors.
- Resolution of all photography and scanned illustrations must be **at least 300 dpi**. Line art should be 600 dpi.
- Vital copy and images must be at least 1/8" away from trim. Spread ads must have at least 3/8" total gutter.
- Materials should be submitted **without crop marks**, but full-page ads should include the required 1/8" bleed.
- All fonts used must be embedded in the PDF file.
- Using the bold, italic, or other style keys is not encouraged. Please use the bold or italic version of the font. (For example, instead of making Adobe® Garamond bold with the style key, use the actual font for Adobe® Garamond Bold.)
- Flatten all layers and set transparency to highest setting.
- Ads must be suitable to print as-is. NSA is not responsible for any errors in content.
- **PLEASE NOTE:** Materials that do not meet the stated advertising specifications will be rejected.
- Necessary alterations are the responsibility of and at the expense of the advertiser. All materials must be submitted in accordance with the published deadlines and meet the criteria stated in the advertising policy.

PRODUCTION CONTACT

sendmyad@theysgroup.com

[Upload Your Ad](#)

The YGS Group
3650 West Market Street
York, PA 17404
Tel: 717.505.9701

Exclusive *Sheriff & Deputy* Digital Edition Sponsor

- Exclusive banner ad in the digital edition announcement e-mail blast and a full-page intro page to the entire digital edition
- Sent to 7,000 key industry decision makers
- E-mail Ad Size: 600 x 185
- Digital Edition Ad File: PDF
- Digital Edition Intro Page Size: 8.25" x 10.875"
(Same size as full page in Sheriff & Deputy magazine)

Rates: \$3,500/Issue

[View the Digital Edition](#)



The Annual Sheriffs' Directory

With a shelf life of one year, NSA's comprehensive directory is one of the most cost-effective advertising vehicles you will ever choose!

To get the same exposure as an ad in the NSA Annual Sheriffs' Directory, you would need to spend a year in a Sheriff's office! Published in early spring, the Directory reaches more than 3,500 sheriffs, deputies, jail administrators, and other law enforcement personnel.

The directory includes contact information for every Sheriff in the United States, the state sheriffs' associations, and NSA staff.

Listings are arranged alphabetically by state and county as well as by Sheriff's name.

This useful reference includes:

- Name
- Address
- Phone
- Fax
- E-mail

The Directory is updated annually following state elections.

Ad Close: Mar. 1, 2022

Art Due: Mar. 8, 2022

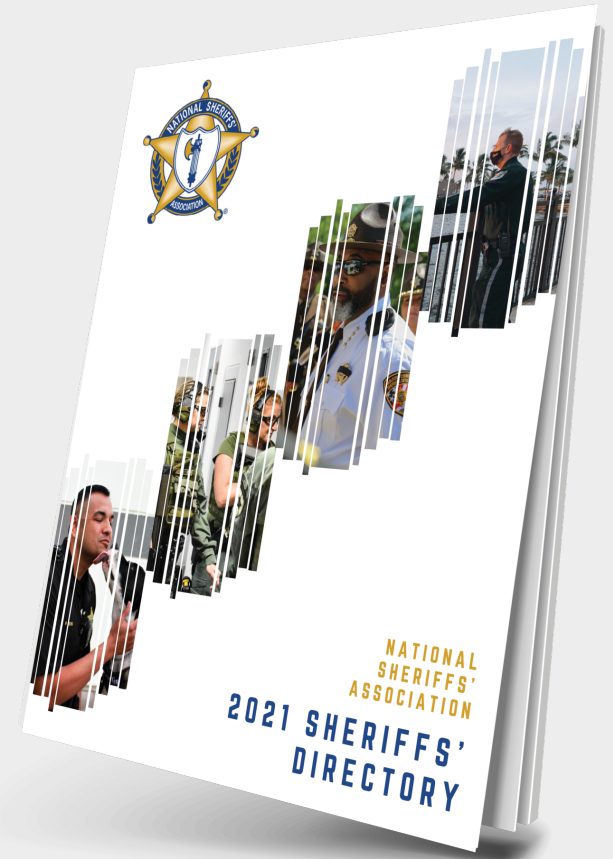
[View the Directory](#)

[View the Specs](#)

Jul 28, 2022

Directory Rates

PAGE SIZE	RATE
Cover 2	\$3,115
Cover 3	\$3,115
Cover 4	\$3,400
Two-Page Spread	\$3,400
Full Page	\$1,990
1/2 Page	\$1,250
1/4 Vertical	\$850



The Annual Sheriffs' Directory Specs

PRINT SPECIFICATIONS

PAGE SIZE	WIDTH	HEIGHT
Full Page with Bleed	8.5"	11.125"
Full Page No Bleed	7.75"	10.125"
Two-Page Spread with Bleed	16.75"	11.125"
Two-Page Spread No Bleed	16"	10.125"
1/2 Vertical	3.5"	10.125"
1/2 Horizontal	7.25"	4.75"
1/4 Vertical	3.375"	4.75"

Trim: 8.25" x 10.875"

Live area: .25" away from trim

GENERAL REQUIREMENTS AND FORMATS

- A **high-resolution PDF/X-1a** file is required for all ads.
- **Colors must be CMYK.** No ICC profiles, RGB, or Pantone colors.
- Resolution of all photography and scanned illustrations must be **at least 300 dpi**. Line art should be 600 dpi.
- Vital copy and images must be at least 1/8" away from trim. Spread ads must have at least 3/8" total gutter.
- Materials should be submitted **without crop marks**, but full-page ads should include the required 1/8" bleed.
- All fonts used must be embedded in the PDF file.
- Using the bold, italic, or other style keys is not encouraged. Please use the bold or italic version of the font. (For example, instead of making Adobe® Garamond bold with the style key, use the actual font for Adobe® Garamond Bold.)
- Flatten all layers and set transparency to highest setting.
- Ads must be suitable to print as-is. NSA is not responsible for any errors in content.
- **PLEASE NOTE:** Materials that do not meet the stated advertising specifications will be rejected.
- Necessary alterations are the responsibility of and at the expense of the advertiser. All materials must be submitted in accordance with the published deadlines and meet the criteria stated in the advertising policy.

PRODUCTION CONTACT
sendmyad@theygsgroup.com

[Upload Your Ad](#)

The YGS Group
3650 West Market Street
York, PA 17404
Tel: 717.505.9701

Direct Mailer to NSA Member List

With many in person events on hold, NSA would like to give you the option to reach out directly to NSA members. Purchase a direct mail campaign and have your collateral materials arrive to every office across the country. This is a great way to have personal outreach and be noticed in the New Year. YGS can print items if needed. There is a 1,000 contacts minimum outreach for purchase. Mail list can be customized as needed.

- Advertiser designs and send YGS print ready artwork or provides collateral to include in mailing.
- YGS sends to NSA for approval

Contact Natalie for Pricing and Availability.

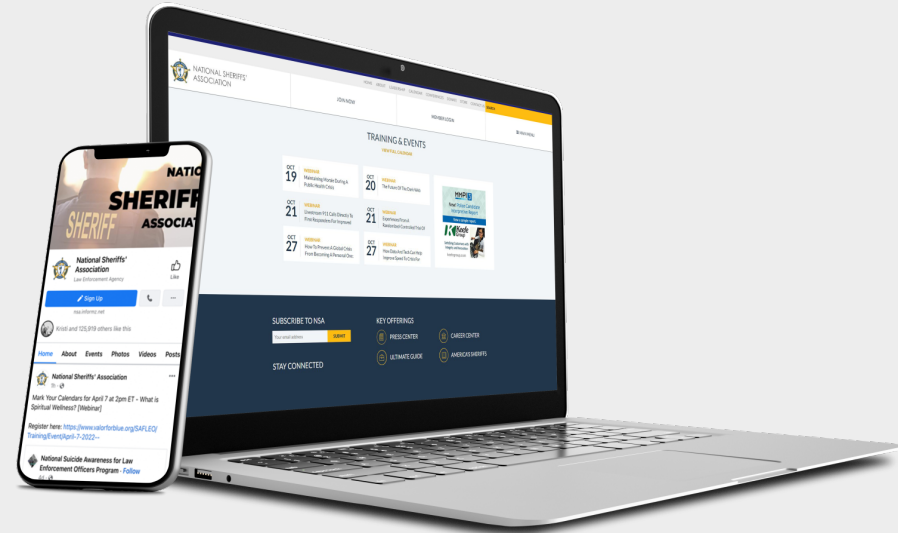


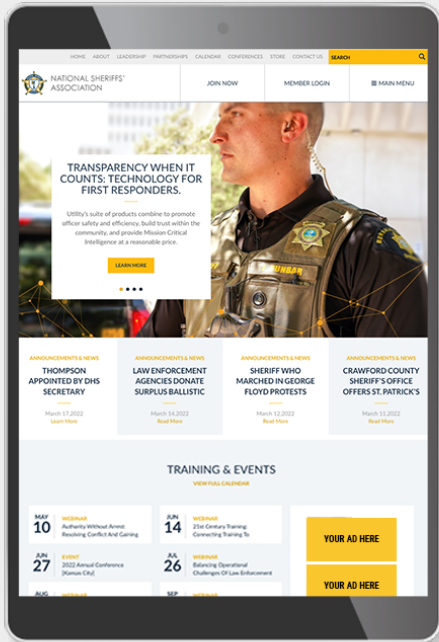
NSA Corporate Partnerships

As a valued NSA Corporate Partner, we are looking for ways that you can expand your company's exposure to NSA members. The offerings below extend your reach into both NSA print and digital media products. Please note that this offer is only good for remaining advertising opportunities in 2022.

MEDIA PRODUCT	PACKAGE 1	PACKAGE 2	PACKAGE 3
Sheriff & Deputy Magazine	3 Full Page Ads	1 Full Page Ad	1 Full Page Ad
Social Media Posts (Either Facebook or Twitter)	3	1	1
Webinar	1	1	
Banner Ad on Sheriffs.org	2	1	1
Display Ads on All-Points Bulletin eNewsletter	2	1	
Custom Content Sponsored eNewsletter	1	1	1
Total Cost	Value: \$16,600 Corporate Partner Rate: \$15,600	Value: \$10,000 Corporate Partner: Rate: \$8,600	Value: \$5,500 Corporate Partner Rate: \$4,300

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Sheriffs.org

Reach key decision-makers and law enforcement executives.

Your ad will be placed on our home page and on the main pages for each section of our website and will rotate with other advertisements. Rates can be negotiated to get more frequent rotation.

Increase your brand awareness and your sales to our audience.

– YEARLY WEB STATS –

185,757

PAGE VIEWS

74,608

UNIQUE VISITORS

PLACEMENT	SPECS	COST PER MONTH
Banner	240 x 120 pixels with URL	\$1,250
Premium Homepage Text Ad	<ul style="list-style-type: none"> · 35 words including a headline · Click-through URL · Image (optional)= 3600x1558 px Please stay away from putting anything substantial (text/images) on the left side of image, as that's where the text box goes. Please also place any additional graphics (i.e. logos) closer to the middle of your image. 	\$2,000

Files Size: 20K maximum
Image File Format: JPG, GIF, or animated GIF (no flash files will be accepted)

Sponsored eNewsletter

Weekly

FREQUENCY

Approx. 7k

CIRCULATION

21.9%

OPEN RATE



Sponsoring company provides HTML coded eNewsletter content to be distributed to NSA's member-based mailing list.

Frequency: Only 1 available per week

Cost: \$2,500/per Eblast

Material Requirements for the Sponsored eNewsletter:

- Advertiser needs to provide a fully designed, ready-to-send email in an HTML file (use a testing service such as litmus to confirm html validation and deliverability of code)
- All images and fonts need to be linked to the appropriate files hosted on the advertiser's server (no local files)
- All hyperlinks need to be embedded
- 650 px wide (recommended)
- Avoid a single image as the eblast
- Text file of the HTML code
- Subject line for email (40 characters recommended; 78 maximum)
- Pre-Header text for the email (75 characters maximum)

Deadlines & Proofing:

- Materials are due on Monday, two weeks before the scheduled distribution date.
- Materials that do not meet stated advertising specifications will be rejected.
- All content is subject to review and approval by NSA.
- Necessary alterations are the responsibility and at the expense of the advertiser.
- A proof from the email system will be sent to the advertiser for approval.
- Any delay in the submission of materials or approvals by the advertiser may impact the distribution date.



Lunch and Learn

This product provides great opportunities to reach a new audience through a 3-5 minute educational video and advertorial sent directly to their inbox.

Frequency: Only 1 available per month

Cost: \$3,000/per Eblast

Material Requirements for the Sponsored eNewsletter:

- Advertiser needs to provide a fully designed, ready-to-send email in an HTML file (use a testing service such as litmus to confirm html validation and deliverability of code) based off provided template.
- 50-100 words for social media pre-promotion
- Image for social media post
- Social handles

Social Media

Reach approximately 128,000 Facebook followers each month.*

Per post cost: \$1,500

Reach more than 38,000 Twitter followers.*

Per tweet cost: \$750, three for \$1,500

Sponsoring company provides imagery, text, and link when applicable.

**Posts are not boosted or promoted with additional funds from NSA.*

Rates and Specs

PLACEMENT	FEED AND IMAGE DIMENSIONS AND GUIDELINES	FEED AD CHARACTER LIMITS
Facebook	<ul style="list-style-type: none"> Recommended specs: 1,200 x 900 pixels. News Feed image ratio: 4:3. Recommended formats: JPG and PNG 	<ul style="list-style-type: none"> Text: 50-75 words per post Call to action with URL
Twitter	<ul style="list-style-type: none"> Recommended specs: 1,200 x 675 pixels Maximum file size: 5 MB for photos and 3 MB for animated GIFs. 	<ul style="list-style-type: none"> Text: 100 characters (with spaces) recommended; 280 characters max Call to action with URL



Retargeting Campaign

Retargeting campaigns allow you to deliver your banner or video ads to NSA's website visitors after they have left the website, as they are surfing their favorite news, entertainment, lifestyle, and business sites. When your banners or videos are placed in our retargeting program, your ads "follow" our visitors while they perform Google searches and visit other partner websites within Google's expansive Search and Display Networks. Google Search is the gold standard of internet search engines. The Google Display Network reaches 90% of internet users worldwide and includes more than 2 million publishers, including websites like nytimes.com and weather.com and Google-owned websites like Gmail, Blogger, and YouTube and more.

Retargeting is a cookie-based technology that uses a simple Javascript code to target your audience across the web and on social media, allowing your ads to be served to qualified users that have visited the NSA website: www.sheriffs.org

You provide your campaign budget and your ads will run until contracted impressions are met on the NSA website. Submitting all materials as recommended will provide the highest placement rate and allow the system to best optimize your ad campaign for performance. Keep the message simple and the text as large and easy-to-read as possible.

Best Practices

Rates

	RATE	IMPRESSIONS
Package 1	\$2,700	150,000
Package 2	\$4,320	240,000

Specs

Advertiser to provide the materials as noted for the contracted display ads or video for the Retargeting Campaign:

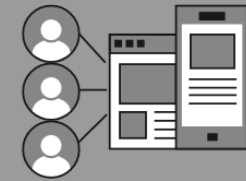
Banner/Video:

Display banners for both desktop and mobile in all of these sizes:

- 300x250
- 160 x 600
- 300x600
- 728x90
- 300 x 50
- 320x50

Recommended Ad Formats :

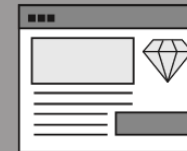
- JPG or .PNG (Static Image)
- .GIF (Animated – Max. 15 seconds of looping)



Users visit your website and browse various pages. Retargeting can be to general website visitors or those that visited a specific page or section of your website.



Users are then served an ad from the advertiser on other websites. There is no connection back to the association.



Ads shown have a click-through URL so advertisers can track ROI.

NSA Conference Eblast

Be front and center of the Winter and Annual conference email updates that NSA sends weekly to their members leading up to the conferences.

Advertising opportunities are available for both the 2022 Winter and 2022 Annual Conference. Only one advertiser per email blast.

Frequency: Weekly (up to 12 weeks before the conference)

Average Send: 7,500 recipients

Rates and Specs

PLACEMENT	SPECS	RATE PER EBLAST
Display Ad	· 600 x 110 px with URL	\$1,600
Content Ad	· 50 words with URL · Business logo	\$2,000

Digital Ad Best Practices

Establish a successful hierarchy by include these three essential elements in display ads:

1. Value Proposition calls attention to the product or service and can include featured highlights, a special offer or pricing
2. Call-to-Action (CTA) serves as an invitation for the user to click and should be attention grabbing
3. Logo is essential to include in order to build brand awareness but should not be the focal point.

Additional recommendations:

- Use high quality assets within your ads. Images must be recognizable and relevant.
- Don't use too many words: Your ad may only get a moment of the reader's attention.
- Text must be legible. We recommend using sans-serif fonts, like Arial or Roboto, and keeping font sizes to 10 point or above.
- Use the RGB color mode when designing.
- Image resolution should be 72 DPI or higher.
- Keep branding consistent. Landing pages should have the same branding as the banner ad.
- Use a URL tracking service such as Bitly or ClickMeter to generate a URL for your campaign that allows you to track clicks in real time.



Digital Ad Deadlines

2022 DIGITAL AD DEADLINES

MONTH AD IS RUNNING IN	ART DEADLINE
January	12/13
February	1/17
March	2/14
April	3/17
May	4/15
June	5/16
July	6/16
August	7/15
September	8/15
October	9/14
November	10/13
December	11/14

2023 DIGITAL AD DEADLINES

MONTH AD IS RUNNING IN	ART DEADLINE
January	12/13
February	1/16
March	2/14
April	3/14
May	4/14
June	5/15
July	6/14
August	7/14
September	8/14
October	9/14
November	10/16
December	11/13

Sponsored Eblast Deadlines

Must provide materials two weeks before your send date.

Ad Submission Requirements

- Send digital ad materials to: sendmyad@theygsgroup.com
- When emailing us your materials, please include the client acronym in your subject line.
- All advertisers are subject to review and publisher's advertising policies.
- Necessary alterations are the responsibility of and at the expense of the advertiser. All materials must be submitted in accordance with the published deadlines and meet the criteria stated in the advertising policy.

Contact your NSA account executive for more information



Natalie Matter Bellis

Account Executive
717.580.8184
natalie.matterbellis@theygsgroup.com

Name

Company

Email

Subject

Message

Submit



Jul 28, 2022

Terms & Conditions

All advertisements are subject to the approval of the Publisher.

Advertiser indemnifies The YGS Group and The National Sheriffs' Association (NSA) against losses or liabilities arising from this advertising. The YGS Group assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Full payment is due net 30-days upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$30.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/or agency agrees to repay The YGS Group any discounts granted on multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are noncancellable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). The YGS Group is not responsible for errors if a hard copy proof is not submitted with the electronic file. Sponsorships are noncancellable.