



DISPLAY ADVERTISING POLICIES

The LARFPA Newsletter is the quarterly publication of the Los Angeles Retired Fire and Police Association. The Association operates a social welfare advocacy organization on a non-profit, non-sectarian, non-political basis for the members of the Los Angeles Fire and Police Departments, their spouses or surviving spouses, widows, widowers, and dependent parents or children. This publication is mailed or available online to all members of LARFPA.

Rates, conditions and space units are subject to change without notice. The publisher reserves the right to determine the position of each advertisement, except for designated positions for which a premium is paid. Payment for first insertion is due with ad copy, subsequent insertions will be billed accordingly.

All advertisements are accepted on the representation that the advertiser is authorized to publish the entire content and subject matter thereof. The advertiser will defend, indemnify and hold the publisher harmless from and against any claims or suits that may arise out of publication of such advertisement. The publisher reserves the right to reject any advertising for any reason at any time without liability. The publisher will insert the word "advertisement" into any ad which simulates editorial content. The Publisher assumes no liability if for any reason it becomes necessary to omit an advertisement. The Publisher's liability for any error will not exceed the charge for the advertisement in question.

Display Ad Dimensions:

- **Full Page, Back Cover, Inside Front/Back: (Non-Bleed)**

Rim size: 8 3/8" wide by 10 7/8" deep

*Add a minimum of 1/8" margin to top, bottom and trim edges. Keep live matter 1/2" inside all trim dimensions.

- **Full Page, Inside Front/Back: (Non-Bleed)**

7 5/16" wide by 10 7/8" deep

- **Half Page: (Non-Bleed)**

7 5/16" wide by 4 15/16" deep

- **Third Page: (Non-Bleed)**

2 5/16" wide by 10 7/8" deep

- **Quarter Page: (Non-Bleed)**

3 9/16" wide by 4 15/16" deep.

- **Sixth Page: (Non-Bleed)**

2 15/16" wide by 4 15/16" deep

- **Eighth Page: (Non-Bleed)**

3 9/16" wide by 2 15/32" deep

- **Twelfth Page: (Non-Bleed)**










2 15/16" wide by 2 15/32" deep

* **Deadlines for ad submission are at least 30 days prior to the publishing quarter's issue. NO EXCEPTIONS.**

** **All artwork MUST be camera-ready with a resolution of at least 300 dpi. Formats: JPEG, TIFF, PDF (flat), EPS or GIF.**



DISPLAY ADVERTISING RATES

	SIZE	1 ISSUE	2 ISSUES	3 ISSUES	1 YEAR
FULL PAGE		\$1630	\$1420	\$1230	\$1075
BACK COVER				\$1630	\$1420
INSIDE FRONT/BACK			\$1630	\$1420	\$1230
HALF PAGE		\$850	\$720	\$625	\$550
THIRD PAGE		\$720	\$625	\$550	\$475
QUARTER PAGE		\$550	\$475	\$410	\$360
SIXTH PAGE		\$410	\$360	\$320	\$275
EIGHTH PAGE		\$210	\$185	\$165	\$145
TWELFTH PAGE		\$165	\$145	\$120	\$95

* Please note: All rates are **per issue rates**. Prices effective 01-01-2021.