

Welcome to *Trooper Newspaper*.

I am writing to inform you about our association, and its publication. I serve as the Secretary of the State Police Association of Massachusetts, the union that represents approximately 2000 members of the Massachusetts State Police.

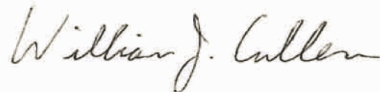
Trooper Newspaper is the official publication of the Association; it reaches all members of the union, all members of the state legislature and other select state officials as well as independent subscribers. It is published on a monthly basis, and consists of news and items of interest not only to the state police, but to the law enforcement community in general.

I believe we are unique in that our readership reflects an exceptionally stable, strong, and relatively affluent demographic.

As you likely know, *Trooper Newspaper* now accepts advertising, and it is our hope we can help your business with this direct means of communication to our dedicated readership.

Please contact our advertising representatives, Ron & Lee Delp, or myself if you have any further questions.

We look forward to working with you.



William J. Cullen
Secretary

State Police Association of Massachusetts

E-mail: secretary@masstroopers.net

Office: 508-485-3800

ADVERTISING RATES:

| Ad Size | (Frequency / Commitment) | | | |
|------------------------------|--------------------------|--------|--------|---------|
| | 1x Run | 3x Run | 6x Run | 12x Run |
| Full Page (80 column inches) | \$1,000 | \$800 | \$700 | \$600 |
| 1/2 Page (40 column inches) | \$600 | \$500 | \$425 | \$350 |
| 1/4 Page (20 column inches) | \$350 | \$300 | \$250 | \$200 |
| 1/8 Page (10 column inches) | \$200 | \$175 | \$150 | \$125 |
| 1/16 Page (5 column inches) | \$125 | \$110 | \$100 | \$75 |

ADVERTISING OPTIONS & CONDITIONS:

- Full color process and spot color available by request (call for current pricing and availability)
- Guaranteed page placement cost an additional 20%
- All advertisements are at the discretion of the S.P.A.M. Executive Board
- S.P.A.M. has the right to reject any advertisement for any reason
- Classified Advertisements are non-business and for S.P.A.M. members only.

GENERAL INFORMATION:

- *Trooper Newspaper* is a monthly publication distributed through the United States Postal Service
- *Trooper Newspaper* is published and mailed the last week of each month
- Total circulation exceeds 2,500 copies
- Circulation area includes all regions of the Commonwealth of Massachusetts
- *Trooper Newspaper* subscribers range in age from 20-60 years old.
- Most *Trooper Newspaper* subscribers are homeowners with an annual income in excess of \$60,000

ADVERTISING BILLING TERMS & CONDITIONS:

- All multiple run advertisements paid for in advance and in full receive an **additional 5% discount**
- Advertising Reservation Deadline is the 10th of each month
- All advertising copy (electronic or hard copy) must be received on or before the 15th of the month of publication
- All advertisements are preferred to be paid for in advance or arrangements made prior to publication date
- Any contract advertisement canceled prior to its renewal date will forfeit any prior savings and be back-billed for those prior savings

ADVERTISING CONTACTS:

To request more information or to reserve advertising space, please feel free to contact us at any time.

RON & LEE ANN DELP

P.O. Box 778 • West Newbury • MA • 01985

Phone: (978) 363-2072

Fax: (978) 363-1166

or e-mail us at:

troopernews@comcast.net