



HEAT

Advertising Terms & Guidelines

Advertising Terms and Guidelines for HEAT, Official Publication of the Dade County Police Benevolent Association

HEAT is a private publication distributed monthly by the Dade County Police Benevolent Association (PBA) solely for the benefit of its members, which number over 7,000. The publication, which is intended to help educate its readers throughout the community, is dedicated to the advancement of the law enforcement profession and the betterment of the community, through better and stronger relations between officers and the citizens they serve. *HEAT* is the official medium of expression for the Dade County PBA.

A limited number of paid advertisements will be accepted by the publication with any and all proceeds benefiting the association's general fund. The PBA encourages all advertisers to assist in educating readers and improving community relations whenever possible in their advertisements. ***The PBA retains the right to refuse any advertisement*** and to limit the number of advertisements in any given edition. The PBA also retains the right to cancel an advertisement at any time, without cause, and will refund the remaining portion of said paid advertisement.

The rates are as follows; ***all prices per month, per insertion, for image-ready copy:***

	1 month	3 months*	6 months*	12 months*
Full Page Ad	\$700	\$675	\$625	\$575
1/2 Page Ad	\$360	\$345	\$325	\$300
1/4-Page Ad	\$195	\$175	\$165	\$155
1/10-Page Ad	\$80	\$70	\$65	\$60

You may place loose, pre-printed, Ad Inserts in *HEAT* for \$600 per month.
Classified Ads consisting of 25 words or less are \$25 per month.

****Requires payment in full in advance. Checks should be made payable to the DADE COUNTY POLICE BENEVOLENT ASSOCIATION.***

COPY CHANGES: The 3-month, 6-month and 12-month rates are based on consecutive months of advertising, and upon inserting the same advertisement in each consecutive edition. The PBA retains the right to charge a fee for copy changes. If advertisers wish to change copy in their advertisement from one issue to the next, but fail to turn in new copy before the deadline, the PBA will publish the same ad that was run in the previous edition.

POLITICAL ADVERTISEMENTS: Advertisements, with the bona-fide intent of promoting the political campaign of a candidate for public office, are eligible for a 20% discount off of the normal rates contained herein. Political disclaimers must appear on all political advertisements, as required by State Statutes.

AD COPY: The above rates are for digital image-ready copy. Acceptable digital files include: PDF, JPG, or TIFF formats. Classified ads should be sent in text form (i.e. as a Word document or in the content of an email). Copy changes also are subject to charges, and must be turned in by the advertising deadline in order to be included in the subsequent edition.

AD PLACEMENT: The PBA retains the right to control placement of advertisements within the publication. If the advertiser wishes to specify a certain page or position, an additional charge of 10% of the ad cost may be assessed; however, the PBA retains the right to refuse certain ad placement based on the preference of the HEAT editorial staff. No advertisements will be placed on pages one or two of the newspaper.

PROCESS COLOR: For full-color ads, the cost of process color and necessary separations will be assessed individually—generally 50% more than the cost for same size black and white.

PAYMENT: Payment in full in advance is required for all advertisements, *without exception*.

DEADLINE: The deadline for both advertisements and payments to be turned in will be on the fifth of the month prior to the month of publication (except when the fifth falls on a weekend day or holiday; then the deadline will be the next business day following the fifth).

SPECIFICATIONS: Dimensions of ads are:

Full Page – 10 inches wide by 15.75 inches tall.

One-Half Page – 10 inches wide by 7.5 inches tall *or* 5 inches wide by 15.75 inches tall.

One-Quarter Page - 5 inches wide by 7.5 inches tall.

One-Tenth Page (Text Only) – 5 inches wide by 2 inches tall *or* 4 inches wide by 3 inches tall.