



Media Kit

The California Probation, Parole and Correctional Association, (CPPCA) offers a dynamic set of advertising and marketing mediums includes its comprehensive website, its monthly electronic newsletter, printed materials related to CPPCA's annual training conference, and sponsorship.

Website advertising

CPPCA's website was designed with community corrections professionals in mind. The CPPCA website provides access to all of the resources and information CPPCA has to offer, including news and information, useful links, career information and event information. Don't miss out on the chance to reach your audience through web and newsletter advertising opportunities.

Website advertising rates

Advertising space can be reserved for periods of one, six, eight or twelve months. Six-month commitments receive a 5 percent discount, while 12-month purchases get 10 percent off.

	Monthly Rates		
	1 Mo.	6 Mo.	12 Mo.
Home Page Footer Banner 215 x 180 pixels	\$400	\$380	\$360
Internal Page Banner 215 x 180 pixels	\$260	\$247	\$234

Website advertising Specs

- All ads will be hyperlinked to URL of advertiser's choosing
- All graphics must be submitted in Joint Photographic Expert Group (.jpg) – high resolution only

Advertising in *Correctional News*

Correctional News is CPPCA's monthly electronic newsletter that is circulated to more than 2,500 subscribing probation, parole, juvenile institutional, correctional officers and community corrections stakeholders. The publication is produced with input from the CPPCA board of directors and industry insiders, and is recognized as a resource to our members and associates. *Correctional News* provides the latest membership information to our members and many emerging news articles, covering a range of topics for probation, parole and correctional officers and updates to relevant political issues. Advertising in *Correctional News* is a direct way to reach your target audience.

Correctional News advertising rates

Advertising space can be reserved for one or more editions including all twelve published during a calendar year. CPPCA year-round sponsorship levels include advertising.

	Rates Per Issue			
	1x	6x	10x	12x
Body				
150 x 150 pixels	\$200	\$180	\$175	\$160
150 x 225 pixels	\$260	\$235	\$220	\$210
150 x 350 pixels	\$400	\$360	\$340	\$320
Footer				
440 x 100 pixels	\$480	\$435	\$410	\$385
440 x 180 pixels	\$800	\$720	\$680	\$640

Correctional News Advertising Specs

- All ads will be hyperlinked to URL of advertiser's choosing
- All graphics must be submitted in Joint Photographic Expert Group (.jpg) – high resolution only
- Correctional News is published monthly. Deadlines for submissions of graphics and destination URLs is by the tenth (10th) day of the publication month.

Advertising through the CPPCA Annual Training Conference

The CPPCA Annual Training Conference & Vendor Show brings together hundreds of correctional professionals and from around the state. Through sponsorships and advertising in printed event materials, CPPCA's conference provides ideal opportunities for you to reach your target audience with just the right message. You can also expand your reach by becoming one of the many exhibitors from across the nation who showcase their latest products and services at CPPCA's Annual Training Conference & Vendor Show held annually in September.

For more information about teaming with CPPCA, contact Michelle Nesbitt at (916) 448-5810 or michelle@cppca.org.