



# ADVERTISEMENT SPECIFICATIONS

## AD DIMENSIONS                      WIDTH X HEIGHT (INCHES)

**Two-Page Spread**                      17.45 x 11.425"  
(includes bleed)

**Full Page (Non-Bleed)**                7.5 x 10"

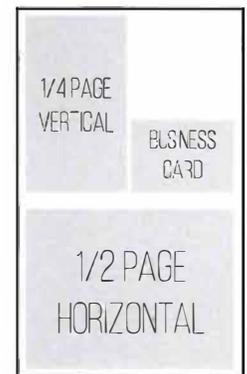
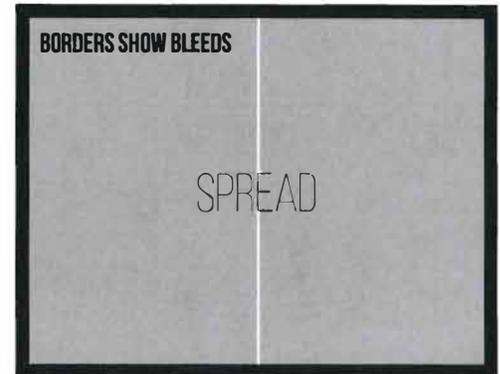
**Full Page Bleed**  
*Bleed*                                        8.9 x 11.425"  
*Trim*                                         8.5 x 11"  
*Live*                                         7.5 x 10"

**Back Cover (Square)**                7.5 x 7.5"

**½ Page**  
*Horizontal*                                7.5 x 5"  
*Vertical*                                    3.625 x 10"

**¼ Page**                                    3.625 x 5"

**Business Card**                        3.5 x 2"



## File Delivery

PDFs, as well as fully packaged files (including the InDesign CC or lower document) and all supporting files (fonts, images, etc.), can be emailed to mperry@dsasd.org. An upload link can also be provided on request.

## File Formats

PDF or press-ready PDF documents with crop marks indicating trim and bleed.

## Resolution

All images and logos must have a resolution of 300 dpi at 100% print size.

## Bleeds

Bleeds are only offered on full-page ads. Page size is 8.5 x 11" with a 1/8-inch bleed. Bleed available on back cover with prior approval.

## Color

All colors must be CMYK. Total ink density should not exceed 300%.

## Design & Typesetting of Ads

The Silver Star will be happy to design your ad for a small one-time fee. Estimates available upon request.

The *Silver Star* is printed in full color on 80 lb coated paper and is saddle stitched with a four color cover. The actual page size is 8.5 x 11.

**WWW.DSASD.ORG/SILVERSTAR**

SILVERSTAR EDITOR // Madi Harris

mharris@DSASD.ORG

(858) 486-9009 ext. 105

# SILVER STAR ADVERTISING RATES

## 2025 PROMOTIONAL



**Silver Star Editor | Madi Harris**

mharris@dsasd.org  
(858) 486-9009 ext. 105

### With over 4,000 members,

the Deputy Sheriffs' Association of San Diego County is one of the largest law enforcement associations in the State of California. Our members live and work in all areas of San Diego County. In addition, many of our deputies call Imperial, Orange, and Riverside Counties home.

### Targeted Readership

DSA membership is comprised of active members (sworn law enforcement and detention deputies), reserve members (department volunteers), retired members, and affiliate members (professionals who work with the department, elected officials, county employees, and local business leaders).

### Controlled Circulation

Members, advertisers, county and state elected officials, and business affiliates receive the magazine- making the total circulation close to 5,000 magazines quarterly. The *Silver Star* is the perfect outlet for showing support for and offering discounts to DSA members and the law enforcement community as a whole.

While the *Silver Star* is read cover to cover by DSA members, they are not the only ones who see the magazine. Displayed on coffee tables, in waiting rooms of local businesses, in our patrol stations, and sent to DSA supporter club members, the *Silver Star's* pass-on rate is quite high.

### Display Advertising

Rates are **per issue**, discounted by contracted frequency

Frequency:	4x	2x	1x
Spread:	\$1,500	\$1,650	\$1,750
Full Page:	\$1,000	\$1,050	\$1,100
Half Page:	\$500	\$550	\$600
Quarter Page:	\$250	\$300	\$350
Business Card:	\$150	\$175	\$200

### Classified Ads

Classified are \$30 per ad, per month. This ad includes up to 10 lines of text (500 characters) and a small graphic. Larger ads are available for an additional charge.

### Payment

First-time advertisers must submit payment for the first run ad with complete insertion order (contract). Payments are due 15 days from invoice date and can be made in person, online, or via email.

### Deadlines:

All ad material must be submitted by the 1st of the month prior to publication. For example, for the May issue, ad material should be submitted to the editor by April 1st.