



The **BLUES** Police Newspaper

“Guardian of the Badge and Keeper of the Pride”

Why are we so popular?

Founded in 1984, The BLUES is published monthly from Cumming, GA, by Sharp Publishing, LLC. Content includes up-to-date law enforcement news, training, new weapons and products, court decisions and a variety of police feature articles.

Capture the Police Market

The BLUES is a widely known publication, not only in the police community, but in the state's court rooms as well, being read each month by thousands of police officers, attorneys, judges, clerks, in addition to the general public. Distribution is statewide with the greatest concentration in the greater metropolitan areas of Texas.

Our readers are well paid professionals who spend a great deal of money annually on automobiles, recreational vehicles, travel, dining, entertainment, and clothing, not to mention the tools of their trade such as guns, uniforms, flashlights, etc.

Subscriptions

Individuals desiring first class delivery of personal copies of the paper can obtain a subscription at the rate of \$29.95 per year anywhere in the U.S.

Display Advertising

The BLUES display rates are structured to reward both consistency as well as larger sized ads, which generate the most response from our readers. All advertising charges are due in advance on one-time rates and first runs, while monthly contracts are billed on the first of each month and due by the fifteenth. A finance charge

of 1.5% per month can be charged on outstanding balances over 30 days. Rates quoted are for camera-ready art, however, we will make every effort to assist in typesetting when possible. Rate discounts are available with signed contracts for long-term advertising.

Monthly Distribution To Hundreds of Police Agencies

Each month The BLUES is shipped via US Bulk Mail to thousands of Texas law enforcement professionals (with more being added monthly) as well as newsstands and roll call squad rooms throughout the state. The newspapers are provided free of charge to our readers in this manner. Currently The BLUES has a readership circulation of 15,000 monthly as well as a great many paid subscribers

The Police Demographics

Average age	31 years
Salary Range:	
Officers	\$36,000 to \$54,000
Supervisors	\$65,000 to \$85,000
Administrators	\$70,000 up

No Composition Charges

Typesetting and composition are available by our skilled staff when requested, as well as reasonable and periodic alterations to existing ads, Free of charge! Full color ink is available on selected pages at additional cost.

Ad Position

All ads are sold run of the paper, but page location for ads will be honored where possible.

The BLUES Website

The BLUES has been a major presence on the Internet since 1996 and our website is visited by thousands of officers. We are currently in the process of updating our site in order to better serve the officers of Texas and allow for online advertising opportunities.

Deadlines

All ads are due by the 15th of the month for the upcoming issue.

Liability

Sharp Publishing, LLC is not responsible for copy omissions, typographical errors, or any unintentional error that may occur in advertisements other than to correct it in the next issue after the error is brought to the publisher's attention. Publisher's liability shall be limited to only the amount of space affected by such error. The BLUES does not knowingly accept ads of a fraudulent, misleading, or discriminatory nature.

The BLUES

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