

# INFORMER

The History of American Crime and Law Enforcement  
informerjournal@gmail.com  
Advertising policies for October 3, 2023 issue

*Thank you for your interest in our periodical. Informer focuses on historical events, personalities and trends related to crime and law enforcement within the United States. The journal has specialized in organized crime history, in particular the history of the American Mafia. Along with carefully researched and meticulously documented historical articles, Informer regularly presents columns, book reviews and important current events. Informer advertising policies, described below, were designed with the primary purpose of providing true crime authors with an affordable means of generating publicity for their works. The publisher of Informer reserves the right to reject any advertisement for any reason and will never accept advertisements for illegal products and services or advertisements that contain text or images the publisher feels are offensive, libelous or in poor taste. The publisher also reserves the right to revise this advertising rate sheet as he sees fit.*

## DEADLINE FOR THIS ISSUE

For the special *Gangsters of New York's Lower East Side* issue, camera-ready advertisements conforming to format specifications and full payment must be received by August 22, 2023.

## ADVERTISING FORMATS

*Informer* is released as a standard magazine with full-color ad pages, 8 1/4 inches wide by 10 3/4 inches tall, and as an electronic (PDF) magazine with pages of similar proportions. In addition, this special issue will be released in hardcover and trade paperback book formats with grayscale ad pages, 6 inches wide by 9 inches tall, and electronic (Kindle and EPUB) book formats with pages of similar proportions.

Camera-ready advertisements are accepted in the proper specifications for the magazine pages at resolutions of 300 (or 600\*) dots per inch. These will be resized for book placement (in some cases, they may be recolored to enhance grayscale book images). There are full page, full page with bleed\*\* (no margin) and half page sizing options. The full page with bleed (no margin) ad size cannot be accommodated in book pages. Full page with bleed magazine ads will be trimmed slightly before they are converted to book page size.

*Informer* offers advertising units in the following sizes:

### FULL PAGE

Magazine – submit full color, 7 3/4" (2,325 pixels) wide by 10 1/4" (3,075 pixels) tall.  
(Book – grayscale, 4 1/2" wide by 6" tall, will be created).

### FULL PAGE WITH BLEED

Magazine – submit full color, 8 1/4" (2,475 pixels) wide by 10 3/4" (3,224 pixels) tall.  
(Book – grayscale, 4 1/2" wide by 6" tall, will be created.\*\*\*)

### HALF PAGE

Magazine – submit full color, 7 3/4" (2,325 pixels) wide by 5" (1,500 pixels) tall.  
(Book – grayscale, 4 1/2" wide by 3" tall, will be created).

## TRUE CRIME AUTHORS DISCOUNT

The authors of non-fiction crime books receive a 20% discount off the regular ad rates for full- or half-page advertisements featuring one or more of their books, providing the ads are submitted by the deadline and are prepaid. With this discount, true crime book ads purchased by their authors will cost \$72 for a full page and \$41.60 for a half page.

## ADVERTISING RATES

For this single *Informer* special issue, prepaid (prices in U.S. dollars):

<i>Size</i>	<i>Price</i>	<i>With Discount</i>
Full Page	\$90. <sup>00</sup>	\$72. <sup>00</sup>
Full Page + Bleed*	\$90. <sup>00</sup>	\$72. <sup>00</sup>
Half Page	\$52. <sup>00</sup>	\$41. <sup>60</sup>

## ADVERTISEMENT PLACEMENT

*Informer* no longer offers an ad placement option. Full-page advertisements generally will be positioned in the final pages in the magazine format and in the final pre-index pages in the book format. Half-page advertisements may be positioned in any location in the magazine format but only in the final pre-index pages in the book format.

## ADVERTISEMENT PURCHASE

If you are interested in purchasing an advertisement in *Informer*, please contact us by email at [informerjournal@gmail.com](mailto:informerjournal@gmail.com). Once you commit to purchase an advertisement, you will receive an invoice through the PayPal online service. This will be payable through credit card or cash transfer. If payment is not received by the advertising deadline for a particular issue, the ad will not be run in that issue.

*Informer* will accept camera-ready advertisement images in most digital image formats via email or other electronic file transfer, if they are submitted in the correct dimensions (see Advertising Formats, on Page 1). Adjusting advertisements from incompatible proportions or designing advertisements according to advertiser specifications can be arranged at an additional cost.

\* If creating an advertisement at 600 dpi, double the pixel dimensions provided in the ad size description.

\*\* Full Page With Bleed ads extend to the limit of the printable page (there is no white page border around them). Due to variations in page trimming, all text and important portions of Full Page With Bleed ads must avoid the outside quarter-inch and be contained within the interior 7 3/4" by 10 1/4".

\*\*\* Full Page With Bleed is not available in book format. Full Page With Bleed magazine advertisements will be trimmed slightly and then resized for the book format.

2023-05-01