



The **BLUES** Police News

“Guardian of the Badge and Keeper of the Pride”

Why are we so popular?

Founded in 1984, The BLUES was published and printed monthly by Sharp Publishing, LLC. Content included up-to-date law enforcement news, police career opportunities, training, new weapons and products, court decisions and a variety of police feature articles. The Blues now brings up to date news directly to readers via our website www.thebluesnews.com.

Capture the Police Market

The BLUES has always been a widely known publication, not only in the police community, but in the state's court rooms as well. It was read each month by thousands of police officers, attorneys, judges, and clerks, in addition to retail stores who chose to distribute monthly papers. Distribution was statewide with the greatest concentration in the greater metropolitan areas of Texas. Now, with a greater digital reach, our readers span the globe.

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.

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.

Rates quoted are for camera-ready art, however, we will make every effort to assist in typesetting when possible. Rate discounts are available for long-term advertising.

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!

Deadlines

There are no longer deadlines to advertise your business or police career opportunity. Just send us an email or give us a call for immediate upload to our website.

Ad Position

All ads are sold and placed by request.

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 have recently updated our site in order to better serve the officers of Texas. Every ad that runs will have a click through link to the content of your choosing.

The BLUES Digital Edition

The BLUES now offers a FREE digital edition sent directly to your inbox on the 1st of every month. Simply text 'Blues' to 42828 to join. Advertisers are listed on the main page of the email each month that they advertise with a live link for readers to access the advertiser website.

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.

E-Mail.....info@thebluesnews.com
Website.....www.thebluesnews.com