



THE NEBRASKA TROOPER
MAGAZINE

8540 Executive Woods Drive, Suite 500
Lincoln, NE 68512

Office: 402-489-5760 * Fax: 402-489-6093
1-800-947-STAN (7826)

E-Mail: tjohnson@netroopers.org Website: www.netroopers.org



This letter is in response to your recent inquiry about our magazine, *The Nebraska Trooper*.

We have published the magazine since 1983. The State Troopers Association has had more than 35,000 businesses lending support through their representation in, "The Nebraska Trooper". The magazine's current circulation is approximately 4,000 to 6,000 per year. We publish three issues per year; Spring/May, Summer/September, and Winter/January. Some of those receiving, *The Nebraska Trooper* include the Governor, State Legislators, Nebraska State Patrol Officers, many state offices and of course many of our advertisers and supporters. We have a wide variety of advertisers both local and national ranging from independent contractors, truckers and farmers, to small family businesses and larger corporations.

The Revenue acquired from advertisers and business supporters allows the Association to provide funds for our many children's programs. These programs are described in more detail in our brochure and sales letters:

- The Wishing Well Program at Children's Hospital Foundation in Omaha and at Regional West Foundation in Scottsbluff
- Child Advocacy Programs: Bridge of Hope, The Child Advocacy Center, Voices of Hope, etc.
- The Nebraska Special Olympics
- The Junior Wheelchair Sports Camp
- The Teddy Bear Program
- Adoption Links Worldwide, Children's Home Society, Cedars Home for Children, and Christian Heritage Home for Children
- And many more

Our magazine is a high quality publication constructed with an 80# gloss cover and medium gloss interior pages. The bleed size is 8 5/8" x 11 1/4" and the trim size is 8 1/2" x 11". We offer both black and white and 4 color advertising.

We prefer ad copy to be submitted as a PDF format file, camera ready artwork, good quality logo and text copy, or business card. Our graphic artist can also create an ad for you. You only would need to supply the text and we can add graphics of your choice.

We send out invoice, self-addressed return envelope, bumper sticker shaped like the state of Nebraska, and our program brochure, upon agreement of advertising or business support.

On behalf of the board of directors and all members of the Association, I would like to express our gratitude for your consideration in purchasing advertising space in, *The Nebraska Trooper*.

Sincerely,

Jim Borer
Sales Representative
jim@netroopers.org