

Want To Target 14 Million Guaranteed Consumers?



Advertise To Your Local Jail Inmate!

- Prisoners spend over **\$1.6 Trillion** on commissary products annually.
- Your products are already available in these institutions; or
- Your services are frequently requested by the inmates.

Objective

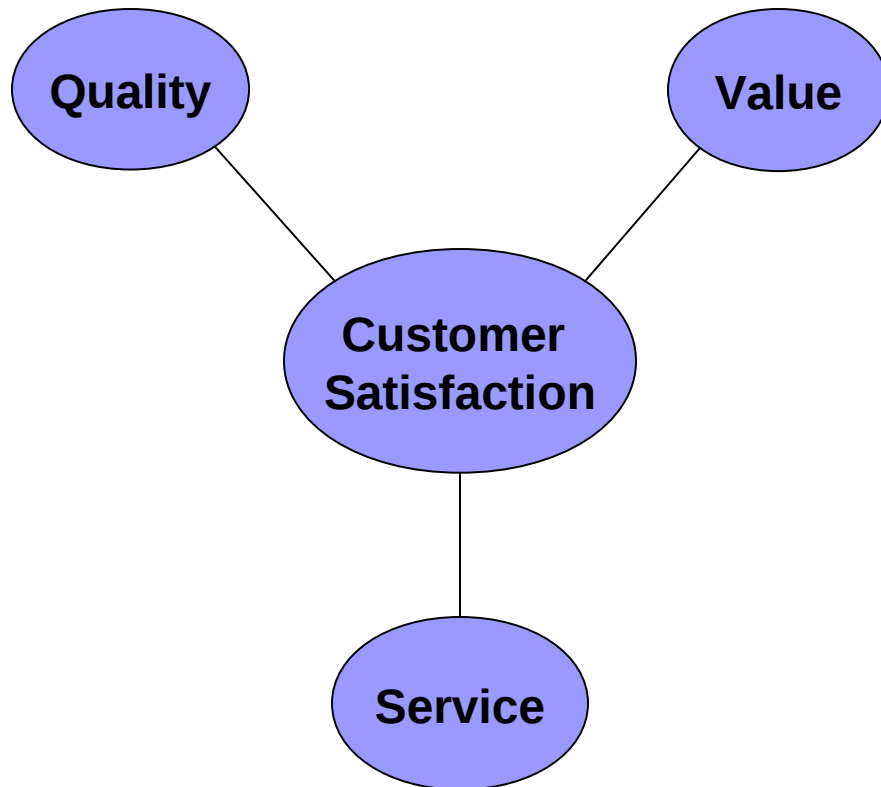
- Our objective is to create, publish, and distribute books & magazines to prisoners that cater to their literary desires cognitive entertainment, and their visual appetites.
- MAGAZINES: Each of our magazine titles share a common formula; bikini model layouts & puff pieces, funny quips, entertaining short stories, and reader submissions. However, they all have different themes.

Our flagship inmate magazine is *CONVICT COOKING*. In addition to our niche (prison recipes from around the country) it also features political articles, entertainment & artist interviews, jokes, stories, puzzles, and modeling photos. It is similar to other popular variety magazines – such as *XXL*, *The Source*, or *US Men* – but it is catered to the prisoner's interests.

We also have an aggressive affiliate marketing program custom-designed for inmates to ensure that they can purchase the goods & services that you solicit.
(see pg. 4)



Customer Requirements



- **QUALITY:** We take pride in using state-of-the-art equipment to guarantee our books meet or exceed industry standards.
- **VALUE:** Publications vary in pricing, but are affordable to the consumer at a retail costs averaging \$3 per magazine or \$15 per novel.
- **CUSTOMER SATISFACTION:** Each publication is screened for content, visual appeal, and originality; then submitted to a panel for their approval.
- **SERVICE:** We actively mentor inmates through correspondence & book clubs, and our Kru Klub program allows individuals to receive cash rebates for referrals which allows earning opportunities for indigent participants.

This is a consumer base that needs mental stimulation, productive free-time, and engaging activities; and we believe that our publications fulfill all of those needs.

Where's The Profit?

Would you would like to advertise a business such as legal services, transportation services, etc – but you feel that your service is too expensive for inmates to afford so you're hesitant to place an ad?

DON'T BE!

We are aware of this issue and have created a remedy: The Prison Klub (an adaptation of the Kru Klub*).

Klub members receive a fee for every referral and every sale of every book & magazine Krusader Publishing distributes, which allows them to generate their own revenue. In addition, these commissions are deposited directly (and discreetly) into their J-Pay inmate accounts so purchasing your product or service is as simple as the inmate issuing a money order.

In addition, Convict Cooking Magazine offers contests & incentives that allows inmates the chance to receive bonus revenue in \$1,000 increments as they reach their benchmark goals.

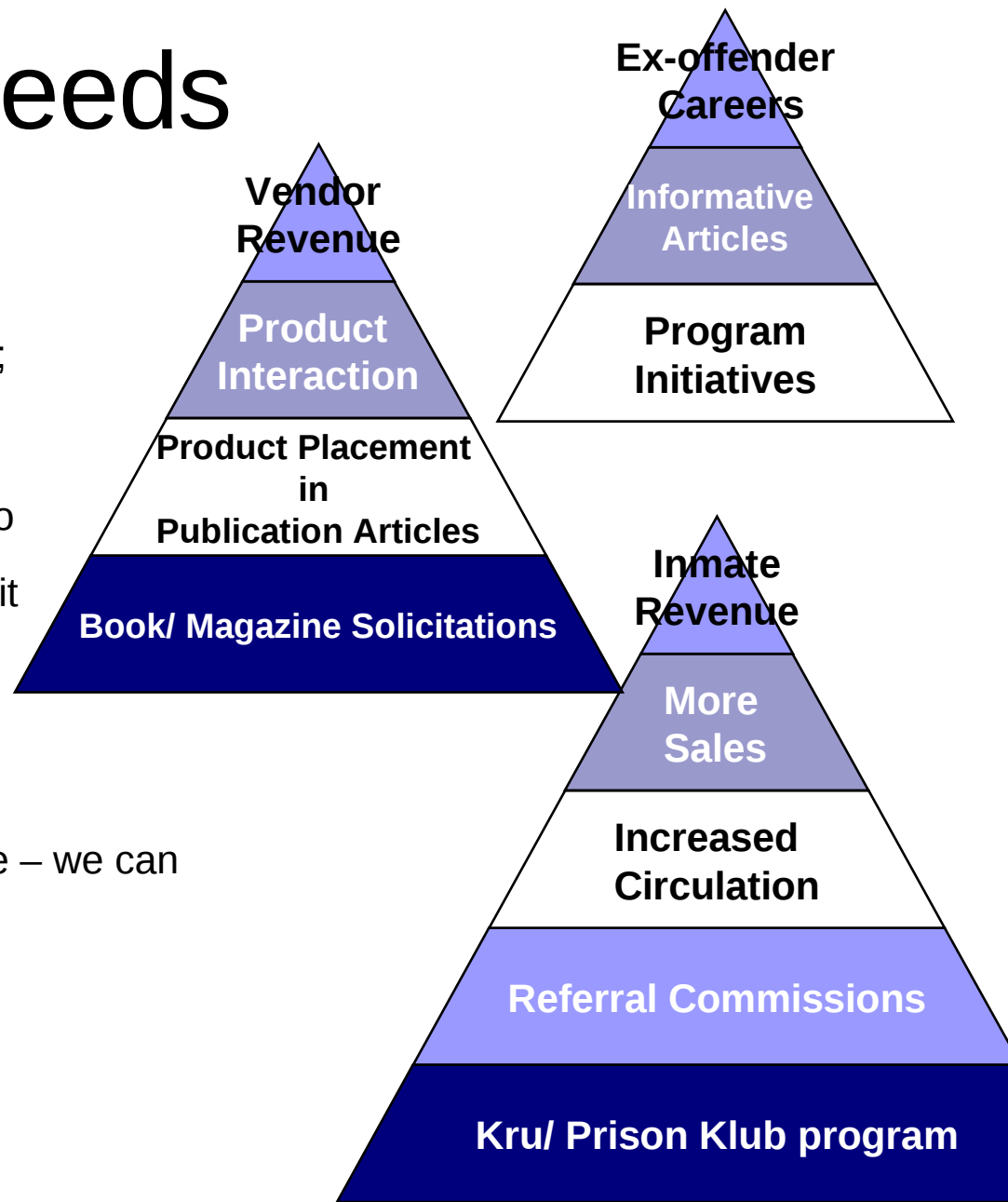
So by advertising in our periodical, you expose your business to a new market and receive the benefits of these incentives. This is a win-win situation!



Meeting the Needs

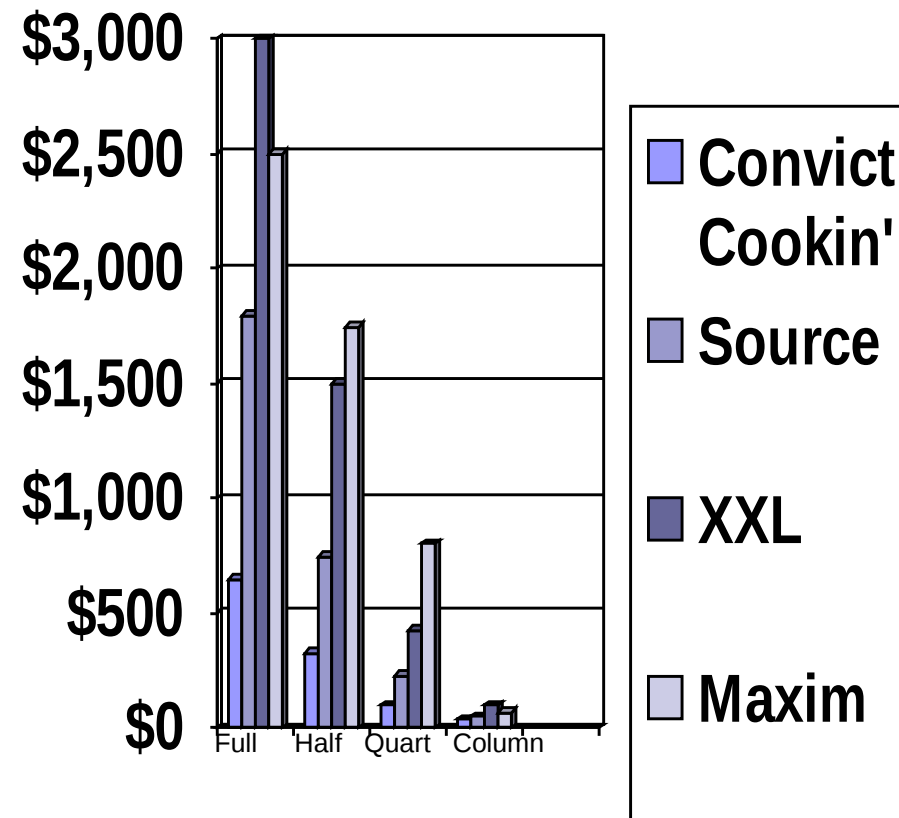
- Most inmates encounter similar challenges while incarcerated: Positive influence; Sources of entertainment; Earning revenue, and; Deciding career paths after their release.
- All vendors, regardless of their present success in their markets, also have the desire to increase their brand, find new markets, and to solicit sales from their targeted consumers.

We believe that – with your assistance – we can address all of these needs.

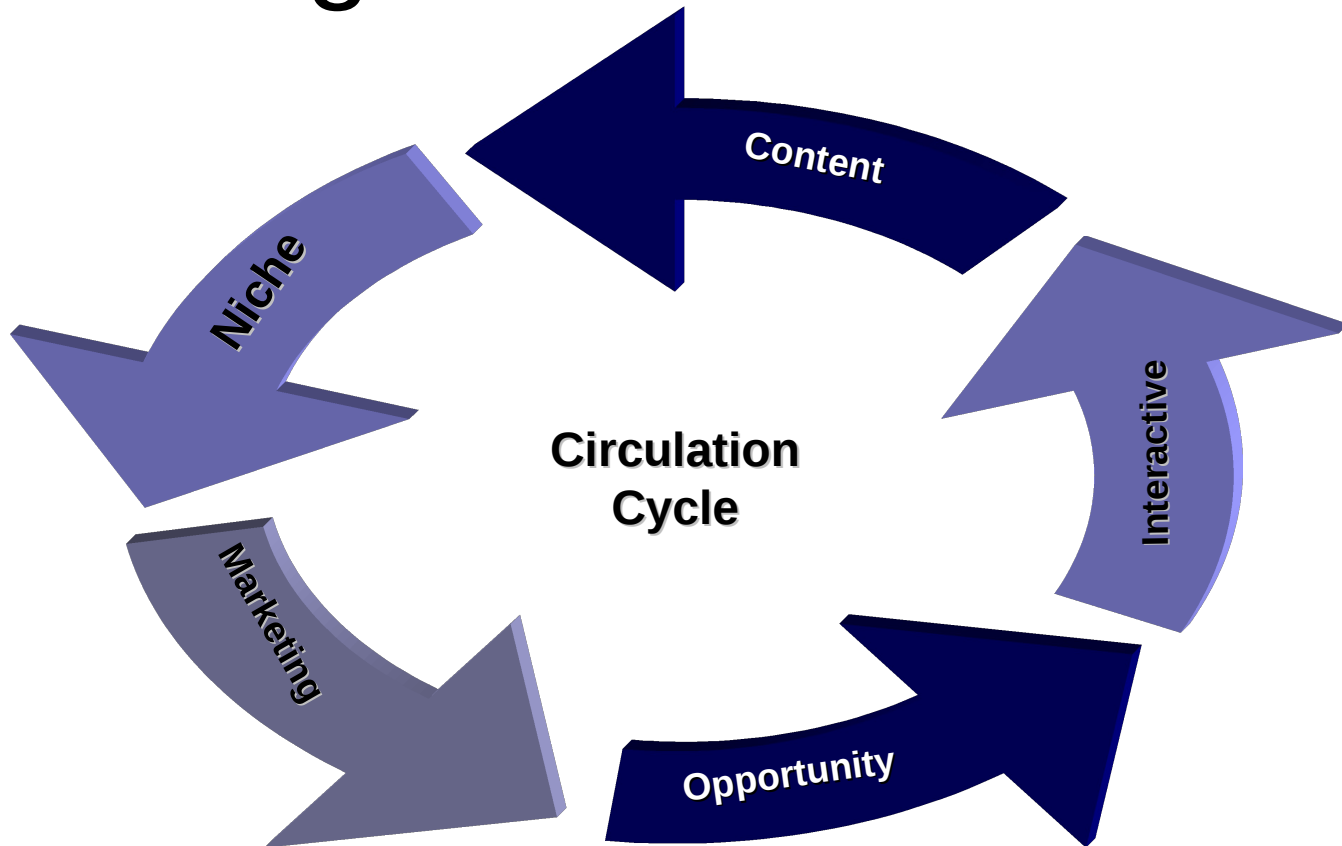


Cost Analysis

- A full-page ad in our magazine can cost as little as \$650 per issue
 - Product placement is also available in your sponsored publications; for instance using your food products in the recipes of our *Convict Cookin'* magazine, or designing crossword/word-finder puzzles based on your products in our activity magazines.
- A full-page black & white ad in a novels for only \$7,995 per run.
 - A publication “run” is guaranteed for 5 years
 - Your ad will be prominently placed in your selected novel(s) for one low cost. This is equivalent to purchasing a full-page ad for less than \$25 a month!
- Compare our magazine rates with the current most popular magazines in the penile system.
 - We are over 800% less than of the cost of other magazines, saving you up almost \$2,400 per month on your ads!
 - Rate comparison based on page sizes: Full page advertisement, Half page, Quarter page, and Column ads.



Our Strengths



Key Benefits

- Targeted consumers that desire your product(s) already.
- Direct product placement in the subject matter of our publication(s)
- A large consumer base with billions of dollars in disposable income.
- Associating your product or service with an entity that is genuinely concerned about the welfare & future of this disenfranchised portion of America's population – our prisoners – thus establishing the perception in these institutions that your company also cares, which will help you create an even stronger bond of brand loyalty & recognition with these consumers for a lifetime.
 - Negative public perception for targeting this market would be minimal – if any – considering that either: a) your company is already a vendor at these institutions; or b) your services are already desired with this population. [It's doubtful that the general public will boycott Frito Lay because they solicit their corn chips to inmates... And most wouldn't notice. However, Frito Lay is an established vendor with almost every institution, so advertising & product placements would benefit both the vendor and the consumer.]
- Cross Promotion: Each artist that we interview for our magazine(s) are also performers; and Krusader Publishing showcases events and/or retains vendor stations at these venues. This allows the opportunity for you to sponsor events in your desired markets, product placement, and/or artist endorsements that are mutually beneficial to all parties.

Next Steps

- Select your ad print size:
 - ☐ Full page: \$650
 - ☐ Half page: \$325
 - ☐ Quarter page: \$100
 - ☐ Column ad: \$35
- Submit your finished print-ad.
 - ☐ Ad will be printed as they are submitted
 - ☐ If you need ad design, please contact us for rates.

Please Call: Mr. Summers (773) 963-5136