



# Jail Advertising Network

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## CALIFORNIA BAIL AGENT AD SPECIFICATIONS

**Ad Size:** 4"x 6" (4" high and 6" wide) EXACTLY. We may need to reduce the size of all ads to accommodate the number of advertisers on the signboards.

### **\*\*DEPARTMENT OF INSURANCE REQUIREMENTS\*\***

- **You must use your natural name or a trade name approved by the Department of Insurance.**
- **If you are using a fictitious trade name, you must also place your true name prominently in the ad.**
- **Your license number must be on your ad in type the same size as any indicated telephone number, address or fax number in the ad.**
- **UPDATE: The word "Insurance" is NO LONGER NECESSARY for Bail Agent advertisements. Effective July 1, 2016.**
- **Your ad must not include any immoral, illegal or sexually suggestive content.**

### **\*\*JAIL ADVERTISING NETWORK SPECIFIC REQUIREMENTS\*\***

- **Your advertisement may not be similar to, or 'mimic', any other Agent, DBA, or Corporation name. Jail Advertising Network reserves the right to refuse an ad that can be perceived as such. Even if done in a creative way.**
- **Every ad MUST contain – In a size that is clear and readable when opened on a standard 15" computer monitor (no zooming required):**
  - **DBA name (when applicable)**
  - **Licensee Name (matching the CA DOI database)**
  - **License number**
  - **Phone number, fax, or address that is the SAME SIZE as the license number (this can be a duplicate number for compliance)**

**Method of Submission:** Files must be submitted via **ONLINE UPLOAD**. Maximum file upload size is 5MB.

### **Acceptable File Formats:**

**PDF** files

**JPG** or **TIFF** files (4" x 6", 300 dpi minimum, 600 dpi maximum)

**Fonts:** No font files will be accepted. PDF files must have all fonts embedded.

**Colors:** Black and white files must be in grayscale. Color files must be in CMYK (convert all Pantone, RGB, etc. to CMYK before submitting). As with all printing processes, colors may not be reproduced with 100% accuracy. This is especially true for fluorescent colors.

**\*\*\* ALL ADS MUST BE SUBMITTED IN COMPLIANCE WITH THE ABOVE CRITERIA WHEN RECEIVED BY JAIL ADVERTISING NETWORK \*\*\***

***DISCLAIMER: Jail Advertising Network will not be liable for copyright infringement, or trademark violations. All issues, complaints, and concerns must be filed with the California Department of Insurance or relevant legal parties.***