

APPLICATION

(Complete both sides.)

Effective 07-2010
Supersedes all past pricing

Full Name _____
(full legal name -- first, middle, and last)

DOC # _____ Cell Location _____
(include only if needed to receive mail)

Facility Name _____

Street Addr _____

City _____

State _____ Zip Code _____

About You:

(all information MUST be completed)

Date of Birth: ____/____/____

Gender: Male Female

Your Ethnic Background:

- African-American/Black
- Caucasian/White
- Hispanic
- Native American
- Asian Islands
- Other _____

Height: ____ ft ____ in

Weight: ____ lbs.

Hair Color: _____

Eye Color: _____

Are you on Death Row?

- No Yes

Expected Release Date:

Month ____ Year ____

YOUR Sexual Orientation:

→ _____
(straight, gay, bi, transsexual, etc.)

People You Are Willing to Write to: (check all that apply)

- ANYONE! Straight
- Male Gay/Lesbian
- Female Transsexual

If NO boxes are checked above, we will assume you're willing to write to ANYONE!

Alternate Outside Contact
(Provide in case of transfer or mail return)

Name _____

Address _____

City _____

State _____ Zip Code _____

Your Signature:

X

Ad content becomes the property of FBTW, Inc., and may be used for promotion of ad and site. We reserve the right to alter ads for typos or inappropriate content. The extent of our liability and responsibility is limited to publishing and promotion of your web site ad, and not for the results the ad you write and photos you submit will produce. No refunds for services after ad has been created and published on the Internet. Providing fraudulent info (photo, text, etc.), passing addresses you receive from visitors to others, directing threats or using profanity toward company staff members, will result in early termination without refund. Your signature above indicates you have read this statement.

Easy Steps for Ordering!

- 1) **Order Form:** Avoid Delays! Complete both sides of this form entirely!
- 2) **Ad: TYPE OR PRINT** on separate sheet (*double-spaced preferred*)
 AVOID DELAYS - if we can't read it, we can't publish it for you!
- 3) **Photos:** Only 'you' may appear in your profile (*no other adults or children*)
 We can crop out others. Clear 'smiling' photos work best!
- 4) **Payment:** Facility Checks, Money Orders, Cashier's Checks Accepted
 -- *no personal checks accepted without prior approval.*
- 5) **Payable to:** "Friends Beyond The Wall, Inc." or "FBTW, Inc."

→ **Send your order to our New York Web Production Studio!**



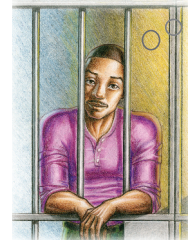
Friends Beyond The Wall, Inc.
Attn: New Order Applications
 2600 South Road • Suite 44-244
 Poughkeepsie, NY 12601-7003

Web Site: FriendsBeyondTheWall.com
Email: Info@FriendsBeyondTheWall.com

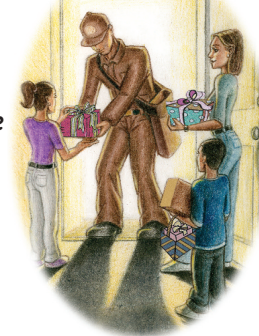
Premiere Gift Company

Advertisement

*When you can't
 be there ...*



*Jaden Moore
 of New York
 will help you
 touch your
 loved ones
 in a very
 special way!*



Not Just a Gift ... the COMPLETE Gift Package!

- ♥ Confirmation letter with UPS tracking number and scheduled delivery date is sent to you to keep you in the loop!
- ♥ Gifts are wrapped & shipped directly from our company with many FREE extras! (write to address below for details)

→ **FREE 100+ Gift Color Catalog! (\$2.50 value)**

Rated Best!
 Gift Company
 assisting
 Incarcerated
 People!

Jaden Moore of New York

-- NEW ADDRESS --

ATTN: Free Catalog Request - FB-OF
 2600 South Road, Suite 44-258
 Poughkeepsie, NY 12601

Web Site: JadenMooreofNewYork.com

Email Address: Gifts@JadenMooreofNewYork.com

Why Choose Friends Beyond The Wall? You have many options when choosing the right company to connect you with the outside world. Our staff members provide excellent service, and unlike the others, we have a direct connection with our clients, having family members and/or friends who are incarcerated. We understand first-hand the importance outside friendships hold for you when you are distanced from loved ones. We are in the business of making those connections happen!

Who Are We? Beyond Pen Pals, the staff members at FBTW are progressive prisoner advocates, having dedicated our lives to support a variety of educational & transitional programs for incarcerated people, including Hudson Link for Higher Education in Prison, Puppies Behind Bars, Family Support Groups, NYTS Parole Support & Local Reentry Projects. We ask you to give your support to a company that supports you...

Become a Member of FriendsBeyondTheWall.com!



Friends Beyond The Wall, Inc.
Attn: New Order Applications
 2600 South Road • Suite 44-244
 Poughkeepsie, NY 12601-7003

Web Site: FriendsBeyondTheWall.com
Email: Info@FriendsBeyondTheWall.com

Need Mail?

Make a Friend Beyond The Wall!

Customer Assurance Program GUARANTEE - 6 months FREE ad time if Ad Tips & Suggestions are followed, without a response in the first six months of publication (*program details within*). Clients following our Ad Tips & Suggestions are achieving **RESULTS!**

FriendsBeyondTheWall.com

Rated ★★★★★

New Order Application



Prison Pen Pal & Legal Connection

**Are You Lonely?
 Passed by at Mail Call?**

Loneliness can make serving time even more difficult. If you are looking for the support of a new friend, or that special someone, we are here to be of help!

Since 1999, Friends Beyond The Wall has been connecting our members with the outside world through our Friendship, Romance & Legal Connection Service. Our talented New York Graphic & Web Designers create your beautiful, full-color web site ad profile, using the photo and message you provide. Your web site ad is available on the Internet to a worldwide audience of millions, and web site visitors may simply 'click' to send you a response!

Getting Our Clients Mail is our ONLY Goal ...

Web site visitors coming to FriendsBeyondTheWall.com are specifically searching for a 'friend beyond the wall,' and **87%** of clients who follow our ad advice are receiving responses!

Get Published On-Line Today
 ... make a 'Friend Beyond The Wall!'



Friends Beyond The Wall, Inc. ~ Established 1999
 FBTW is registered as an 'S' Corporation and a proud member of the Poughkeepsie Area Chamber of Commerce in NY State

Customer Assurance Program

FBTW is the **ONLY** prisoner pen pal company to truly stand behind our customers. If you follow ALL Ad Tips & Suggestions below and have not received a response to your ad in the first six months of publication, your ad will be extended by six full months, and your photo link displayed **FREE** in all high traffic areas to further promote your ad!


Special features of the FBTW site include custom programmed 'Search' database, where web site visitors may easily look for new friends based on THEIR search criteria (*last name, age range, race, state, sexual orientation, etc.*). Visitors then have multiple options to respond to your ad through our exclusive 'Letter Writing Center.' Although we have no control over who will respond to the personal ad you write, we do **guarantee** your ad profile will be seen on our web site, and your FREE Hit Counter will verify the number of visits your ad profile receives!

87% Response Rate

for Customers Who Follow Ad Tips & Suggestions!

FBTW's Web Site

is viewed by millions of people worldwide of all ages & backgrounds



Friends Beyond The Wall Delivers!

Ad Tips & Suggestions

Send SASE for **FREE** Complete 'Guide to Ad Success'

• **PHOTO - #1 Tip** - Appearing friendly and approachable is KEY! Statistics show ads with smiling (*teeth showing*) photos receive far more ad hits/visits and responses than those without.

• **AD TEXT - #1 Tip** - Viewers respond to sincere, positive, upbeat ads. Show your wit, sense of humor, or your warm side. Provide significant information to let readers know 'who' you are and what you are about (*your background, hometown, family, hobbies, interests, education, etc.*). What have you done while in prison to better yourself? Ads 'seeking friendship' are more successful than those requesting romance. Describe the type of person you would like to meet, but avoid listing requirements such as beautiful, slim, intelligent, successful, etc. Narrow down who you would like to correspond with *after* you receive responses!

Justice Denied Legal Ads

Helpful Tips Writing Your Legal Ad:

BRIEFLY summarize your case and what you are looking for in terms of assistance (*bulleted points work best*) --readers prefer a short summary of the case details and can ask you to provide additional information when needed. Legal Ad responses are based **solely** on a legal professional or supporter connecting with your particular case, and are not within the control of FBTW.

Pricing & Information

New Ad Profile includes 250 words and one (1) Photo/Artwork (Count words carefully--ads returned for correct payment if not included)

NEW Personal Profile - Friendship Connection

2-Year Extended Deluxe Profile	\$59.95
1-Year Skid Bid Deluxe Profile	\$39.95
6-Month Skid Bid Short-Time Profile	\$29.95

(includes FREE hit counter so you know your ad is being seen!)

NEW Legal Profile - Requesting Legal Assistance

1-Year Justice Denied Legal Profile	\$39.95
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Additional Ad Options

Full-Color Ad Printout	\$3 each
Additional Text (<i>over 250 words</i>)	\$5 per 50 words
Additional Photos or Photo Change	\$10 each
Composite Magic Photos	\$12.50 each

Exclusive feature allows us to take your image from your photo & place you "inside" a new photo location of our choice! Original photo must be clear (*35mm or Polaroid / not photocopy*). For Ad Only -- not Printed.

Printed Photos for Friends \$9 for 9 Photos
Send wallet size (2"x3") color reprints to your new friends!
Add additional \$12.50 for new background (*Composite Magic Option*)

Headline Ads \$25 per month
Display your photo link on the front page to be immediately seen by ALL web site visitors entering site!

New & Featured Ads \$10 - 1 month
Keep your ad "high profile" in FBTW's highest traffic area for maximum exposure (*beyond the first 30 days included with new ad*)
1 month - \$10; 3 months - \$25; Full Year - \$75

Hit Counter FREE
Tracks the number of web site visitors directed to your personal ad

'Invisible' Hit Counter \$10
One-time programming fee will track number of visitors directed to your personal ad *without* hit counter being shown to the outside public

Legal Ad Exhibit Pages \$5 each
Exhibits constitute: Trial/Hearing Transcripts, Police Reports, Affidavits **only** (*do not include handwritten/typed info you prepare -- see 'Additional Text' [above] for handwritten/typed information*)

AD Changes

Additional Words / Text Change	\$5 per 50 words
<i>(For new ad [over 250 words] or change/add words after publication)</i>	
Additional Photos or Photo Change	\$10 each
<i>(For new ad [over 2 photos] or change/add photos after publication)</i>	
Address Changes if Transferred	FREE

AD Renewals

1-Year (without changes)	\$22.95
1-Year (with changes)	\$29.95
<i>(Includes 250 words and one (1) photo addition or change)</i>	

Scissors icon and vertical text: (detach and mail this portion of order form with written ad, photo and payment)

APPLICATION

(Complete both sides.)

Effective 07-2010
Supersedes all past pricing

Select Your Ad (allow 2-4 weeks from receipt for confirmation)

PERSONAL - Friendship & Romance Connection

- Extended Deluxe Profile
\$59.95 - (2 Years - BEST DEAL!!)
- Skid Bid Deluxe Profile
\$39.95 - (1 Year)
- Skid Bid Short-Time Profile
\$29.95 - (6 months) *Guarantee Does NOT Apply to this Ad*



LEGAL - Justice Denied

- Skid Bid PLUS Deluxe LEGAL Ad
\$39.95 - (1 Year)



of Photos Enclosed: _____ (*best results with 'smiling' photo!*)
Ads with smiling 'teeth showing' photos achieve the best results!
1 Photo included with ad--you may add additional photos as an option (*see left column*). Photo should be good quality and clear, and **MUST** accompany ad order at the time of publication to avoid additional cost.

Method of Payment:

- Facility Check (from you)
- Money Order (from outside)

Cost of Ad Selected: \$ _____
(Ad Choices & Pricing at top of page)

List each specific 'Option' desired: (*column to your left*)

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

Add S&H for return of materials & confirmation \$ +1.00

Total Amount Enclosed: \$ _____

→ Add \$1.00 to the cost of your deluxe ad for Shipping/Handling Fee for return of your original materials, confirmation letter & welcome packet, plus fee of \$3.00 for full-color ad printout, if printout desired!!

- Check here if payment is coming in a separate envelope!
Please Indicate "WHEN" it is expected! ____/____/____

Keep Your Ad Published FREE!

FBTW offers the BEST Referral Program!

Refer your associates to FBTW and keep yourself spotlighted in the highest traffic area for maximum exposure for your ad, as well as extending your expiration date by receiving substantial FREE time!!

Promote Yourself! For each paid ad you refer, receive:

- 4 months FREE ad time added to your expiration date!
- 1 week FREE Headline Ads (*front page*) **PLUS** 1 month "New & Featured Ads" for **MAXIMUM EXPOSURE!**

List your name & DOC # below. Then give to your associates. When their ad is processed, you will receive items listed above (**total value \$32.00!**)

Referred by: _____
(print your name here--then hand out to others!)

DOC # _____