

# APPLICATION

Complete both sides.

**Effective 2024**  
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 Address \_\_\_\_\_

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: \_\_\_\_\_

Do You Speak/Write Spanish?  
(Ads are published in English only)

No  Yes

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  Bisexual  
 Female  Gay/Lesbian  
 Transgender

If NO boxes are checked above, "ANYONE" will be assumed.

## Federal Customers

Corrlinks Email Access to FBTW?  
Info@FriendsBeyondTheWall.com

No  Yes

## 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 FBTW's liability and responsibility is limited to creation/publication/promotion of your ad; not the results the ad you write and photos you submit will produce. No refunds after ad publication on the Internet. Providing fraudulent info (photo, text, release date, etc.), passing contact info of people who wrote to you to other inmates, directing threats or using profanity toward staff members, will result in early termination without refund. Your signature above acknowledges you have read/agree with this statement.

## Easy Steps for Ordering!

- Order Form:** Avoid Delays! Complete both sides of this form entirely!
- 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!
- Photos:** Only 'you' may appear in your profile (no other adults or children) We can crop out others. Clear 'smiling' photos work best!
- Payment:** Facility Checks, Money Orders, Cashier's Checks Accepted -- no personal checks accepted without prior approval.
- 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.**  
Web Production Studio / New Ad Order  
55 Mansion Street, #1030  
Poughkeepsie, NY 12602

# 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! (\$3.50 value)

**Rated Best!**  
Gift Company assisting Incarcerated People!

Jaden Moore of New York

ATTN: FREE Catalog / Compliments FBTW  
PO Box 590  
Poughkeepsie, NY 12602

Web Site: JadenMooreofNewYork.com

Email: JadenMooreofNewYork@gmail.com

**Why Choose Friends Beyond The Wall?** You have many options when choosing the right company to connect you with the outside world. Our professional staff members provide excellent service, and have a direct connection with our clients. We have family members and/or friends who are incarcerated, and 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 (see Ad Tips & Suggestions within!)

**Who Are We?** Beyond Pen Pals, the dedicated 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, Prison Talk Radio, NYTS Parole Support & Local Reentry Projects. We ask that you lend your support to a company that supports you!



**Friends Beyond The Wall, Inc.**

Web Production Studio / New Order  
55 Mansion Street, #1030  
Poughkeepsie, NY 12602

Web Site: FriendsBeyondTheWall.com  
Email: FBTWCustomerService@gmail.com

# Need Mail?

Make a Friend Beyond The Wall!

**Customer Assurance Program GUARANTEE** - 6 months FREE ad time (plus time in high traffic areas) if Ad Tips & Suggestions are followed, without a response in the first six months of publication (program details within). Clients following FBTW's 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 someone special, 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 Dutchess Regional Chamber of Commerce in NY State



## Customer Assurance Program

Friends Beyond The Wall links our customers to web site visitors who are looking for new friends. Visitors may easily search for friends by age, ethnic background, geographic location, sexual orientation, etc., using FBTW's customized search program.

**Our Guarantee** - If you follow ALL Ad Tips & Suggestions listed below, and do not receive 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 will be displayed **FREE** in Headline Ads, New & Featured Ads and the No Response Sections for specified times to be of further assistance.

Although FBTW has no control over 'who' will respond to the personal ad you write, we **guarantee** your ad profile will be seen (your **FREE** Hit Counter will verify the number of visits to your ad). Reading and following the Ad Tips & Suggestions provided below will produce the best results for you!

### 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

• **PHOTO - #1 Tip** - Appearing friendly and approachable is KEY! Ads with SMILING (teeth showing) photos work best. Your photo can make or break your ad--it is your first impression to the outside public, and its appeal is the first step toward receiving a response (avoid sunglasses, hats or anything that would detract from your face!)

• **AD TEXT - #1 Tip** - Viewers respond to a sincere, positive, upbeat message. Show your wit, sense of humor, or your warm side. Provide 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? Ask interesting questions the visitor can answer in their response. Seek friendship before romance. Describe the type of person you would like to meet, but avoid being too specific. Narrow who you would like to correspond with after you receive responses!

Send SASE for FREE Complete 'Guide to Ad Success'

## 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 \$69.95

1-Year Skid Bid Deluxe Profile \$44.95

6-Month Skid Bid Short-Time Profile \$34.95

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

### NEW Legal Profile - Requesting Legal Assistance

1-Year Justice Denied Legal Profile \$44.95

### Additional Ad Options

Full-Size Ad Printout \$4 each

Additional Text (over 250 words) \$5 per 50 words

Additional Photos (over 1 included) \$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 \$12.95 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' and be noticed immediately 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 *Must include \$1.00 postage for confirmation*

Text Change \$5 per 50 words (\$5 minimum charge)

Complete Ad Rewrite (up to 250 words) \$10 (Add \$5 per each 50 words over 250 words)

Additional Photos or Photo Change \$10 each

Address Changes if Transferred FREE

### AD Renewals

1-Year (without changes) \$24.95

1-Year (with changes) \$34.95 (see below)

Changes INCLUDE complete ad rewrite (up to 250 words) and 1 photo (add \$5 per each 50 words over 250 words & \$10 per additional photo)

## APPLICATION

Complete both sides.

Effective 2024

Supercedes all past pricing

### Select Your Ad (allow 30 days from receipt for written confirmation)

#### PERSONAL - Friendship & Romance Connection

Extended Deluxe Profile \$69.95- (2 Years - BEST DEAL!!)

Skid Bid Deluxe Profile \$44.95 - (1 Year)

Skid Bid Short-Time Profile \$34.95 - (6 months) *Guarantee Does NOT Apply to this Ad*



#### LEGAL - Justice Denied

Skid Bid PLUS Deluxe LEGAL Ad \$44.95 - (1 Year)



# of Photos Enclosed: \_\_\_\_\_ (1 Photo included with Ad Profile)

Ads with SMILING 'teeth showing' photos achieve the best results! Photo should be good quality and clear (Polaroids preferred). Photo MUST accompany ad order at time of publication to avoid additional fee. Additional Photos (over 1) or photo added after publication: \$10 each

Cost of Ad Selected: \$ \_\_\_\_\_

(PERSONAL & LEGAL Ad pricing listed at top of page)

Selected Options: 'Ad Options & Pricing' listed at left

\$ \_\_\_\_\_  
\$ \_\_\_\_\_  
\$ \_\_\_\_\_  
\$ \_\_\_\_\_  
\$ \_\_\_\_\_

Add S&H for return of photo(s) & 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 photo(s), confirmation letter & welcome packet, plus fee of \$4.00 for full-color ad printout, if printout desired!!

### Method of Payment:

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

Check here if payment is coming in a separate envelope! Please Indicate "WHEN" it is expected! \_\_\_\_/\_\_\_\_/\_\_\_\_ (orders held for MAXIMUM of 30 days without payment)

### Keep Your Ad Published FREE!

Keep your ad profile spotlighted in the highest traffic areas for MAXIMUM visibility to the outside public, as well as extending your ad expiration date with FREE ad time by referring your associates to FBTW!

Promote Yourself! For each paid member you refer:

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

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

➔ Allow 30 days from new ad publication date for credit to your account!

Referred by: \_\_\_\_\_ (print your full name here--then hand out to others!)  
ID # \_\_\_\_\_

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