PenPalsOnly

MEDIA KIT · 2026

ADVERTISE WITH US

Reach the families of people in prison, and the people *coming home.*

PenPalsOnly.com connects incarcerated men and women with pen pals, and runs Fresh Start, a free reentry hub for jobs, housing, ID and legal help. Our visitors are the people your business serves.

51

state inmate-search pages (all 50 states + DC)

1,200+

followers on the PenPalsOnly TikTok

2

audiences: families of people inside, and people coming home

100%

of profiles reviewed by hand before they go live

Who you reach

Families and friends writing to, visiting and supporting someone in prison or jail, often right after an arrest or transfer.

People coming home looking for fair-chance jobs, training, housing, ID and record sealing.

Searchers in every state using our state-by-state inmate search pages to find where someone is held.

A good fit for

Criminal defense and appeals attorneys · Bail bonds · Reentry programs, halfway houses and sober living · Inmate phone, photo, package and money services · Fair-chance employers and job training · Legal aid, record sealing and expungement services

Packages and launch prices

PACKAGE	WHERE IT SHOWS	1 MONTH	3 MONTHS	6 MONTHS
State Sponsor	Top of one state's Find an Inmate page, right under the official inmate locator links.	$29	$78.30	$139.20
Fresh Start Sponsor	The Fresh Start reentry hub that people coming home use to find jobs, housing, ID and legal help.	$49	$132.30	$235.20
Site-wide Sponsor	Browse page (between pen pal profiles) and the bottom of every pen pal profile.	$79	$213.30	$379.20
Sponsored Social Post	One post on the PenPalsOnly Facebook Page and TikTok, labeled as sponsored.			$35 per post

3 months saves 10%, 6 months saves 20%. Ads include your banner or logo, a headline, a short message, a button and your link. Every click is counted.

Why it pays off

Criminal defense firms pay **$35 to $250 for a single Google Ads click**. A State Sponsor spot is $29 for a whole month in front of families searching for someone in your state.

Pay for results instead

Prefer performance pricing? We do per-click, per-call and per-sign-up deals with a tracking link. Tell us what you'd pay per result and we'll set it up together.

How to book

1. Go to **penpalsonly.com/advertise** and choose a package.
2. Upload your banner, write your headline and message, and add your link.
3. Pay securely online. No contracts.
4. We review within 1 business day. Approved ads go live right away; if not approved, you're refunded in full.

penpalsonly.com/advertise
Questions or performance deals: support@penpalsonly.com

All ads are reviewed and labeled "Sponsored." We don't accept ads that promise early release or ask families to send money to someone inside.