

CorrectionalNEWS
design+construction+operations

MEDIA KIT 2018

www.correctionalnews.com

Rate Card No.22



A Must Read for the Industry

Correctional News is a leading print and online news source for correctional industry decision makers nationwide. In each issue, readers receive timely information regarding trends and best practices with articles focusing on facility design, maintenance, operations, executive and company profiles, products and services listings, and much more.

It is a unique, comprehensive and concise market snapshot that ensures our 17,000+ digital and 11,000+ print readers make better business and operations decisions. It is also what has cemented *Correctional News* as the preeminent publication serving the North American corrections market for nearly two decades.

Our extensive readership includes the following:

- Wardens, Sheriffs and Administrators
- Architects and Engineers
- Contractors and Suppliers
- Facility and Operations Managers
- State Department and Provincial Corrections Personnel
- Food Service and Maintenance Managers
- Healthcare Personnel
- Product Manufacturers and Installers
- Private Prison Operators
- Corrections Canada



Increase Your Share of the Market

The outlook for correctional construction activity through 2018 — including new buildings, modernizations, energy-efficient retrofits, technology and maintenance of jails, prisons and courthouses — carries an estimated price tag of more than \$8 billion!

Correctional News also offers a monthly online newsletter. Integrate your company, project profiles, videos, case studies, production information and banner ads. Optimize your online marketing campaign with an online program that educates and informs our readers with editorial and traditional online ads.

Hot Products

Your product, services description and image can appear prominently in *Correctional News*.

- Build your web traffic and hot prospect database
- Link prospects directly to your website
- Click-through reports include prospect name, email and more



Correctional News Is Your Best Media Buy

Our loyal readers are your future customers. There is no better way to reach your customers than through *Correctional News*. Our readership includes 17,000+ digital and 11,000+ print readers who have a direct impact in the correctional industry.

Highest Value Database of print and online readers

- 78% recommend, specify & approve purchases
- 75% have facility operations & administrative/maintenance responsibility
- 71% are correctional facility management
- 38% have facility design/construction responsibility

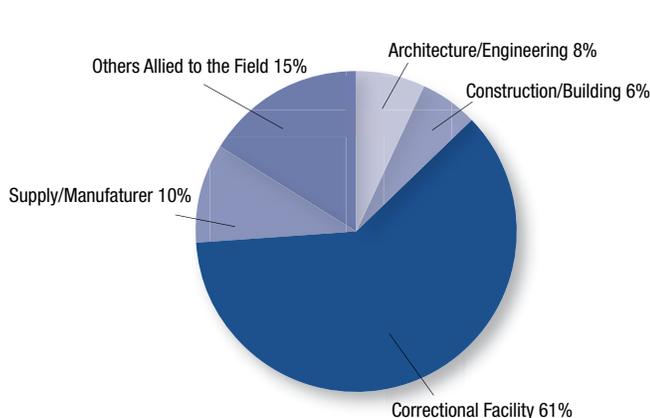
Most Unique Editorial Niche

- Each issue delivers more correctional facility news than all other industry publications combined
- *Correctional News* is the MUST READ magazine for busy industry decision makers

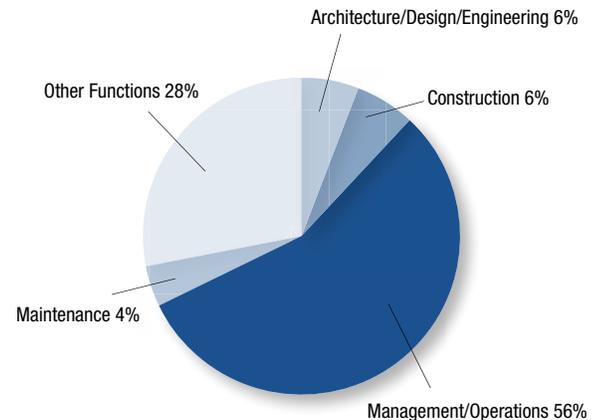
Source: Correctional News Reader Profile Survey

With the highest value database of any other industry publication, *Correctional News* puts your ad message in front of more decision makers, with the reach and focus necessary to move the sales needle among this large and varied group of buying influences.

Circulation by Business/Industry Segment



Circulation by Function



Contact Jessie Fetterling, Managing Editor, jessie@emlenmedia.com

ISSUE & FOCUS	FEATURES	PRODUCT FOCUS	INDUSTRY EVENTS
January/February Focus: Corrections Architecture Editorial Materials Due: 11/27/17 Ad Close: 12/4/17 Ad Materials Due: 12/11/17	<ul style="list-style-type: none"> • Corrections Architect List • Design Roundtable • Board Member Updates 	<ul style="list-style-type: none"> • Cell Construction • Healthcare/Infection Control • Daylighting/Windows • Security Lighting • Sewage Grinders/Pumps 	<ul style="list-style-type: none"> • ACA – American Correctional Association, Winter Conference – Jan. 5-9, 2018; Orlando, Fla.
March/April Focus: Maintenance/Operations Editorial Materials Due: 2/23/18 Ad Close: 3/2/18 Ad Materials Due: 3/9/18	<ul style="list-style-type: none"> • Maintenance Report • Renovations & Expansions • Privatized & Public Facility Services 	<ul style="list-style-type: none"> • Cell Construction • Food Service/Commissary • Temporary Structures • Modular Systems • Medical Records Management • Maintenance Services 	<ul style="list-style-type: none"> • MBI – Modular Building Institute, World of Modular – TBA
May/June Focus: Security Electronics Editorial Materials Due: 4/20/18 Ad Close: 4/27/18 Ad Materials Due: 5/4/18	<ul style="list-style-type: none"> • SEC List • SEC Roundtable • Perimeter Security • SEC Report 	<ul style="list-style-type: none"> • Perimeter Security/Gates/PIDS • Video Visitation/Arraignment • Access Control/Biometrics • Video Surveillance • Locks & Sliders 	<ul style="list-style-type: none"> • AJA – American Jail Association – April 21-25, 2018; Sacramento, Calif. • AIA – Conference on Architecture – June 21-23, 2018; New York • CTA – Corrections Technology Association Annual Conference – TBA
PRODUCT NEWS Focus: Detention-Grade Products and Specialized Industry Services Editorial Materials Due: 5/11/18 Ad Close: 5/18/18 Ad Materials Due: 5/24/18	<p>Submit products to cn@emlenmedia.com</p>		
July/August Focus: Construction & Delivery Methods Editorial Materials Due: 6/28/18 Ad Close: 7/6/18 Ad Materials Due: 7/13/18	<ul style="list-style-type: none"> • Builders Roundtable • Project Delivery Options • Precast Project Updates 	<ul style="list-style-type: none"> • Correctional Furniture • Roofing • Security Glazing/Laminates Lighting • Construction Materials 	<ul style="list-style-type: none"> • ACA – American Correctional Association, Summer Conference – Aug. 3-7, 2018; Minneapolis
September/October Focus: Technology Editorial Materials Due: 8/17/18 Ad Close: 8/24/18 Ad Materials Due: 8/30/18	<ul style="list-style-type: none"> • Sustainable Justice • Trends in Technology • Contraband Technology 	<ul style="list-style-type: none"> • Sustainable Products • Data Recording/Storage/Retrieval • Commissioning Services • Contraband Detection/Screening 	<ul style="list-style-type: none"> • ICPA – International Corrections and Prisons Association – Oct. 21, 2018; Montreal • CMI - Construction and Maintenance Institute for Criminal Justice Agencies – TBA
November/December Focus: Detention Equipment Editorial Materials Due: 10/19/18 Ad Close: 10/26/18 Ad Materials Due: 11/1/18	<ul style="list-style-type: none"> • DEC List • DEC Roundtable • Detention Equipment Trends • DEC Report 	<ul style="list-style-type: none"> • Plumbing/Combination Units • Inmate Phones • Fire Suppression/Detection • Detention Furniture/Equipment/Hardware 	<ul style="list-style-type: none"> • AIA-AAJ – Academy of Architecture for Justice, Fall Conference – TBA • Greenbuild – Nov. 14-16, 2018; Chicago

Correctional News offers a website platform. Integrate your company, project profiles, videos, case studies, product information and banner ads. Optimize your online marketing campaign with an online program that educates and informs readers with editorial and traditional online ads.

Content Submission
Along with in-house and industry-expert editorial features, we accept paid submissions on the site for branded content and job postings

Featured Product
(800x445 pixels) and Product Focus can be submitted to our sales team for paid placement



Leaderboard
(728x90 pixels) Top fold premium position, flash and video accepted

Streaming Video
Showcase your company, facility project or product (Submit as a YouTube link)

Box Banner
(300x250 pixels), standard ad specs

Digital Offerings
Increase your presence with our digital edition and NewsWire/eZ-Marketplace ads

Leaderboard
(728x90 pixels) Bottom fold premium position, flash and video accepted

Correctional News offers a monthly opt-in NewsWire that reaches design, construction, facility and operations market leaders in the correctional facility sector.

CORRECTIONAL NEWSWIRE
The e-mail newsletter dedicated to correctional facility construction, maintenance & operations

Subscribe/Renew [CLICK HERE!](#)

Sponsored by

PEOPLE IN THE NEWS

Kelly Harrington
Kelly Harrington has been appointed director of the Division of Adult Institutions at the California Department of Corrections and Rehabilitation, where he has been acting director since 2014 and served as deputy director of facility operations from 2013 to 2014.

David Farmer
David Farmer, acting interim regional jails executive director for the state of West Virginia will serve in the post permanently following a recent decision by the West Virginia Regional Jail and Correctional Facility Authority (RJA) Board of Directors.

MORE PEOPLE

PRODUCTS

Holding Cell
Ideal for law enforcement agencies that need to detain inmates without leaving their posts or premises, the 4-by-8-foot aluminum holding cell by Powell Safety Solutions can securely restrain, isolate and control.

FEATURE

Arkansas DOC Adds Beds, Re-Entry Programs to Ease Overcrowding
LITTLE ROCK, Ark. — The Arkansas Department of Correction has started on Gov. Asa Hutchinson's \$33 million plan to address prison overcrowding in the state.

Utah Prison Relocation Initiative Solicits Community Feedback
SALT LAKE CITY — Utah lawmakers and correctional leaders held a hearing on June 16 to discuss four potential sites for the state's new correctional facility.

MORE FEATURED ARTICLES

NEWS

New Zealand Prison Opens with In-Cell Computers & Phones
WIRI, New Zealand — The new high-security Kohuora Auckland South Corrections Facility officially opened in Wiri (or south Auckland) last month, and the first batch of inmates moved in on May 18.

Wisconsin Prison to Build New Health Unit
PORTAGE, Wis. — The Wisconsin State Building Commission earlier this month approved \$6.47 million for the construction of a new and improved health care facility at the Columbia Correctional Institution (CCI) in Portage.

Cook County DOC Upgrades Offender Management
CHICAGO — The Cook County Department of Corrections' (CCDOC) Tribridge Offender360 is now live.

MORE NEWS

Add reply@emlenmedia.com to your address book to guarantee you receive future emails from Correctional News.

Unsubscribe

Logo Sponsorship

Showcase your logo for email recipients to see in their email preview pane

Featured Article/Branded Content

Submit your case study or tailor an article to promote your company, product or project

Full Banner

Top view (468x60 pixels)

Featured Product

Rotate products each month with in-depth product features and specs. Use images and a brief description to educate prospects.

- Build your web traffic and your hot prospect database
- Link prospects directly to your website
- Click-through reports include prospect name, email and more

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HOT PRODUCTS

Featured Product Information from Correctional News

As a valued subscriber to *Correctional News* magazine, we would like to welcome you to the *Correctional News* Product Information Service. You can instantly request product and service information from our *Correctional News* September 2017 eZ-Marketplace issue.

[Subscribe/Renew CLICK HERE!](#)

<p style="font-size: 10px; color: blue; text-decoration: underline;">Correctional Mattresses</p> <p style="font-size: 8px;">CR Safeguard demonstrates its true performance within correctional mattresses.</p> <p style="font-size: 10px; font-weight: bold;">Chestnut Ridge Foam</p>	<p style="font-size: 10px; color: blue; text-decoration: underline;">Chopper Pump</p> <p style="font-size: 8px;">The Vaughan Conditioning Pump is a Vaughan Submersible Chopper Pump mounted on a portable stand and fitted with a high-velocity mixing nozzle.</p> <p style="font-size: 10px; font-weight: bold;">Vaughan</p>	<p style="font-size: 10px; color: blue; text-decoration: underline;">Jobsite Monitoring Camera System</p> <p style="font-size: 8px;">TrueLook, a camera technology provider, has announced that it now offers a 20-megapixel (20-MP) camera system to construction companies across the U.S. and Canada.</p> <p style="font-size: 10px; font-weight: bold;">TrueLook</p>
<p style="font-size: 10px; color: blue; text-decoration: underline;">Correctional Security Cameras</p> <p style="font-size: 8px;">Spectra domed camera systems</p>	<p style="font-size: 10px; color: blue; text-decoration: underline;">HVAC Equipment</p> <p style="font-size: 8px;">Johnson Controls has launched the Hitachi SmartFlex Variable Refrigerant Flow (VRF) Gen II, the</p>	

Full Banner
Top view (468x60 pixels)

Featured Product Specs
50-100 words of product specification information and a 300 dpi image and website link

2018 SCHEDULE

ISSUE	MATERIALS DUE
February	1/31/18
April.....	3/28/18
September.....	8/29/18
December.....	11/28/18

2018 Correctional NewsWire Schedule

DATE	THEME	PRODUCTS & SERVICES	EDITORIAL DEADLINE	SEND
January	Sustainable Justice	Sustainability	12/27/17	1/3/18
February	eZ-Marketplace	Hot Products	1/31/18	2/7/18
March	Maintenance/Operations	Repairs/Upgrades	2/28/18	3/7/18
April	eZ-Marketplace	Hot Products	3/28/18	4/4/18
May	Security Electronics List	Security Electronics	5/9/18	5/16/18
June	Design/Construction	Building Methods	5/30/18	6/6/18
July	Courthouse Design & Planning	Infrastructure	7/3/18	7/11/18
August	Emerging Trends	Contraband Technology	7/25/18	8/1/18
September	eZ-Marketplace	Hot Products	8/29/18	9/5/18
October	Renovations/Expansions	Facility Services	9/26/18	10/3/18
November	DEC List	Detention Equipment	11/7/18	11/14/18
December	eZ-Marketplace	Hot Products	11/28/18	12/5/18

Have your message sent through *Correctional News* to guarantee that our subscribers receive your news! Customize your own message and use our list to send to the most qualified recipients.

Custom Design

Promote your message through your own personal custom design

Delivery

Choose if you want to send to our entire email list or narrow it down by job function, region or other popular categories

CAN YOU AFFORD AN ESCAPE FROM YOUR FACILITY? **NO.** CAN YOU AFFORD MICROSEARCH® HEARTBEAT DETECTION? **YES.**

Exposes **Inmates** hiding in vehicles by detecting their heartbeat vibrations.

Protects **Multiple Sites and Sallyports** with easy to use, compact portable units.

Goes from set up to accurate results in **Less Than Two Minutes.**

Patented sensor technology filters out ground vibrations for more **Precise Results.**

Visit us at **Booth #127**
American Correctional Association Winter Conference
San Antonio, Texas

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www.ensco.com/microsearch

To unsubscribe click [here](#)

Analytics

Receive analytics on unique clicks and opens to follow important leads

Links

Include links to bring our readers to your site or to specific product/project information

Use custom email blasts for a variety of marketing needs, including, but not limited to:

- Promoting a new product or service
- Company announcements
- Surveys
- Promoting attendance at an upcoming industry show
- Job openings

Page zero sponsorship

Website, email & editorial links



Header sponsorship includes your logo on all pages



Add streaming videos

**Reach More Than 17,000 Digital Readers and Eliminate Competition
Secure Your 2018 Online Campaign Now**

4-COLOR PRINT RATES

	1x	3x	5x	7x	14x
Tab pg.	\$5,652	\$5,571	\$5,290	\$5,065	\$4,689
Std. pg.	\$4,256	\$4,168	\$4,041	\$3,880	\$3,654
2/3 pg.	\$3,614	\$3,400	\$3,284	\$3,218	\$2,933
1/2 pg.	\$3,389	\$3,297	\$3,208	\$3,094	\$2,806
1/3 pg.	\$3,026	\$2,958	\$2,873	\$2,779	\$2,618
1/4 pg.	\$2,966	\$2,777	\$2,707	\$2,647	\$2,481

Featured Product: \$3,000

Branded Content: \$2,000 and up

AD COLOR OPTIONS

5-Color process: Add \$500 per insertion

Black & White: Subtract \$500 per insertion

PREMIUM POSITIONS

Cover 2 & 3: 15% over earned rate

Cover 4: 20% over earned rate

Specific Position: 10% over earned rate

CLASSIFIED/BUSINESS CARD

Rates per Insertion	1x	3x	7x
Business/Product Card	\$600	\$500	\$400
Classifieds/Job Posting	\$500	\$400	\$300
Add-on Per 1/4"	\$60	\$50	\$40

MECHANICAL REQUIREMENTS

Magazine Trim Size 10-3/4" (w) X 13-3/4" (h)

Non-Bleeds	Width	Height
Tab Spread	20-1/2"	12-3/4"
Tab Page	9-3/4"	12-3/4"
Standard Spread	15"	10"
Standard Page	7"	10"
Standard Page Horizontal	10"	7"
2/3 Page	4-1/2"	10"
1/2 Page Horizontal	7"	4-7/8"
1/2 Page Vertical	3-3/8"	10"
1/2 Page Island	4-1/2"	7-1/2"
1/3 Page Square	4-1/2"	4-7/8"
1/3 Page Vertical	2-1/4"	10"
1/4 Page	3-3/8"	4-7/8"
Business Card	3-1/2"	2"

Bleeds	Width	Height
Tab Page	*bleed 11-1/4"	14-1/4"
	trim 10-3/4"	13-3/4"
Tab Spread	*bleed 22"	14-1/4"
	trim 21-1/5"	13-3/4"

AD SUBMISSION GUIDELINES

- We accept digital files produced in the following Macintosh or PC programs only: InDesign, Illustrator, Photoshop.
- Include all imported graphics, sized to 100%, and Macintosh fonts only — both printer and screen fonts. PC fonts are not accepted. If creating an ad on a PC, use common fonts for substitution or save fonts as outlines in Illustrator. Any graphics not saved to 100% will be resized and charged a production fee.
- PDF files are accepted. For best results, when supplying PDF files have all fonts embedded, CMYK color, and 300 dpi in resolution. Please contact the production department with any questions.
- Electronic ads (b/w and 4-color) must be accompanied by proofs. We cannot guarantee reproduction without hardcopy proofs. PDF files will be printed as is.
- When supplying Photoshop files, make sure they are saved as CMYK, in binary format as a TIFF or EPS file. Files saved as JPGs or RGB will result in incurred production fees.
- Scanned Photoshop images must have a resolution of 300 dpi (no smaller).
- Any ads not sent to our specifications will be charged a production fee for file manipulation and corrections.
- Streaming video for the digital edition should be submitted as a 25MB file size limit, supported file types include FLV, MP4 and SWF.

ADVERTISING MATERIALS

Preferred submissions: Electronic, see ad submission guidelines.
Screen requirements: 133 lines for 4-color, 133 lines for 2-color.
Density: 260% max. density for 4-color, 180% max. density for 2-color.
*Bleed: See graphic view of mechanical layout. Allow 1/4" on all sides, keep live matter 1/4" from trim sides.

DIGITAL MATERIALS

We accept GIF, JPEG, animated GIF and Flash (SWF) formats.
Flash banner is Flash v5.0. Banner ads standard 72 dpi resolution, maximum file size is 30k. Streaming video is 300x250 pixels.

SHIPPING INFORMATION

Correctional News
1241 Andersen Drive, Suite N
San Rafael, CA 94901

Attn: gaby@emlenmedia.com
(800) 965-8876, (415) 460-6185, Fax (415) 460-6288

Graphic View of Ad Mechanical Layouts



DIGITAL EDITION

Per Issue Contract

Page Zero Sponsorship.....	\$2,500
Header Sponsorship	\$1,500
Additional Website, Email & Editorial Links.....	\$600/extra link
Streaming Video	\$600
Reader Survey Embedded in Ad	\$500
Sponsorship for Featured Sections.....	\$1,000

WEBSITE

1-Month Contract

Box Banner (300x250 pixels)	\$2,000
Leaderboard (728x90 pixels)	\$2,500
Video (submit via YouTube link).....	\$1,500
Featured Product.....	\$1,000
Job Posting (only offered for 1-month contract)	\$500
Branded Content (only offered for 1-month contract)	\$1,000

2-Month Contract

Box Banner (300x250 pixels)	\$2,500
Leaderboard (728x90 pixels)	\$3,000
Video (submit via YouTube link).....	\$2,000
Featured Product	\$1,500

3-Month Contract

Box Banner (300x250 pixels)	\$3,000
Leaderboard (728x90 pixels)	\$3,500
Video (submit via YouTube link).....	\$2,500
Featured Product.....	\$2,000

NEWSWIRE & EZ-MARKETPLACE

NEWSWIRE

Branded Content.....	\$1,500
Featured Product.....	\$2,200
Full Banner (468x60 pixels)	\$1,400
Logo Sponsorship.....	\$800

EZ-MARKETPLACE

Featured Product.....	\$3,000
Full Banner (468x60 pixels)	\$1,400
Logo Sponsorship.....	\$800

CUSTOM EMAIL BLASTS

\$2,000 (per blast)

LIST RENTALS

List Rental Rate \$150/m

List Rental Policy: *List rental of subscriber mailing addresses is a one-time only use.*

SOCIAL MEDIA

1-month contract*

Twitter Mention: \$1,000

LinkedIn Mention: \$1,000

*** Correctional News will mention your company once a week for one month with information provided by company.**

