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 18,000+ digital and 11,500+ 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 overall correctional construction activity through 2019-2022, with an estimated price tag of more than $8 billion annually, remains extremely robust.

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

Ed Langton
VP Sales
ed@emlenmedia.com

Zach Chouteau
Managing Editor
zach@emlenmedia.com
**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 18,000+ digital and 11,500+ 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

*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**
- Correctional Facility 61%
- Supply/Manufacturer 10%
- Others Allied to the Field 15%
- Architecture/Engineering 8%
- Construction/Building 6%

**Circulation by Function**
- Management/Operations 56%
- Construction 6%
- Maintenance 4%
- Other Functions 28%
### Editorial Calendar

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<th>ISSUE &amp; FOCUS</th>
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<th>PRODUCT FOCUS</th>
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<td><strong>January/February</strong>&lt;br&gt;Focus: Corrections Architecture&lt;br&gt;Editorial Materials Due: 11/23/18&lt;br&gt;Ad Close: 11/30/18&lt;br&gt;Ad Materials Due: 12/7/18</td>
<td>• Corrections Architect List&lt;br&gt;• Design Roundtable&lt;br&gt;• Board Member Updates</td>
<td>• Cell Construction&lt;br&gt;• Healthcare/Infection Control&lt;br&gt;• Daylighting/Windows&lt;br&gt;• Security Lighting&lt;br&gt;• Sewage Grinders/Pumps</td>
<td>• ACA – American Correctional Association, Winter Conference&lt;br&gt;– Jan. 11-15, 2019; New Orleans, LA</td>
</tr>
<tr>
<td><strong>March/April</strong>&lt;br&gt;Focus: Maintenance/Operations&lt;br&gt;Editorial Materials Due: 2/22/19&lt;br&gt;Ad Close: 3/1/19&lt;br&gt;Ad Materials Due: 3/8/19</td>
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<td>• Cell Construction&lt;br&gt;• Food Service/Commissary&lt;br&gt;• Temporary Structures&lt;br&gt;• Modular Systems&lt;br&gt;• Medical Records Management&lt;br&gt;• Maintenance Services</td>
<td>• MBI – Modular Building Institute, World of Modular&lt;br&gt;– March 15-18, 2019; Las Vegas, NV</td>
</tr>
<tr>
<td><strong>May/June</strong>&lt;br&gt;Focus: Security Electronics&lt;br&gt;Editorial Materials Due: 4/12/19&lt;br&gt;Ad Close: 4/19/19&lt;br&gt;Ad Materials Due: 4/26/19</td>
<td>• SEC List&lt;br&gt;• SEC Roundtable&lt;br&gt;• Perimeter Security&lt;br&gt;• SEC Report</td>
<td>• Perimeter Security/Gates/PIDS&lt;br&gt;• Video Visitation/Arraignment&lt;br&gt;• Access Control/Biometrics&lt;br&gt;• Video Surveillance&lt;br&gt;• Locks &amp; Sliders</td>
<td>• AJA – American Jail Association&lt;br&gt;– May 18-22, 2019; Louisville, KY&lt;br&gt;• AIA – Conference on Architecture&lt;br&gt;– June 6-8, 2019; Las Vegas, NV&lt;br&gt;• CTA – Corrections Technology Association Annual Conference&lt;br&gt;– June 2-5, 2019; Scottsdale, AZ</td>
</tr>
<tr>
<td><strong>July/August</strong>&lt;br&gt;Focus: Construction &amp; Delivery Methods&lt;br&gt;Editorial Materials Due: 6/28/19&lt;br&gt;Ad Close: 7/5/19&lt;br&gt;Ad Materials Due: 7/12/19</td>
<td>• Builders Roundtable&lt;br&gt;• Project Delivery Options&lt;br&gt;• Precast Project Updates</td>
<td>• Correctional Furniture&lt;br&gt;• Roofing&lt;br&gt;• Security Glazing/Laminates&lt;br&gt;• Lighting&lt;br&gt;• Construction Materials</td>
<td>• ACA – American Correctional Association, Summer Conference&lt;br&gt;– August 2-6, 2019; Boston, MA</td>
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<tr>
<td><strong>September/October</strong>&lt;br&gt;Focus: Technology&lt;br&gt;Editorial Materials Due: 8/23/19&lt;br&gt;Ad Close: 8/30/19&lt;br&gt;Ad Materials Due: 9/6/19</td>
<td>• Sustainable Justice&lt;br&gt;• Trends in Technology&lt;br&gt;• Contraband Technology</td>
<td>• Sustainable Products&lt;br&gt;• Data Recording/Storage/Retrieval&lt;br&gt;• Commissioning Services&lt;br&gt;• Contraband Detection/Screening</td>
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<tr>
<td><strong>November/December</strong>&lt;br&gt;Focus: Detention Equipment&lt;br&gt;Editorial Materials Due: 10/4/19&lt;br&gt;Ad Close: 10/11/19&lt;br&gt;Ad Materials Due: 10/18/19</td>
<td>• DEC List&lt;br&gt;• DEC Roundtable&lt;br&gt;• Detention Equipment Trends&lt;br&gt;• DEC Report</td>
<td>• Plumbing/Combination Units&lt;br&gt;• Inmate Phones&lt;br&gt;• Fire Suppression/Detection&lt;br&gt;• Detention Furniture/Equipment/Hardware</td>
<td></td>
</tr>
</tbody>
</table>

* Industry event dates are subject to change

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**Submit products to cn@emlenmedia.com**

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**Contact Zach Chouteau, Managing Editor, zach@emlenmedia.com**
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.
Correctional News offers a monthly opt-in NewsWire that reaches design, construction, facility and operations market leaders in the correctional facility sector.
- Build your web traffic and your hot prospect database
- Link prospects directly to your website
- Click-through reports include prospect name, email and more

**Featured Product Information**

As a valued subscriber to Correctional News, we are pleased to send you this edition of the Correctional News eZ-Marketplace, a product information service. Simply click the product image to learn more about the product and company. To secure your company’s product placement, contact sales@emlenmedia.com.

**TOP PRODUCTS**

- **Contraband Cell Phone Detector**
  
  Yorkie is a handheld receiver designed for covert wireless contraband detection.

- **Berkeley Varitronics Systems**

- **Chopper Pumps**
  
  Since 1950, Vaughan Chopper Pumps delivers guaranteed performance in the toughest applications.

- **Vaughan Chopper Pumps**

- **Detention Windows**
  
  With stainless steel operable windows from Claiborn Manufacturing Company, detention facility owners will get the best in thermal, air and water tightness.

**2019 SCHEDULE**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>MATERIALS DUE</th>
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<tbody>
<tr>
<td>February</td>
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<tr>
<td>April</td>
<td>3/27/19</td>
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<tr>
<td>September</td>
<td>8/28/19</td>
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<tr>
<td>December</td>
<td>11/27/19</td>
</tr>
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</table>

**Featured Product Specs**

50-100 words of product specification information and a 300 dpi image and website link.
## 2019 Correctional NewsWire Schedule

<table>
<thead>
<tr>
<th>DATE</th>
<th>THEME</th>
<th>PRODUCTS &amp; SERVICES</th>
<th>EDITORIAL DEADLINE</th>
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<td>Sustainable Justice</td>
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<td>eZ-Marketplace</td>
<td>Hot Products</td>
<td>1/30/19</td>
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<td>March</td>
<td>Maintenance/Operations</td>
<td>Repairs</td>
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<td>Hot Products</td>
<td>3/27/19</td>
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<td>May</td>
<td>SEC Focus</td>
<td>Electronics</td>
<td>5/1/19</td>
<td>5/8/19</td>
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<tr>
<td>June</td>
<td>Design/Construction</td>
<td>Building Methods</td>
<td>5/29/19</td>
<td>6/5/19</td>
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<td>July</td>
<td>Courthouse Design</td>
<td>Infrastructure</td>
<td>7/3/19</td>
<td>7/10/19</td>
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<td>August</td>
<td>Emerging Trends</td>
<td>Technology</td>
<td>7/31/19</td>
<td>8/7/19</td>
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<td>9/4/19</td>
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<td>October</td>
<td>Renovations/Expansions</td>
<td>Facility Services</td>
<td>9/25/19</td>
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<td>DEC Focus</td>
<td>Detention Equipment</td>
<td>10/30/19</td>
<td>11/6/19</td>
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<td>eZ-Marketplace</td>
<td>Hot Products</td>
<td>11/27/19</td>
<td>12/4/19</td>
</tr>
</tbody>
</table>
Custom Email Blasts

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.

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
Reach More Than 18,000 Digital Readers and Eliminate Competition
Secure Your 2019 Online Campaign Now
4-COLOR PRINT RATES

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<tr>
<th></th>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Rates per Insertion</th>
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<tr>
<td>Classifieds/Job Posting</td>
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<td>Add-on Per 1/4&quot;</td>
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MECHANICAL REQUIREMENTS

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<tr>
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<tr>
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<tr>
<td>2/3 Page</td>
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<td>1/2 Page Horizontal</td>
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<tr>
<td>1/2 Page Vertical</td>
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<tr>
<td>1/2 Page Island</td>
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<tr>
<td>1/3 Page Square</td>
<td>4-1/2&quot;</td>
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<tr>
<td>1/3 Page Vertical</td>
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<td>3-3/8&quot;</td>
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<td>Business Card</td>
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Bleeds

<table>
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<tr>
<td>*bleed trim</td>
<td>21-1/5&quot;</td>
<td>13-3/4&quot;</td>
</tr>
</tbody>
</table>

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

Ed Langton
VP Sales
ed@emlenmedia.com

Zach Chouteau
Managing Editor
zach@emlenmedia.com
## 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.*

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**Ed Langton**
VP Sales
ed@emlenmedia.com

**Zach Chouteau**
Managing Editor
zach@emlenmedia.com