CorrectionalNEWS
design+construction+operations

2020 MEDIA KIT

www.correctionalnews.com

Rate Card No.24

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

Emlen MEDIA
Publisher of specialized business news | Since 1994

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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

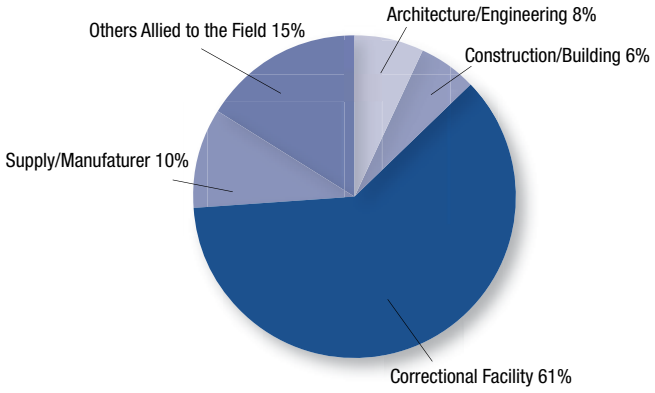
Most Unique Editorial Niche

- 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

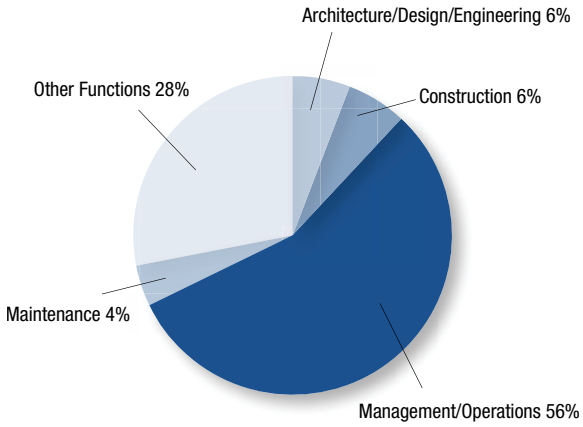
Source: Correctional News Reader Profile Survey

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



Editorial Calendar

CorrectionalNEWS
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Contact Zach Chouteau, Managing Editor, zach@emlenmedia.com

ISSUE & FOCUS	FEATURES	PRODUCT FOCUS	INDUSTRY EVENTS
January/February **Focus:** Corrections Architecture **Editorial Materials Due:** 11/22/2019 **Ad Close:** 11/29/2019 **Ad Materials Due:** 12/06/19	• Corrections Architect List • Design Roundtable • Board Member Updates • Commissary & Food Service	• Cell Construction • Healthcare/Infection Control • Daylighting/Windows • Security Lighting • Sewage Grinders/Pumps	• **ACA – American Correctional Association, Winter Conference** *– Jan. 9-14, 2020; San Diego, CA*
March/April **Focus:** Maintenance/Operations **Editorial Materials Due:** 2/21/20 **Ad Close:** 2/28/20 **Ad Materials Due:** 3/6/20	• Maintenance Report • Renovations & Expansions • Privatized & Public Facility Services • Normative Environments	• Cell Construction • Food Service/Commissary • Temporary Structures • Modular Systems • Medical Records Management • Maintenance Services	• **AJA – American Jail Association** *– April 4-8 Aurora, CO*
PRODUCT NEWS **Focus:** Detention-Grade Products and Specialized Industry Services **Editorial Materials Due:** 4/3/20 **Ad Close:** 4/10/20 **Ad Materials Due:** 4/17/20	**Submit products to cn@emlenmedia.com**		
May/June **Focus:** Security Electronics **Editorial Materials Due:** 5/22/20 **Ad Close:** 5/29/20 **Ad Materials Due:** 6/5/20	• SEC List • SEC Roundtable • Perimeter Security • SEC Report	• Perimeter Security/Gates/PIDS • Video Visitation/Arraignment • Access Control/Biometrics • Video Surveillance • Locks & Sliders	
July/August **Focus:** Construction & Delivery Methods **Editorial Materials Due:** 6/26/20 **Ad Close:** 7/3/20 **Ad Materials Due:** 7/10/19	• Builders Roundtable • Project Delivery Options • Precast Project Updates • Security Ceilings	• Correctional Furniture • Roofing • Security Glazing/Laminates Lighting • Construction Materials • Normative Environment Products	• **ACA – American Correctional Association, Summer Congress** *– Aug. 6-11, 2020; Cincinatti, OH*
September/October **Focus:** Technology **Editorial Materials Due:** 8/28/20 **Ad Close:** 9/4/20 **Ad Materials Due:** 9/11/20	• Sustainable Justice • Trends in Technology • Contraband Technology • Drones	• Sustainable Products • Data Recording/Storage/Retrieval • Commissioning Services • Contraband Detection/Screening • Healthcare Products	• **CMI – Conference** *– Oct.4-9, 2020; Charleston, WV* • **AIAAAJ – Conference** *– Oct. 21-24, 2020; Detroit, MI* • **ICPA – International Corrections & Prison Association, Annual Conference** *– Oct. 25-30, 2020; Hong Kong*
November/December **Focus:** Detention Equipment **Editorial Materials Due:** 10/30/20 **Ad Close:** 11/6/20 **Ad Materials Due:** 11/13/20	• DEC List • DEC Roundtable • Detention Equipment Trends • DEC Report	• Plumbing/Combination Units • Inmate Phones • Fire Suppression/Detection • Detention Furniture/Equipment/ Hardware	• **CN – Annual Corrections Summit** *– Nov. 8-10, 2020; Southern Pines, NC*

**** Industry event dates are subject to change***

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. Our diigital readership comprises 18,000+ influential professionals in the correctional industry.

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

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

Box Banner
(300x250 pixels), standard ad specs

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

Correctional News offers a monthly opt-in NewsWire that reaches design, construction, facility and operations market leaders in the correctional facility sector. Our digital readership comprises 18,500 influential professionals in the correcttions industry.

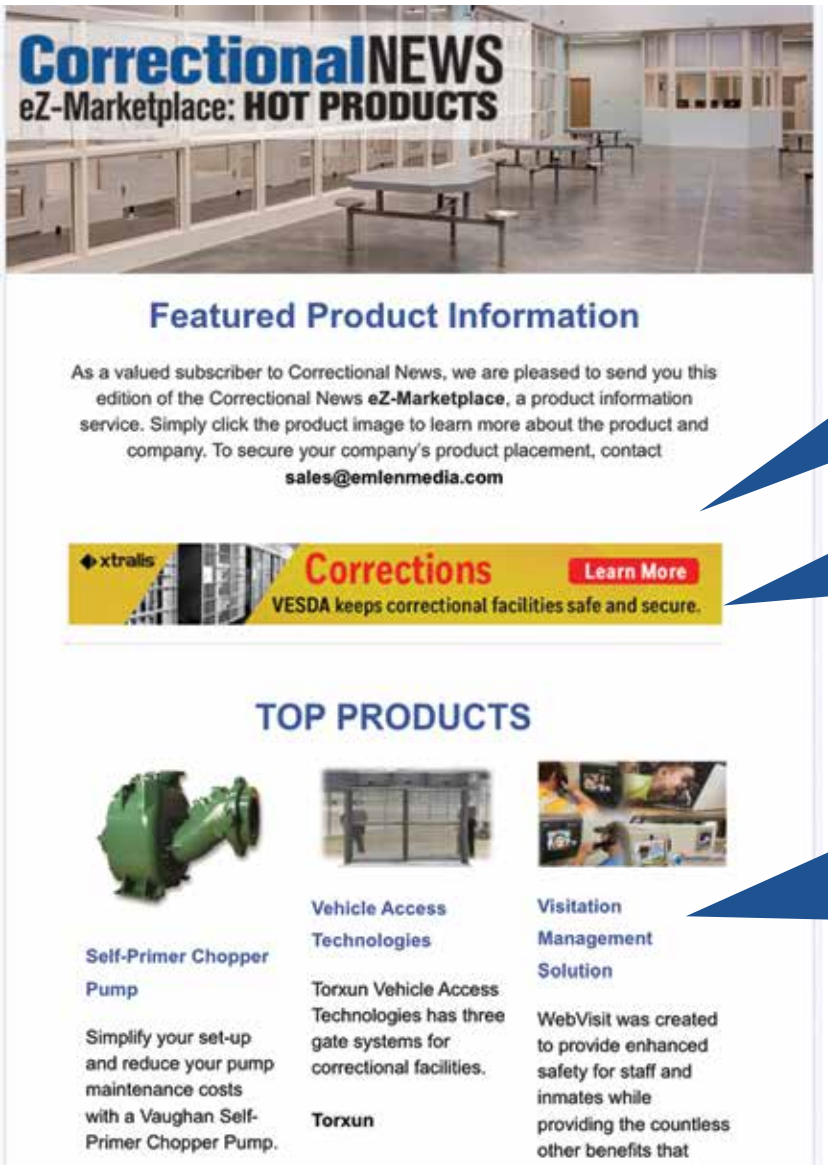
Logo Sponsorship
JPEG or PNG file

Branded Content
Submit your case study or tailor an article to promote your company, product or project. Copy should be 500-700 words with two 300dpi images.

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



Logo Sponsorship
JPEG or PNG file

Full Banner
Top view (468x60 pixels)

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

2020 SCHEDULE

ISSUE	MATERIALS DUE
February	1/29/20
April	4/1/20
September	9/2/20
December	12/2/20

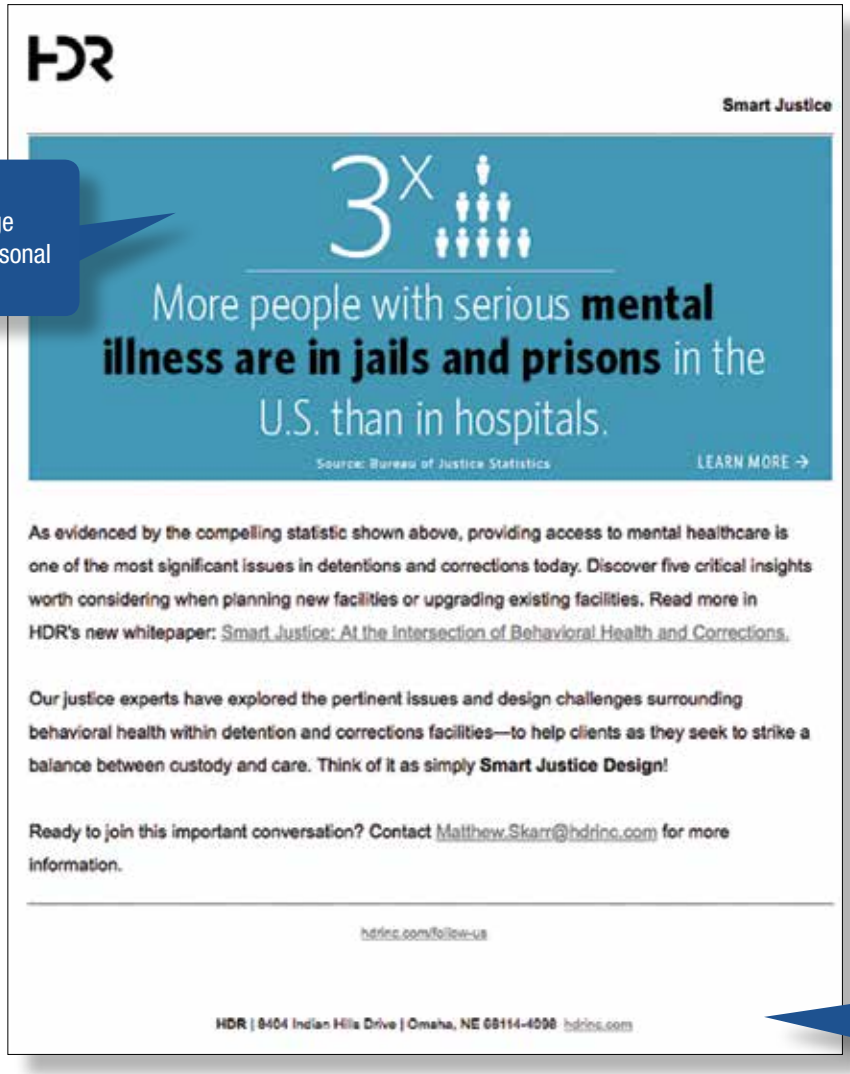
2020 Correctional NewsWire Schedule

DATE	THEME	PRODUCTS & SERVICES	EDITORIAL DEADLINE	SEND
January	Sustainable Justice	Sustainability	12/31/19	1/8/20
February	eZ-Marketplace	Hot Products	1/29/20	2/5/20
March	Maintenance/Operations	Repairs	2/26/20	3/4/20
April	eZ-Marketplace	Hot Products	4/1/20	4/8/20
May	SEC Focus	Electronics	4/29/20	5/6/20
June	Design/Construction	Building Methods	5/27/20	6/3/20
July	Courthouse Design	Infrastructure	7/1/20	7/8/20
August	Emerging Trends	Technology	7/29/20	8/5/20
September	eZ-Marketplace	Hot Products	9/2/20	9/9/20
October	Renovations/Expansions	Facility Services	9/30/20	10/7/20
November	DEC Focus	Detention Equipment	10/28/20	11/4/20
December	eZ-Marketplace	Hot Products	20/2/20	12/9/20

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.

Custom Design
Promote your message through your own personal custom design



Specs:
From to name; Reply to email; and Subject line.

Email template images must be used on the email template in case Emlen needs to host them.

Email template: Provide HTML or if you need one built please provide 3-to-4-day advance.

Date and time of send.

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

Premium Space Advertising Including Streaming Video

Website, email & editorial links

Header sponsorship includes your logo on all pages

Add streaming videos

Reach More Than 18,000 Digital Readers and Eliminate Competition

Secure Your 2020 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

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.

BRANDED CONTENT MATERIALS

Please submit an article of 600 to 800 words in length as well as two to three 300 dpi images to include alongside the article.

DIGITAL MATERIALS

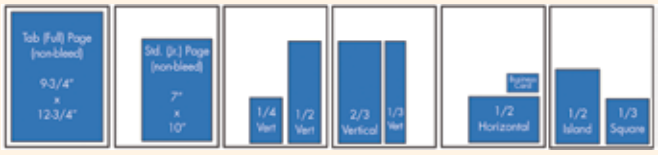
We accept GIF, JPEG, animated GIF and Flash (SWF) formats.
Flash banner is Flash v5.0. Banner ads standard 72 dpi resolution, maxium file size is 30k. Streaming video is 300x250 pixels.

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



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Digital Rates & Specs

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DIGITAL EDITION

Per Issue Contract

Page Zero Premium Space Advertising $3,000
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

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

2-Month Contract

Branded Content $1,500
Leaderboard (728x90 pixels) $3,000
Streaming Video (submit via YouTube link) $2,000
Box Banner (300x250 pixels).....$2,500

3-Month Contract

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