

# 2023 MEDIA KIT



**CorrectionalNEWS**  
design+construction+operations

[www.correctionalnews.com](http://www.correctionalnews.com)

Rate Card No.27

## A Must-Read for the Industry

*Correctional News* is the 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 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 2023, with an estimated price tag of more than \$6 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



## 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 corrections 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

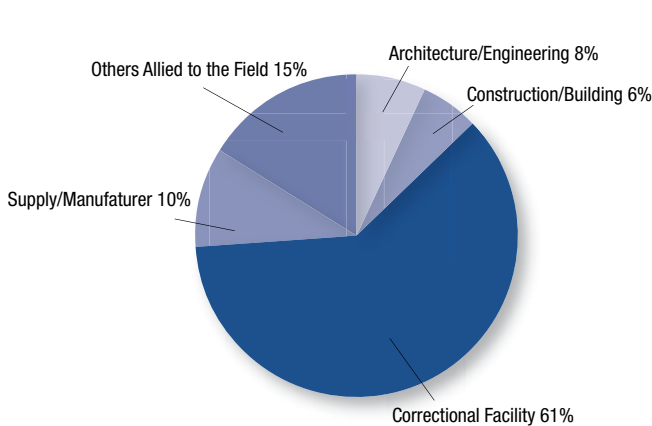
### Most Unique Editorial Niche

- 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

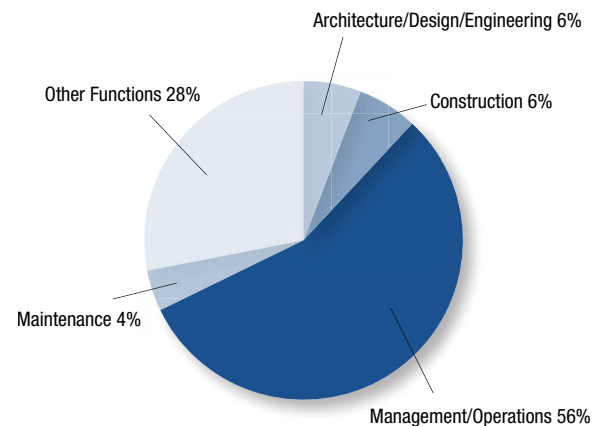
Source: Correctional News Reader Profile Survey

**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 influencers.**

### Circulation by Business/Industry Segment



### Circulation by Function



**\* = NEW for 2023**

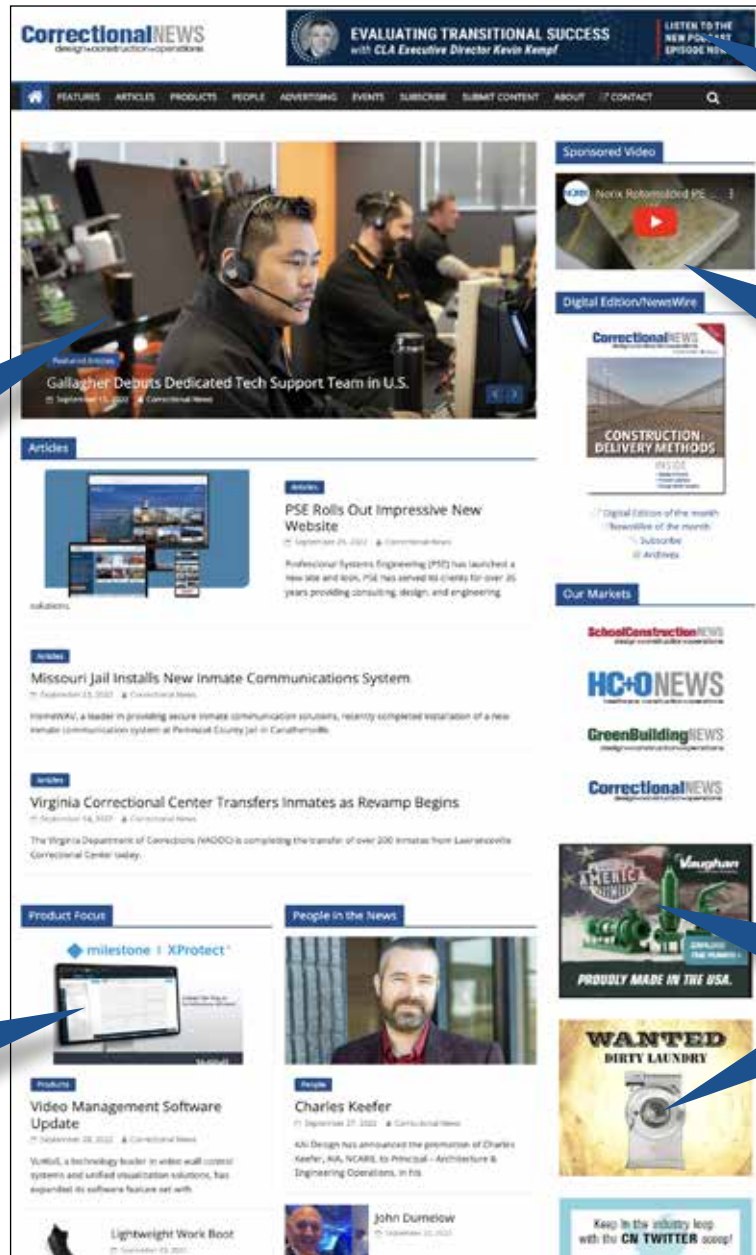
Contact Zach Chouteau, Managing Editor, [zach@emlenmedia.com](mailto:zach@emlenmedia.com)

ISSUE & FOCUS	FEATURES	PRODUCT FOCUS	INDUSTRY EVENTS
<b>January/February</b> <b>Focus:</b> Corrections Architecture <b>Editorial Materials Due:</b> 12/23/22 <b>Ad Close:</b> 12/30/22 <b>Ad Materials Due:</b> 1/6/2023	<ul style="list-style-type: none"> <li>• Corrections Architect List</li> <li>• Design Roundtable</li> <li>• Board Member Updates</li> <li>• Commissary &amp; Food Service</li> </ul>	<ul style="list-style-type: none"> <li>• Cell Construction</li> <li>• Healthcare/Infection Control</li> <li>• Daylighting/Windows</li> <li>• Security Lighting</li> <li>• Sewage Grinders/Pumps</li> </ul>	<ul style="list-style-type: none"> <li>• <b>ACA Winter Conference,</b> -1/27-1/31/2023 Orlando, FL</li> </ul>
<b>March/April</b> <b>Focus:</b> Maintenance/Operations <b>Editorial Materials Due:</b> 2/17/23 <b>Ad Close:</b> 2/24/23 <b>Ad Materials Due:</b> 3/3/23	<ul style="list-style-type: none"> <li>• <b>Behavioral Health *</b></li> <li>• <b>Food Service Trends *</b></li> <li>• Maintenance Report</li> <li>• Renovations &amp; Expansions</li> <li>• Privatized &amp; Public Facility Services</li> <li>• Normative Environments</li> </ul>	<ul style="list-style-type: none"> <li>• Cell Construction</li> <li>• Food Service/Commissary</li> <li>• Temporary Structures</li> <li>• Modular Systems</li> <li>• Medical Records Management</li> <li>• Maintenance Services</li> </ul>	
<b>PRODUCT NEWS</b> <b>Focus:</b> Detention-Grade Products and Specialized Industry Services <b>Editorial Materials Due:</b> 3/31/23 <b>Ad Close:</b> 4/7/23 <b>Ad Materials Due:</b> 4/14/23	<p><b>Submit products to <a href="mailto:cn@emlenmedia.com">cn@emlenmedia.com</a></b></p>		
<b>May/June</b> <b>Focus:</b> Security Electronics <b>Editorial Materials Due:</b> 4/14/23 <b>Ad Close:</b> 4/21/23 <b>Ad Materials Due:</b> 4/28/23	<ul style="list-style-type: none"> <li>• <b>Addiction Treatment *</b></li> <li>• <b>Commissary Management *</b></li> <li>• SEC List</li> <li>• SEC Roundtable</li> <li>• Perimeter Security</li> <li>• SEC Report</li> </ul>	<ul style="list-style-type: none"> <li>• Perimeter Security/Gates/PIDS</li> <li>• Video Visitation/Arrestment</li> <li>• Access Control/Biometrics</li> <li>• Video Surveillance</li> <li>• Locks &amp; Sliders</li> </ul>	<ul style="list-style-type: none"> <li>• <b>42nd AJA Conference &amp; Expo,</b> -5/20-5/24/2023 Omaha, NB</li> </ul>
<b>July/August</b> <b>Focus:</b> Construction & Delivery Methods <b>Editorial Materials Due:</b> 6/23/23 <b>Ad Close:</b> 6/30/23 <b>Ad Materials Due:</b> 7/7/23	<ul style="list-style-type: none"> <li>• <b>Integrated Healthcare *</b></li> <li>• <b>Food Service Products &amp; Systems *</b></li> <li>• Builders Roundtable</li> <li>• Project Delivery Options</li> <li>• Precast Project Updates</li> <li>• Security Ceilings</li> </ul>	<ul style="list-style-type: none"> <li>• Correctional Furniture</li> <li>• Roofing</li> <li>• Security Glazing/Laminates Lighting</li> <li>• Construction Materials</li> <li>• Normative Environment Products</li> </ul>	<ul style="list-style-type: none"> <li>• <b>ACA Summer Conference,</b> -8/3-8/6/2023 Philadelphia, PA</li> </ul>
<b>September/October</b> <b>Focus:</b> Technology <b>Editorial Materials Due:</b> 8/25/23 <b>Ad Close:</b> 9/1/23 <b>Ad Materials Due:</b> 9/8/23	<ul style="list-style-type: none"> <li>• <b>Pharma Trends *</b></li> <li>• <b>Healthy Commissaries *</b></li> <li>• Sustainable Justice</li> <li>• Trends in Technology</li> <li>• Contraband Technology</li> <li>• Drones</li> </ul>	<ul style="list-style-type: none"> <li>• Sustainable Products</li> <li>• Data Recording/Storage/Retrieval</li> <li>• Commissioning Services</li> <li>• Contraband Detection/Screening</li> <li>• Healthcare Products</li> </ul>	
<b>November/December</b> <b>Focus:</b> Detention Equipment <b>Editorial Materials Due:</b> 10/27/23 <b>Ad Close:</b> 11/3/23 <b>Ad Materials Due:</b> 11/10/23	<ul style="list-style-type: none"> <li>• <b>Medication Assistance &amp; Dispersal *</b></li> <li>• <b>Meal Service Innovations *</b></li> <li>• DEC List</li> <li>• DEC Roundtable</li> <li>• Detention Equipment Trends</li> <li>• DEC Report</li> </ul>	<ul style="list-style-type: none"> <li>• Plumbing/Combination Units</li> <li>• Inmate Phones</li> <li>• Fire Suppression/Detection</li> <li>• Detention Furniture/Equipment/ Hardware</li> </ul>	<ul style="list-style-type: none"> <li>• <b>2023 CN Summit November Dates,</b> -Southern Pines, NC TBD</li> </ul>

\* Industry event dates are subject to change

Correctional News offers a website platform that is renowned in the industry. 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 digital readership comprises 18,000+ influential professionals in the corrections industry.



**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.

**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)

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

**Box Banner**  
(300x250 pixels), standard ad specs

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 corrections 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



## 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](mailto:sales@emlenmedia.com)

If you have news of your own to share, Emlen Media can help in cost-effective ways that build your brand identity by reaching all the right people in the industry. Our full slate of resources includes well-trafficked websites, customized e-blasts, and branded content that can put your powerful message right into the hands of today's top executives.

Contact Group Publisher Ed Langton today for a quotation!  
[ed@emlenmedia.com](mailto:ed@emlenmedia.com) 450 750-1525



**Full Banner**  
Top view (468x60 pixels)

## TOP PRODUCTS



### The Vaughan Chopper Pump

Avoid clogs and maintenance headaches by adding a Vaughan Chopper Pump to your wastewater treatment system.

Vaughan



### Ceilings Designed for Safety & Security

Concealed locking ceilings are essential to ensuring security in behavioral healthcare and correctional facilities everywhere.

### Armstrong Ceiling & Wall Solutions



### Chair Collection

The Vesta™ chair collection provides a unique blend of ultra-safe design with a humanized aesthetic appeal.

### Norix Group

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

New for 2023, the Spotlight Product opportunity places your company's freshest offering at the top of the Hot Products page—and puts it top of mind with today's decision-makers. Extra copy for the key features and an expanded image are sure to grab the attention of our readers and the industry.

# HOT PRODUCTS

## Spotlight Product

### Bullet Security Camera

Hanwha Techwin, a global supplier of intelligent video surveillance solutions, is expanding its Wisenet Q Series of bullet and dome cameras with a new NDAA-compliant model offering system installation and configuration flexibility, especially in high camera count video surveillance applications. The new QNO-7012R 4MP IR Bullet Camera continues the Q series' approach of combining ease of use, cost-effectiveness and high performance.

The Q Series cameras are equipped with an Open Platform chipset for easy and seamless integration with third-party systems and solutions, and analog video output (CVBS) support for easy camera positioning during installation. A suite of on-board intelligent video analytics covers tampering, directional/virtual line detection, defocus detection, enter/exit, and motion detection.

Hanwha Techwin  
[www.hanwhasecurity.com](http://www.hanwhasecurity.com)  
Reader Service #200



Put your newest product in the spotlight by contacting CN at [ed@emlenmedia.com](mailto:ed@emlenmedia.com)

**Spotlight Product Specs**  
Up to 100 words of product information and a 300 dpi image and website link.

### Wall-Mounted Bottle Filler

Willoughby Industries recently introduced its newest heavy-duty wall-mounted bottle filler. The WBF-1SM wall-mounted heavy-duty bottle filling station is perfect for high-abuse areas such as behavioral healthcare hospitals, schools, and correctional facilities where people need access to filtered water.

Willoughby Industries  
[www.willoughby-ind.com](http://www.willoughby-ind.com)  
Reader Service #201



### Chopper Pumps

Avoid the messiness of pump repairs and unwanted maintenance costs from standard non-clog pumps. Upgrade your system by adding a Vaughan Chopper Pump. With its unique ability to chop all incoming solids prior to pumping, the Chopper Pump protects your pumps from clogging while providing added benefits to your downstream components. Protect your pumps and your budget from nasty clogs. Visit [ChopperPumps.com](http://ChopperPumps.com) today to learn more.

Vaughan  
[www.chopperpumps.com](http://www.chopperpumps.com)  
Reader Service #202



**Featured Product Specs**  
Up to 50 words of product information and a 300 dpi image and website link.

### Electric Scissor Lift

Hy-Brid Lifts recently introduced its HB-1030 Electric Scissor Lift—part of the self-propelled series that have high-lifting capacities, low step-in heights and a lightweight design, making them the ideal choice for a variety of applications. Key features and specifications of the HB-1030 large work platform include a working height up to 16 feet. At a weight of only 1,275 lbs., this allows the machine to go onto delicate flooring with its non-marking tires and lift 750 lbs. Product comes with a one-year parts and labor warranty, and five-year structural warranty.

Hy-Brid Lifts  
[www.hybridlifts.com](http://www.hybridlifts.com)  
Reader Service #203



### Wall-Mount Desk

Cortech USA® recently introduced the Endurance™ ADA Compliant Wall Mount Desk. Designed with total inclusivity in mind, the desk is the perfect solution for individuals with mobility disabilities. Cortech's ADA Compliant Desk is constructed of high impact, "no break" polyethylene, and can be bolted to the wall 6-8" above the floor to allow adequate knee and leg clearance for the user and to comply with ADA requirements. It is available in twelve different colors and affixed with a smooth, laminate top to provide a high-quality writing surface for any user.

Cortech USA  
[www.cortechusa.com](http://www.cortechusa.com)  
Reader Service #204





## 2023 Correctional NewsWire Schedule

DATE	THEME	PRODUCTS & SERVICES	EDITORIAL DEADLINE	SEND
January	Sustainable Justice	Sustainability	12/28/22	1/4/23
February	eZ-Marketplace	Hot Products	1/25/23	2/1/23
March	Maintenance/Operations	Repairs	2/22/23	3/1/23
April	eZ-Marketplace	Hot Products	3/29/23	4/5/23
May	SEC Focus	Electronics	5/3/23	5/10/23
June	Design/Construction	Building Methods	5/31/23	6/7/23
July	Courthouse Design	Infrastructure	6/28/23	7/5/23
August	Emerging Trends	Technology	7/26/23	8/2/23
September	eZ-Marketplace	Hot Products	8/30/23	9/6/23
October	Renovations/Expansions	Facility Services	9/27/23	10/4/23
November	DEC Focus	Detention Equipment	11/1/23	11/8/23
December	eZ-Marketplace	Hot Products	11/29/23	12/6/23

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

**Hanwha Techwin**

Visit Hanwha Techwin at GSX  
Booth #1641  
September 27-29, 2021 | Orlando, FL

**GSX**  
GLOBAL SECURITY EXCHANGE

## The right solutions to meet every corrections challenge

Corrections facilities need to protect both staff and inmates, prevent device tampering, conduct efficient forensic searches and enhance situational awareness.



Hanwha Techwin meets these demanding needs with its Wisenet series of innovative and reliable technologies. Available in several form factors to fit any installation, these solutions also feature on-board license-free video and audio analytics to keep your operation running efficiently.

### Video Management *Simplified*

With our one time per device licensing structure and no annual SMA's, our VMS is a perfect fit for corrections.

**No additional licenses or fees required for custom integrations UART Bridge**

- Simple serial ASCII communications

### 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



Add streaming  
videos

**Reach More Than 18,000 Digital Readers and  
Eliminate Competition  
Secure Your 2023 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

**Spotlight Product: \$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, maximum file size is 30k. Streaming video is 300x250 pixels.

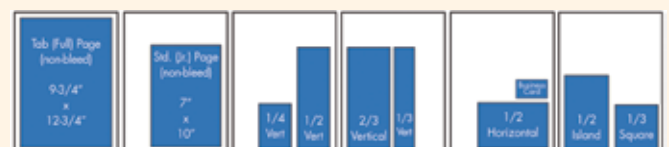
## CONTACT

Sales:  
Ed Langton  
ed@emlenmedia.com

Ad Material Submission:  
Gaby Neal  
gaby@emlenmedia.com

Circulation:  
Louise Wainscott  
louise@emlenmedia.com

## Graphic View of Ad Mechanical Layouts



## DIGITAL EDITION

### Per Issue Contract

Page Zero Premium Space Advertising .....	\$5,000
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) ....	\$2,000
Featured Product.....	\$1,500
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

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

## NEWSWIRE & EZ-MARKETPLACE

### NEWSWIRE

Branded Content.....	\$2,000
Featured Product.....	\$2,500
Full Banner (468x60 pixels) .....	\$1,500
Logo Sponsorship.....	\$1,000

### EZ-MARKETPLACE

Featured Product.....	\$3,000
Spotlight Product.....	\$2,000
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.**