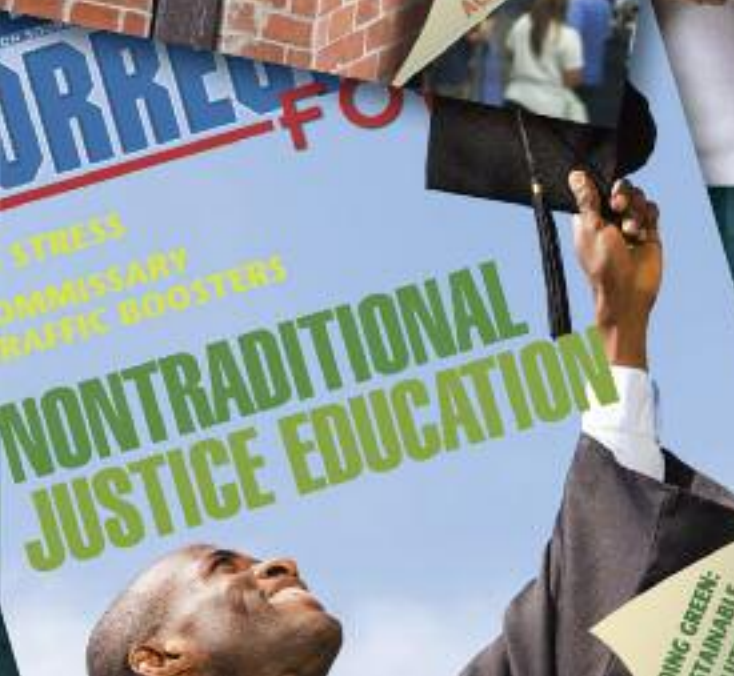
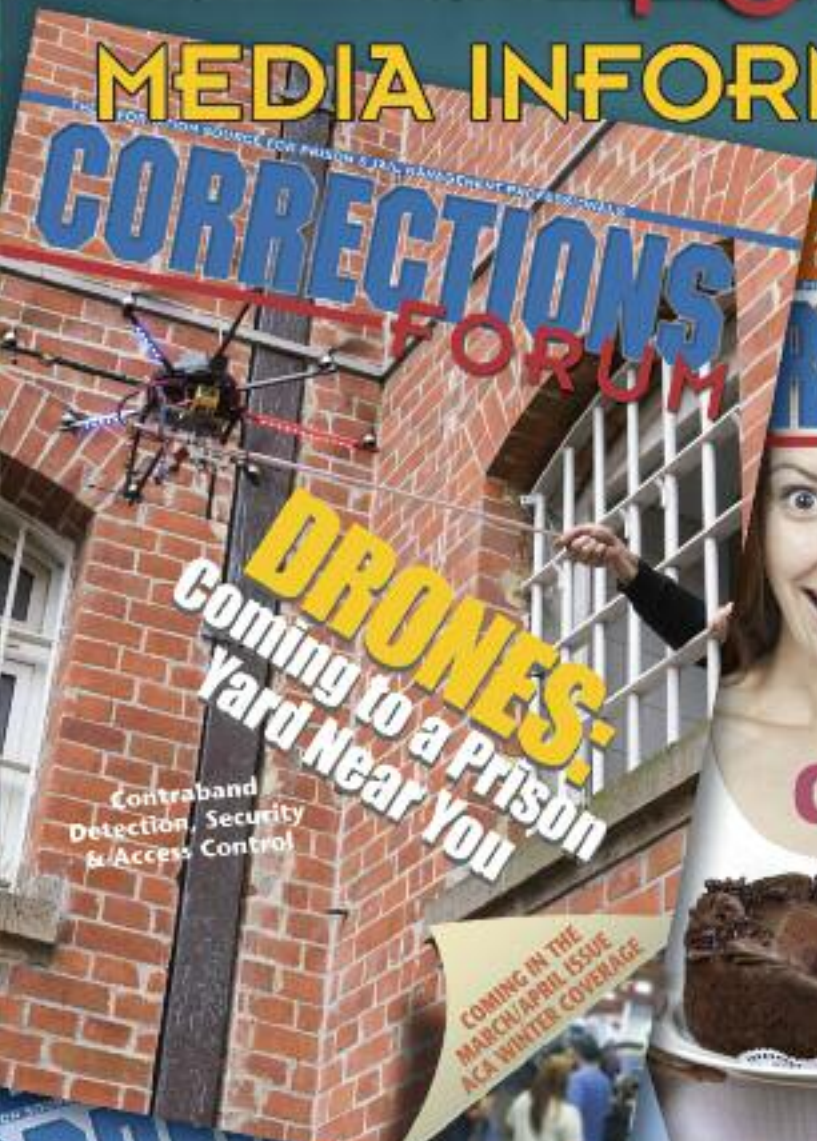


THE INFORMATION SOURCE FOR PRISON & JAIL MANAGEMENT PROFESSIONALS

# CORRECTIONS FORUM

## MEDIA INFORMATION FILE



## The MARKET

The US BJS estimates that 1 out of every 32 people in the United States are under some sort of correctional supervision and, at present, nearly 560,000 correctional professionals provide custodial services to over 2.2 million people currently incarcerated in the more than 4,000 county/city jails; state and federal prisons across the United States. The total capital and operational expenditures, controlled by correctional management personnel, are estimated to be over 68 billion dollars annually.

## CIRCULATION

**CORRECTIONS FORUM** reaches over 12,000 decision-making managers at all types and levels of correctional facilities; prisons, jails, detention facilities, briggs and lockups. Only qualified correctional upper management personnel at public and private facilities are eligible to receive **CORRECTIONS FORUM**.

Titles include; *warden, commissioner, secretary, corrections planner, physical plant manager, superintendent, director, administrator, coordinator, medical director, purchasing agent, business manager, food service director, jail detention administrator, security chief, justice architect, corrections consultant, unit manager, supervisor, and construction & maintenance manager.*

## READERSHIP PROFILE

**CORRECTIONS FORUM** has conducted independent readership studies to determine the demographics of our readership, their purchasing patterns, influences and preferences as well as the impact of advertising and editorial.

The following is a brief summary of the most recent independent research.

- **Circulation:** 12,053 readers, with an average readership of **62,290** - representing a pass-along of 5.7 readers per issue.
- **Buying Power** — 96% of our readership make buying decisions for their facility/organization.
- **Decision Makers** — 89% of all respondents to the study have taken action during the past year as a result of the advertisements and/or articles in **CORRECTIONS FORUM**.

72% referred an ad/article to someone else by passing along a tearsheet, photocopy or actual issue.

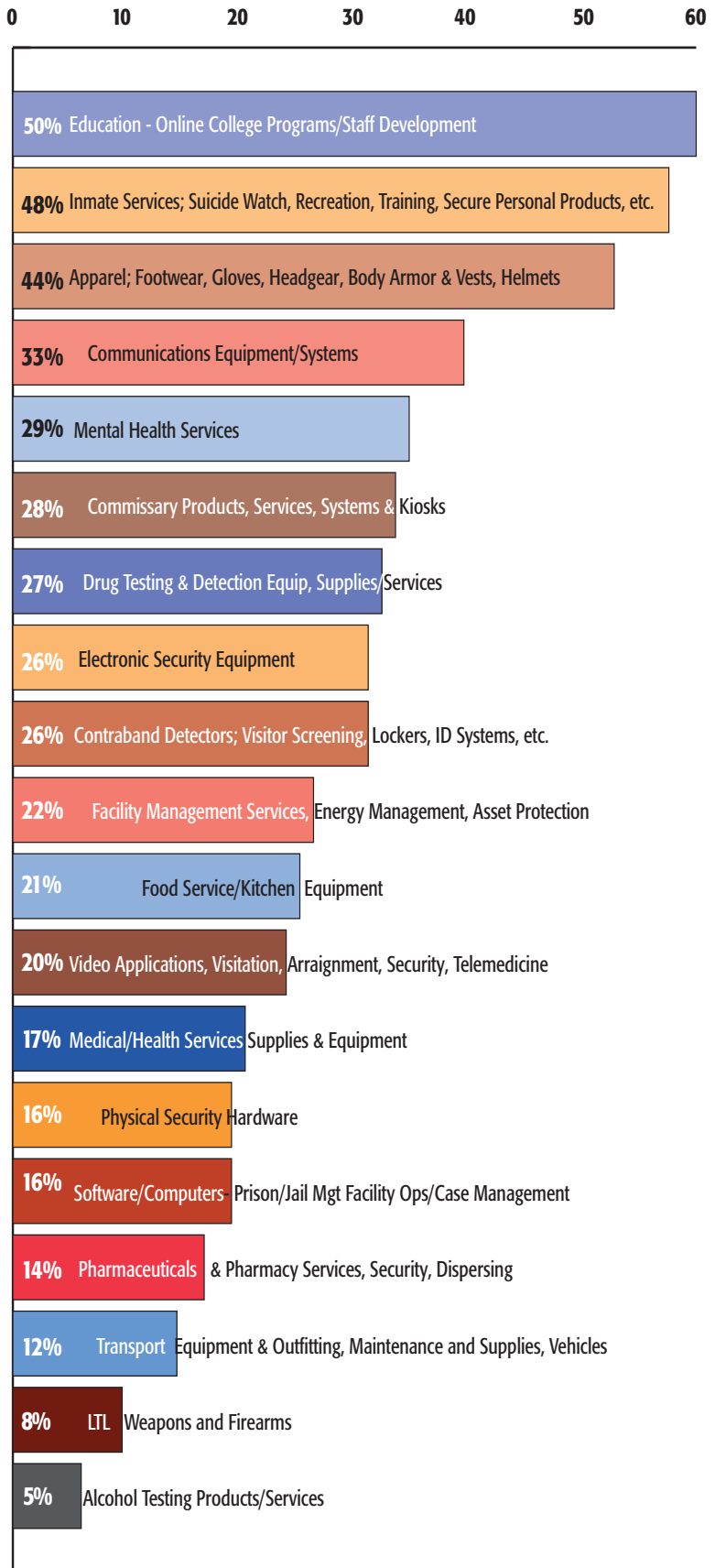
61% report discussing an ad/article with someone else in their organization.

47% requested additional information directly from company. 40% visited the advertisers web site.

## PLAN TO PURCHASE

**We asked readers:**

**Which of the following equipment or services do you PLAN TO PURCHASE over the next 12-18 months?**



# TOTAL CIRCULATION 12,053

<b>Warden/Superintendent</b>	5.7%	<b>Business Manager</b>		<b>Medical Administrator</b>	10.0%
<b>Director</b>	5.4%	<b>Purchasing Agent</b>	5.1%	<b>Industry Consultant,</b>	
<b>Unit Mgr/Supervisor</b>	6.2%	<b>Commissioner</b>	14.8%	<b>Corrections Equipment &amp;</b>	
<b>Sheriff/Marshal</b>	4.7%	<b>Construction Manager,</b>		<b>Service Providers,</b>	
<b>Jail/Detention Administrator</b>	33.3%	<b>Facility Maintenance</b>		<b>Justice Architect</b>	4.5%
<b>Food Service Director</b>	5.6%	<b>Manager</b>	4.7%		

## RATES, SPECIFICATIONS & REQUIREMENTS

	WIDTH	DEPTH	FOUR COLOR RATES rates per insertion			BLACK & WHITE RATES rates per insertion		
			1 X	3 X	6 X	1 X	3 X	6 X
Bleed Page*	8 3/8"	11 1/8"						
Spread	16 6/8"	11 1/8"	\$5,175	\$4,950	\$4,725	\$3,600	\$3,400	\$3,200
One Page	7"	10"	3,450	\$3,250	\$3,000	\$2,060	\$1,900	\$1,770
2/3 Page	4 5/8"	10"	3,140	3,000	2,850	1,850	1,725	1,600
1/2 Island	4 5/8"	7 3/8"	2,990	2,800	2,600	1,700	1,570	1,425
1/2 Horizontal	7"	4 7/8"	"	"	"	"	"	"
1/2 Vertical	3 3/8"	10"	"	"	"	"	"	"
1/3 Vertical	2 1/4"	10"	2,700	2,450	2,250	1,415	1,230	1,105
1/3 Square	4/5/8"	4 7/8"	"	"	"	"	"	"
1/4 Page	3 3/8"	4 7/8"	2,410	2,290	2,150	1,210	1,100	910
1/6 Page	2 1/4"	4 7/8"	2,230	2,150	2,000	930	830	730

Color Additional, per page or fraction Standard 2/c - \$550., Matched 2/C - \$725.

Covers - (4/C cost included) - C 2 - \$4,630., C 3 - \$4,170., C 4 - \$5,550.

Preferred Positions add 10%

\* Page trim size is 8 1/8" wide, 10 7/8" deep. Keep essential matter within 7 1/4" W X 10" D.

**ADDITIONAL  
MARKETING/MEDIA  
OPPORTUNITIES**

**Supplied Inserts/Tips:** Standard Dimensions: Min - 3.5"x5.25" Max - 8.125"x10.875". Space \$1,050 per page, (two page minimum) plus an additional \$350 production charge; Non-Standard Dimension - add \$100 per thousand to above.

**Supplied Regional Inserts/Tips:** Space \$800 per page plus \$350 production 5,000 Minimum (\$300 each additional thousand)

**Belly Band:** Supplied 4/C 6"X19" - 1,000 minimum - \$1,900 (\$350 each additional thousand plus \$300 production/handling)

**Polybagging:** Maximum size 8"X10.6" and 24 pages \$550 per thousand — minimum 4,000 — \$350 each additional thousand plus a \$350 set-up charge.

## REQUIREMENTS

### AD MATERIALS

Submitted files must include all fonts (embedded), and high resolution graphics and may be sent on a disk. Each file received will be tested for print quality acceptability. If an adjustment is required the client will be alerted. Small ad files (under 10 MB) may be e-mailed to [corrforum@mac.com](mailto:corrforum@mac.com). All ad material require a proof (or PDF) for color comparison.

### REPRODUCTION MATERIAL

Digital Supported Programs:

**WINDOWS** • QuarkXpress • Adobe Indesign • Adobe Illustrator • Adobe Acrobat PDF

**MACINTOSH** • QuarkXpress • Adobe Photoshop • Adobe Illustrator • Adobe Acrobat PDF • Adobe Indesign

### TERMS & CONDITIONS

Net 15 days. Outstanding Invoices will be subject to interest charges of 1-1/2% per month. Payment in U.S. funds only. A \$25.00 fee will be levied to process payments with banks outside the United States.

### CONTRACT & COPY REQUIREMENTS

- All copy subject to approval of the publisher.
- No contract accepted for more than one year.
- Short rate and rebates: Advertising must be inserted within one year of first insertion to earn frequency discounts.
- Rates are based on total number of insertions in one year.

### COMMISSION & DISCOUNTS

Agency commission: 15 percent on space and color if paid within 30 days. Production charges, directory listing, inserts and printing are non-commissionable.

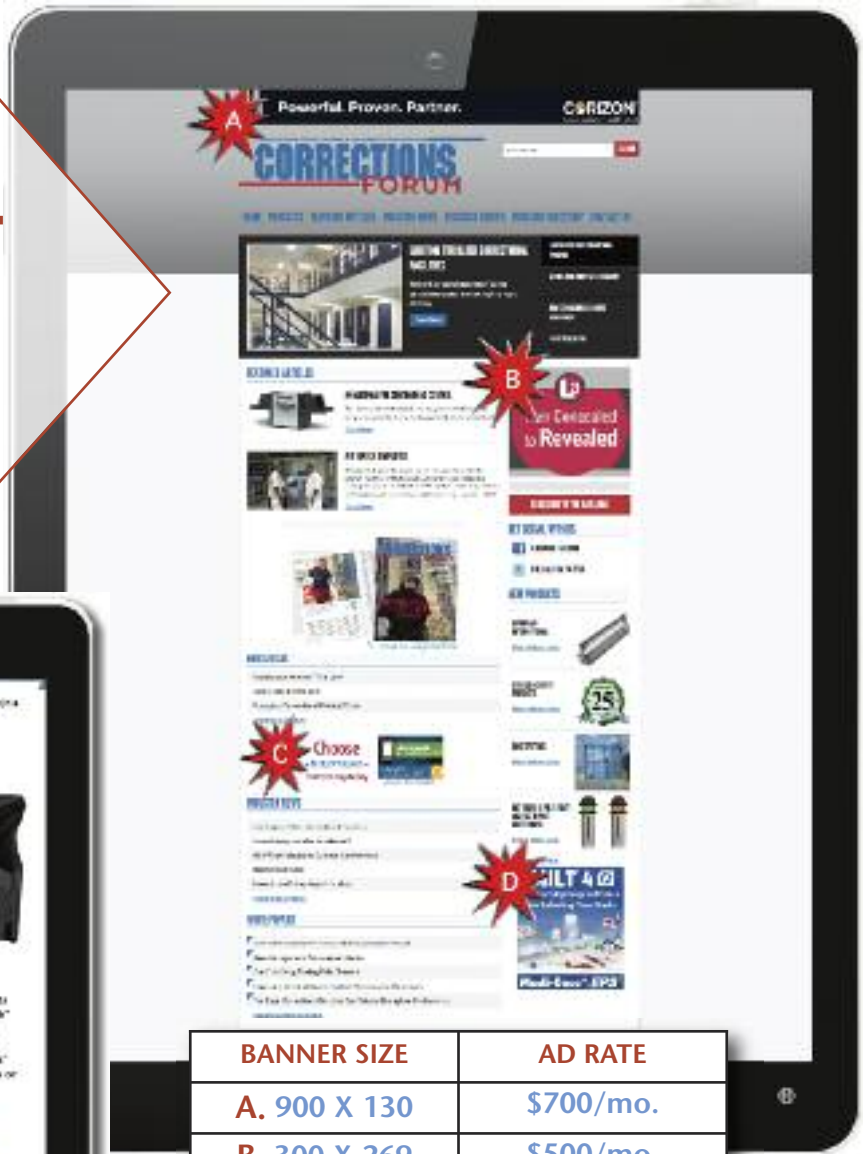
### CONSIGNMENT INSTRUCTIONS

Please e-mail contracts, insertions, proofs and ad materials to the attention of:

**Corrections Forum  
Production Manager at  
[corrforum@mac.com](mailto:corrforum@mac.com)**

**Please stuff or compress all files**

**CORRECTIONSFORUM.NET**  
is regularly visited by  
our subscribers



eNewsletter



BANNER SIZE	AD RATE
A. 900 X 130	\$700/mo.
B. 300 X 269	\$500/mo.
C. 160 X 120	\$250/mo.
D. 300 X 600	\$500/mo.
Product Listing	\$50/mo.
Directory Listing	\$299/yr.

GIFS OR JPGS ACCEPTED UNDER 100KBS

\*Contact your rep for rates and availability



**CORRECTIONS FORUM and COURTS TODAY**

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