

CORRECTIONS FORUM

The Information Source for Correctional Management Professionals
CORRECTIONS FORUM
May/June 2011
Vol. 28 No. 2

MANAGING M...
HOW PILL DISPENSERS STREAMLINE

Are Drug Courts Failing Their Mission?
The Versatile Kiosk

CORRECTIONS FORUM
Selecting Nutrition Software

2012

MEDIA

INFORMATION

KIT CORRECTIONS FORUM

The Struggle For Better Mental Health Treatment



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, brigs 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, superintendent, director, administrator, coordinator, medical director, purchasing agent, business manager, food service director, sheriff, detention administrator, security chief, justice architect, corrections consultant, CERT team leaders/ member, unit manager and supervisor.*

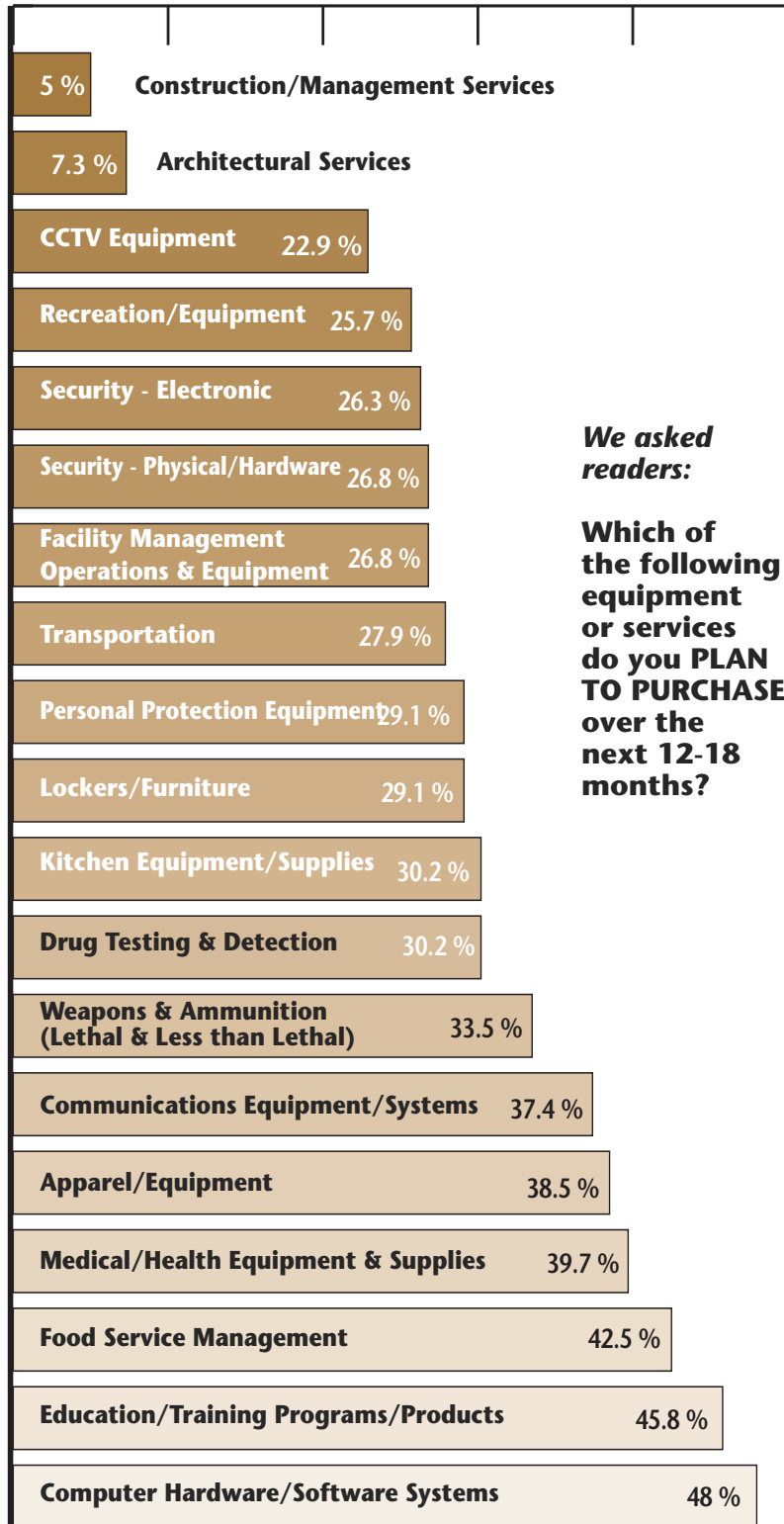
READERSHIP PROFILE

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:** 12,653 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?

RESERVATION/CLOSING DATES

J/F • For Space 1/13

M/A • For Space 3/12

M/J • For Space 5/14

J/A • For Space 7/16

S/O • For Space 9/12

N/D • For Space 11/12

• For Material 1/17

• For Material 3/16

• For Material 5/18

• For Material 7/20

• For Material 9/17

• For Material 11/16

No cancellations will be accepted after the space closing date.

TOTAL CIRCULATION 12,653

Warden	13.5%	Food Service Director	3.4%	Industry Consultant	0.6%
Superintendent	9.2%	Business Manager		Chief (Security/Risk/Fire)	5.2%
Director	22.8%	Purchasing Agent	4.2%	Court Administrator	3.0%
Unit Mgr/Supervisor	18.7%	Commissioner	3.9%	Academic/Librarian	
Sheriff/Marshal	2.5%	Corrections Planner/CIO	2.5%	Training Officer	1.5%
Detention Administrator	4.0%	Medical Administrator	4.4%		

RATES, SPECIFICATIONS & REQUIREMENTS

	WIDTH	DEPTH	FOUR COLOR RATES			BLACK & WHITE RATES		
			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 plus \$350 production; Non-Standard Dimension - add \$100 per thousand to above.

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

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

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 adjustment are required the client will be alerted. Small Ad files (under 10 Megs) may be e-mailed to 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

All advertising material not requested to be returned within one year of insertion will be destroyed.

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

A. All copy subject to approval of the publisher.
B. No contract accepted for more than one year.
C. 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 are non-commissionable.

SHIPPING INSTRUCTIONS

Send contracts, insertion orders, disks and proofs, to the attention of:

Production Manager
Corrections Forum
116 South Catalina Ave. #116
Redondo Beach, CA 90277

CorrForum@mac.com

CORRECTIONS FORUM DIGITAL EDITION

"Reach the "high-tech" corrections professional who prefers to get information digitally, at work or home."

To maximize the effectiveness of your marketing plan —

- Place your full page ad directly opposite the **CORRECTIONS FORUM** cover. Facing Page One. Augment your print campaign with this unique, Front Runner AD placement.
- Insert your brochures and cut sheets into the digital edition and tell your story for a fraction of the cost. **Save a bundle** – no print or postage costs to consider.
- Use a "blow-in" digital ad that "pops-up" as readers turn the pages. An inexpensive way to get reader attention.
- Let **CORRECTIONS FORUM** digital edition "animate" your product. A 15 or 30 second "commercial spot" can be quite effective in attracting reader attention & interest.
- Every **CORRECTIONS FORUM** Print AD automatically becomes a "hot link" from the digital edition to your website.



FREQUENCY -	1X	3X	6X
Facing Cover One	\$1,500.	\$1,000.	\$600.
Blow-In/Pop-up	\$750.	\$500.	\$250.
Insert	\$500. per page per issue		
Audio/Video Media	\$500 per 30 second segment		

CORRECTIONS FORUM WEBSITE

The world wide web has forced us to adapt. We all must find additional pathways to reach to our clients. **CORRECTIONS FORUM's** multi-media capabilities can help. Use our website to reach your clients. We have a number of marketing opportunities on the **CORRECTIONS FORUM** website.

- The **Super Block Ad**, positioned prominently in the upper right side of the page opposite the featured editorial, is the first message that website visitors see.
- The **Home Page Banner** ad, nestled among the News, New Products and Technology and Free Subscription Request Form often garners special notice from visitors to the site.
- **Interior Skyscraper** ads are premium position ads that track the actions of readers who go further than the home page and conduct an in-depth visits to the popular destinations of News, Products, the Free Subscription Request Form and Directory & Reference Guide pages.
- The **Rotating Products** offer eye-catching motion that attracts visitor attention and creates a quick-click opportunity to your site.



Ad Frequency	1X	3X	6X	
Super Block	\$1,500.	\$3,000.	\$5,000.(yr)	310 X 280 pixels
Home Page Banner	\$1,000.	\$1,750.	\$3,000.(yr)	632 X 130 pixels
Premium Skyscraper	\$ 250.	\$ 500.	\$ 800.(yr)	200 X 393 pixels
Home Page Product Rotation	\$100. per product per issue - Hi-Resolution PDF required			

CORRECTIONS FORUM

CORRECTIONS FORUM and **COURTS TODAY** are professional publications of Criminal Justice Media, Inc. For more information about these publications please contact any of the representatives listed below.

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