

Correctional NEWS

design, construction,
maintenance & operations

EmlenMEDIA
Publishers of specialist business news
www.correctionalnews.com
JULY/AUGUST 2008
VOLUME 14, NUMBER 5

SOLAR FLARE

A Clean Energy Revolution

Page 50

Data Delivery

U.S. JAILS: RATED CAPACITY VS. OCCUPANCY RATE



Spotlight

New York DOCS tackles its graying prison population with dedicated unit designed to manage special-needs inmates with dementia.
Page 40

Design

Gregory J. Offner, of DMJM H+N, and Jim Mueller, of KMD, discuss the emergence of evidence-based design in corrections.
Page 32



AIA 2008 Justice Facilities Review

Page 58

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2009 Media Kit

Rate Card No.13 effective November 2008

800.965.8876

STICK TO THE NEWS

www.correctionalnews.com

CORRECTIONAL NEWS — 2009 EDITORIAL CALENDAR

ISSUE	EDITORIAL FOCUS	ADDITIONAL READERSHIP
JANUARY/ FEBRUARY	<p>SECURITY ELECTRONICS (ACA SHOW ISSUE) RESERVATION: 12/5/08 MATERIALS: 12/12/08</p> <ul style="list-style-type: none"> • Access Control • Biometrics • Booking/Classification Systems • CCTV/Integration • Flat Screens • Medical Facility Security • Perimeter Security/Gates • Personal Alarms • Security Fire Equipment 	<p>ACA Winter Conference, <i>January 9-14 – Kissimmee, FL</i></p>
MARCH/APRIL	<p>FACILITY DESIGN & CONSTRUCTION (AJA SHOW ISSUE) RESERVATION: 2/13/09 MATERIALS: 2/20/09</p> <ul style="list-style-type: none"> • Construction Materials & Methods • Daylighting/Windows • Healthcare/Special Needs • Precast Concrete Cells • Private Financing Services • Steel Cells • Structural Systems • Temporary Structures 	<ul style="list-style-type: none"> • National Facilities Maintenance & Technology Conference <i>March 10-12 – Baltimore, MD</i> • Modular Building Institute 26th Convention <i>March 28-31 – Las Vegas, NV</i> • AJA 28th Annual Conference <i>April 26-30 – Louisville, KY</i> • AIA National Convention <i>April 30-May 2 – San Francisco, CA</i>
MAY/JUNE	<p>COMMUNICATIONS RESERVATION: 3/20/09 MATERIALS: 3/27/09</p> <ul style="list-style-type: none"> • Data Recording/Storage/Retrieval • Inmate Phones • Intercoms • Medical Records Management • Network Security • Talk-Thru Communicators • Video Visitation/Arraignment • Web Site Services 	<ul style="list-style-type: none"> • Corrections Technology Association <i>10th Annual Conference</i> <i>May 3-6 – Albany, NY</i>
PRODUCT NEWS	<p>ANNUAL CORRECTIONAL PRODUCT ISSUE RESERVATION: 5/1/09 MATERIALS: 5/8/09 <i>Submit products to: products@emlenpub.com</i></p>	<ul style="list-style-type: none"> • All listed events
JULY/AUGUST	<p>FURNITURE, FIXTURES & EQUIPMENT (ACA SHOW ISSUE) RESERVATION: 7/3/09 MATERIALS: 7/10/09</p> <ul style="list-style-type: none"> • Combination Units/Plumbing • Detention Furniture • Laundry Equipment • Lockers • Medical Equipment • Sewage Grinders/Pumps • Storage Systems • Suicide-Resistant Products 	<ul style="list-style-type: none"> • ACA 139th Congress of Correction <i>August 7-12 – Nashville, TN</i> • Association of Correctional Food Service Affiliates Annual Conference
SEPTEMBER/ OCTOBER	<p>MAINTENANCE & OPERATIONS (CMI SHOW ISSUE) RESERVATION: 8/14/09 MATERIALS: 8/21/09</p> <ul style="list-style-type: none"> • Cleaning Products/Healthcare Sanitation • CMMS • Consulting Services/Outsourcing • Energy Management/Services • Food Service/Commissary • Inmate Payment Systems • Inmate Phone Management • Laundry 	<ul style="list-style-type: none"> • Construction and Maintenance Institute for Criminal Justice Agencies 15th Annual Conference – TBA • National Commission on Correctional Healthcare National Conference <i>October 18-22 – Chicago</i>
NOVEMBER/ DECEMBER	<p>DETENTION EQUIPMENT & HARDWARE RESERVATION: 10/2/09 MATERIALS: 10/9/09</p> <ul style="list-style-type: none"> • Drug Detection/Screening • Medical Equipment • Security Doors/Hollow Metal • Security Fasteners • Security Glazing/Laminates • Security Lighting • Security Locks • Weapons/Protection 	

EDITORIAL COVERAGE

FACILITIES

- Prisons
- Jails
- Detention Centers
- Juvenile Centers
- Special Needs Facilities
- Courthouses

NEWS

- Current Events
- Planning
- Legislation
- Funding
- New Projects
- International

DESIGN/CONSTRUCTION

- Architect Bids
- Contractor Bids
- Project Delivery
- Architectural Issues
- Methods and Materials

MAINTENANCE/OPERATIONS

- Management Methods
- Privatization
- Food Service
- Service Contracts
- Healthcare
- Maintenance

SUPPLIERS

- Supplier Agreements
- Products in the Field
- Distribution Announcements
- Mergers & Acquisitions

FEATURES

FACILITY OF THE MONTH

- Design Challenges
- Project Delivery
- Project Data — Contractors and Product Suppliers

Q&A

- Interviews with Leading Corrections Professionals

PRODUCT OF THE MONTH

- A Showcase Product in Each Issue

DATA DELIVERY

- Graphical Data on the Corrections Market

FACILITY SPOTLIGHT

- Facility Design Issues and Trends

COMPANY PROFILE

- Suppliers, Manufacturers and Builders in the Corrections Market

DEPARTMENTS

- New Products
- People in the News
- Calendar: Conferences, Trade Shows and Events



Correctional NEWS

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Product News

The Annual Products & Services Issue for the Correctional Industry



EDITORIAL DEADLINE: MARCH 27, 2009

This is your opportunity to receive FREE editorial coverage. We must receive your product and services information **no later than Friday, March 27, 2009.**

Correctional News is putting together a special 2009 Product News issue featuring the best new products and services for the correctional construction, maintenance and management industries. The issue serves as a year-round product reference guide.

We are seeking new product and services announcements for inclusion in the issue.

All product announcements should be accompanied by color art. Digital images should be in high-resolution JPEG or TIFF formats with resolution of at least 300 dpi.

For those interested in advertising in this issue, Company Listings and Enhanced Listings are also available. For more information call, (800) 965-8876.

PRODUCT INFORMATION SHOULD BE SENT TO:

Products Editor
Correctional News
products@emlenpub.com

If you have any questions regarding submissions, please call:
(800) 965-8876

2009 RATE INFORMATION

BLACK & WHITE RATES

	1x	3x	5x	7x	14x
Tabloid Page	\$3,615	3,470	3,325	3,145	2,710
Standard Page	2,530	2,430	2,330	2,200	1,900
2/3	1,990	1,910	1,830	1,730	1,490
1/2	1,810	1,735	1,665	1,575	1,355
1/3	1,520	1,460	1,395	1,320	1,140
1/4	1,375	1,320	1,265	1,195	1,030

COLOR 5-Color process: \$1500, 4-Color process: \$1000, PMS: \$500, 2-Color standard: \$350

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*

Rates per Insertion	1x	3x	7x
Business/Product Card	\$500	400	300
Classified per Column Inch	150	100	75
Add-on per 1/4"	50	40	30

*Classified and Business/Product cards are non-commissionable.

PUBLISHER'S TERMS & CONDITIONS

- The publisher reserves the right to reject any advertisement.
- Advertisers and agencies are jointly responsible for payment to *Correctional News*. Payment is due in 30 days of the invoice date.
- All accepted advertising contracts are subject to change in rate upon notice from the publisher.
- Advertisers not fulfilling contract obligations will be short-rated.
- Frequency discounts assume contracted number of ads are placed within one year.
- Unless the advertiser has paid a placement premium, position of advertising is at the discretion of *Correctional News*.
- Artwork produced by *Correctional News* is the property of *Correctional News*. Advertisers requesting *Correctional News* to prepare original artwork or modify submitted inserts must be approved ("proofed") in writing by the advertiser prior to insertion in any publication.
- An agency commission on advertising is given to recognized agencies on space and color charges only if paid within 30 days of invoice date and meets our production specifications. A 1-1/2% finance charge will be added each month to all outstanding invoices over 30 days.
- Billing must be sent to and received by the agency of record.
- Advertisers will be charged for production work on non-camera-ready or incorrectly sized copy.
- Production charges are non-commissionable.
- Any account more than 90 days past due will result in termination of the advertising contract. Advertisers may be liable for interest (18% A.P.R.) on delinquent payments.
- This Agreement may be terminated by advertiser on sixty (60) days written notice.
- There is a 2% cash discount if paid within 10 days of invoice date.
- Publisher reserves the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- The advertiser agrees to defend and indemnify the publisher from any claims or damages arising from advertiser's placement of an advertisement in *Correctional News*.
- This agreement shall be governed in all respects by the laws of the State of California without regard to its conflict of laws provisions. All actions, claims or disputes arising under or relating to this agreement shall be brought in federal or state court in the State of California.
- If any action in law or equity is necessary to enforce the terms of this agreement, the prevailing party will be entitled to reasonable attorney fees and costs and expenses in addition to any other relief to which such prevailing party may be entitled.

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"
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 trim 11-1/4" 10-3/4"	14-1/4" 13-3/4"
Standard Page	*bleed trim 7-3/4" 7-1/2"	10-3/4" 10-1/2"
Tab Spread	*bleed trim 22" 21-1/5"	14-1/4" 13-3/4"
Standard Spread	*bleed trim 15-1/4" 15-1/2"	10-3/4" 10-1/2"

ADVERTISING MATERIALS

Preferred materials: Electronic—see ad submission guidelines.
Screen requirements: 133 lines for 4-color, 133 lines for 2-color, 133 lines for black-and-white preferred.
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.
Four-color: Color match proofs must be supplied.

ELECTRONIC AD SUBMISSION GUIDELINES

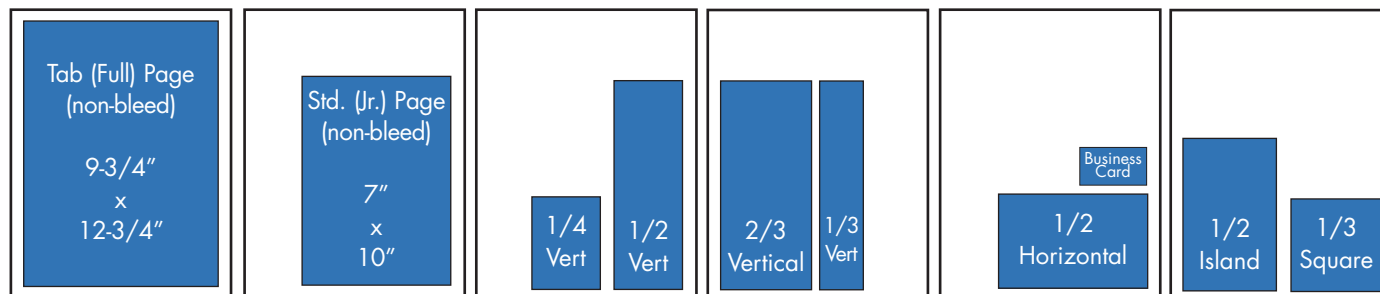
- We accept digital files produced in the following Macintosh or PC programs only: Quark, Illustrator, Photoshop.
- Include all imported graphics, sized to 100%, and Macintosh fonts only—both printer and screen fonts. PC fonts are not accepted. If creating an ad on a PC, use common fonts for substitution 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 only when they are created using *Correctional News'* printer-specific, distiller preferences. Production charges will be charged for any problems arising from PDFs created with other preferences. Please contact *Correctional News* to receive these preferences.
- 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)
- We accept Zip disks and CD-ROMs and, unless otherwise specified, disks will not be sent back.
- Any ads not sent to our specifications will be charged a production fee for file manipulation and corrections.
- For best results, use a pre-flight production checking program such as Flightcheck to correctly collect all necessary files and fonts.

SHIPPING INFORMATION

Correctional News: 1241 Andersen Drive, Suite N, San Rafael, CA 94901
(800) 965-8876, (415) 460-6185, Fax (415) 460-6288
E-mail: production@emlenpub.com
ftp site: ftp.sonic.net/pub/users/egage and place in file called "uploads"

GRAPHIC VIEW OF AD MECHANICAL LAYOUTS

Although these layouts are not to scale, they will give you a general idea for size, proportions, etc., when preparing your ad.



MAGAZINE CIRCULATION

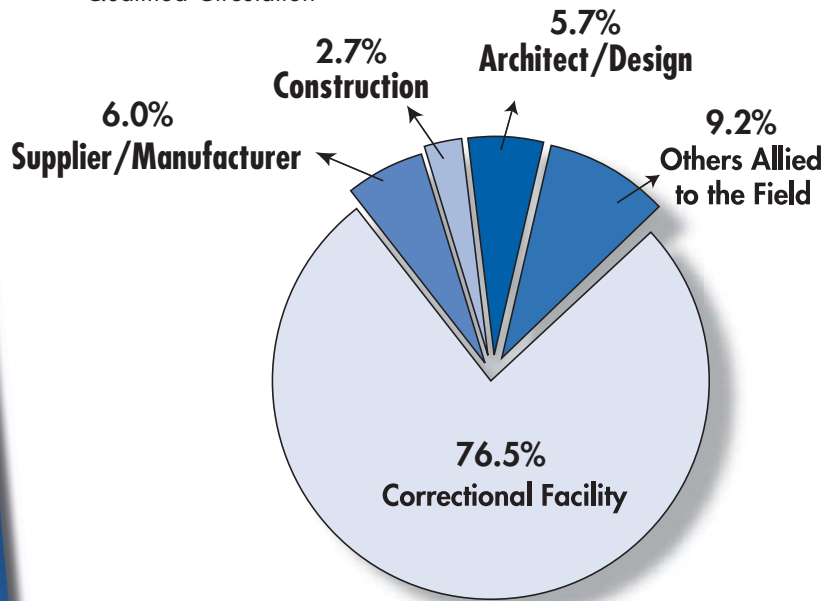
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY FUNCTION						Other Functions and Functions not Available
			Architecture/Design	Construction	Operator/Administrator	Maintenance	Healthcare	Food Service	
Architect/Engineer	825	5.7%	704	19	22	3	1	4	72
Contractor/Builder	386	2.7%	31	257	41	16	-	3	38
Correctional Facility	11,086	76.5%	141	102	9,433	325	218	148	719
Supplier/Manufacturer	869	6.0%	83	76	160	38	30	66	416
Others Allied to the Field	1,334	9.2%	65	45	266	25	69	29	835
TOTAL QUALIFIED CIRCULATION	14,500	100%	1,024	499	9,922	407	318	250	2,080
PERCENT	100%		7.1%	3.4%	68.4%	2.8%	2.2%	1.7%	14.3%

TITLE BY FUNCTION	
Operator/Administrator	68.4%
Architecture/Design	7.1%
Construction	3.4%
Healthcare	2.2%
Maintenance	2.8%
Food Service	1.7%
Other Functions	14.3%

BPA WORLDWIDE For additional information please see the May/June 2008 BPA Circulation statement.

14,500

Qualified Circulation



BPA WORLDWIDE Source: Correctional News May/June 2008 BPA Circulation Statement.*



BPA WORLDWIDE Source: Correctional News May/June 2008 BPA Circulation Statement Business and Industry.*

*for additional information please see the June 2008 BPA Circulation Statement.

Correctional
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CORRECTIONAL NEWS DIGITAL EDITION

Readers now have the opportunity to use proprietary page-turning software to receive their copy of *Correctional News*. Critical to International subscribers and readers who can't wait to get their news, digital editions offer a unique ability to make your marketing message "come to life" by transforming our print magazines into a fully functional, dazzling digital magazine.

Digital Edition Pricing:

Header Sponsorship \$1,000
 Page Zero Sponsorship \$2,000
 Editorial Links \$250
 Link to website URL \$250

Link to email location \$250
 Advertising Insert \$1,000 pp
 Video insert \$1,000
 Audio insert \$1,000

HEADER SPONSORSHIP – your logo remains prominently displayed at the top of all pages throughout the digital magazine.

PAGE ZERO SPONSORSHIP – your message is the first that readers see when opening their digital magazine.

EDITORIAL LINKS – using editorial links, content will finally become interactive. Great for by-lined articles and editorial pertaining to your company.



WEBSITE AND EMAIL LINKS – Using links tracked simultaneously through our electronic lead delivery system [ELD], readers have the ability to go directly to your company website or contact you directly for information requests.

Advertising Inserts – Unique to our digital editions is the ability to add an unlimited number of pages to your advertising message. Ideal for company brochures and product literature.

Video Insert – using company video, digital editions enable readers to scroll over your print ad, launching a promotional video message from your company.

Audio Insert - using audio messages, digital editions enable readers to scroll over your print ad, launching a promotional audio message from your company.



CORRECTIONAL NEWS ONLINE

CORRECTIONALNEWS.COM is the leading online resource for the correctional construction market. The site complements *Correctional News*, the only news magazine dedicated to correctional facility construction, maintenance and management.

23,636 e-mail subscribers can't be wrong!

ONLINE SUBSCRIBERS INCLUDE:

- Wardens
- Sheriffs
- Facility Maintenance Managers
- Operations/Administration Managers
- Architects/Engineers
- Contractors/Builders
- Healthcare/Food Service Managers
- Suppliers
- Government Agencies



Summary of CorrectionalNews.com Traffic

May 1, 2008 - July 31, 2008

E-mail Subscribers	23,636
Page Views:	15,164
Visits:	5,572
Unique Visitors:	4,661

2009 ELECTRONIC NEWSLETTER [E-ZINE] EDITORIAL CALENDAR

THEME	PRODUCT/SERVICE FOCUS	RESERVATION DATE	SEND DATE	AD SPACE OPTIONS
<input type="checkbox"/> Jan	Pre ACA Show Issue Perimeter Security	12/30/08	1/6/09	Banners & Hot Products
<input type="checkbox"/> Feb	ACA Follow Up Design & Construction	1/28/09	2/4/09	Banners & Hot Products
<input type="checkbox"/> Mar	eZ Marketplace CN Top Products	3/4/09	3/11/09	eZ Marketplace Ads
<input type="checkbox"/> Apr	Correctional Facilities/People Product to Watch at AJA	4/1/09	4/8/09	Banners & Hot Products
<input type="checkbox"/> May	AJA Follow Up Jails & Detention Facilities	5/13/09	5/20/09	Banners & Hot Products
<input type="checkbox"/> June	Product News eZ Marketplace CN Top Products	6/10/09	6/17/09	eZ Marketplace Ads
<input type="checkbox"/> July	Pre ACA Show Issue Product to Watch at ACA	7/15/09	7/22/09	Banners & Hot Products
<input type="checkbox"/> Aug	ACA Follow Up eZ Marketplace CN Top Products of 2009	8/12/09	8/19/09	eZ Marketplace Ads
<input type="checkbox"/> Sept	Maintenance & Operations Furniture, Fixtures & Equipment	9/9/09	9/16/09	Banners & Hot Products
<input type="checkbox"/> Oct	CMI Show Issue Facility Services	10/14/09	10/21/09	Banners & Hot Products
<input type="checkbox"/> Nov	Detention Equipment & Hardware Detention Equipment Contractors	11/11/09	11/18/09	Banners & Hot Products
<input type="checkbox"/> Dec	Year End eZ Marketplace Top Products of 2009	12/2/09	12/9/09	eZ Marketplace Ads

eZ-MARKETPLACE IS AN ONLINE LEAD DELIVERY TOOL THAT GETS RESULTS!

*eZ- Marketplace Product Highlight Sponsorship:
\$2,500 for your product description and image!*

#1 SOURCE OF QUICK SALES LEADS!

Correctional NEWS eZ-Marketplace

FREE PRODUCT INFO FROM Correctional News

As a valued subscriber to Correctional News magazine, we would like to welcome you to the Correctional News Product Information Service. You can instantly request product and service information from our 2008 product news issue.

[View All Products](#)

Featured Products

Durable Mattress

The Seg-Max mattress offers a regulation mattress with a formed pillow that is designed to withstand heavy abuse, according to Derby Industries. The mattress cover is made with a heavy-weight polyurethane-coated ballistic rip-stop material to prevent inmates from tearing into the mattress. The cover is held together with nylon threading over the seams to ensure durability, according to the company. It is resistant to blood, water, urine and other fluids.

[Contact Derby Industries](#)

Protective Garment

DuPont Tychem QC for Corrections was designed specifically for the corrections market and cell extraction to protect against biohazards and viral contaminants when working with inmates. It features taped seams and secure zippers, and is made with fabric and seams that pass the ASTM guidelines for resistance to bloodborne viruses.

[Contact DuPont Tychem](#)

Electric Fence

PowerFence Trophy FT is an electric fence that offers perimeter security and integrates system-wide security through one management platform. It is operated by a single-user interface and is designed to deter would-be intruders or escapees, according to Gallagher Security Management Systems.

[Contact Gallagher Security Management Systems](#)

- This is an excellent way to get the most exposure when readers of *Correctional News* are busy requesting information using our online lead delivery system (ELD).

- Your product gets top billing and produces immediate results.

Specifics:

- Product image in 72 dpi
- 30-50 words containing a text description of your company or highlighted product

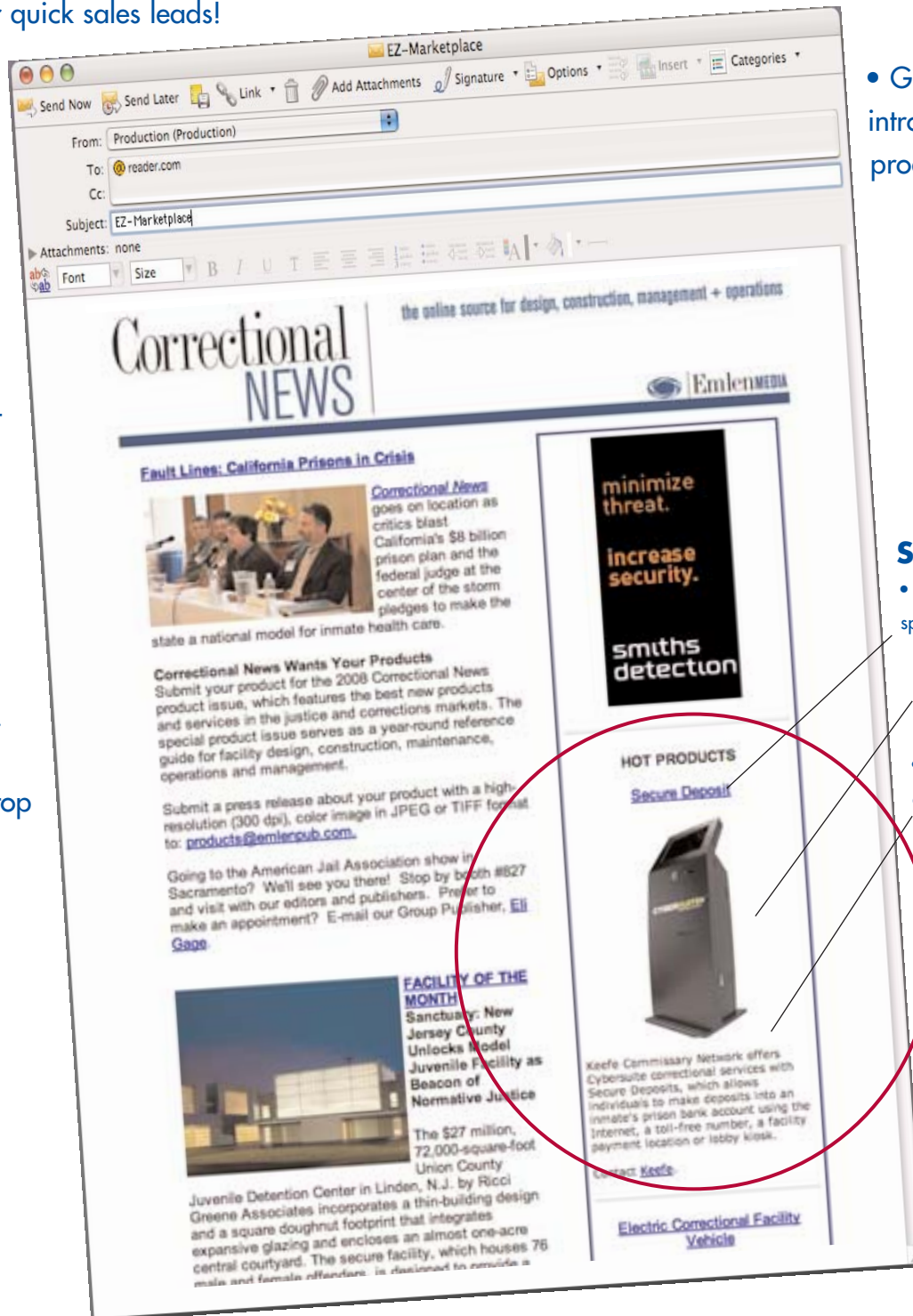
Great for introducing new products or services.

Includes e-mailed demographic reports with prospect's e-mail address.

HOT PRODUCTS IS AN ONLINE LEAD DELIVERY TOOL THAT GET RESULTS!

*Hot Products Highlight Sponsorship:
\$2,500 for your product description and image!*

- Perfect for quick sales leads!



- Great for introducing new products or services.

- This is an excellent way to get the most exposure when readers of *CN News* are busy requesting information using our online lead delivery system (ELD).

- Your product gets top billing and produces immediate results.

Specifics:

- "Deep Link" — url to your specific product or service.
- Product photo in 72 dpi
- 30-50 words containing a text description of your company or highlighted product

- Includes e-mailed demographic reports with prospects' contact e-mail.

eZINE BANNER ADVERTISING

BANNER ADVERTISING IS AN ONLINE LEAD DELIVERY TOOL THAT GET RESULTS!

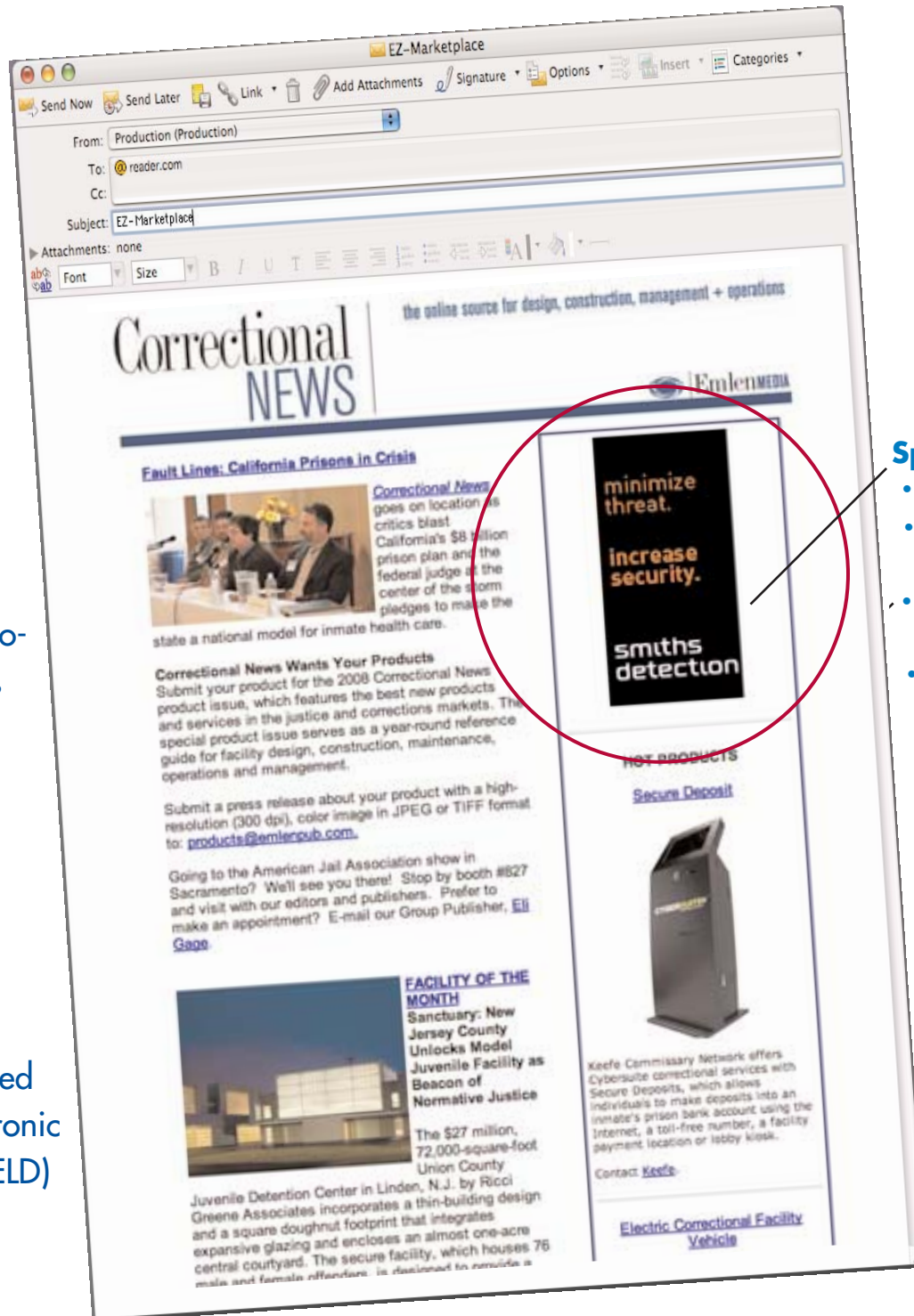
eZine Banner Sponsorship:

Square button \$1,500 • Vertical banner \$2,000 • Full banner \$2,000

- Great for introducing new products or services.

- Includes demographic reports with prospects' contact e-mail.

- Leads delivered using our electronic lead delivery (ELD) system.



Specifics:

- Banner ad in three sizes:
- Square button \$1,500, 125 x 125 pixels, 72 dpi
- Vertical banner \$2,000 120 x 240 pixels, 72 dpi
- Full banner \$2,000 468 x 60 pixels, 72 dpi

A Cost-Effective Way to Reach the Corrections Market Advertise on *CorrectionalNews.com*

Banner ads rotate on selected high-traffic pages within the site and link to the URL you specify. Banner files must be a .gif or .jpg less than 200 kb. No animation on e-zine banners please.

FEATURED ON CORRECTIONALNEWS:

- Subscribe online and receive our **monthly e-zine** with previews of the upcoming magazine and regular updates on industry happenings
- Correctional construction-specific searches
- Regular news updates in **NewsFlash**
- A searchable **Buyer's Guide**. Find the product or supplier needed for your project
- An abridged version of our premier lead sheet, the **Correctional News Construction Report**, which is delivered to subscribers via e-mail each month
- Links to other industry Web sites, an **Events Calendar** and a **Classifieds** section
- Archives of previous magazine articles
- Digital magazines

BANNER AD RATES	1 Year	6 Months	2 months
Skyscraper	\$1,500	\$900	\$720
Full Banner	\$1,250	\$750	\$600
Vertical Banner	\$1,000	\$600	\$480
Half Banner	\$800	\$480	\$385
Square Button	\$700	\$420	\$340
Button 1	\$600	\$360	\$290
Button 2	\$500	\$300	\$240
Premium position: \$20% over earned rate			
Enhanced Marketplace Listing: \$500/year (see example left)			

Square Button
125 pixels x 125 pixels
72 dpi

Full banner
468 pixels x 60 pixels 72 dpi

Vertical banner
120 pixels x 240 pixels 72 dpi

ELECTRONIC BANNER AD SIZES

FULL BANNER

468 pixels x 60 pixels
72 dpi

HALF BANNER

234 pixels x 60 pixels
72 dpi

SQUARE BUTTON

125 pixels x 125 pixels
72 dpi

BUTTON 1

120 pixels x 90 pixels
72 dpi

BUTTON 2

120 pixels x 60 pixels
72 dpi

VERTICAL BANNER

120 pixels x 240 pixels
72 dpi

SKYSCRAPER

120 pixels x 600 pixels
72 dpi

CORRECTIONALNEWS.COM is the leading online resource for the correctional construction market. The site complements *Correctional News*, the only news magazine dedicated to correctional facility construction, maintenance and management.

FEATURED ON CORRECTIONALNEWS.COM:

- Subscribe to and receive our e-zine with pre-views of the upcoming magazine and regular updates on industry happenings.
- Regular news updates: Newsflash, Industry News and Maintenance News.
- Search the Buyer's Guide to find the product or supplier needed for your project.
- An abridged version of our premier lead sheet, the *CN Construction Report*, which is delivered to subscribers via e-mail each month.
- Links to other industry Web sites, an Events Calendar and Archives of previous magazine articles.

ONLINE SUBSCRIBERS INCLUDE:

- Architects/Engineers
- Contractors/Builders
- Wardens
- Sheriffs
- Correctional Officers
- Facility Maintenance Managers
- Healthcare/Food Service Managers
- Operations/Administration Managers
- Suppliers
- Government Agencies

BUYERS GUIDE LISTINGS

When prospects are searching, we make your company appear!

Join our new Buyers Guide and Keyword Program to access these benefits:

- Your ad automatically displays to customers actively searching content related to your products and services throughout CorrectionalNews.com.
- Premium and Platinum listings in the Buyers Guide include lead generation features that allow users to upload documents and RFQ's and send them straight to your company contact.
- Easily manage changes to your contact information or level of participation.

ONLINE LISTING

Basic

Company name and Web site address

FREE



Premium

Includes company name, address, phone, fax, email, Web site address plus a logo and a 50-word description.

\$500/year



Platinum

Includes company name, address, phone, fax, email, Web site address plus 12 hyperlinks, a logo and a 100-word description.

\$750/year



Keyword Activated Listings

Basic Listing – 30 days, 10 keywords \$125
 Enhanced Listing – 90 days, 20 keywords \$325



PROFIT ENHANCING OPPORTUNITIES

PRINT ADVERTISING

Print media remains the most effective form of targeting readers in your market. Print advertising builds brand and ensures that your message gets seen. Amplify your print media presence by combining it with the electronic advertising.

ELECTRONIC ADVERTISING

With the power of electronic advertising, readers now have the ability to quickly search for product information and news regarding their market.

EMAIL NEWSLETTERS [E-Zines]

Capitalize on a "push" mentality to target readers with updated industry news and product information. Sponsorships in our electronic newsletters give marketers immediate results and consistent tracking using our proprietary electronic lead delivery system.

ELECTRONIC LEAD DELIVERY SYSTEM [ELD]

Our proprietary Electronic Lead Delivery System [ELD] enables marketers the ability to track reader involvement by gaining demographic information in the form of word documents and excel spreadsheets. The convergence of print and electronic media into one, easy to use system enables quick follow up through easily downloadable reports and labels for product fulfillment and sales prospecting. Reports are automatically emailed to your company as often as you choose.

DIGITAL MAGAZINES [ZMags]

Offer the reader the opportunity to become a more "interactive" participant in the magazine. With the power of page-turning software, readers have the ability to view publications instantly, contact companies directly and link to editorial references. The power of audio and video maximizes your message gives you a quick leg up on your competition. This has quickly become the most effective way to reach international readers and those who want their print information without delay.

MAGAZINE WEB SITES

These have become the portal where print and electronic media meet. Web site advertising is an economical way to associate your brand to your market. Electronic marketplaces give readers the ability to search products and companies that are active in the market. Searchable online article archives give readers the ability to quickly find information that may have appeared recently. Calendars give quick and easy reference to conferences and shows that are specific to their business.

SUMMITS

Industry Summits offer marketers the ability to meet readers face to face using the magazine as a platform for introductions. By bringing together industry leaders in a relaxed atmosphere, the opportunity for information sharing and networking are greatly enhanced. By providing a formal agenda to this end, marketers have the opportunity to form lasting and meaningful relationships with our readers, your customers.

CUSTOM PUBLISHING

Utilize the experience and market knowledge of our editors to create custom materials for your marketing needs including:

- Online and Print Publications — Magazines, Newsletters, E-zines
- White Papers
- Microsites
- Trade Show Dailies
- Webcasts
- Audio Conferences
- Custom Infographics for your business presentations

INFOMETRICS

Our Infometrics Department can supply you with data that will make a crucial difference in your marketing efforts.

We also offer:

Construction Reports — We publish timely, detailed, exclusive construction project information for architects, builders and suppliers, both online and in print. Exclusive Construction Report content gives qualified recipients a competitive edge.

- Case Studies
- Custom Market Research
- Data Delivery

LIST RENTALS

By utilizing targeted lists of readers from our file, you can access qualified recipients for your marketing materials: product suppliers, architectural firms, engineers, contractors, builders, facility operators and subcontractors.

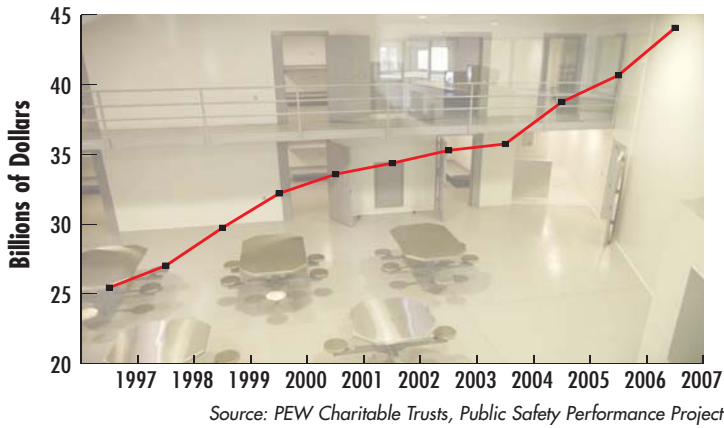
REPRINTS

If your company has appeared in our magazine or online editions, we can create customized reprints to help you maximize your national exposure. Use them as direct mail, trade show handouts, project proposal inserts, and training materials for your sales staff and distributors.

Correctional
design, construction,
maintenance & operations
NEWS

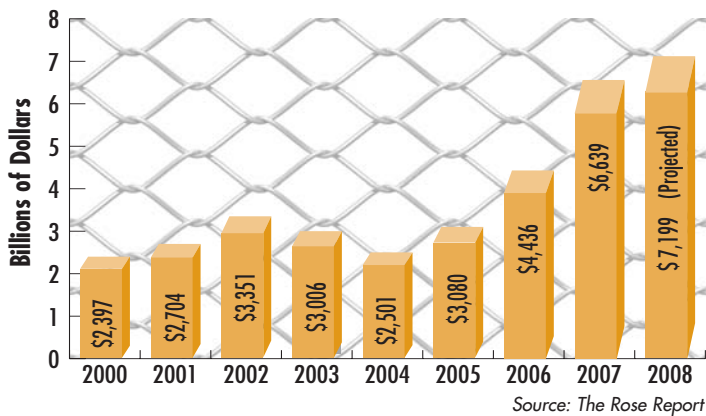
STATE OF THE MARKET

STATE GENERAL FUND CORRECTIONS SPENDING



CN FACT #1 State general fund spending on corrections almost doubled from \$25 billion to \$45 billion between 1997 and 2007.

CORRECTIONS/JUSTICE CONSTRUCTION SPENDING



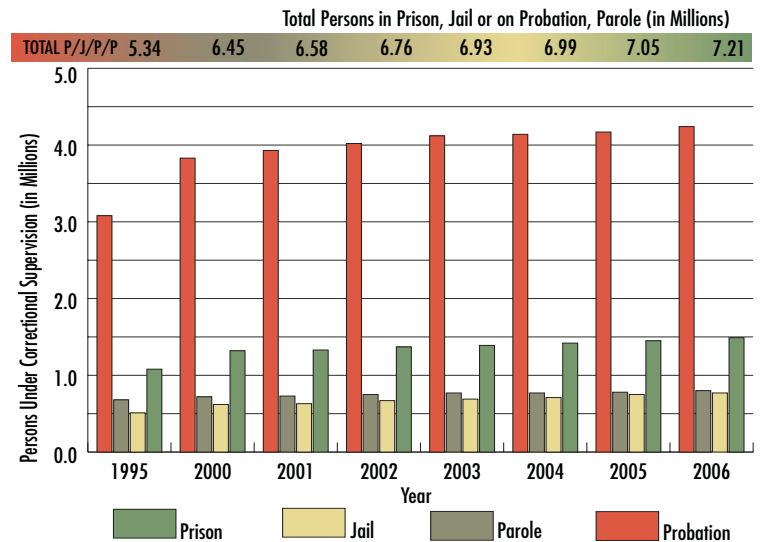
CN FACT #2 Expert analysis projects robust construction spending in the corrections/justice market to continue through 2008.

Immigrant Detention Hits Record Levels

The number of individuals detained by the federal government on immigration violation charges increased to almost 28,000 detainees in fiscal year 2007, according to U.S. Immigration and Customs Enforcement.

Limited detention facility capacity and overcrowding have led federal authorities to manage increased immigration enforcement and detention through transfers and contracts with local jails and private prison operators. As enforcement and detention increased, ICE budget allocations for bed space have risen from \$640 million in 2005 to almost \$950 million for fiscal year 2007.

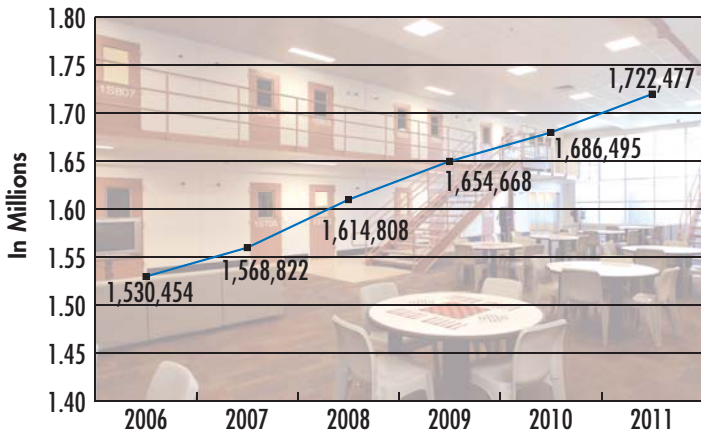
U.S. ADULT CORRECTIONS POPULATION



CN FACT #3 One in every 31 Americans (7.2 million persons) is under some degree of correctional supervision.

THE CURRENT MARKET: A CONTINUING INCREASE IN INCARCERATION

PROJECTED PRISON POPULATION



Source: PEW Charitable Trusts, Public Safety Performance Project

CN FACT #4 The state and federal prison population increased 700 percent between 1970 and 2005, and is projected to exceed 1.7 million inmates by 2011.

Prison, Jail Population Continues to Grow

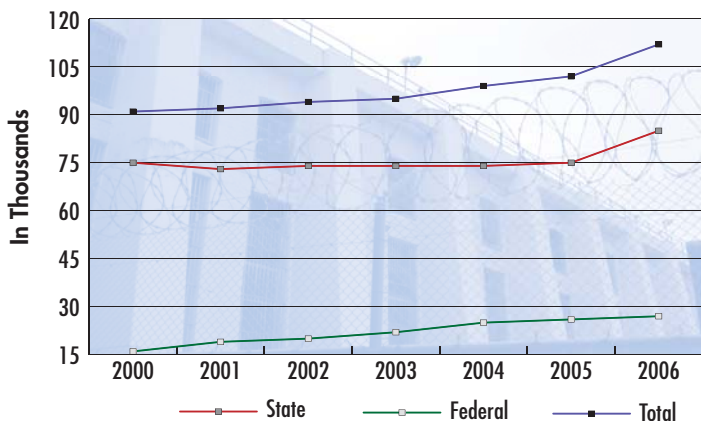
The U.S. prison and jail populations increased by a combined 47,000 inmates, or 2.1 percent, in the 12-month period ending June 2007, to reach a record high of 2.29 million inmates, according to the Bureau of Justice Statistics.

Local jails housed more than 780,000 inmates at mid-year 2007, an increase of more than 14,000 inmates since mid-year 2006, while the number of inmates held under state and federal jurisdiction increased by 1.6 percent to more than 1.5 million. U.S. jails processed approximately 13 million admissions during 2007 compared to 11.4 million in 1999.

The number of state and federal inmates housed in private detention facilities increased by more than 6,100 inmates, or 5.4 percent, to more than 118,000 inmates during 2007.

At mid-year 2007, an estimated 762 individuals per 100,000 U.S. residents were held in prison or jail — up from 684 individuals per 100,000 residents in December 2000, according to the BJS.

STATE AND FEDERAL INMATES HOUSED IN PRIVATE FACILITIES

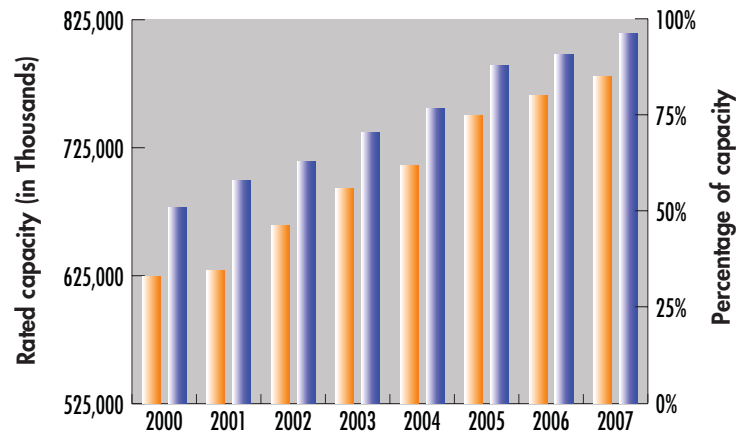


Source: Bureau of Justice Statistics

Source: Bureau of Justice Statistics

CN FACT #6 The number of inmates held in private facilities increased to almost 7.5 percent of the total state and federal prison population in 2007.

U.S. JAILS: RATED CAPACITY VS. OCCUPANCY RATE



Source: Bureau of Justice Statistics

CN FACT #5 Local jails were operating at 96 percent of rated capacity in 2007, up from 90 percent in 2001.

RATE PROTECTION

Reach the Decision Makers

Reserve your 2009 Rate-Protected
Advertising Packages by
November 26, 2008 and...

Lock in Your Rates Today!

 Lock me into my
protected rates today!
Call (800) 965-8876

2009 rates are changing...but if you reserve your 2009 program prior to November, 26 2008, you can advertise through your entire contracted program at your current rates! PLUS, rate-protected advertisers win big with other special incentives.

These rates are effective only for advertisers meeting rate protection criteria. All other terms and conditions stated on current rate card apply. **To qualify for rate protection, you must return a completed copy of the 2009 rate protection package planner prior to NOVEMBER 26, 2008.**

[Minimum Three Insertions]

1241 Andersen Drive, Suite N
San Rafael, CA 94901
(800) 965-8876 • (415) 460-6185
Fax (415) 460-6288
E-mail: cn@emlenpub.com

Correctional
daily, construction,
maintenance & general
NEWS

2009 RATE PROTECTION PACKAGE PLANNER

14 x Market Leader Campaign

- Frequency discount — 2 years!
- Subscription to *CN Construction Report*
- Banner ad on *CN Online*
- 2x complimentary *CN* list rental
- Enhanced listing on *CN Online Marketplace*

7 x Market Mover Campaign

- Frequency discount — every issue in 2007
- Subscription to *CN Construction Report*
- Banner ad on *CN Online*
- 1x complimentary *CN* list rental
- Enhanced listing on *CN Online Marketplace*

5 x Market Awareness Campaign

- Frequency discount
- Subscription to *CN Construction Report*
- Enhanced listing on *CN Online Marketplace*

3 x Market Baseline Campaign

- Frequency discount
- Enhanced listing on *CN Online Marketplace*

YES! RESERVE MY RATE- PROTECTED PROGRAM TODAY!

Check the issues in which you would like to run
your advertisement:

- | | |
|--|--|
| <input type="checkbox"/> January/February | <input type="checkbox"/> July/August |
| <input type="checkbox"/> March/April | <input type="checkbox"/> September/
October |
| <input type="checkbox"/> May/June | <input type="checkbox"/> November/
December |
| <input type="checkbox"/> Product News 2009 | |

1. Check the protection package and months in which you plan to advertise.
2. Sign and fax BEFORE NOVEMBER 26, 2008, to (415) 460-6288.

Company: _____

Contact: _____

Date: _____

Phone: _____

Fax: _____

Signature: _____

FREE 2009 CORRECTIONAL NEWS SUBSCRIPTION

Please start/continue my FREE subscription to **Correctional News**

YES Complete address below.

Signature: _____

(required)

Date: _____

Name: _____

Title: _____

Institution/Company: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-mail: _____

YES please sign me up to receive the free CN e-zine.

Mail or FAX your responses
to (415) 460-6288

1241 Andersen Drive, Suite N

San Rafael, CA 94901

(415) 460-6185

1 What is your organization's primary business? (check one)

- 1 Architect/Design
- 2 Construction
- 3 Correctional Facility
- 4 Supplier/Manufacturer
- 99 Other _____
please specify

3b Number of beds/inmates you are responsible for: (check one)

- 6 More than 1,000
- 5 501-1,000
- 4 251-500
- 3 101-250
- 2 51-100
- 1 0-50

4 Are you responsible for specifying/purchasing?
1 YES 2 No

5 With which type of facility are you most involved? (check one)

- 1 Prison
- 2 Jail
- 3 Detention Facility
- 4 Juvenile Facility
- 5 Courthouse
- 99 Other _____
please specify

2 For which of the following functions do you have responsibility? (check one)

- 1 Architecture/Engineer
- 2 Contractor/Builder
- 3 Operations/Administration
- 4 Maintenance
- 5 Healthcare
- 6 Food Service
- 99 Other _____
please specify

3a Size of your project: (check one)

- 1 Under \$1million
- 2 \$1million to \$10 million
- 3 More than \$10 million

Please provide your e-mail: I would like to receive your online e-zine

@

Join the *Correctional News* online community and receive e-mail newsletters with breaking news and the latest products and services that affect your market. We'll keep you ahead of the competition and up to date with information that will help you stay abreast of industry trends and events.

YOUR E-MAIL ADDRESS WILL NOT BE SOLD OR GIVEN AWAY!

Correctional
design, construction,
maintenance & operations
NEWS

INSERTION ORDER

Company Name _____
 Contact _____
 Contact Title _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ FAX _____
 E-mail _____

FREQUENCY:

1x 3x 5x 7x 14x

RATES:

Rate Per Insertion: \$ _____

Sales Rep: _____ Date: _____

PRODUCTION:

Use Existing Materials New Materials

Ad Headline: _____

AD POSITION: _____

READER SERVICE: Inquiries should be sent to:

Advertiser Advertising Agency Other

Attention: _____

Address (if different from above) _____

BILLING INSTRUCTIONS

Bill Advertiser Bill Advertising Agency
 Bill my credit card; VISA MasterCard
 Bill to Other *Fill in billing information below

Card no. _____ Exp. date _____

Signature _____ Date _____

ADVERTISING AGENCY * OTHER

Name _____

Contact _____

Contact Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ FAX _____

PUBLISHER'S TERMS & CONDITIONS

- The publisher reserves the right to reject any advertisement.
- Advertisers and agencies are jointly responsible for payment to *Correctional News*. Payment is due in 30 days of the invoice date.
- All accepted advertising contracts are subject to change in rate upon notice from the publisher.
- Advertisers not fulfilling contract obligations will be short-rated.
- Frequency discounts assume contracted number of ads are placed within one year.
- Unless the advertiser has paid a placement premium, position of advertising is at the discretion of *Correctional News*.
- Artwork produced by *Correctional News* is the property of *Correctional News*.
- Advertisers requesting *Correctional News* to prepare original artwork or modify submitted inserts

2009 INSERTIONS	2010 INSERTIONS	FUTURE INSERTIONS
<input type="checkbox"/> Jan./Feb.	<input type="checkbox"/> Jan./Feb.	<input type="checkbox"/> 2011
<input type="checkbox"/> Mar./Apr.	<input type="checkbox"/> Mar./Apr.	<input type="checkbox"/> 2012
<input type="checkbox"/> May/June	<input type="checkbox"/> May/June	<input type="checkbox"/> 2013
<input type="checkbox"/> Product News	<input type="checkbox"/> Product News	
<input type="checkbox"/> July/August	<input type="checkbox"/> July/August	
<input type="checkbox"/> Sept./Oct.	<input type="checkbox"/> Sept./Oct.	
<input type="checkbox"/> Nov./Dec.	<input type="checkbox"/> Nov./Dec.	

COLOR:

Black & White 4-color
 2-color Bleed

2-color — specify 1st choice: _____

2-color — specify 2nd choice: _____

PMS color number: _____

SIZE: (width x height)

2-page spread 1/2 Horizontal
 Tab Spread 1/2 Vertical
 Tab Page 1/2 Island
 Standard Spread 1/3 Square
 Standard Page 1/3 Vertical
 2/3 page 1/4 Page
 Business card 3-1/2" x 2"

ACCEPTANCE:

Signature of Company Representative _____ Date _____

SIGN AND RETURN THIS INSERTION ORDER TO:

1241 Andersen Drive, Suite N • San Rafael, CA 94901
 (415) 460-6185 • FAX (415) 460-6288

Special Instructions: _____

- must be approved ("proofed") in writing by the advertiser prior to insertion in any publication.
- An agency commission on advertising is given to recognized agencies on space and color charges only if paid within 30 days of invoice date and our production specifications are met. A 1-1/2% finance charge will be added each month to all outstanding invoices over 30 days.
 - Billing must be sent to and received by the agency of record.
 - Advertisers will be charged for production work on non-camera-ready or incorrectly sized copy.
 - Production charges are non-commissionable.
 - Any account more than 90 days past due will result in termination of the advertising contract. Advertisers may be liable for interest (18% A.P.R.) on delinquent payments.
 - This agreement may be terminated by advertiser on sixty (60) days written notice.
 - There is a 2% cash discount if paid within 10 days of invoice date.
 - Publisher reserves the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
 - The advertiser agrees to defend and indemnify the publisher from any claims or damages arising from advertiser's placement of an advertisement in *Correctional News*.
 - This agreement shall be governed in all respects by the laws of the State of California without regard to its conflict of laws provisions. All actions, claims or disputes arising under or relating to this Agreement shall be brought in federal or state court in the State of California.
 - If any action in law or equity is necessary to enforce the terms of this agreement, the prevailing party will be entitled to reasonable attorney fees and costs and expenses in addition to any other relief to which such prevailing party may be entitled.

CORRECTIONAL NEWS LIST RENTAL AGREEMENT

CN SUBSCRIBER DESCRIPTION: Qualified recipients are correctional product suppliers, architectural firms, engineers, contractors, builders, correctional facilities and facility service providers.

AVAILABLE LISTS

CHECK APPROPRIATE CATEGORIES (Minimum List Order: 4,000 names)

1. Primary Business

- a. Architect/Engineer
- b. Contractor/Builder
- c. Correctional Facility
- d. Supplier/Manufacturer

2. Job Function

- a. Architecture/Design
- b. Construction
- c. Operator/Administrator
- d. Maintenance
- e. Healthcare
- f. Food Service

3. Regions/States

- a. New England
- b. Middle Atlantic
- d. East North Central
- e. West North Central
- f. South Atlantic
- g. East South Central
- h. West South Central
- i. Mountain
- j. Pacific

4. or, if You Prefer Total CN Circulation

LIST RENTAL POLICIES

Sample mailing piece is required for pre-approval, as well as pre-payment and signed list rental agreement on first-time orders. Output to be shipped to a bonded mailing house. List rental is for one-time use only.

GENERAL COSTS

- List \$125/m
 - Selection Fee \$150
 - Key Code (5 character max) n/c
- Total Selects _____

Output

- Tab Delimited File n/c
- Excel File n/c
- Disk/CD \$10 each
- Pressure-sensitive Labels \$50/m
- 4-up Cheshire Labels \$50/m

Shipping

- UPS Ground \$20
- 2 Day \$35
- Overnight \$50
- E-mail n/c

TOTAL COST

(Minimum Order: \$500) \$ _____

Correctional
design, construction,
maintenance & operations
NEWS

SIGN AND RETURN THIS ORDER TO:

Correctional News

1241 Andersen Drive, Suite N, San Rafael, CA 94901

(415) 460-6185 • FAX (415) 460-6288

email: sales@emlenpub.com

LIST RECIPIENT

Company _____

Contact _____

Contact Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ FAX _____

BILLING INSTRUCTIONS

AMEX VISA MasterCard

Card no. _____ Exp. date _____

Signature _____ Date _____

ACCEPTANCE:

Signature _____

Date _____

The names and addresses of Emlen Publications, Inc. mailing lists that are furnished to you remain the property of Emlen Publications, Inc. and each time they are supplied they are to be used by you for the purposes of a single, one-time mailing. No names or addresses in the list will be copied, reused, sold, or transferred by you nor will you permit any other person or company to use the list or any names or addresses therein. You will not disclose any of the names or addresses to third parties or other individuals outside of your company. You will control the use and distribution of the list among your employees in order to prevent any duplication or unauthorized use or disclosure. You understand that the lists rented are monitored to prevent unauthorized use by seeding them with decoy names. If you or any person or company to whom you have given access to the lists shall disclose, use or copy them contrary to the provisions of this agreement, you will be unconditionally liable for any damage suffered by us and all costs and expenses incidental to any related litigation.

A Cost-Effective Way to Reach the Corrections Market

Advertise on *CorrectionalNews.com*

Thank you for inquiring about advertising on the *Correctional News* Web site. Banner ads are placed (hardwired) in selected high-traffic pages within the site and linked directly to the URL you specify.

FEATURED ON CORRECTIONALNEWS:

- Sign up for our monthly **E-zine**.
- Regular news updates in **NewsFlash!**
- An abridged edition of our monthly **Construction Report**, the premier industry lead sheet.
- **Magazine Archives**, an **Events Calendar** and **Classifieds**.

Call (800) 965-8876 and ask your sales associate about Sponsorship and Index page rates.

Product Category _____
Company Name _____
Contact _____
Title _____
Address _____
City _____ State _____ Zip _____
Phone _____ FAX _____
URL Link _____
E-mail _____

BANNER POSITION _____



RATES:

Sales Rep _____ Date _____

BILLING INSTRUCTIONS

Bill my credit card VISA MasterCard
 AMEX

Card no. _____ Exp. date _____

Signature _____ Date _____

ACCEPTANCE:

Signature of Company Representative _____ Date _____

SIGN AND RETURN THIS INSERTION ORDER TO:

1241 Andersen Drive, Suite N
San Rafael, CA 94901
(415) 460-6185 • FAX (415) 460-6288
sales@emlenpub.com

Comments: _____

