

# 2024 MEDIA KIT

**CorrectionalNEWS**  
design+construction+operations

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

Rate Card No.28



## 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, healthcare, and food service/commissary.

It is a unique, comprehensive and concise market snapshot that ensures our 18,200+ 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 estimated price tag of construction spending has topped \$6 Billion annually in recent years and remains extremely robust in 2024..

*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 18,200+ 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

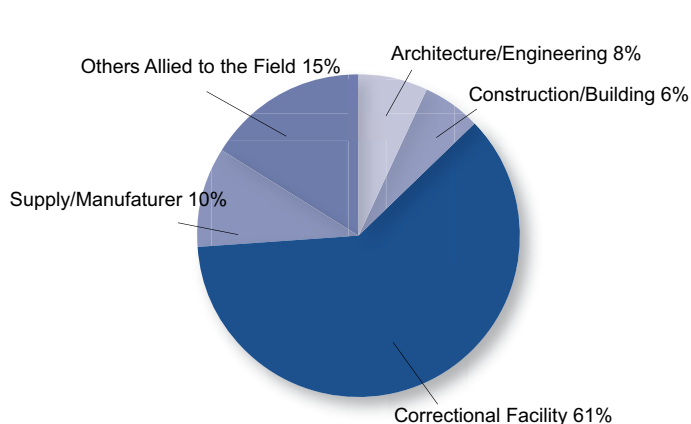
### Most Unique Editorial Niche

- 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

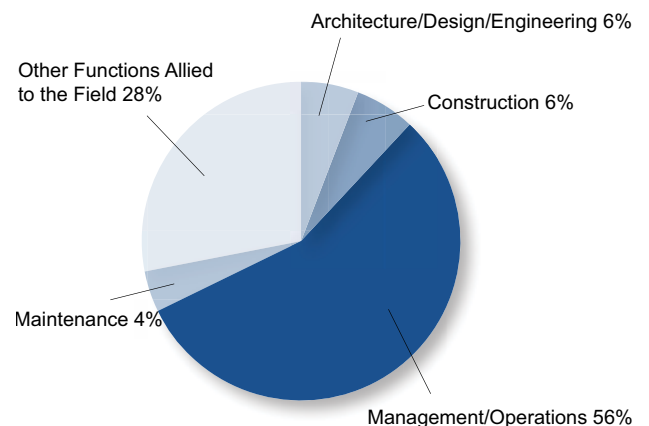
Source: Correctional News Reader Profile Survey

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



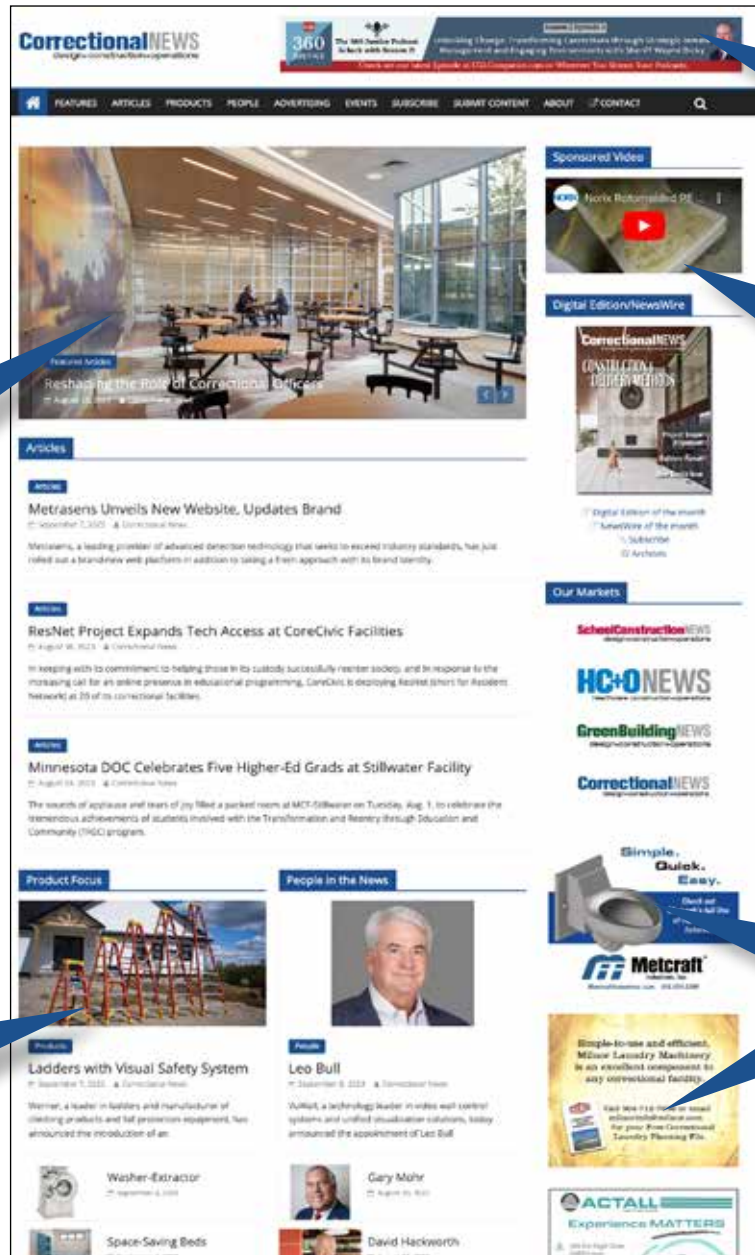
Contact Zach Chouteau, Managing Editor, [zach@emlenmedia.com](mailto:zach@emlenmedia.com)

ISSUE & FOCUS	FEATURES	PRODUCT FOCUS	INDUSTRY EVENTS
<b>January/February</b> <b>Focus:</b> Corrections Architecture <b>Editorial Materials Due:</b> 11/24/2023 <b>Ad Close:</b> 12/1/2024 <b>Ad Materials Due:</b> 12/8/2023	<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 &amp; Expo</b> -1/4 - 1/7, National Harbor, MD</li> </ul>
<b>March/April</b> <b>Focus:</b> Maintenance/Operations <b>Editorial Materials Due:</b> 1/26/2024 <b>Ad Close:</b> 2/2/2024 <b>Ad Materials Due:</b> 2/9/2024	<ul style="list-style-type: none"> <li>• Behavioral Health</li> <li>• Food Service Trends</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> 3/22/2024 <b>Ad Close:</b> 3/29/2024 <b>Ad Materials Due:</b> 4/5/2024	<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> 4/12/2024 <b>Ad Close:</b> 4/19/2024 <b>Ad Materials Due:</b> 4/26/2024	<ul style="list-style-type: none"> <li>• Addiction Treatment</li> <li>• Commissary Management</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>AJA Conference &amp; Jail Expo</b> -5/18 - 5/22 Ft. Lauderdale, FL</li> </ul>
<b>July/August</b> <b>Focus:</b> Construction & Delivery Methods <b>Editorial Materials Due:</b> 6/21/2024 <b>Ad Close:</b> 6/28/2024 <b>Ad Materials Due:</b> 7/5/2024	<ul style="list-style-type: none"> <li>• Integrated Healthcare</li> <li>• Food Service Products &amp; Systems</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 &amp; Expo</b> -8/15 - 8/18 Nashville, TN</li> </ul>
<b>September/October</b> <b>Focus:</b> Technology <b>Editorial Materials Due:</b> 8/23/2024 <b>Ad Close:</b> 8/30/2024 <b>Ad Materials Due:</b> 9/6/2024	<ul style="list-style-type: none"> <li>• Pharma Trends</li> <li>• Healthy Commissaries</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> 10/25/2024 <b>Ad Close:</b> 11/1/2024 <b>Ad Materials Due:</b> 11/8/2024	<ul style="list-style-type: none"> <li>• Medication Assistance &amp; Dispersal</li> <li>• Meal Service Innovations</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>Corrections Summit</b> -TBD Southern Pines, NC</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 18,200+ 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 18,200+ influential professionals in the corrections industry.

**CorrectionalNEWSWIRE**  
The newsletter dedicated to correctional facility design, construction, maintenance & operations.

Sponsored by




**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.

**Combatting Drone Contraband Drops**  
In recent years, the use of drones to deliver contraband to prisons has become a serious concern.



**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.

  
**Summer Workwear & Cooling Solutions**  
Stay cool and comfortable throughout your workday with Pyramex's range of evaporative cooling solutions.  
**Pyramex**

  
**Modular Video Management System**  
BVMS 12.0 is a modular, resilient video management system that offers maximum security through seamless integration with a broad range of security domains and applications.  
**Bosch**

[More Products](#)

- 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)

## FEATURED PRODUCTS



### Washer-Extractor

Pellerin Milnor's 30022VRJ 60 lb (27 kg) rigid mount washer-extractor offers unsurpassed wash quality through thoughtful design and easy-to-use controls.



### Mental Health First Aid (MHFA) Certification

Corrections officers have higher rates of burnout, PTSD, anxiety and depression.

### National Council for Mental Wellbeing



### Space-Saving Beds

Maximize space with Attenda® Space Saving Beds with integrated storage compartments.

### Norix

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

New for 2024, 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

**Successful Healthcare Programs**

Since 1992, Wexford Health has been implementing, staffing, and managing successful correctional health care programs. Clients trust us to maintain quality, generate positive patient outcomes, avoid lawsuits and negative publicity, and stay within budget. Isn't that the reason you partner with a health care vendor for your justice-involved population?

Wexford Health  
[www.wexfordhealth.com](http://www.wexfordhealth.com)  
Reader Service #200



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

**Vandal-Resistant Downlights**

Luminaire LED, an established leader in vandal-resistant lighting products, has announced the release of its Vandal Resistant Downlight (VRDL) series, the first downlight by Luminaire LED. The architecturally designed series combines a clean, sleek aesthetic with the ability to withstand heavy abuse and harsh environments.



Luminaire LED  
[www.luminaireled.com](http://www.luminaireled.com)  
Reader Service #201

**Correctional Mattresses**

Recent fire testing results now confirm additional compliance to the rigorous mattress assembly Crib 7 Ignition Source Test within the ASTM F 1970 guide for Fire Test Methods for the Assessment of Upholstered Furnishings in Detention and Correctional Facilities. In addition, CR SAFEGUARD's durability allows for years of service, ending the constant cycle of continuous mattress replacements.



Chestnut Ridge  
[www.chestnutridgefoam.jpg](http://www.chestnutridgefoam.jpg)  
Reader Service #202

**Exit Devices**

ASSA ABLOY has announced the launch of two next generation exit devices from long-standing leaders in the premium exit device market: the PE80 Series by SARGENT (pictured) and the PE04000/PE05000 Series by Corbin Russwin. These new exit devices boast industry-first features that are specifically designed to provide enhanced safety, security and convenience, setting new standards for exit solutions.



ASSA ABLOY  
[www.assaabloy.com](http://www.assaabloy.com)  
Reader Service #203

**Pipe Inspection Camera**

RIGID® introduces the first reel of its kind to provide digital self-levelling with no moving parts, the Steadmate® Mini Pro Inspection Camera with TruSense® Technology. The small, yet rugged Mini Pro is designed to inspect up to 200 feet of 1.5- to 8-inch pipe with its mid-flex push cable that can navigate hard 90-degree bends.



RIGID®  
[www.rigid.com](http://www.rigid.com)  
Reader Service #204

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

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



## 2024 Correctional NewsWire Schedule

DATE	THEME	PRODUCTS & SERVICES	EDITORIAL DEADLINE	SEND
January	Sustainable Justice	Sustainability	1/3/2024	1/10/2024
February	eZ-Marketplace	Hot Products	1/31/2024	2/7/2024
March	Maintenance/Operations	Repairs	2/28/2024	3/6/2024
April	eZ-Marketplace	Hot Products	3/27/2024	4/3/2024
May	SEC Focus	Electronics	5/1/2024	5/8/2024
June	Design/Construction	Building Methods	5/29/2024	6/5/2024
July	Courthouse Design	Infrastructure	6/26/2024	7/3/2024
August	Emerging Trends	Technology	7/31/2024	8/7/2024
September	eZ-Marketplace	Hot Products	8/28/2024	9/4/2024
October	Renovations/Expansions	Facility Services	9/25/2024	10/2/2024
November	DEC Focus	Detention Equipment	10/30/2024	11/6/2024
December	eZ-Marketplace	Hot Products	11/27/2024	12/4/2024

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



**ASSA Specializes in Patented, Robust, and Sophisticated Key Systems for Detention Facilities**

- **Integrated Key Systems** – Experience the many benefits of having the same key system for detention and administration areas
- **Versatility** – Combine facility locks such as moguls, removable cores and padlocks in a single key system
- **Dependable** – Cylinders are attack-proof and high security certified (UL 437)
- **Durable Keys** – Lifetime guarantee against key breakage
- **Patented** – Utility patented keys prevent unauthorized key duplication and help protect staff

ASSA master key systems are depended on by jails, prisons, correctional facilities, and behavioral health centers across North America and throughout the world. Start integrating ASSA into your facility today.

For a limited time, ASSA is giving away a FREE padlock for you.\*

[Claim Your Padlock Here](#)

\*Limit one per person, no purchase necessary, no substitutions

### 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 18,200 Digital Readers and  
Eliminate Competition  
Secure Your 2024 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: \$2,5000**  
**BRANDED CONTENT PAGE: \$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.

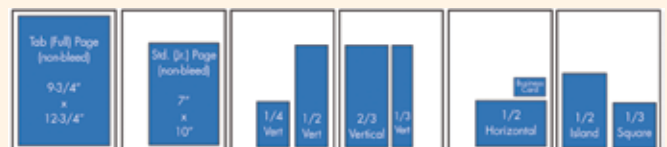
## CONTACT

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

\$2,500 (per blast)

## 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.**