

# ETM

## Quarterly

Digital

Online

Email

Content

**Evidence Technology Magazine**

**2017 Media Planner**

# Your Strategy Starts Here

## Purchasing Authority

**88.1%**

*of readers use, purchase, and/or recommend  
crime scene & forensic science products*

**78.3%**

*of readers recommend, specify,  
or have final purchasing authority*

## Get Started Today

*for rates and more information, contact:*

**Kristina DesCombes**

Advertising Manager

816-628-3075

kristina@evidencemagazine.com

## Resource Links

Editorial Calendar

## HISTORY

The year 2017 takes *Evidence Technology Magazine* into its fifteenth volume of publication. Since the first issue in May 2003 reached the desks of crime scene, forensic science, and law enforcement professionals, many things have changed: an increased emphasis on digital forensics; the expansion of forensic technologies being used in the field; and the move to standardize certification, accreditation, and standards in the United States. Along the way, *Evidence Technology Magazine* has reported on these changes, bringing our readers relevant topics and information immediately applicable to everyday procedures and operations.

## EDITORIAL STRATEGY

The editorial department at *Evidence Technology Magazine* aims to create material that helps our readers get their jobs done, or to better understand the tasks of the other professionals they work with every day. We understand that of the 18,000 law enforcement agencies in the United States, the vast majority of those have 50 or fewer officers—and even fewer dedicated crime scene and forensic science professionals. Our readers are rarely limited to doing just one procedure, day in and day out. Our readers are multitaskers. With that in mind, each issue covers a variety of topics that should offer something for every reader.

Likewise, we understand that experience counts. That's why most of our feature articles are contributed by practitioners and thought leaders, not reporters.

## MEDIA STRATEGY

*Evidence Technology Magazine* serves a niche market, and we suspect that's why you're here. You know your target market. You want to reach professionals who deal with crime scene investigation or forensic science—and 88.1% of our readers use, purchase, or recommend crime scene and forensic science products. You want to reach people with purchasing authority—and 78.3% of our readers recommend, specify, or have the final purchasing decision on crime scene and forensic products. Simply put, if you want to sell products or services relevant to the crime scene and forensic science markets, *Evidence Technology Magazine* will put your marketing message in front of the right people.

But *Evidence Technology Magazine* is more than readership statistics. With our multiple channels—from the digital magazine to the website and e-newsletters—we can help you develop a marketing strategy that puts your message in front of our audience at all levels of interaction. Reach him when he logs on to **evidencemagazine.com** to search for that archived article on lifting fingerprints from difficult surfaces. Reach her when she opens her inbox to find one of our email marketing products. Reach him when he sits down to flip through *Evidence Technology Magazine*. When their minds are open to new ideas or when they're searching for very specific information, your relevant message will be there in front of their eyes and at their fingertips.

# Channels

How do you want to reach them?



## Magazine

An interactive, multimedia digital magazine.



## Online Advertising

Space for rent in our home-sweet-home on the Web.



## Email Marketing

Two demographically targeted newsletters, one new-product newsletter, and fully sponsored opportunities.



## Content Marketing

Sponsored content, advertorials, and thought-leadership opportunities.

# Magazine Overview



Reach  
**12,603**  
subscribers

Frequency  
**4 issues/year**

## Bonus Distribution

Distributed electronically to  
more than 25 educational conferences and events  
throughout the year

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Editorial Calendar

Ad Specifications

Resource Guide Signup

## YOUR MEDIA STRATEGY STARTS HERE

Your media strategy begins with a strong advertising campaign in our flagship digital magazine. Build brand recognition and keep your message fresh in the minds of your target audience. Almost 90% of our readership uses, purchases, or recommends crime scene and forensic science products—and they come to our publication with a mind to learn more and discover better ways of getting their jobs done. Relevant content and interactive features ensure reader engagement on any electronic platform.

## AFFORDABILITY

Ads start at \$150 and range from banners to 1/6-page size display ads to two-page spreads. Sponsor spaces fill quickly, so inquire early.

**Ask about our Annual Prepay discount, frequency discounts, and bundle options.**

## ANNUAL RESOURCE GUIDE

Put your company's name in the most comprehensive listing of crime scene and forensic science products—the annual Evidence Resource Guide. This section is included in every October-December issue of *Evidence Technology Magazine*. Basic Listings are free, with upgrade options available—but you must fill out and return the sign-up sheet.

**Click here to get started!**



## ADVANCED FEATURES

**Metrics** - We can access robust statistics that help you track your ad's effectiveness, reader engagement, and more.

**Hyperlink** - All ads are hyperlinked to the landing page of your choice.

**Sponsorship Ads** - These highly visible positions will get your brand noticed.

**Video** - Let your ad literally do the talking. Place video in the coveted opposite-front-cover position, or upgrade your full or half-page ad to include a video.

**Inserts** - These provide high impact visibility as they stand out from the rest of the magazine's pages.

Reach  
**10,520**  
average monthly visitors

## IT'S ALL ONLINE

Reinforce your marketing campaign's message with online advertising at **EvidenceMagazine.com**.

**Banner Advertising** - These positions are visible at all times, so no matter where the reader is going on our site, they will have the opportunity to see your ad.

**Feature Sponsor Ad** - Each article on our site—whether it's a regular feature or an e-newsletter article—includes an exclusive space near the top for a Feature Sponsor Ad. This highly desirable spot remains with the story for the life of the site.

**Catalog Page** - List your company's catalog on our Catalog Page so readers can easily learn more about all your company has to offer.

**ETM Insights** - This blog gives companies the opportunity to demonstrate how their product or service fits into the modern evidence-handling workflow.

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## Resource Links

Ad Specifications

Editorial Calendar



# E-Newsletters

## Overview



### INTO THE INBOX

Our two demographically targeted e-newsletters—*Crime Scene News* and *Laboratory News*—are sent monthly to our opt-in only list. We also send one product-news e-newsletter—*Featured Products & Services*—every month. These vehicles boast exceptional delivery, open, and click rates, providing you with the perfect opportunity to get your message into our audience’s inboxes at least once a month.

### CRIME SCENE NEWS

Each issue is packed with information relevant to professionals who primarily deal with evidence at the crime scene. Banner, advertorial, and video space available in each issue. Sent once a month to police officers, CSIs, detectives, property-and-evidence room personnel, and other field personnel.

**Ask about the Crime Scene News Supplement:  
Your message, our list!**

### LABORATORY NEWS

Each issue includes information relevant to professionals who work primarily with evidence in the laboratory. Banner, advertorial, and video space available in each issue. Sent once a month to forensic lab personnel, coroners and medical examiners, and digital forensics professionals.

**Ask about the Laboratory News Supplement:  
Your message, our list!**

### FEATURED PRODUCTS & SERVICES

List your company’s product or service. Email includes the product or service name, image or logo, and brief description of the product or service. Each listing links to an individual product page hosted on our site that includes: Company name, product name, description, email address, and a link to your company’s website. Sent once a month to our entire list of opted-in subscribers.

### Get Started Today

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### Resource Links

Distribution Schedule

Ad Specifications

Newsletter	Distribution	Delivery Rate	Open Rate	Click Rate
Crime Scene News	11,302	99.6%	15.0%	2.9%
Laboratory News	10,057	99.6%	14.2%	2.3%
Featured Products & Services	12,158	99.5%	17.8%	3.2%

# Content Marketing Overview

## THEY'RE LISTENING: WHAT WILL YOU SAY?

Most companies today recognize the value of well-written, optimally placed content marketing. *Evidence Technology Magazine* offers a variety of opportunities to put your content in front of our audience—from the magazine, to our ETM Insights blog, to our demographically targeted e-newsletters.

## ETM INSIGHTS

This blog gives companies an opportunity to demonstrate how their product or service fits into the modern evidence-handling workflow. These non-promotional articles are the place to show thought-leadership and to help inform the *Evidence Technology Magazine* audience about new tools, techniques, and issues facing the field. Examples of content appropriate for ETM Insights include 800-word articles, case studies, expert tips, videos up to 3 minutes long, or infographics.

## SPONSORED CONTENT

Let the *Evidence Technology Magazine* editorial staff collaborate with you to prepare an article on your company's behalf, on the topic of your choice. These articles have the same voice and appearance as the rest of our editorial content, are non-promotional in nature, and are included in the Table of Contents. Representatives or customers of your company may be quoted in the article. No other vendor advertisements are included on the pages of the sponsored content, unless the sponsoring company opts to purchase an ad within the article for an additional fee. Sponsored content will be labeled with the words "Sponsored Content" at the top of each page.

## ADVERTORIAL CONTENT

If you want to be a little more promotional with your content, try our advertorial-content option. This content may be self-promotional, is included in the Advertiser Index, and other editorial content and/or other vendors' advertising content may be included on the same pages as the advertorial. All content is subject to editorial approval. Advertorial content will be labeled with the words "Special Advertising Section" at the top of each page.

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816-628-3075  
kristina@evidencemagazine.com

## Resource Links

Sponsored vs. Advertorial Content  
Editorial Calendar

# Marketing Services

## Overview

### NEED HELP?

Wordsmith Publishing, the parent company for *Evidence Technology Magazine*, has a long history of B2B marketing, custom publishing, and content creation. If you find your resources stretched thin, put us to work for you. We are available to help with:

**Ad Design**  
**Content Creation**  
**Newsletters**  
**Email Marketing**  
**Photography**  
**Direct Mail**  
**Custom Publications**

Call today to see what we can do for you.

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**Evidence Technology Magazine** • Wordsmith Publishing

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



# Editorial Calendar

*Always relevant*

	Spring 2017	Summer 2017	Fall 2017	Winter 2017	Spring 2018
<b>Editorial Deadline:</b>	December 16, 2016	March 31, 2017	June 30, 2017	September 29, 2017	December 15, 2017
<b>Ad Deadline:</b>	January 13, 2017	March 31, 2017	June 30, 2017	September 29, 2017	January 12, 2018
<b>Artwork Due:</b>	January 20, 2017	April 7, 2017	July 7, 2017	October 6, 2017	January 19, 2018
<b>Features</b>	<ul style="list-style-type: none"> <li>» Mixed Profile DNA</li> <li>» Bloodstain Evidence</li> <li>» BWC &amp; Dashcam Video</li> <li>» Cloud Data</li> <li>» 3D Laser Technology</li> </ul>	<ul style="list-style-type: none"> <li>» P&amp;E Room</li> <li>» Designer Drugs</li> <li>» Forensic Entomology</li> <li>» Mass Spectrometry</li> <li>» Ballistics</li> </ul>	<ul style="list-style-type: none"> <li>» Identifying Deceased</li> <li>» Crime Scene Analysis</li> <li>» Footwear Impressions</li> <li>» GPS Data Recovery</li> <li>» Forensic Art</li> </ul>	<ul style="list-style-type: none"> <li>» Vehicle Forensics</li> <li>» Wearable Technology</li> <li>» Rapid DNA</li> <li>» Latent Prints</li> <li>» Photography</li> </ul>	<ul style="list-style-type: none"> <li>» Mobile Device Analysis</li> <li>» DNA Phenotyping</li> <li>» Drones</li> <li>» Face Identification</li> <li>» Blast Scene Response</li> </ul>
<b>Tool Kit</b>	<ul style="list-style-type: none"> <li>» Evidence Collection</li> </ul>	<ul style="list-style-type: none"> <li>» Photography</li> </ul>	<ul style="list-style-type: none"> <li>» Lighting Solutions</li> </ul>	<ul style="list-style-type: none"> <li>» Fire Scene Investigation</li> </ul>	<ul style="list-style-type: none"> <li>» Air Filtration</li> </ul>
<b>Bonus Distribution</b>	<ul style="list-style-type: none"> <li>» Int'l Assoc of Directors of LE Standards &amp; Training</li> <li>» ASCLD</li> <li>» AFTE</li> <li>» Forensic Europe Expo</li> <li>» Int'l Symposium on Digital Forensics</li> <li>» Smart Policing Summit</li> <li>» Mississippi IAI</li> <li>» Calif. State Div. IAI</li> <li>» Int'l Academy of Legal Medicine</li> <li>» Wisconsin Assoc of Homicide Investigators</li> </ul>	<ul style="list-style-type: none"> <li>» ICSIA</li> <li>» American Investigative Society of Cold Cases</li> <li>» Women in Federal Law Enforcement</li> <li>» Green Mountain DNA</li> <li>» Paraben's Forensic Innovation Conference</li> <li>» Property &amp; Evidence Assoc. of Florida</li> <li>» Assoc of Forensic DNA Analysts &amp; Administrators</li> </ul>	<ul style="list-style-type: none"> <li>» IAI</li> <li>» Int'l Assoc of Auto Theft Investigators</li> <li>» Australian &amp; New Zealand Forensic Science Society</li> <li>» DNA Forensic Conference</li> <li>» MAFS</li> <li>» SWAFS</li> <li>» Florida Div. IAI</li> <li>» Int'l Symposium on Human Identification</li> </ul>	<ul style="list-style-type: none"> <li>» Forensic Research &amp; Technology</li> <li>» California Narcotic Canine Association</li> <li>» ACSR</li> <li>» Future Police Technology UAE</li> <li>» IABPA</li> <li>» Genetics in Forensics</li> </ul>	<ul style="list-style-type: none"> <li>» To Be Determined</li> </ul>

*Content and bonus distribution subject to change without notice*

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Advertising Manager

816-628-3075

kristina@evidencemagazine.com

[Click here for submissions guidelines.](#)

## Editorial Questions?

**Kristi Mayo**

Editor in Chief

816-628-3075

kmayo@evidencemagazine.com

# E-Newsletters

## Send Schedule

2017	Featured Products & Services		Crime Scene & Laboratory News	
	Reservations	Send Date	Reservations	Send Date
January	January 4	January 10	January 18	January 24
February	February 1	February 7	February 15	February 21
March	March 1	March 7	March 15	March 21
April	March 29	April 4	April 12	April 18
May	April 26	May 2	May 10	May 16
June	May 31	June 6	June 14	June 20
July	June 28	July 11	July 19	July 25
August	August 2	August 8	August 16	August 22
September	September 6	September 12	September 20	September 26
October	October 4	October 10	October 18	October 24
November	November 1	November 7	November 15	November 21
December	November 29	December 5	December 13	December 19

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### Editorial Questions?

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Editor in Chief

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kmayo@evidencemagazine.com

# Content Marketing

## *Sponsored vs. Advertorial*

Sponsored Content	Advertorial Content
Mimics the design and style of editorial content	Design differs from the design and style of editorial content
Labeled "Sponsored Content" at the top of each page	Labeled "Special Advertising Section" at the top of each page
Non-promotional in nature	Content may contain a self-promotional marketing message
Included in Table of Contents	Included in Advertiser Index (not Table of Contents)
Representatives of your company may be quoted, speaking on industry trends and standards (no promotional comments permitted)	Content can include your company representatives, testimonials, product images, promotional video, infographics, and more.
Names of competing companies are not included	Comparison to competing companies / products not permitted
Advertising space is available to the sponsoring company for an additional fee	Advertising space is available to the advertorial company for an additional fee
Prepared in collaboration with the editorial staff	Subject to editorial approval

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### Editorial Questions?

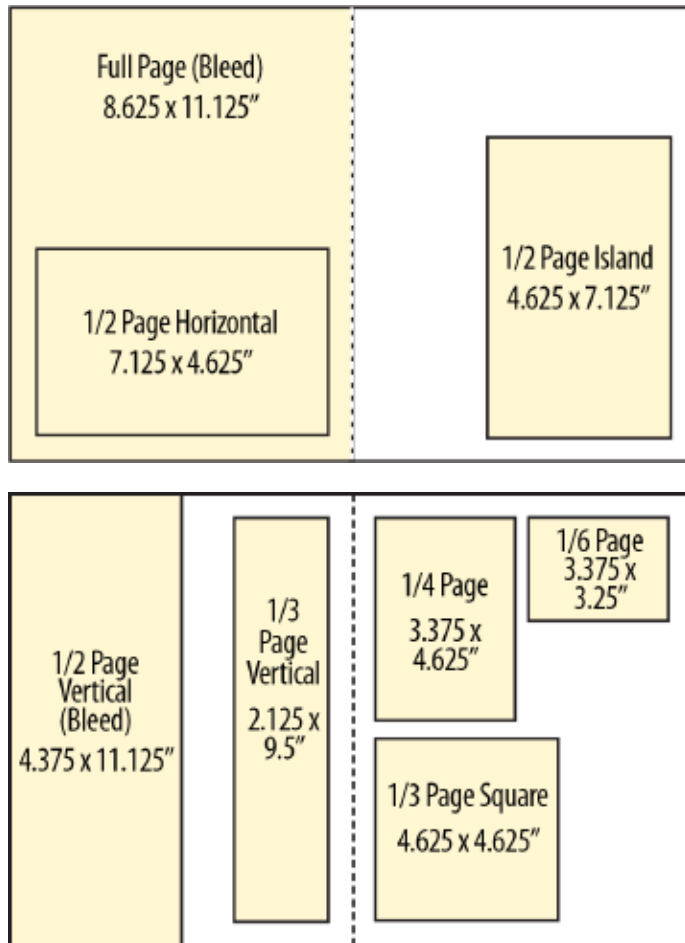
**Kristi Mayo**

Editor in Chief

816-628-3075

kmayo@evidencemagazine.com

# Specifications *Digital*



## GENERAL SPECIFICATIONS

**Magazine Page Size:** 8.375 x 10.875 inch  
All ads for the Digital Edition should be submitted at a resolution of 300 dpi at the specified dimensions

## SPONSOR POSITIONS

**Toolbar Logo** — 88 x 40 px

**Horizontal Banner** — 468 x 60 px

**Skyscraper Left / Right** — 120 x 600 px

**Opposite Front Cover** — 550 x 480 px

### Inserts

**Card 1** (two sides) — 1650 x 1200 px each side

**Card 2** (two sides) — 2250 x 1650 px each side

**Bellyband - Cover** (two sides) — 2250 x 750 px each side

**Bellyband - Center Spread** (three sides) —  
2250 x 750 px front/back, 4500 x 750 inside

## ONLINE & EMAIL ADS

**Tall Skyscraper** — 144 x 432 px

**Short Skyscraper** — 144 x 250 px

**Square Skyscraper** — 160 x 144 px

**Banner** — 324 x 72 px

**Crime Scene / Laboratory News Banner** — 400 x 125 px

## ADVERTISING CONDITIONS AND RESTRICTIONS

### Reprints and PDFs

If you would like reprints or website-ready PDFs of articles that have appeared in the magazine, call the advertising department at Wordsmith Publishing.

### Terms of Payment

All invoices are payable upon receipt. Past-due balances will be subject to a service charge of 2% of the outstanding bill per month until they are paid. If invoices are not paid within 60 days, future insertions will be accepted only on a prepayment basis until the account is current. The advertiser will be short-rated if the actual space used within a 12-month period warrants a higher rate than that upon which the contract billing has been based.

### Contract and Copy Restrictions

The publisher reserves the right to repeat the last ad placed in the magazine by an advertiser if new copy or new instructions are not received by the ad closing date. The publisher also reserves the right to destroy all ad materials (digital or film) after 12 months from the last insertion. The publisher is not bound by any conditions, printed or otherwise, on contracts or copy instructions when such conditions conflict with the policies covered by the rate card.

### Sequential Liability

The publisher holds the advertiser and/or its advertising agency jointly and severally liable for payment due to the publisher. This applies even when a sequential liability clause is included in the contract, insertion order, or some other written document.

### Ad Cancellations

Ads cannot be canceled after the ad closing date as published on the editorial calendar.

### Short-Rate Protection

Advertisers failing to fulfill an agreed-upon frequency contract will be billed for the difference to reflect the actual rate that is earned.

### Complimentary Ad Design Information

Complimentary ad design is available with signed insertion order. Complimentary ad design is for placement in ETM only and cannot be used for any other purposes without express consent from Wordsmith Publishing. To license ad design for other purposes, please call for a quote.

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# 2018 Evidence Resource Guide

## Signup Form

### Step One:

Choose a **Package** -or- a **Regular Listing** (Check One)

**Platinum Showcase Package**  
\$2650

**Includes:**

- One **Full-Page Ad** in Oct-Dec 2017 Issue
- **Showcase Listing (Descriptive)**

**Gold Showcase Package**  
\$1750

**Includes:**

- One **1/2-Page Horizontal Ad** in Oct-Dec 2017 Issue
- **Showcase Listing (Descriptive)**

**Silver Showcase Package**  
\$1350

**Includes:**

- One **1/3-Page Vertical Ad** in Oct-Dec 2017 Issue
- **Showcase Listing (Descriptive)**

**Showcase Listing (Descriptive)**  
\$500

**Includes:**

- 125-word description
- Company logo
- Contact information
- 1 category

**Showcase Listing (Plain)**  
\$350

**Includes:**

- Company logo
- Contact information
- 1 category

**Basic Listing**  
FREE

**Includes:**

- Contact information
- 1 category

### Step Three:

Give us your information

#### Submission Guidelines:

Graphics must be emailed as JPEG or TIFF files, at least 3 inches wide at 300 dpi. Product/Company descriptions must be less than 125 words. Descriptions longer than 125 words may be edited. A signed insertion order will be required for all paid listings.

Return this form to Kristina DesCombes at:

Email: kristina@evidencemagazine.com

Fax: 816-628-4841

Questions? Call 816-628-3075

PLEASE PRINT LEGIBLY (OR TYPE)

Company name \_\_\_\_\_

Mailing address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Country \_\_\_\_\_

Telephone to be listed \_\_\_\_\_

Fax to be listed \_\_\_\_\_

Email to be listed \_\_\_\_\_

Website to be listed \_\_\_\_\_

Twitter: @ \_\_\_\_\_ Facebook: \_\_\_\_\_

Contact information for person who is authorizing your listing (REQUIRED)

Name \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Signature \_\_\_\_\_

### Step Two:

Choose one free category

» Extra categories \$50 each for Basic Listings

» Extra categories \$100 each for Showcase Listings

- Access Control
- Accident/Crime Scene Reconstruction
- Accreditation/Proficiency Testing
- AFIS
- Air Filtration Systems
- Alternate Light Sources
- Analytical Instrumentation
- Architectural Facilities Planning
- Arson Investigation
- Asset/Inventory/Evidence Tracking
- Auction Liquidation Services
- Audio/Video Recording/Analysis
- Automotive Equipment
- Bags/Cases
- Barcode Systems
- Biology Analysis/Supplies
- Biometrics
- Body Cameras/Video
- Canine Services/Supplies
- Cell Phone Forensics
- Chromatography
- Cleanroom Equipment
- Clothing/Gear
- Communications Equipment
- Computer Forensics/Cyber Investigations
- Consulting/Expert Witness
- Crime Scene Cleanup
- Crime Scene Equipment
- Crime Scene Protection Equipment
- Crime Scene Vehicles/Accessories
- Crime/Crime Scene Analysis
- Currency Equipment/Management
- Digital Evidence
- DNA Collection
- DNA Analysis/Interpretation
- Drug/Chemical Decontamination/Disposal
- Drug/Chemical Detection/Identification
- Environmental Monitoring/Forensics
- Evidence Analysis/Processing
- Evidence Collection
- Evidence Storage/Management
- Explosives Detection
- Facial Recognition/Identification
- Fingerprint Identification/Processing
- Firearm Maintenance/Disposal
- Flashlights/Area Lighting
- Forensic Engineering
- Other (subject to approval) \_\_\_\_\_
- Forensic Imaging
- Fume Hoods
- Forensic Skeletal Models/Equipment
- Fume Hoods
- Furniture/Storage
- Gunshot Residue Detection
- Human Identification
- In-Car Cameras/Video Systems
- Infrared/Thermal Equipment
- Interview Recording Systems
- Knives/Tools
- Labels/Tapes/Seals
- Lab Equipment/Services
- Laser Equipment
- License Plate Readers
- LIMS/RMS
- Locks/Racks
- Metal Detection/GPR
- Microscopy
- Mobile Apps/Identification Equipment
- Operations/Case Management
- PCR Equipment/Services
- Photography
- Professional Org./Assoc./Union
- Questioned Documents
- Reference Materials/Standards
- RF Shielded Enclosures
- RFID
- Safety/Personal Protective Equipment
- Search/Rescue/Recovery
- Security
- Software/Hardware
- Specialty Vehicles
- Surveillance Equipment/Services
- Tactical Equipment
- Temperature Alarms
- Time/Attendance Systems
- Toxicology
- Trace Evidence Analysis
- Traffic Surveillance/Operations
- Training/Education
- Transcription/Translation
- UAV Imaging Systems
- Underwater Investigation Equipment/Services
- Water Purification
- Weapons/Ammunition
- X-Ray

Sign-Up Deadline: September 15, 2017!

# 2017 ETM RATE SHEET

## EVIDENCE TECHNOLOGY MAGAZINE

<i>Frequency is Per Issue</i>	Dimensions (w x h)	1x Rate	4x Rate	Annual Prepay
<b>Display Ads - Run of Book</b>				
Full Page (bleed)	8.625 x 11.125 inch	2400	2200	7800
1/2 Page Vertical Bleed	4.375 x 11.125 inch	1900	1750	6200
1/2 Page Island	4.625 x 7.125 inch	1700	1550	5550
1/2 Page Horizontal	7.125 x 4.625 inch	1500	1400	4900
1/3 Page Square	4.625 x 4.625 inch	1300	1200	4250
1/3 Page Vertical	2.125 x 9.5 inch	1100	1000	3600
1/4 Page	3.375 x 4.625 inch	950	900	3150
1/6 Page	3.375 x 3.25 inch	700	650	2350
<b>Sponsor Positions</b>				
Opposite Front Cover - Full page	620 x 800 pixels	2500	2300	8200
Opposite Front Cover - 2/3 page	620 x 530 pixels	1500	1350	4800
Opposite Front Cover - 1/2 page	620 x 400 pixels	750	700	2500
Skyscraper Right/Left of Book	120 x 600 pixels	500	450	1600
Horizontal Banner	468 x 60 pixels	350	320	1150
Toolbar Logo	88 x 40 pixels	150	140	500
<b>Inserts</b>				
Bellyband - Cover (two sides)	2250 x 750 pixels	1000	950	3300
Bellyband - Center spread (three sides)	2250 x 750 pixels / 4500 x 750 pixels	1000	950	3300
Insert - Card 2 (two sides)	2250 x 1650 pixels	750	725	2600
Insert - Card 1 (two sides)	1650 x 1200 pixels	500	485	1700
<b>Interactive Upgrades</b>				
Add Video to Any Ad	call for details	500		
Slideshow	call for details	500		
Flash Animation	call for details	500		
Add Audio to Any Ad	call for details	300		
Ad Index Reader-Response Card	call for details	300		
Page Tab to Ad with Text	call for details	200		
Reader Response Pop-Up	call for details	150		

## RESOURCE GUIDE

	Dimensions (w x h)	1x Rate
Basic Listing	see signup form	Free
Platinum Package	see signup form	2650
Gold Package	see signup form	1750
Silver Package	see signup form	1350
Showcase Listing - Descriptive	see signup form	500
Showcase Listing - Plain	see signup form	350

All rates effective October 1, 2016

**CONTENT MARKETING**

	Specs	1x Rate	3x Rate	6x Rate	9x Rate	12x Rate
Sponsored Content - ETM	800-1000 words, 4 high-res images (300 dpi, at least 7 inches wide)	3800			<i>No frequency discounts</i>	
Advertorial Content - ETM	800-1000 words, 4 high-res images (300 dpi, at least 7 inches wide)	3800			<i>No frequency discounts</i>	
Advertorial Content - Crime Scene News	800-1000 words, 4 high-res images (300 dpi, at least 7 inches wide)	500	485	470	455	440
Advertorial Content - Laboratory News	800-1000 words, 4 high-res images (300 dpi, at least 7 inches wide)	500	485	470	455	440
Social Media Package		500	485	470	455	440

**EMAIL MARKETING**

	<i>Frequency is Per Month</i>	Dimensions (w x h)	1x Rate	3x Rate	6x Rate	9x Rate	12x Rate
<b>Crime Scene News</b>							
Sponsored Supplement		call for details	1500	1450	1400	1350	1300
Advertorial or Video		call for details	500	485	470	455	440
Banner Ad		400 x 125 pixels	500	485	470	455	440
<b>Laboratory News</b>							
Sponsored Supplement		call for details	1500	1450	1400	1350	1300
Advertorial or Video		call for details	500	485	470	455	440
Banner Ad		400 x 125 pixels	500	485	470	455	440
<b>Featured Products &amp; Services</b>							
Product Listing		call for details	250	240	230	220	210

**WEBSITE ADVERTISING**

	<i>Frequency is Per Month</i>	Dimensions (w x h)	1x Rate	3x Rate	6x Rate	9x Rate	12x Rate
Tall Skyscraper		144 x 432 pixels	200	195	190	185	180
Short Skyscraper		144 x 250 pixels	100	95	90	85	80
Feature Article Sponsor*		200 x 250 pixels	100	<i>*Feature Article Sponsor ad remains static for life of the page</i>			
Square Skyscraper		160 x 144 pixels	50	45	40	35	30
Banner		324 x 72 pixels	50	45	40	35	30

**All rates effective October 1, 2016**