

2020 Media Planner



**NEW FOR
2020:
Six Issues
Per Year!**



Reaching more than 10,800 crime scene and forensic professionals.

OUR CHANNELS:

Digital Edition

Website

Social Media

Email Marketing

Native Advertising

ETM at a Glance

About Us

Evidence Technology Magazine provides news about the latest products, techniques, procedures, and advancements in crime scene investigation and forensic science. Since our launch in May 2003, we have expanded our channels to include a digital edition, website, email marketing, and social media. Let us partner with you to reach our very specific and remarkably engaged audience.

Contact Us

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Readership Statistics

Digital Edition Subscribers – 10,810

Newsletter Subscribers

Laboratory News – 8,200

Crime Scene News – 9,200

Featured Products & Services – 9,755

Purchasing Authority

87% of readers use, purchase, and/or recommend crime scene & forensic science products.

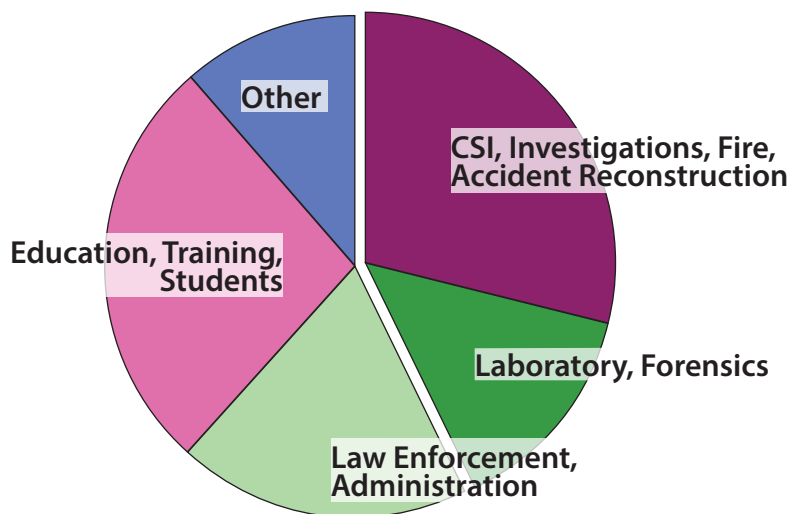
77% of readers recommend, specify, or have final purchasing authority over crime scene & forensic science products.

Pass-Along Readership

43% of readers share a link to the digital edition with their colleagues.

Subscribers share *Evidence Technology Magazine* an average of **six times per issue**.

Subscriber Occupations



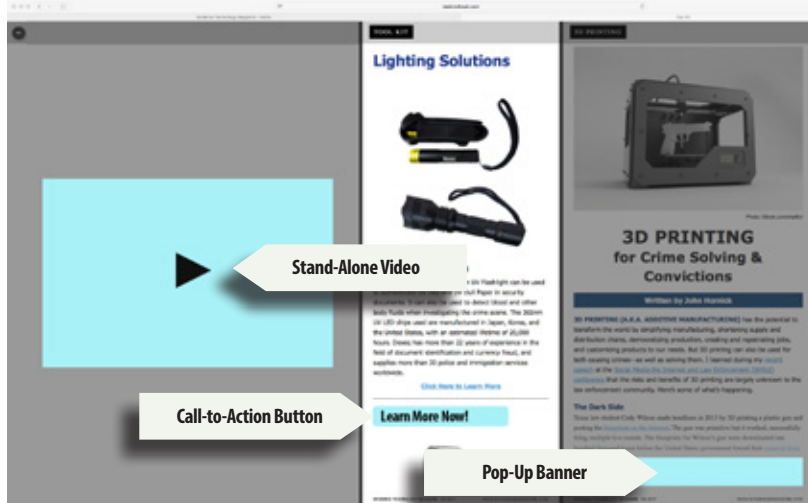
Services

- Display Advertising
- Native Advertising
- Annual Resource Guide
- Content Creation
- Design Services

Digital Edition

INTERACTIVE OPTIONS

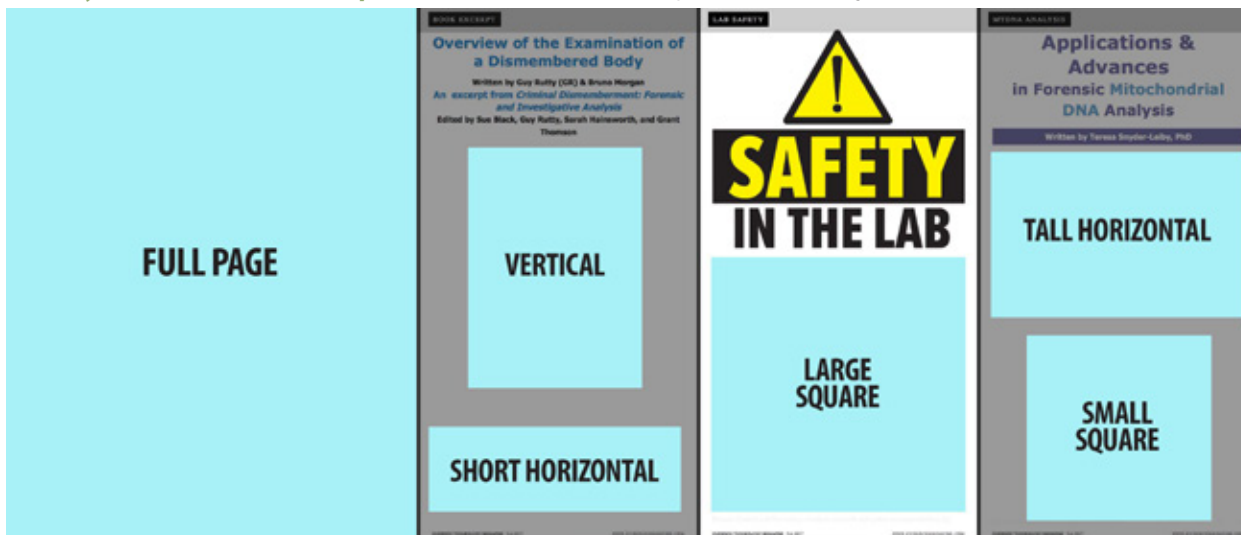
Click any arrow below to see an example



DISPLAY ADS

Click any ad below to see an example.

Note: On in-article examples, scroll down through the article to view the ads.



Reach
10,810
subscribers

Frequency (NEW!)
6 issues/year

Bonus Distribution

Distributed electronically to the attendees of law enforcement and forensic educational conferences and events throughout the year.
Contact Kristina DesCombes for details.

RESPONSIVE DESIGN

Thanks to *Evidence Technology Magazine's* innovative digital platform, all articles, images, and ads change size proportionately depending on the size of the screen where they are being viewed. That means it's just as comfortable to read on an iPhone as it is on a desktop screen.

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 (or 3rd-party lead-gen form) of your choice.

Animation - Add motion to your ad by supplying us with an animated GIF file. Or we can make your ad spin, pulse, or slide into the frame to attract the reader's attention. [Click for an example](#)

Pop-Up Ads and Call-to-Action Banners - These highly visible positions will get your brand noticed. [Click: Pop-Up example](#) | [Call-to-Action example](#)

Video - Let your ad literally do the talking. Place video between articles, or upgrade your in-article ad to include a video. [Click for an example](#)

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 the December issue of *Evidence Technology Magazine*. Basic Listings are free, with upgrade options available—but you must fill out the online sign-up form.

[Click here to get started!](#)

Editorial Calendar

	February 2020	April 2020	June 2020	August 2020	October 2020	December 2020	February 2021
Editorial Deadline:	December 20, 2019	February 28, 2020	May 1, 2020	July 3, 2020	August 28, 2020	October 30, 2020	December 18, 2020
Ad Deadline:	January 17, 2020	March 13, 2020	May 15, 2020	July 17, 2020	September 11, 2020	November 13, 2020	January 15, 2021
Artwork Due:	January 24, 2020	March 20, 2020	May 22, 2020	July 24, 2020	September 18, 2020	November 20, 2020	January 22, 2021
Features:	<ul style="list-style-type: none"> » Ballistics » Photography » Footwear / Tiretrack 	<ul style="list-style-type: none"> » DNA » Forensic Art » AFIS 	<ul style="list-style-type: none"> » Bloodstain Pattern » Toxicology » Trace Evidence 	<ul style="list-style-type: none"> » Death Investigation » Alternate Light Sources » Latent Prints 	<ul style="list-style-type: none"> » Digital Evidence » Facial Identification » 3D Scanning & Imaging 	<ul style="list-style-type: none"> » 2021 RESOURCE GUIDE » Cold Cases » Questioned Documents » Fire Scenes 	<ul style="list-style-type: none"> » Evidence Preservation » Safety » Drones
Tool Kit:	<ul style="list-style-type: none"> » Trace Evidence Analysis 	<ul style="list-style-type: none"> » Video Surveillance 	<ul style="list-style-type: none"> » Evidence Storage Solutions 	<ul style="list-style-type: none"> » Photography Accessories 	<ul style="list-style-type: none"> » Personal Protective Equipment 	<ul style="list-style-type: none"> » Presumptive Drug Tests 	<ul style="list-style-type: none"> » Lighting Solutions

BONUS DISTRIBUTION:
 We distribute our digital edition to the attendees of a variety of conferences annually.

Content subject to change without notice

[Click here for submissions guidelines.](#)

Editorial Questions or Submissions?

Contact:

Kristi Mayo, Publisher | Editor
 kmayo@EvidenceMagazine.com

Website

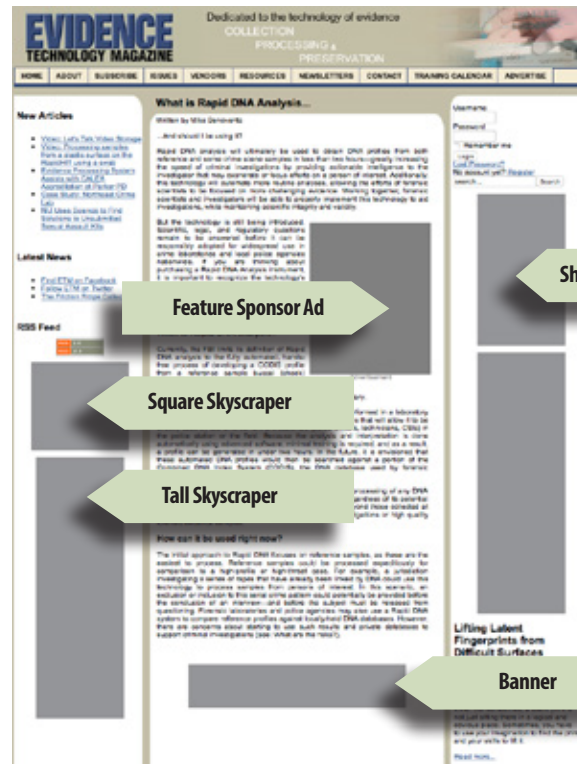
IT'S ALL ONLINE

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.

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



ONLINE AD SPECS

Tall Skyscraper — 144 x 432 px

Short Skyscraper — 144 x 250 px

Square Skyscraper — 160 x 144 px

Banner — 324 x 72 px

Feature Sponsor — 200 x 250 px

Email Marketing



Your ad in any of our e-newsletters includes stats and lead information!

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.

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.

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. Contact us for details and specifications.

EXCLUSIVE NEWS SUPPLEMENT

We place your sponsored content exclusively in our familiar e-newsletter format and send it to our combined Crime Scene and Laboratory News lists.

NEWSLETTER AD SPECS

Banner — 400 x 125 px, GIF or JPEG

Advertorial — 500 words, 2 images

Video — YouTube link preferred

Newsletter	Distribution	Delivery Rate	Open Rate	Click Rate
Crime Scene News	9,204	99.6%	14.4%	2.8%
Laboratory News	8,206	99.7%	14.4%	2%
Featured Products & Services	9,757	99.5%	15.3%	2%
Sponsored News Supplement	9,722	99.6%	16.2%	1.4%

Newsletter Send Schedule

2020	Featured Products & Services		Crime Scene & Laboratory News		Sponsored News Supplement	
	Reservations	Send Date	Reservations	Send Date	Reservations	Send Date
January	January 1	January 7	January 15	January 21 (Lab) January 23 (CS)	January 8 January 22	January 14 January 28
February	January 29	February 4	February 12	February 18 (Lab) February 20 (CS)	February 5 February 19	February 11 February 25
March	February 26	March 3	March 11	March 17 (Lab) March 19 (CS)	March 4 March 18 March 25	March 10 March 24 March 31
April	April 1	April 7	April 15	April 21 (Lab) April 23 (CS)	April 8 April 22	April 14 April 28
May	April 29	May 5	May 13	May 19 (Lab) May 21 (CS)	May 6 May 20	May 12 May 26
June	May 27	June 2	June 10	June 16 (Lab) June 18 (CS)	June 3 June 17 June 24	June 9 June 23 June 30
July	July 1	July 7	July 15	July 21 (Lab) July 23 (CS)	July 8 July 22	July 14 July 28
August	July 29	August 4	August 12	August 18 (Lab) August 20 (CS)	August 5 August 19	August 11 August 25
September	August 26	September 1	September 9	September 15 (Lab) September 17 (CS)	September 2 September 16 September 23	September 8 September 22 September 29
October	September 30	October 6	October 14	October 20 (Lab) October 22 (CS)	October 7 October 21	October 13 October 27
November	October 28	November 3	November 11	November 17 (Lab) November 19 (CS)	November 4 November 18	November 10 November 24
December	November 18	December 1	December 9	December 15 (Lab) December 17 (CS)	December 2 December 16	December 8 December 22

Native Advertising

Here's your July News Supplement from ETM [View this email in your browser](#)

from *Evidence Technology Magazine*
July 2019

news supplement

Evidence Technology Magazine • News SUPPLEMENT • July 2019

Sponsored Content

Analyze forensic samples via GC/MS in less than 60 seconds

[Free Info Kit](#)

Lighten Caseloads with Real-Time MS Analysis Technique

Forensic laboratories frequently struggle with a growing caseload of samples that require fast and accurate analysis. Whether from criminal cases or environmental disasters, the evidence collected is often complex and contaminated with substances. Additionally, tight budgets and growing backlogs present a challenge to getting work done in an economical fashion.

Forensic drug chemistry analysis is the testing of suspected controlled substances or seized drugs to determine their composition. Typically, a suspected controlled substance should undergo at least two tests. The first is a presumptive or screening test, which indicates if the sample could be a controlled substance. However, such tests sometimes produce false positives, so substance-specific confirmatory tests are always performed to positively identify the substance.

[>Click here to read the full article<](#)

Watch Video

Innovation Minute
QuickProbe Technology
Quick real-time MS analysis of forensic drugs

Available on:
Agilent 8011 GC/MSD
with 8900A or 8900C
For Forensic Use

News Supplement Example

ADVERTORIAL CONTENT

The readers of our Digital Edition are highly engaged and ready to learn. Generate leads and promote your executives as thought leaders with an advertorial in *Evidence Technology Magazine*. Our editorial staff is also available to collaborate with you to prepare an article on your company's behalf, on the topic of your choice.

The goal is for these articles to have the same voice and appearance as the rest of our editorial content, and to provide useful and relevant information to our readers.

Advertorial content can appear in our Digital Edition, Laboratory News, Crime Scene News, or the exclusive News Supplement e-newsletter.

VIDEO

Your short (up to 3 minutes recommended), relevant, and informative video can appear in almost any of our digital marketing tools: the Digital Edition, e-newsletters, or the ETM Insights Blog.

NEWS SUPPLEMENT

Your content runs exclusively in our familiar e-newsletter format and is sent to our combined Crime Scene and Laboratory News lists. See **Email Marketing** for more information.

ETM INSIGHTS BLOG

This blog gives companies an opportunity to demonstrate how their product or service fits into the modern evidence-handling workflow. These 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 500-word articles, case studies, expert tips, videos up to 3 minutes long, or infographics.

SOCIAL MEDIA PACKAGE

Reach *Evidence Technology Magazine's* social media audience with a sponsored post to [LinkedIn](#), [Twitter](#), and [Facebook](#). This package also includes a 500-word post with two images to our [ETM Insights blog](#).

NEW FOR 2020:
A print-quality PDF of your advertorial in the Digital Edition will be made available for download!

Note: All native advertising will be labeled with the words "Sponsored Content".

ONLINE AD SPECS

Tall Skyscraper — 144 x 432 px

Short Skyscraper — 144 x 250 px

Square Skyscraper — 160 x 144 px

Banner — 324 x 72 px

Feature Sponsor — 200 x 250 px

NEWSLETTER AD SPECS

Banner — 400 x 125 px, GIF or JPEG

Advertorial — 500 words, 2 images

Video — YouTube link preferred

DIGITAL EDITION AD SPECIFICATIONS

Full Page — 1000 x 1298 px

Large Square — 1000 x 1000 px

Tall Horizontal — 1000 x 649 px

Vertical — 1000 x 1370 px

Small Square — 1000 x 1000 px

Short Horizontal — 1000 x 333 px

Video Page (Stand-Alone) — Less than 3 minute video;
YouTube link preferred; Placeholder image 1000 x 649 px

Pop-Up Square — 800 x 800 px

Pop-Up Banner — 728 x 90 px

Call-to-Action Banner — 35 characters allowed

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.