

# profit from our Experience



- The Single **Most Recognizable Brand** Online for the **\$55 billion/year** corrections industry
- The **Only Worldwide Media Outlet** and Daily News Source for Corrections
- The Online Corrections Resource **Since 1996**
- Award Winning Journalists** on Staff
- Trained Media Representatives & Corrections **Marketing Strategists** on Staff

Reaching key decision makers in a global corrections marketplace.

## What is Our Strategy?

### Vendor Focused

- Diverse, Dynamic, Highly Visible Ad Products
- New Generation Branding (i.e., podcasts, flash ads, TV commercials)
- Targeted Programs-for-Audiences (i.e., healthcare, technology) with powerful Contextual and Demographic Advertising
- Easy-to-Access, Reliable Metrics for Tracking Ad Traffic
- One-Stop, Centralized Media Distribution Services
- 'We Care' Customer Focus

### Practitioner Focused

- One-Stop, 24x7, Remote Access to Corrections for Practitioners
- On-Time, Well-Respected, Award Winning, News Delivery
- Professional Education and Global Industry Awareness through case studies and best practice reporting.
- Advancement of Cutting Edge Technologies (podcasts, e-Training, GPS/GIS)

**The Result: A Proven Choice.**



### Features include

- E-Buyers Guide
- RFP Searches
- Online Shopping
- Online Training
- Interactive Media
- and much more...

*"I had 3 new customers call and place orders, and when I asked how they heard about our product all 3 told me that they found me on your site."*

*-Tim Ellwood, Pacific Concepts*

www.corrections.com



# E

profit from our

# Exposure



When it comes to marketing to the corrections and criminal justice industries, we are experts. Our **strong industry alliances**, highly **trafficked virtual communities**, technical expertise and **interactive media** programs have made us a **trusted source** in the criminal justice community.

CCNN is the largest online resource for business, news & information in corrections.



**Features include**  
 E-Buyers Guide  
 RFP Searches  
 Online Shopping  
 Online Training  
 Interactive Media  
 and much more...

### Site Statistics:

**Online Position:** Listed #1 in Google for 'Corrections',

#1 Alexa Ranked Corrections Portal, Microsoft Outstanding Justice Site, Yahoo! Best Criminal Justice Site

**Hits/month:** 22 million hits

**Page Views/month:** 2.4 million

**Accesses/month:** 500,000

**Email Subscribers:** 33,000/week (#1 corrections email list)

**World Reach:** 50 States, 16 countries

**Industry Presence:** AJA, ACA, NCCHC, NAAWS, NSA, SCA, APPA, Mock Riot

**News Impact:** Respected Corrections Source for the NYTimes, APWire, Washington Post, HBO, McGraw Hill, Prentice Hall

*"It was great to receive a call from a practitioner in AZ who had seen our ad on Corrections.com and wanted more information on our services."*

*- Jean A. Shafer, Executive Vice President, Contract Pharmacy Services*

www.corrections.com



# N profit from our Network

Corrections.com offers a close, fraternal niche audience for industry-wide dissemination of your message and brand in a \$55 billion global marketplace. Whether you are looking to reach corrections decision makers, individual practitioners or our consumer demographics, Corrections.com delivers an environment that works.

## Corrections.com Network Demographics

### Gender:

58% are male

### Age:

35% are 55+

33% are 39-49

14% are 25-38

### Education and Occupation:

58% have graduated college or higher

84% are seeking continuing education (masters, college courses, CEUs, OJT)

83% are managerial/professional

71% have 10+ years work experience

25% have military experience

### Marital Status:

73% are married

17% are single

### Personal Profile:

75% are homeowners

85% buy American-made vehicles

51% own at least 1 SUV, Truck or Van

65% rate 'Spending Time with Family' as their #1 activity

Other Top Preferences:

Fishing, Reading, Traveling, Exercising, Hunting, Firing Range

61% rate 'Dining Out' as their #1 personal expense

Other Top Buys:

Electronics, Home Improvement/Tools, Books/Magazines, Sports/Leisure,

Family/Fun Activities, Wine/Beer, Cigars, Travel/Souvenirs

### Online Usage:

85% rely on the Internet as their first source for finding products/services



*"We have had numerous referrals from customers that have seen our information on Corrections.com."*

*-Tom Wharton  
CEO iSECUREtrac*

**Delivering Your Message To Corrections**  
-- 24 hours a day.

www.corrections.com



# Advertising

banners & features



HOMEPAGE PLACEMENTS

**LeaderBoard Run of Site**

10% Weight  
 \$650 / Month  
 20% Weight  
 \$1200 / Month

**SuperBlock**

20% Weight  
 \$1600 / Month Flash  
 \$3200 / Month Broadband

**Corporate Spotlight**

100% Weight  
 \$950 / 2 Weeks  
 (includes ezine distribution)

**SponsorsBar**

100% Weight  
 \$600 / Month  
 (3 Month Minimum)

NETWORK/SPECIALTY PLACEMENTS

**SponsorsBar**

100% Weight  
 \$350 / Month  
 (3 Month Minimum)

**SuperBlock**

20% Weight  
 \$1200 / Month Flash  
 \$3200 / Month Broadband



# Advertising

banners & features



## CAREER/RESOURCE PLACEMENTS

### BillBoard

20% Weight

\$1600 / Month Flash

\$3200 / Month Broadband

## WEEKLY EZINE PLACEMENTS

Circulation: 33,000

Exclusive ezine distribution available \$1,500

### Wide Skyscraper

100% Weight  
\$650 / 2 Weeks

### Block

100% Weight  
\$450 / 2 Weeks



\* New ezine design released  
September 1, 2006

# CorrectSource™

experience the difference

CorrectSource™ unveils the new Corrections.com moniker and branding program which offers high visibility placements for organizations seeking prominence (moving throughout the site in 2006).

CorrectSource™ is the leading provider of vendor intelligence for correctional decision makers worldwide. Our mission is to offer fast, reliable and comprehensive results that enable procurement officers, builders and architects to reach their daily contracting goals. CorrectSource™ was designed by procurement managers, builders and architects to put the information they need at their fingertips.

As the most trusted online source in the industry, we provide daily vendor data to over 1 million decision makers in 50 states and 16 countries.



Keyword Search

Member Login

# CorrectSource™

experience the difference

Since 1996, The Corrections Connection Network News [CCNN] has offered **Private Membership** to organizations working within the **\$55 billion dollar** correctional marketplace. The **new 2006 Membership Program** has been thoughtfully designed in collaboration with **industry decision makers** and **media experts** to showcase companies that are committed to working within this important industry.



High Visibility Placement inside CorrectSource™

### Our 2006 Members harness the world's most powerful online communications network for corrections, with:

#### An Exclusive, Keyword Searchable Corrections Vendor Profile [CVP] inside CorrectSource™

- Designed by Procurement Managers
- With the Information Agencies Want
- Easily Updatable through a Private Login
- Accessible 24x7

#### 6 Category Selections

#### High Visibility Placement inside CorrectSource™

#### A Global Press Pass

- Distribute your company news weekly to 33,000 industry email subscribers and millions of correctional practitioners online worldwide

#### Your-Corporate-Press-Center

- A simple one-click view to your press history on Corrections.com

#### Preferred Participation inside QuickMatch™

- An effortless tool used by decision makers to locate multiple vendors in a hurry

#### QuickConnect

- A quick jump into Federal and State procurement websites with updated direct links to open contracts, closed awards and state vendor forms.

#### Real-Time Exposure Tracking

- Offering our members powerful control over their online corrections marketing strategy.



An Exclusive, Keyword Searchable Corrections Vendor Profile [CVP] inside CorrectSource™

# \$850

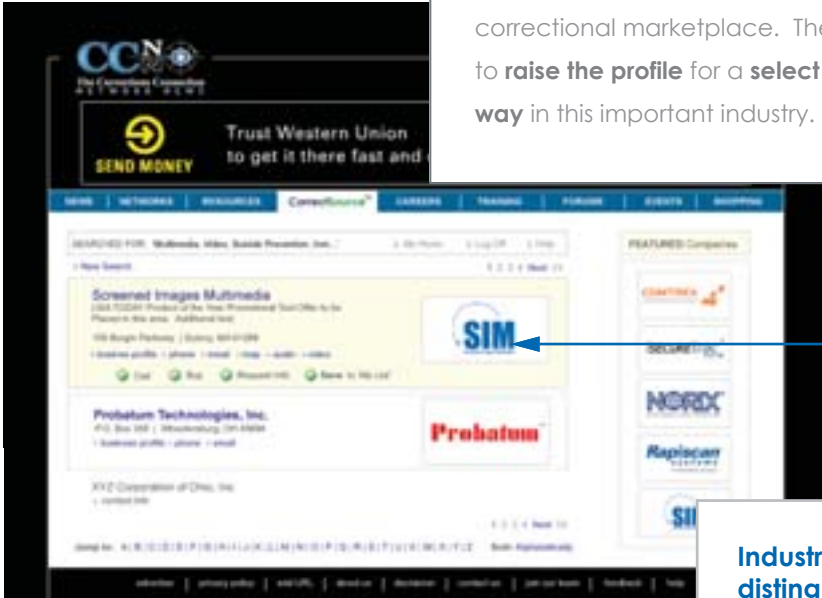
annual membership\*

\*Membership is limited to one company with one company logo.

# CorrectSource™

experience the difference

Since 1996, The Corrections Connection Network News [CCNN] has offered **Private Membership** to organizations working within the **\$55 billion dollar** correctional marketplace. The **new 2006 Premier Membership** is designed to **raise the profile** for a **select group** of organizations that are **leading the way** in this important industry.



Top Placement in All Search Results inside CorrectSource™

Industry Decision makers will be able to distinguish Premier Members throughout CorrectSource™ with::

12 Category Selections inside CorrectSource™

Top Placement in All Search Results

- Premier Members are automatically sorted to the top to capture maximum click-throughs).

Featured Logo prominently displayed on:

- Private Procurement Managers Login Screen
- CorrectSource™ Keyword Search Results
- CorrectSource™ Category Search Results
- CorrectSource™ Category Lists
- Non-member Listings inside CorrectSource™

Enhanced Listing

- Promotional Text in the initial search results

Enhanced Profile with Call-To-Action Form

- Help capture leads from decision makers

Membership on the CCNN Vendor Advisory Board

- Bringing your voice to Corrections.com advertising
- Vendor Advisory Board member listing online
- Advanced notice of new CCNN placements

All of The Basic Member Services

- Press Pass, Your-Corporate-Press-Center
- QuickMatch,
- QuickConnect
- Real-Time Exposure Tracking



Featured Logo prominently displayed

# \$1800

annual membership\*

\*Membership is limited to one company with one company logo.

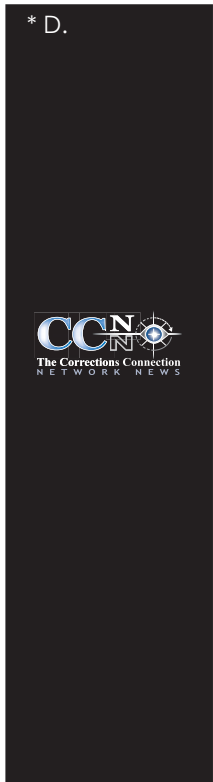
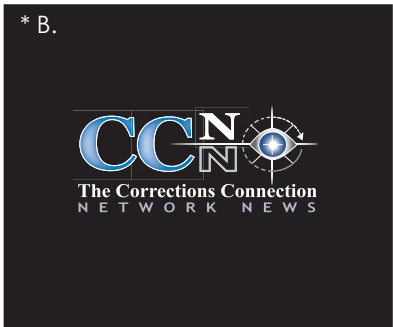
# Specifications

sizes, weights and standards

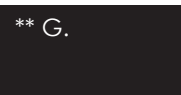
2006 Corrections.com Ad Specifications follow International Advertising Bureau (IAB) Standards.



**KEY**  
 \* Part of IAB Universal Ad package  
 \*\* CCNN Custom size



**Broadband**  
 Length: < 30 seconds  
 Panel size: 300x250  
 Video size: 296x222  
 File size: 2MB  
  
 Static intro graphic  
 Static final graphic  
  
 Auto play w/ "audio off".  
 User initiates "audio on".



**Flash**  
 Length: < 15 seconds  
 Panel size: 300x250  
 Final graphic (static)  
  
 URL: embedded in Flash movie  
 HINT: use vector images where possible to reduce file size

**Creative Design Services**  
 The following Design and Communication services are available upon request:

**Ad Design:** Static, Flash, Broadband

**Copywriting**  
**Copyediting**  
**Logo Design**  
**Video Production & Compression**

Call 800.748.4336 for more info

Specification Chart					
DESCRIPTION	UNIT	WEIGHT LIMITS		ANIMATIONS	BORDER
		GIF/JPEG	Flash		
A. Leaderboard	728x90	20k	30k	15 second limit	none
B. SuperBlock	300x250	20k	30k		
C. Billboard	300x600	20k	30k		
D. Wide Skyscraper	160x600	20k	N/A	N/A	
E. Block	180x150	15k	N/A		
F. SponsorsBar	88x31	N/A	N/A		
G. Corporate Logo	140x70	15k	N/A		

**Notes:** Rates effective 8/01/2006 and subject to change.  
 Positions available on a first come first serve basis.