

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



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.

The screenshot shows the CorrectSource website interface. At the top, there is a navigation bar with links for 'user sign in', 'email', 'weather', and 'people'. Below this is a banner for Western Union with the text 'Trust Western Union to get it there fast and easy.' and the Western Union logo. The main navigation bar includes 'NEWS', 'NETWORKS', 'RESOURCES', 'CorrectSource™', 'CAREERS', 'TRAINING', 'FORUMS', 'EVENTS', and 'SHOPPING'. The main content area features a search bar with a 'Keyword' field and a 'Search' button. Below the search bar are sections for 'QuickMatch™', 'MORE SEARCH OPTIONS', and 'VENDOR TOOLS'. A 'CORPORATE SPOTLIGHT' section is also visible. At the bottom, there is a 'PRIVATE: For Procurement Officers' section with a 'LOGIN' form and a 'REGISTER HERE' link. The footer contains copyright information and contact details.

Annotations on the right side of the screenshot:

- Keyword Search (pointing to the search bar)
- Member Login (pointing to the 'Member Login' link in the 'VENDOR TOOLS' section)

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

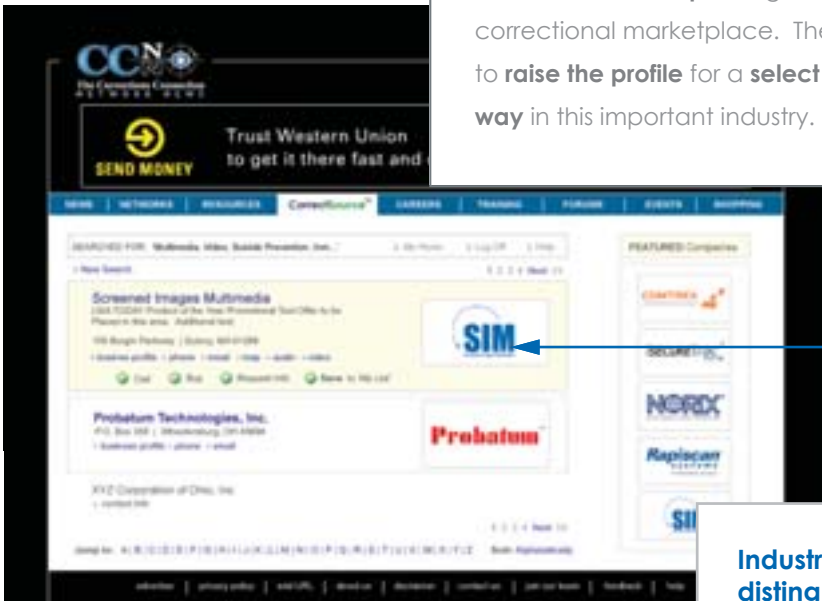
annual membership*

*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.