

COURTS TODAY

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2012

MEDIA INFORMATION FILE



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SERVING AMERICA'S COURTS AND THE PROFESSIONALS THAT RUN THEM
December/January 2011
Vol. 8 No. 6

SERVING AMERICA'S COURTS AND THE PROFESSIONALS THAT RUN THEM
April/May 2011
Vol. 9 No. 2

TAKING A
IRIS IDENTIFICATION

SERVING AMERICA'S COURTS AND THE PROFESSIONALS THAT RUN THEM
August/September 2011
No. 4

HELP

PAPER-ON-DEMAND
BRINGS BIG RELIEF

Adaptive Case Management
CTC 11 Preshow Product Review

Heroin Across America
HOW A NEW TEST DEFEATS USERS

Collect
Tough

DRUG TEST

COURTS TODAY

COURTS TODAY is designed specifically for municipal, county, state and federal court management professionals: presenting, promoting and detailing the latest technological developments in the court system.

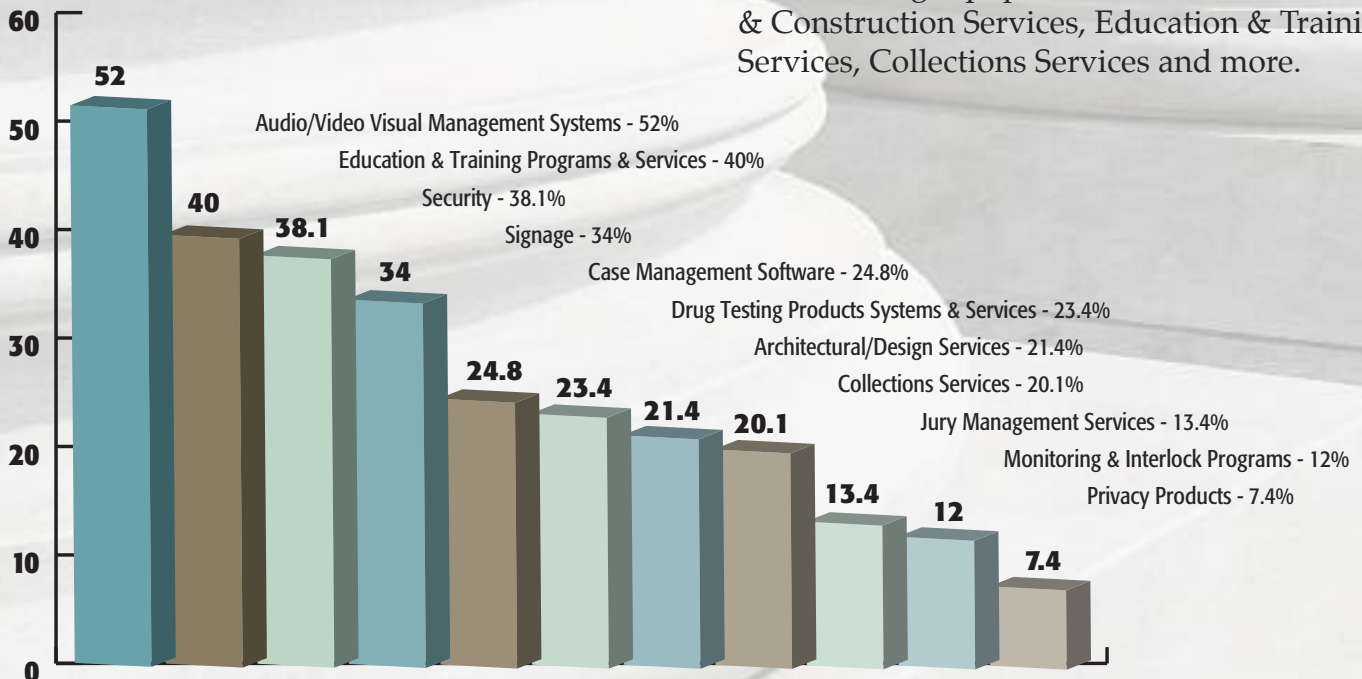
COURTS TODAY serves as an informational technological “clearinghouse” to provide court professionals with the information required to make informed buying decisions.

COURTS TODAY:

- Provides the news and features professionals need
- Profiles leaders and innovators in the court system
- Showcases information/products readers need and want
- Highlights case studies of successful projects/solutions
- Analyzes technological trends and developments
- Presents, in an understandable way, vital technological information.

WE ASKED READERS:

Which of the following product/services do you **PLAN TO PURCHASE** in the next 3-6 months?



CIRCULATION

COURTS TODAY reaches more than 12,000 decision makers, free of charge, in every Courthouse across the USA. Only qualified management personnel working in the federal, state, county and municipal courts are eligible to receive **COURTS TODAY**. These Qualifying titles are: *Court Administrator, Presiding Judge, Administrative Judge, Chief Justice, Court Clerk, Chief Clerk, Clerk of the Court, Commissioner, Magistrate, Manager Court Operations, Court Executive Officer, Information Technologist, Executive Director, Court Coordinator, Information Services, Manager, Administrative Director, Chief Probation/Parole Officer, Marshall/Sheriff*

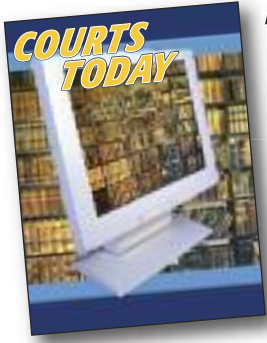
THE MARKET

Courthouses represent a more than \$30 billion marketplace — requiring a wide variety of products and services to provide justice and complete its mission.

WHAT COURTS BUY:

Consulting Services, Furniture, Digital Signage, Office Equipment & Supplies, ADA Compliance, Computer Hardware & Software, Security: Physical, Electronic, Personal Protection Equipment, Mail Room Explosive Detectors, Foodservice, Drug Testing Devices & Services, Audio/Video Management Systems, Presentation Equipment, Audio/Video Conferencing Equipment, Architectural/Design & Construction Services, Education & Training Services, Collections Services and more.

COURTS TODAY Digital Edition



Reach the “high-tech” court professional who prefers to get information digitally, downloaded directly on the desktop, at work or home.

To maximize the effectiveness of your marketing plan –

- Place your full page ad directly opposite the **COURTS TODAY** cover. Augment your print campaign with this unique, **Front Runner** AD placement.
- *Insert* your brochures, cut sheets in the digital edition and tell your story for a fraction of the cost. Save a bundle - no print or postage costs to consider.
- Use a “*blow-in*” digital ad that simply “pops” as readers turn the pages. An inexpensive way to get reader attention.
- Let **COURTS TODAY** digital magazine *animate* your product. A 15 or 30 second “commercial spot” can be quite effective in attracting reader attention and interest.
- Every **COURTS TODAY** Pint AD automatically receives a “hot link”, from the digital edition to your website.

FREQUENCY Rates per Insertion	1X (60 days)	3X (180 days)	6X (365 days)
Front Runner	\$1,500.	\$1,000.	\$600.
Blow-In/Pop-up	\$750.	\$500.	\$250.
Insert \$500. per page per issue			Audio/Video Media \$500 per 30 second segment

For Specifications & Requirement contact your representative

Courts Today Website Opportunities

Reach Your Advertising/Merchandizing Potential

The world wide web has forced us to adapt. We all must find additional pathways to reach to our clients. **COURTS TODAY**'s multi-media capabilities can help. Use our website to reach your clients. We have a number of opportunities on the **COURTS TODAY** Home Page:

- The **Super Block** is positioned prominently in the upper right side of the page opposite the featured editorial, is the first message that website visitors see.
- The **Home Page Banner** ad, nestled among the *News*, *New Products* and *Technology* and *Free Subscription Request* Form often garners special notice from visitors to the site.

- **Interior Skyscraper** ads are premium position ads that track the actions of readers who go further than the home page and conduct an in-depth visits to the popular destinations of *News*, *Products*, the *Free Subscription Request* Form and *Directory & Reference Guide* pages.

- The **Rotating Products** offer eye-catching motion that attracts visitor attention and creates a quick-click opportunity to your site.



Ad Frequency	1X	3X	6X
Super Block	\$1,500.	\$3,000.	\$5,000. (yr)
Home Page Banner	\$1,000.	\$1,750.	\$3,000. (yr)
Premium Interior Skyscrapers	\$250.	\$500.	\$800. (yr)
Home Page Product Rotation	\$100. per product per issue - Hi-Resolution PDF required		

For Specifications & Requirement contact your representative

CONTRACT & COPY REQUIREMENTS

- A. All copy are subject to approval of publisher.
- B. No contracts are accepted for more than one year.
- C. Short rate and rebates: advertising must be inserted within one year of the first insertion to earn frequency discounts. Rates are based on total number of insertions in one year.

COMMISSION & DISCOUNTS

Agency commission is 15 percent on space and color if paid within 30 days.

TERMS & CONDITIONS

Net 15 days. Outstanding Invoices may be subject to interest charges of 1-1/2% per month. Payment in U.S. funds only. A \$25.00 fee will be levied to process payments with banks outside the United States.

AD MATERIALS

All digital files must include embedded fonts, high resolution graphics and a "proofing" PDF. If the file is no greater than 9 Mb it may be sent directly to: **courtstoday@mac.com**. Each file will be analysed for print quality acceptability. Files in need of adjustments will be returned to sender for the required corrections.

SHIPPING INSTRUCTIONS

Fax (via **310-347-4174**) all signed contracts and insertion orders to the attention of:

**Production Manager, Courts Today
116 South Catalina Ave. Suite #116
Redondo Beach, CA 90277**

REPRODUCTION MATERIAL

Digital Supported Programs:

MACINTOSH

- QuarkXpress
- Adobe Photoshop
- Adobe Illustrator
- Adobe Acrobat PDF

WINDOWS

- QuarkXpress
- Adobe Photoshop
- Adobe Illustrator
- Adobe Acrobat PDF

SPECIFICATIONS, MECHANICAL REQUIREMENTS AND RATES

	WIDTH	DEPTH	FOUR COLOR RATES			BLACK & WHITE RATES		
			1X	3X	6X	1X	3X	6X
Bleed Page	8 3/8"	11 1/8"						
One Page	7"	10"	\$3,240	\$3,050	\$2,650	\$1,900	\$1,700	\$1,500
2/3 Page	4 5/8"	10"	2,860	2,630	2,440	1,520	1,380	1,190
1/2 Island	4 5/8"	7 3/8"	2,600	2,495	2,350	1,340	1,190	1,000
1/2 Horizontal	7"	4 7/8"	"	"	"	"	"	"
1/2 Vertical	3 3/8"	10"	"	"	"	"	"	"
1/3 Vertical	2 1/4"	10"	2,530	2,340	2,190	1,200	1,090	900
1/3 Square	4 5/8"	4 7/8"	"	"	"	"	"	"
1/4 Page	3 3/8"	4 7/8"	2,240	2,130	2,045	1,000	910	795
1/6 Page	2 1/4"	4 7/8"	1,960	1,840	1,620	880	700	610

Color Additional, per page or fraction Standard 2/c - \$490., Matched 2/C - \$650.

Covers - (4/C included) - C 2 - \$4,500., C 3 - \$4,000., C 4 - \$5,000. **B&W Spreads - 1x \$3,100., 3x \$2,900., 6x \$2,700; 4/C - add \$1,250**

* Page trim size is 8 1/8" wide, 10 7/8" deep. Keep essential matter 3/8" inside trim dimensions on all four sides. If your ad bleeds, extend the bleed by 9 points (.125" or 1/8") on each of its four sides.

Premium Position; add 10%.

ADDITIONAL MARKETING/MEDIA OPPORTUNITIES

Supplied Inserts/Tips: Standard Dimensions: Min - 3.5"x5.25"
Max - 8.125"x10.875". Space \$990 per page plus \$300 production;
Non-Standard Dimension - add \$100 per thousand to above.

Supplied Regional Inserts/Tips: Space \$525 per page plus \$250 production 4,000 Minimum (\$200 each additional thousand)

Belly Band: Supplied 4/C 6"X19" - 1,000 minimum - \$1,900 (\$350 each additional thousand plus \$300 production/handling)

Polybagging: Maximum size 8"X10.6" and 24 pages \$550 per thousand — minimum 4,000 — \$350 each additional thousand plus a \$350 set-up charge.

West: Art Sylvie: asylvie@cox.net [WA, OR, ID, MT, WY, CA, NV, UT, CO, NM, AZ]

Northeast: Peggy Virgadamo: pegpaulv@aol.com [ME, NH, VT, MA, CT, RI, NY, NJ, DE, MD, VA, WV, PA]

Midwest: Stuart Freeman [ND, SD, NE, KS, OK, TX, MO, IL, IN, OH, MI, WI, MN, IW & Canada]

South: Bonnie Dodson: bdodson@graham.main.nc.us [KY, TN, NC, SC, GA, AL, MS, LA, AR]

Thomas Kapinos, publisher: tsk2@mac.com



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