

AMERICAN CORRECTIONAL ASSOCIATION

2019 MARKETING KIT

Electronic Advertising

Sponsorships

Print Advertising

Exhibits

Reach thousands of correctional professionals and leaders in the field by advertising with the American Correctional Association.

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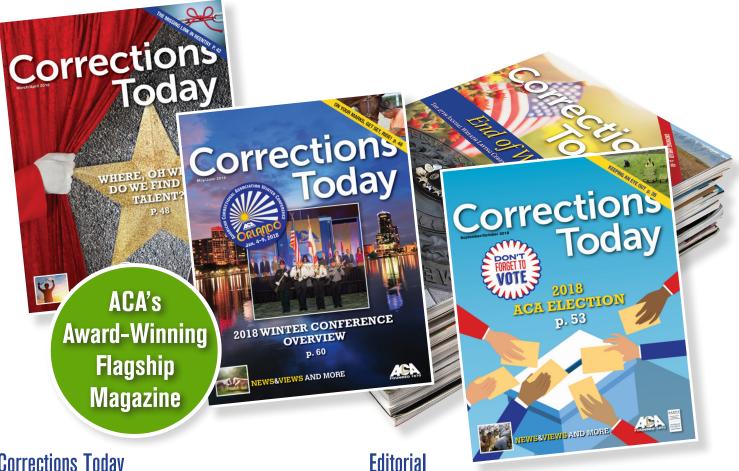
The History of the American Correctional Association

For more than 147 years, the American Correctional Association has championed the cause of corrections and correctional effectiveness. Founded in 1870 as the National Prison Association, ACA is the oldest association developed specifically for practitioners in the correctional profession. During the first organizational meeting in Cincinnati, Ohio, the assembly elected then-Ohio Governor and future President Rutherford B. Hayes as the first president of the Association.

Today, the ACA has thousands of members from all over the world.



PRINT ADVERTISING IN CORRECTIONS TODAY



Corrections Today

Corrections Today is the premier bimonthly magazine for decision-makers at global correctional facilities. Corrections professionals look to this magazine as a valuable resource, providing readers with timely, pertinent information on issues facing the corrections industry today. This award-winning, full-color magazine goes to thousands of members six times a year with a total circulation of more than 100,000. By advertising in Corrections Today, your company will be introduced to ACA's members, along with professionals who attend ACA's two annual conventions. Your company will also benefit from ACA's complimentary reader service/lead inquiry service, which generates sales that leads directly to advertisers.

Corrections Today covers topics including:

- Monitoring current legislation.
- Explaining how correctional staff responds to gang and security threat groups.
- Viewing various aspects of correctional health care.
- Exploring the latest products, services and technological developments in the field.
- Recognizing top correctional staff.

Corrections Today also features promotional sections in the issues leading up to the two annual conferences, as well as summary highlights in the issues immediately following each conference.

If interested in print advertising, please contact the sales team for contract and space availability. Darryl Greenridge 703-224-0035 darrylg@aca.org • Da'Shawn Hayden 703-224-0030 dashawnh@aca.org

WHY ADVERTISE IN CORRECTIONS TODAY?



Corrections Today Digital Edition

Did you know that Corrections Today is also available in an online digital format to members? Not only will your ads be seen in print, but they will also be seen online — giving you additional exposure and doubling the value of your advertising dollars!

- Web addresses in the online version are hyperlinked, so with a simple click members are directly driven to your company's website.
- The CT magazine can be viewed on a variety of desktop and mobile devices.
- All ACA members have access to the digital online version of CT magazine.

Award-Winning Magazine

Corrections Today received the 2018 Silver Regional Award for Magazine Redesign from the American Society of Business Publication Editors (ASBPE)! ASBPE's Azbee Award of Excellence recognizes the best in editorial, design and online achievement.

In addition, CT magazine has won numerous APEX Awards for publication excellence. The APEX Awards is an annual competition for corporate and nonprofit publishers, editors, writers and designers who create print, web, electronic and social media.















Readership

Subscribers of Corrections Today are proud members of ACA. They include:

Federal, state and local prison and jail facilities | Probation and parole programs | Community corrections | Law enforcement | Military | Education | Health care professionals | Students | Many others involved in the ever growing corrections field.

ADVERTISING POLICY

General Advertising Policy

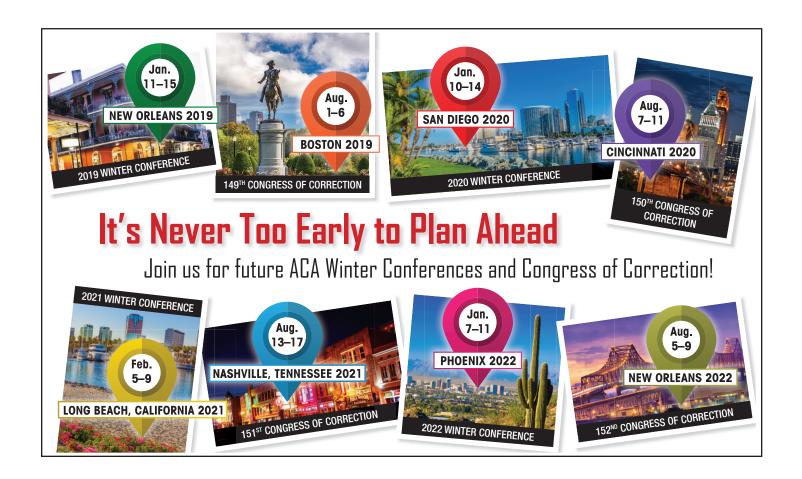
All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising that is considered not in keeping with the publication's standard. Frequency rates must be earned within 12 consecutive months, starting with first insertion. The client agrees to repay any frequency discounts granted for multiple insertions, less discount applicable for the number of insertions completed in the contract period. The publisher reserves the right to increase advertising rates with proper notice, subject to government regulations. Contracts may be cancelled at the time the rate change becomes effective without incurring a shortrate adjustment. All charges are based on rates in effect at the time of publication of the issue in which the advertisement appears. Cancellations or changes must be received in writing 30 days prior to the space closing date for the issue and will be confirmed by the publisher. No refunds will be granted after the ad material due dates. New advertisers must prepay their first advertisement. Advertising for conference program books, conference planning guides is noncommissionable and must be prepaid.

For accounts delinquent 90 or more days, all advertising will be cancelled.

Any advertisers with invoices more than 30 days due will not be allowed to exhibit at ACA conferences.

Advertiser Services

ACA's production staff can assist you with the following changes to your materials: new type, key code, address change, strip-ins or other mechanical adjustments. Charges apply for these services and are non-commissionable. Changes must be received in writing prior to the material due dates.



USAGE & RATES FOR CORRECTIONS TODAY

2019 Corrections Today Editorial Calendar

Issue	Ad Contracts Due	Ad Materials Due
January/February (Issue onsite at Conference)	Oct. 5, 2018*	Nov. 14, 2018*
March/April	Dec. 7, 2018*	Jan. 4, 2019*
May/June	Feb. 8, 2019*	March 6, 2019*
July/August (Issue onsite at Conference)	April 10, 2019*	May 8, 2019*
September/October	June 7, 2019*	July 10, 2019*
November/December	Aug. 9, 2019*	Sept. 6, 2019*

^{*}Note: Dates subject to change. Dates updated Aug. 17, 2018

Four Color Rates			
	1x	3x	6x
1 page	\$3,400	\$3,200	\$3,000
1/2 page	\$2,800	\$2,600	\$2,400
1/3 page	\$2,600	\$2,400	\$2,200
1/4 page	\$2,400	\$2,200	\$2,000

Black and White Rates			
	1x	3x	6x
1 page	\$2,000	\$1,800	\$1,600
1/2 page	\$1,400	\$1,200	\$1,000
1/3 page	\$1,200	\$1,000	\$800
1/4 page	\$1,000	\$800	\$600

Commission

Recognized agencies are allowed a 15 percent discount of gross billing on space, color and position as commission for advertising placed. Accounts must be paid within 30 days of the invoice date or commission will be withdrawn. An official insertion

Cover Premium Specials		
Inside Front Cover	\$1,500 premium	
Inside Back Cover	\$1,500 premium	
Outside Back Cover	\$2,000 premium	
Guaranteed placement of advertisements	20% surcharge	

order from that agency must be received in order for an agency to receive a commission.

Special Options

Bind-Ins \$5,000/issue

Gain added exposure by providing 18,000 cards for us to bind-in an issue of *Corrections Today* magazine. All inserts must be approved by ACA 30 days prior to the closing date of the inserted issue.

Magazine Cover Wrap \$6,000/issue

Be the first thing our members see when they receive our magazine. Provide us with color bands to wrap around a cover of the magazine for added exposure.

CONFERENCE ADVERTISING

Conference Planning Guide

This publication offers ACA members a first-hand look at what to expect at the ACA conventions. It serves as a valuable reference tool, containing pertinent information on conference registration, hotel reservations, airline travel, as well as a schedule of conference workshops and social events. Your advertisement will give you exposure through the months prior to the conference and can let members know that you will be attending the meeting. This quide is posted online for each conference.



Conference Planning Guide Calendar

Conference	Ad Space Reservations Due	Ad Materials Due
2019 Winter Conference	Sept. 10, 2018*	Sept. 24, 2018*
2019 Congress of Correction	Feb. 22, 2019*	March 15, 2019*

^{*}Note: Due dates are subject to change.

Conference Planning Guide Rates		
Ads Full Page		
Color	\$1,000	
Black & White	\$750	
Cover 2, Color	\$2,000	
Cover 3, Color \$2,000		
Cover 4, Color	\$3,000	
Special Positions	20% surcharge	

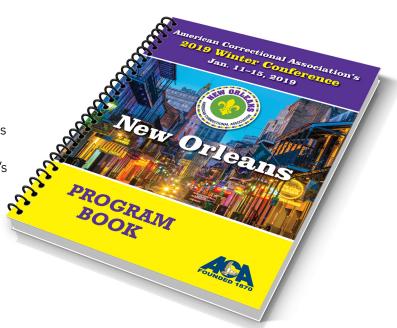
If interested in conference advertising, please contact the sales team for contract and space availability.

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CONFERENCE ADVERTISING (CONTINUED)

Conference Program Book

This publication is distributed to all attendees at the Winter Conference and Congress of Correction, giving your company a high profile throughout the entire event. You can use your ad to invite attendees to your booth, highlight the products or services offered by your company and profile your company's history and experience. It also contains all the conference information on sessions, social events, activities, the exhibit hall, convention center and hotel floor plans, as well as an alphabetical index of exhibitors, sponsors and advertisers.



Conference Program Book Calendar

Conference	Ad Space Reservations Due	Ad Materials Due
2019 Winter Conference	Nov. 6, 2018*	Nov. 20, 2018*
2019 Congress of Correction	May 20, 2019*	June 3, 2019*

^{*}Note: Due dates are subject to change.

Conference Program Book Rates		
Ads Full Page Half Page		Half Page
Color	\$1,000	\$750
Black & White	\$750	\$500
Cover 2, Color	\$2,000	N/A
Cover 3, Color	\$2,000	N/A
Cover 4, Color	\$3,000	N/A
Special Positions	20% surcharge	N/A

If interested in conference advertising, please contact the sales team for contract and space availability.

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PRINT **SPECIFICATIONS**

Print Advertising Specs

All print ad sizes need to be full page (bleed/no bleed), half-page horizontal (bleed/no bleed) or one-third page vertical.

Corrections Today

Dimensions are in inches – width x height
Magazine trim size 8.375 x 10.875
Full page (non-bleed) 7.37 x 9.87
Full page (bleed) 8.625 x 11.125
Half page (non-bleed) 7.37 x 4
Half page (bleed) 8.625 x 5.55
One-third page (non-bleed) 2.3×8.3
One-quarter page (non-bleed) 3.5 x 4
Two-page spread (non-bleed) 15.75 x 9.87
Two-page spread (bleed) 17 x 11.125

Printing Process

Four-color offset printing (CMYK) Perfect bound Resolution: 300 dpi

Bind Ins/Cover Wraps

Specs provided upon request.

Article Copies

Available on request. Article copies are provided in PDF format.

For more information, call 1-800-222-5646, ext. 0193.

Online Planning Guides and Printed Program Books

Trim size	8.375 x 10.875
Full page (non-bleed) .	7.37 x 9.87
Full page (bleed)	8.625 x 11.125
Half page (non-bleed)	7.37 x 4
Half page (bleed)	8.625 x 5.55

Preferred Materials For All Ads

- All materials must be prepared in digital format for four-color (CMYK) printing — no spot or Pantone colors.
- High resolution (minimum of 300 dpi).
- Format: PDF is preferred (PDF/X1A), JPG, TIF or EPS.
- Native files in InDesign or Illustrator (CS6, PC platform) are also accepted; the file must be packaged for output, including all fonts and linked graphics, and text may be converted to outline to ensure formatting.
- Bitmap line art must be 600 dpi.
- Files prepared in Microsoft Word or Powerpoint cannot be accepted.

Bleeds

Bleed ad dimensions include 1/8" extra space, which is trimmed from the sides during final binding and trim. Bleed pages should be designed to accommodate both a right and left page.

Live Area

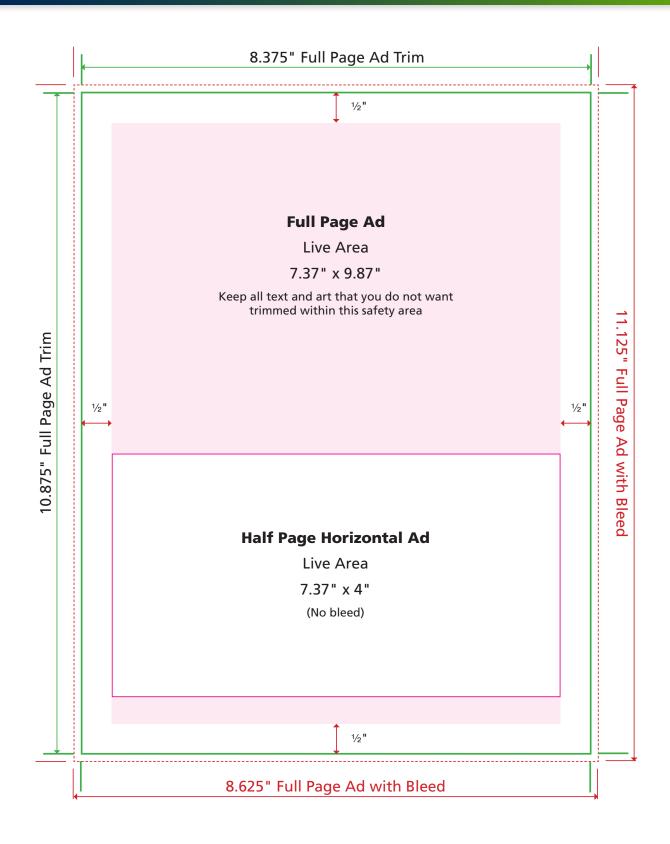
Images or type not intended to trim should be kept 1/2" from all edges, including the gutter space on two-page spreads.

If interested in print advertising, please contact the sales team for contract and space availability.

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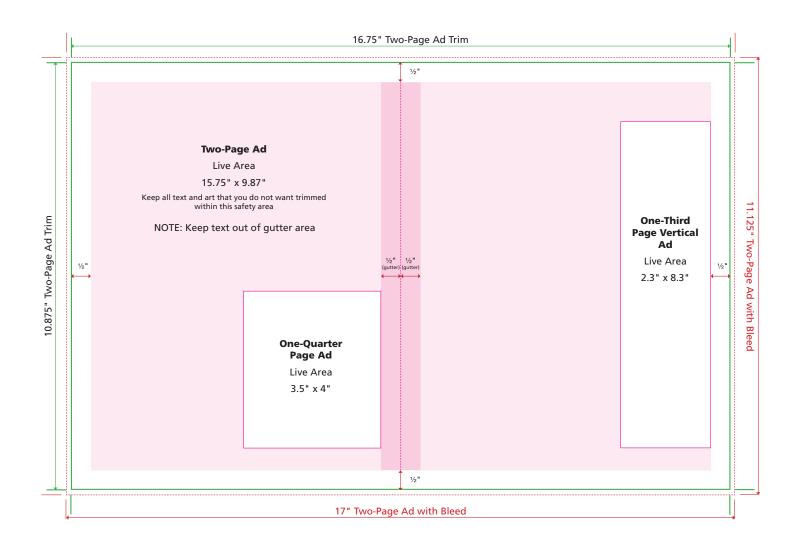
Da'Shawn Hayden 703-224-0030 dashawnh@aca.org

PRINT SPECIFICATIONS (CONTINUED)



Darryl Greenridge 703-224-0035 darrylg@aca.org • Da'Shawn Hayden 703-224-0030 dashawnh@aca.org

PRINT SPECIFICATIONS (CONTINUED)



Choose From a Variety of Ad Size Options

Full page (non-bleed)

Full page (bleed)

Half page (non-bleed)

Half page (bleed)

One-third page (non-bleed)

One-quarter page (non-bleed)

Two-page spread (non-bleed)

Two-page spread (bleed)

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WEB **ADVERTISING**

ACA Website Advertising

www.aca.org

ACA's website is a great place to advertise your company to our members. The site averages approximately one million hits per year. Web advertising is available in high-traffic areas, including the meetings' pages, the calendar and the bookstore. All ads and placements are subject to ACA approval.

Left Side Navigation Ad (vertical only)

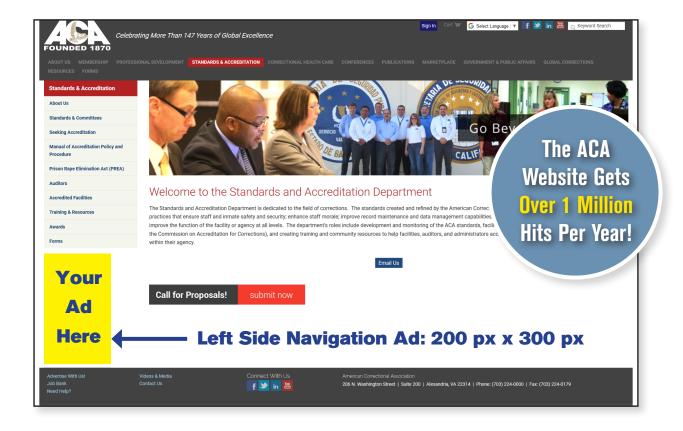
200 x 320 pixels

Rates: Interior Pages Only		
1 month \$750		
3 months	\$1,500	
6 months \$2,500		
1 year	\$4,000	

Please Note: Ads will be placed on the interior pages or department home pages. There will not be any ads on the main ACA home page.

If interested in web advertrtising, please contact the sales team for contract and space availability.

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2019 SPONSORSHIP OPPORTUNITIES





ACA 2019 Conferences

ACA's annual Congress of Correction (summer convention) and Winter Conference are the most anticipated corrections events in the industry. As the largest correctional gatherings of their kind in the world, ACA's conventions provide attendees with an opportunity to personally interact with thousands

of corrections professionals face to face. These two annual events are the only international conventions that attract corrections officials from the county, state and federal levels, as well as from probation, parole and community corrections agencies.

EVENT	DATE	SPONSORSHIP DEADLINE	LOCATION
Winter Conference	Jan. 11–15, 2019*	Dec. 31, 2018	New Orleans
Congress of Correction	Aug. 2–6, 2019*	July 16, 2019	Boston

*Note: Due dates are subject to change. Please visit the ACA Conference website for up-to-date info: http://register.aca.org.

Increase Brand Awareness and Visibility Get in Front of Your Target Market

Develop Lead Generation and Increase Sales

2019 SPONSORSHIP DETAILS

General Session Keynote Speaker

\$25,000

(Available for the Winter Conference and Congress of Correction)

Sponsorship of the General Session keynote speaker is a prestigious event to have your company name allied with. Traditionally, the keynote speaker will motivate and move our audience to positive action both at work and at home. Previous speakers include Donna Brazile, Charlie Cook and many others. The General Session is the official gathering attendees to listen and to learn from the speaker's experiences.

E.R. Cass Banquet Entertainment

\$25,000

(Available for the Winter Conference and Congress of Correction)

Sponsorship of the E.R. Cass Award Banquet entertainment allows your company to be associated with this prestigious event. Traditionally, the E.R. Cass Award Banquet recognizes individuals who have exceptionally served in the field of corrections. The E.R. Cass Award is one of the highest honors in corrections, and your company would provide the entertainment for the evening. Your company will be recognized on stage, as well as in the event program and any other promotional materials associated with the event.

Annual Luncheon Speaker

\$20,000

(Available for only the Winter Conference)

Sponsorship of the Annual Luncheon speaker causes the audience to reflect on the global issues of today and how they may impact our daily lives. The luncheon speaker brings a message to the audience that resonates throughout the year. Your company will be recognized as a major supporter of this event.

App Sponsorship

\$17,500 Exclusive

(Available for the Winter Conference and Congress of Correction)

Sponsorship for ACA's highly acclaimed Conference App can either be a co-sponsorship or an exclusive sponsorship. Attendees use this app for all things conference related, from workshops to sponsor listings. The Conference App is easily accessible to all attendees, and guarantees continued exposure throughout the conference. Don't miss out on the opportunity of having your company's name and logo at the palm of all conference-goers' hands with this exclusive sponsorship.

Health Care Reception

\$16,000

(Available for the Winter Conference and Congress of Correction)

The Health Care Reception sponsorship can either be a co-sponsorship or an exclusive sponsorship. This is an exceptional event where health care professionals meet and greet in a social setting with their peers and the vendors and agents they work with throughout the year. Reception will honor those serving in correctional health care.

Health Care Luncheon

\$15,000

(Available for the Winter Conference and Congress of Correction)

This sponsorship is an exclusive luncheon for health care professionals which will provide both an educational and social forum to the men and women in the corrections field. This is a wonderful event that has been a part of our conferences for several years and is always a huge success.

If interested in a sponsorship, please contact the sales team at:

Darryl Greenridge 703-224-0035 darrylg@aca.org Da'Shawn Hayden 703-224-0030 dashawnh@aca.org

^{*} Sponsor responsible for all costs associated with sponsorship. Payment must accompany request.

2019 SPONSORSHIP **DETAILS** (CONTINUED)

Registration Services

\$10,000

(Available for the Winter Conference and Congress of Correction)

Sponsorship of the conference registration services allows your logo to be placed on each confirmation sent to attendees. The attendees will recognize your company logo and associate it with the state-of-the art registration services provides before and during the conference.

General Session Audio-Visual Services \$10,000

(Available for the Winter Conference and Congress of Correction)

Sponsorship of the General Session audio-visual will bring attention to your company during the General Session. As attendees enter the hall, your company logo will be on display and your company will be recognized from the podium during the event. Your company will be associated with this prestigious event.

E.R. Cass Award Banquet Wine Service \$6,000 Exclusive or \$3,000 Co-Sponsorship

Sponsorship of the E.R. Cass Award Banquet wine service allows your company to be associated with this prestigious event. Traditionally, the E.R. Cass Award Banquet recognizes individuals who have exceptionally served in the field of corrections. The E.R. Cass Award is one of the highest honors in corrections, and your company would provide the beverages for the table for the evening. Your company will be recognized on stage, as well as in the event program and any other promotional materials associated with the event.

*Lanyards/Badge Holders

\$6,000

(Available for the Winter Conference and Congress of Correction)

This sponsorship involves providing badge holders to all of the attendees of the conference, which will have your company name and logo as well as ACA's logo on each badge. Your sponsorship will reinforce your company's presence at the conference because every attendee must have a badge.

*Hotel Room Key Cards

\$6,000

(Available for the Winter Conference and Congress of Correction)

This sponsorship involves providing hotel room key cards to all of the attendees of the conference, which will have your company name and logo as well as ACA's logo on each key. It's a great way to advertise your company at the conference because every attendee staying at a conference hotel will receive one.

Rise and Shine Morning Coffee (Daily) \$6,000

(Available for the Winter Conference and Congress of Correction)

Sponsorship of the morning coffee service at the convention center for one day — Saturday, Sunday, Monday or Tuesday. It will be a pleasant wake-up call each person will appreciate. Your staff is welcome to greet the guests each day.

Charging Station

\$6,000 each

(Available for the Winter Conference and Congress of Correction)

Sponsorship allows a company to have their name associated with a charging station. The company may have logo and branding on the machine. This will give your company continued exposure throughout the conference. Everyone needs a place to charge their phone and other electronic devices.

^{*} Sponsor responsible for all costs associated with sponsorship. Payment must accompany request.

2019 SPONSORSHIP **DETAILS** (CONTINUED)

Ice Cream Social

\$5,000 each

(Available for the Winter Conference and Congress of Correction)

Sponsorship is open to have multiple sponsors to provide ice cream novelties to the attendees in the exhibit hall. The audience will be most appreciative of the treats provided by the sponsors.

Military Reception

\$5,000 each

(Available for the Winter Conference and Congress of Correction)

This sponsorship is open to multiple sponsors. The Military Reception is one of the most prestigious events at the ACA conference. Sponsorship of this event will allow your company to show their patriotism and support for the military. This invitation-only event recognizes the sacrifices and efforts our military make every day on behalf of America.

Exhibit Hall Open House Reception \$5,000 each

(Available for the Winter Conference and Congress of Correction)

This sponsorship is open to multiple sponsors. The "Grand Opening" reception in the exhibit hall will allow you and your staff to participate in this festive event. For each conference, the Open House will have a different theme to get attendees involved and in the exhibit hall to participate in a prize drawing. All companies participating will be recognized and participate in the prize drawing.

Grand Prize

\$5,000 each

(Available for the Winter Conference and Congress of Correction)

This sponsorship is open to multiple sponsors and helps provide a spectacular Grand Prize to the attendees. The sponsorship includes attendees going to each sponsor's booth to have a card stamped before they can enter to win the Grand Prize, guaranteeing a large volume of foot traffic to your booth. Also, with this sponsorship, during the drawing itself, a representative from your company will participate in the drawing on stage.

*Registration Tote Bags

\$3,000

(Available for the Winter Conference and Congress of Correction)

This sponsorship involves providing tote bags to all of the attendees of the conference, which will have your company name and logo as well as ACA's logo on each bag. Your company name will be in front of everyone in attendance on a daily basis.

Monday Morning Munchies \$3,000 each

(Available for the Winter Conference and Congress of Correction)

Sponsorship is open to have multiple sponsors to provide some light refreshments and snacks to the attendees after the General Session. The audience will be most appreciative of the food and beverage provided by the sponsors. Everyone likes to eat.

Expo Map

\$2,500

(Available for the Winter Conference and Congress of Correction)

This sponsorship includes the company logo and booth location to be highlighted on the expo maps that will be in and around the Exhibit Hall. Your booth location will be highlighted on the map for everyone to locate you and your products.

Tote Bag Material Placement

\$500

This sponsorship involves placing a flyer or promotional item from your company in all ACA tote bags. Upon registration, every conference attendee is given a tote bag, and this is a great way to ensure the direct and continued exposure of your company to all attendees throughout the conference.

^{*} Sponsor responsible for all costs associated with sponsorship. Payment must accompany request.

EXHIBITING AT CONFERENCES

Exhibition Hall Opportunities

ACA hosts an exhibition hall at both its Winter Conference and Congress of Correction. With thousands of attendees, don't miss your chance to display your latest products, services and technologies that will impact the corrections field. These professionals use our exhibit hall as a marketplace to satisfy all of their agency's or institution's needs. In addition, exhibitors are provided the opportunity to meet and interact with attendees — many of whom are the key correctional decision makers.

Vendor slots are awarded on a first-come, first-served basis with sponsors getting priority placement.

Exhibitor Benefits

- 10'x10' exhibit space includes two complimentary full conference registrations limited to staff directly employed by the company, which will allow access to all general sessions, education sessions and social events.
- Four complimentary exhibit hall only passes limited to those directly employed by the company.
- One identification sign for display on back drape.
- 8' back drape, 3' side drapes, except for bulk space.
- List of registered attendees will be made available at move-in.
- Professional around-the-clock security.
- Company listing and description in conference Program Book (deadlines apply).
- Networking opportunities with key decision makers looking to buy corrections products and services.

Purpose of the Exhibit

To disseminate knowledge and promote the development and application of the principles of corrections and criminal justice.

The comprehensive technical exhibition will serve to introduce new products and services to the corrections market and to educate individuals in the field of corrections with regard to these products and services. Only exhibitors whose materials are related to those purposes will be allowed to maintain displays. ACA Show Management reserves the right to determine whether exhibitor's materials are related to the purpose of the exhibition and the overall goals of the ACA conference.

Booth Costs

All exhibitors are allotted a 10' x 10' booth space. Prices for booth spaces, shown in the legend below, range depending on booth location in conference exhibit hall. For specific booth pricing for the current conference, please contact ACA sales.



Note: All exhibitors are required to have a carpet or other professional floor covering in their booth. Any exhibitor found to have no carpet or floor covering will have an order placed for them by Show Management, and all expenses for this covering will be the responsibility of the exhibitor. All exhibitors are expected to maintain a professional exhibit space with carpet, or other professional floor covering and professional furnishings. Carpet and furniture are available from Hargrove. ACA reserves the right to require exhibitors to add or replace booth elements that are not professional.

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JOIN US FOR THE 2019 WINTER CONFERENCE AND 149TH CONGRESS OF CORRECTION





Interested in exhibiting with ACA? Please contact a member of our sales team today to learn more about our Winter Conference and our Congress of Correction.

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American Correctional Association

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