

The **Forensic** Teacher Magazine



The magazine forensic educators trust

2019 Media Kit

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- Podcast Information
- Advertiser Bonuses

The Forensic Teacher
A division of Wide Open Minds
Educational Services, Inc.

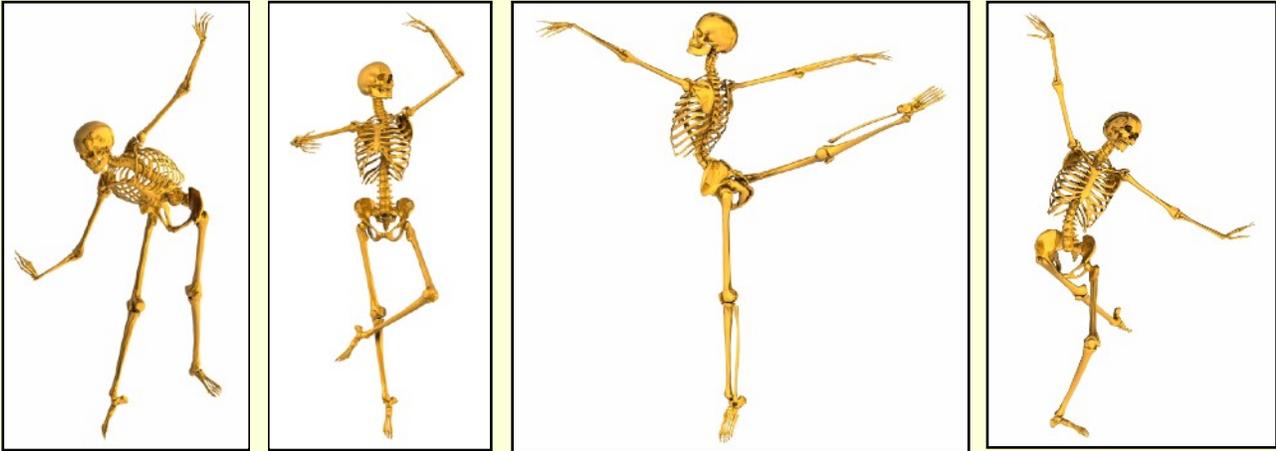
P.O. Box 5263

Wilmington, DE 19808-0263

302-740-1693

admin@theforensicteacher.com

In the forensic classroom, as in life, everyone benefits when we dance together



Three reasons to work with us

Targeted audiences

Forensic education is showing no signs of slowing down. The readers of our magazine are educational professionals who want the latest developments in the field. They're passionate about forensics. They care about their students. And they're hungry for sources of forensic materials they can count on to provide good value for their money. Teachers are loyal to companies that make their job easier. By advertising with us you're literally putting yourself right into their hands.

Targeted referrals

When educators want information about where to buy supplies they turn to their peers for advice. *The Forensic Teacher Magazine* is written by teachers, for teachers and experts. By making readers aware of your products and services you increase your exposure to the educational community. And exposure means increased sales. Our magazine is one teachers will want to lend out and pass around. Word of mouth will only carry you so far; an ad someone can point to will take you farther.

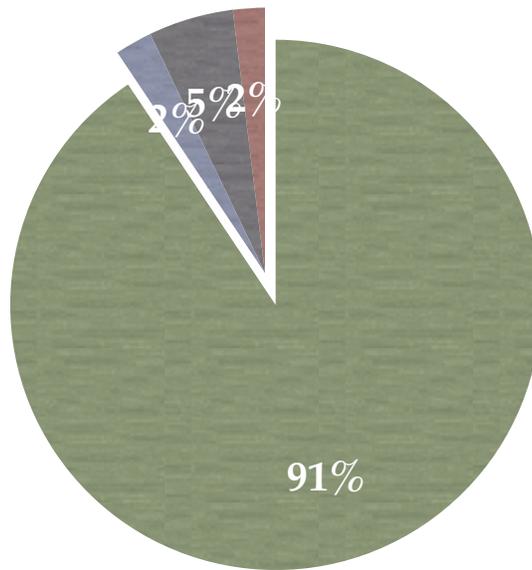
Targeted endorsements

When teachers are asked to make up their budgets, they're often asked to justify their decisions. By making our readers aware of your products you give educators the chance to tell the people who control the pursestrings you're more than a 1-800 number. Part of projecting a professional image is actually putting an image out there, and being a company teachers swear by.

Readership Statistics

(Based on 3460 subscriptions; an average reader-reported 4.5x pass-along rate brings total circulation to about 15,570)

- 9-12 Teachers
- 7-8 Teachers
- Police Depts.
- Higher Ed.



Media Rate Card (Rates effective January 2019)



| Standard Ad Sizes | Color rates for interior pages | | |
|--|--------------------------------|-------------|-------------|
| | 1-time rate | 2-time rate | 4-time rate |
| Two Page Spread | 800 | 700 | 500 |
| Full Page = 7"x10" | 499 | 400 | 325 |
| Two Third Page Island 4 5/8"x 9 1/2" | 500 | 400 | 350 |
| Half Page Island 4 5/8" x 7" | 485 | 400 | 250 |
| Half Page Horizontal 7"x 4 5/8" | 350 | 300 | 250 |
| One Third Page Vertical 2 1/8" x 9 1/2" | 350 | 300 | 250 |
| One Third Page Square 4 5/8" x 4 5/8" | 325 | 300 | 225 |
| One Sixth Page 2 1/8" x 4 1/4" | 225 | 200 | 150 |
| One Twelfth Page 2 1/8" x 2 1/8" | 50 | 45 | 40 |

| Premium Position Ads (four-color only) | 1-time rate | 2-time rate | 4-time rate |
|---|-------------|-------------|-------------|
| Inside Front Cover | 800 | 600 | 400 |

Note: Prices listed do not include further discounts for initial or combination packages.

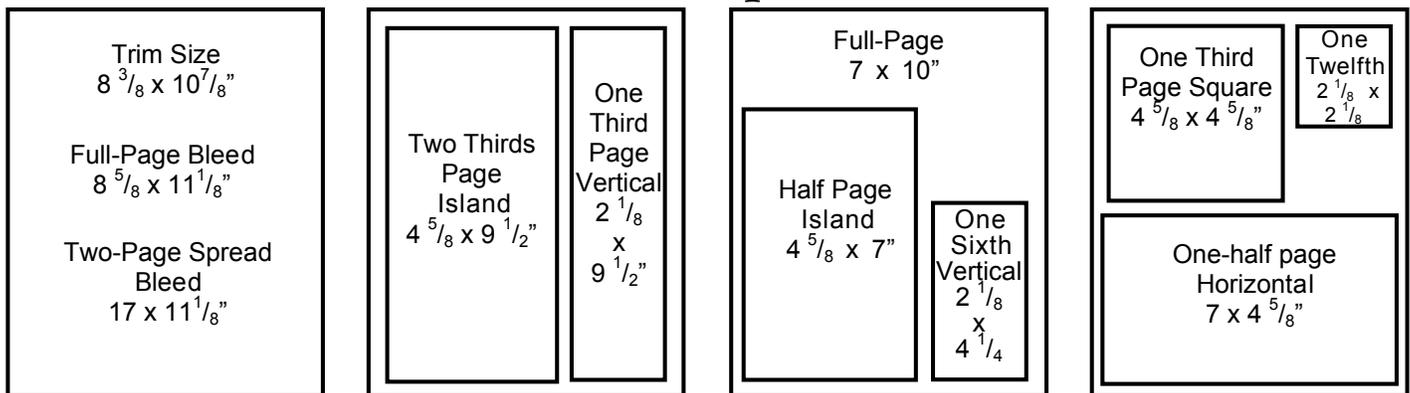
Also, The Forensic Teacher Magazine reserves the right to include ads measuring less than a whole page more than once in a specific issue.

| Multimedia Ads | 1-time rate | 2-time rate |
|----------------|-------------|-------------|
| Video Podcast | 400 | 300 |
| Audio Podcast | 300 | 250 |

Online Ads

| | 1-time rate | 2-time rate |
|--|-------------|-------------|
| Color, linked website ads, each, no print ad | 100 | 90 |

Ad Sizes and Specifications



Terms of Payment

All invoices are payable upon receipt. A discount of 5% will be given if the advertisement is paid for when the ad is placed. Past due balances will be subject to a service charge of 3% 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 is not bound by any conditions, printed or otherwise, on contracts or copy instructions when such conditions conflict with the policies covered on the rate card. Ads cannot be cancelled after an ad closing date as published on the editorial calendar. Advertisers failing to fulfill an agreed upon frequency contract will be billed for the difference to reflect the actual pay rate that is earned.

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. In addition, the advertiser assumes all liability for the copy in their advertisements, and the use or misuse of their products by consumers.

Cancellations

An advertiser will be billed for their ad if a cancellation order is received after the ad closing date published on the editorial calendar, and the last ad placed in the magazine will be run in the reserved space if a new one has not been received at that time. If there is no previous ad the publisher reserves the right to either omit an advertisement for the advertiser, or sell the space to another advertiser if time permits. In neither of these cases will a refund be given to the first advertiser who cancelled the order.

Advertiser Bonuses

By advertising with us you'll be placing your company and your products in front of people who are hungry to buy now. Forensic education shows no sign of stopping; students as young as third grade are learning about forensics, and high school and college level programs are proliferating like flies on a dead squirrel.

We offer many advantages to putting your products and programs in front of people hungry for them. Teachers have learned forensic content, but not their way around the field of what's out there for their students. Some of the ways we can further spread your message are as follows:

Online Exposure

Every full page ad placed in *The Forensic Teacher Magazine* will be displayed on our website. If you make fingerprint powder, offer professional development to forensic teachers, or

have a college program in forensics you think high school seniors will be interested in, you'll feel better knowing that if they don't have a copy of *The Forensic Teacher Magazine* in front

of them, your information is still available online in an easy-to-find format with a link to your own site.

Ad Placement



If there's a particular spot you'd like your ad placed, either in the magazine or on our website, we're flexible and will work with you to give you maximum exposure. And once in a

while the jigsaw puzzle of laying out the magazine will present an opportunity for you and we'll print your ad twice for no extra fee.

Targeted Readership



The Forensic Teacher Magazine is the **only** ongoing forensic resource for secondary, university, and law enforcement forensic educators. No one else helps so many train their students the way we do. Our advertisers are respected, sought after, and front and center to our readers.

ADVERTISING INSERTION ORDER

I. I authorize The Forensic Teacher to insert an ad in the issue of _____

closing date _____, as follows:

| |
|------------------------------|
| 2. Size of ad: _____ |
| 3. Color _____ B&W _____ |
| 4. Provided JPG or PDF ad on |
| a. CD _____ |
| b. DVD _____ |

| |
|--|
| 1. Conditions and terms of this insertion order: |
| a. Total due _____ |
| b. Less discounts _____ |
| c. Paid with this contract _____ |
| d. Balance due _____ |

II. Additional terms: All balances are due 15 days after publication. Balances unpaid 15 days after publication will incur a service charge of 3% per month. Advertiser agrees that if ad materials which it has agreed to furnish do not arrive prior to the closing date, then The Forensic Teacher Magazine may insert appropriate copy of its choosing into the space reserved for the advertiser. Such insertion by The Forensic Teacher Magazine will constitute fulfillment of this contract. The Forensic Teacher Magazine is not responsible for errors and/or omissions which may be present in advertising copy once the advertiser has signed the advertising approval form.

III. The advertiser's billing address is: _____

IV. Make all checks payable to The Forensic Teacher Magazine and mail them to P.O. Box 5263, Wilmington, DE 19808-0263. Ads on either CD or DVD should be sent to the same address. Ads up to 20MB can be accepted via email. **Alternatively, the information in this insertion order can be sent as an email to admin@theforensicteacher.com.**

Notes: _____

Signed: _____
For the advertiser

_____ Date