



MEDIA KIT

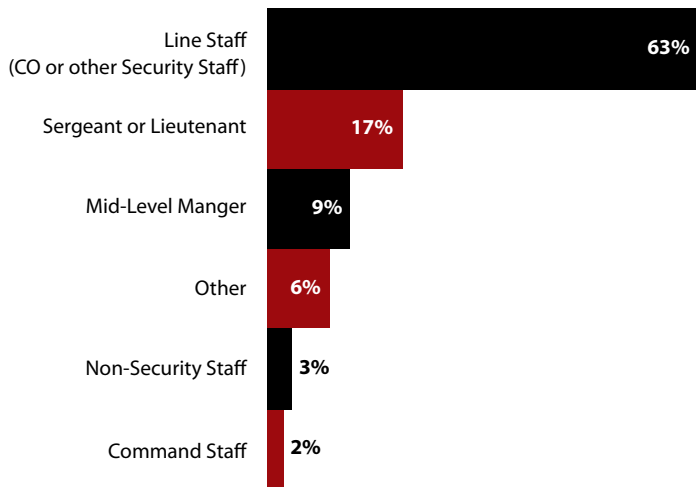
- Be part of the **fastest growing, most product-focused Website** for the Corrections community
- Interact with **more than 127,000** active and engaged unique visitors every month
- Target corrections professionals interested in buying the **products you sell**
- Gain access to nearly **46,400** verified CorrectionsOne members

All Traffic is Not Created Equal

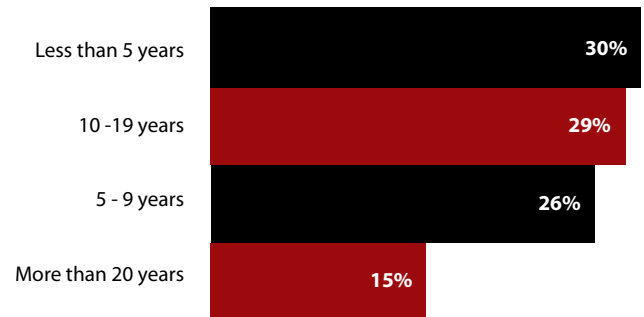
As an advertiser on CorrectionsOne, you will directly reach more Correctional Officers who are seeking products than anywhere else online. In fact, CorrectionsOne is the most heavily visited corrections Website as measured by Alexa, and features a community of:

- 127,000 unique visitors every month*
- 1.6 million page views a month
- 46,400 verified registered members
- 23,000 opt-in eNewsletter subscribers
- 18,000 opt-in subscribers for Exclusive eBlasts

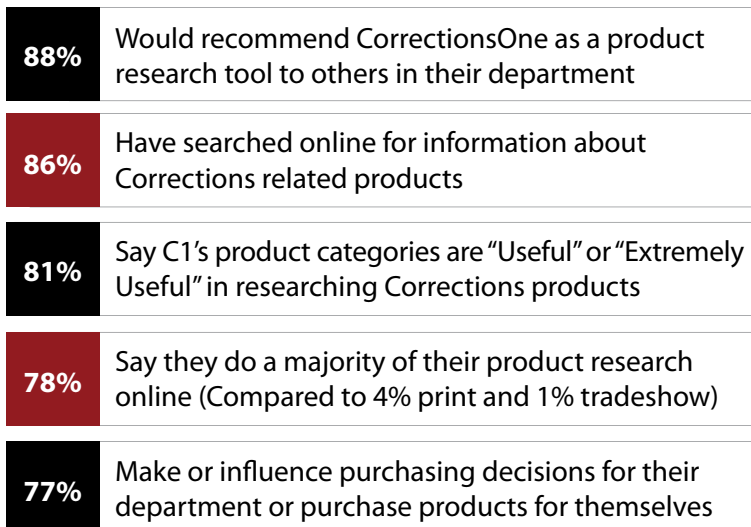
Rank/Job Function



Years of Service



Member Purchasing Influence



Member Feedback

"I always manage to share some of your training articles with my FTOs. I have also highly encouraged our staff to join CorrectionsOne as a source for information and products."
- Abel O. Campos, Sr. Corrections Officer, Travis County Sheriffs Office

"By far the best corrections site out there. Thanks for all of the excellent articles and other informative materials you send out."
- Josh Solomon, Deputy, Aiken County Detention Center

"I'm a college professor. I teach a corrections course and find your website a great source for ideas. I often will print out an article and have students do research on the topic and then write a short paper. Thank you for being here and for allowing me to be a member!"
- Kelly E. Peterson, J.D., Professor of Criminal Justice, Department of Criminal Justice and Social Sciences, South Texas College

Source: Member correspondence and surveys

* Audited by Omniture

Why Advertising with CorrectionsOne is Better

We promote you directly to the Correctional Officers and Administrators interested in buying the products you sell. Our Product Category Sponsorships provide access to an extremely targeted audience of decision makers who are there to research and make product purchases. This means we put you in front of the right people at the right time.

With CorrectionsOne You'll Receive...

- Consistent, contextual and targeted branding
- A wide array of different advertising options
- A portal to deliver all of your product news, video, specs and other content
- A creative partner who is constantly thinking of ways to improve your results

Opportunities for Exposure

- Product Category Sponsorships
- eNewsletters (23,000 subscribers)
- Exclusive eBlasts (18,000 subscribers)
- Banners
- Microsites
- Custom Placements and much more!

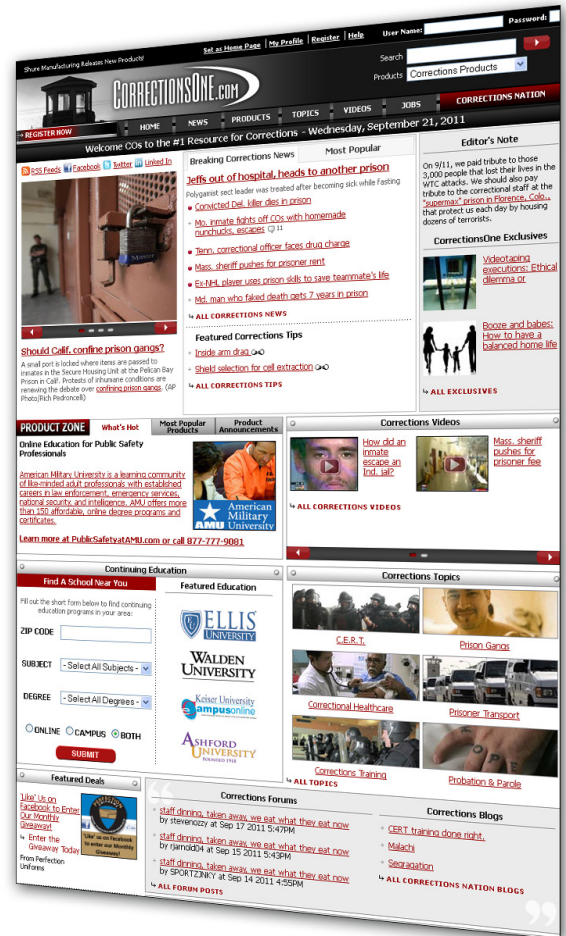
Best Return on Investment

We know better than anyone how to get you results. Our team is dedicated to helping you take advantage of custom online marketing opportunities, giving you the most targeted and effective exposure possible. You will have a dedicated team sending you monthly reports and optimizing your campaign throughout the year.

Targeting Other Markets?

Are you also selling products to Police Officers, Firefighters, EMS, Homeland Security or Emergency Managers? We can help you reach these markets as well with our sister sites:

www.PoliceOne.com, www.FireRescue1.com,
www.EMS1.com and www.Homeland1.com.



What our Advertisers are Saying

"As a body armor company producing a growing number of high quality armor solutions for law enforcement and corrections agencies we have consistently worked with the Praetorian Group in order to make an effective impact on our target audience.



We have found that their website CorrectionsOne has effectively put our company in front of a highly desirable audience of law enforcement personnel in the corrections market. Our sponsored position on the "Body Armor" section of their Web site has consistently accounted for a steady flow of traffic to our Web site. Their ever growing database of quality information keeps their users coming back for more, which in turn gives us a good amount of "face time" with their frequents.

The advertising opportunities we have taken advantage of through CorrectionsOne have proven to be worthwhile. The staff is always a pleasure to work with and they consistently keep us in the loop on any marketing opportunities that would help us achieve our goals as a company."

Adam Spinniken, Art Director/Marketing Coordinator, Armor Express



"We are very pleased with the customer service Praetorian Group provides. Their team is a pleasure to work with and is always there to answer questions and help out any way they can. Our product releases are online very fast, which is helpful in gaining new clients and selling our products. A big thank you to you all!"

Brad E. Smith, Marketing Manager, Shure Manufacturing Corporation



"CorrectionsOne has proved to be an excellent resource to help broadcast our bulletins to the corrections community... We feel the exposure CorrectionsOne has given has been critical to our success in the market."

Peter B. Gill, President, Peerless Handcuff Company

What Media Experts are Saying



"More than two-thirds of b2b marketers plan to decrease spending on print advertising in the next two to three years. Concurrently, 64% of b2b marketers plan to boost digital spending and 67% plan to increase spending on social media efforts. A majority of respondents agreed that developing innovative marketing activities around e-platforms and engaging with clients via social media were important objectives."

B2B Marketing Leadership Study, American Business Media, the Association of National Advertisers and Booz & Co

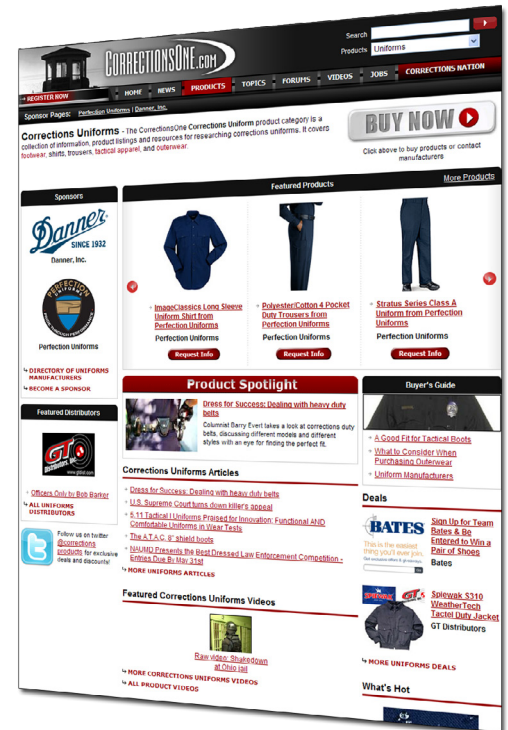


"As consumers continue to increase their time spent online, and as the resurgent economy continues to bolster ad budgets, we're going to continue to see an influx of dollars toward the Internet."

Los Angeles Times, June 2011, Emarketer adjust, David Hallerman

CorrectionsOne is **THE** Leading Online Resource for Corrections Officers and Administrators

CorrectionsOne is firmly established as the definitive online resource for corrections products with more than 46,400 verified registered members. CorrectionsOne receives 127,000 unique visitors per month and offers a broad range of tools and information for researching product purchases. Sponsorship packages provide a variety of ways to connect with your potential customers at the moment they're looking for related product information. Bottom line: CorrectionsOne delivers your message to the right audience at the right time.



Product Category Sponsorship

Sponsorship Components

- Featured product listings
- "Buy Now" links to your site
- Unlimited posting of videos, press releases, articles and new products
- Company logo placement
- One "What's Hot" promotional image and link within Product Category
- Listing in Company Directory and dedicated Company Profile page
- Detailed monthly reporting
- Personal account manager assigned to optimizing your campaign

Single category: \$200 - \$400 per month
Additional categories: \$100 each per month

Email Marketing

- **Member News: (circulation 24,000)**
 • \$200 - \$400 per insertion
- **Exclusive eBlast: (circulation 18,000)**
 • \$1,500 per eBlast

Additional Placements

- Deals and Specials Rotation: \$100 per month
- Directory Listing: \$150 annually for one; \$25 each additional
- Topic Sponsorship: \$250 per month
- Video Product Showcase: \$2,000 each
- Monthly Member Giveaway: \$500 per month
- Homepage "What's Hot" Sponsorship: \$50 per day
- Top Text Link: \$400 per week

Banner Ads

Welcome Ads 640x480	\$60 per Thousand
Homepage Tile 160x100	\$20 per Thousand
Homepage Jumbo 336x280	\$20 per Thousand
Homepage Tower 160x600	\$30 per Thousand
ROS Tile 160x100	\$10 per Thousand
ROS Jumbo 336x280	\$20 per Thousand
ROS Tower 160x600	\$20 per Thousand
ROS Standard 160x240	\$15 per Thousand
ROS Standard+ 468x60	\$10 per Thousand
Targeted Roadblock varies	\$150-\$300 per Thousand

Customizable Programs

- Geo- targeted eBlast
- Custom microsites
- Distributor sponsorships
- Editorial eSupplements
- Market research surveys
- Site polls and quizzes
- Sponsored columnists
- Video filming and production
- Wear tests
- Webinars
- Social Media Management & Promotion

Contact us for customized solutions and additional promotional opportunities