

CRIME LAB REPORT

Media and public policy analysis for the forensic science community

*Cited by the National Academy of Sciences in its groundbreaking report –
“Strengthening Forensic Science in the United States – A Path Forward”*

MEDIA KIT

The most talked-about forensic science publication in the United States

Crime Lab Report is a unique and growing publication that serves a diverse and vibrant community of professionals with a strong interest in forensic science. Our website and monthly reports offer several opportunities to advertise your company's products and services at rates that are both affordable and competitive.

The following plan was updated on: **October 23, 2009**

ABOUT CRIME LAB REPORT AND ITS READERS

Crime Lab Report is an independent media and public policy analysis publication serving professionals, students, and businesses with an interest in the forensic sciences. There is no other publication like it.

Crime Lab Report has had a significant influence on public policy initiatives from Washington, D.C. to the California legislature. Our work has been cited by the U.S. Congress, the U.S. Senate, and the National Research Council.

Our editors have been contacted by journalists around the country including CBS News, NBC News, and several newspapers. We also have considerable international subscribership.

Subscribers of *Crime Lab Report* voluntarily opt into our distribution list, which includes only names and email addresses. In certain circumstances, address lists may be received from forensic science organizations whose members are likely to benefit from *Crime Lab Report's* publications. As a matter of policy, *Crime Lab Report* will not sell, rent, or distribute its distribution list for any reason. The privacy of our subscribers is a priority of our editors.

There is no charge to subscribe to *Crime Lab Report*. Each report is sent as a hyperlink in the body of a text message. The advantage of doing so is the assurance that all graphics in our HTML documents are viewed when opened. We monitor statistical data pertaining to the number of times our publications are opened, which has traditionally been a high percentage of our total circulation. This data combined with our total circulation volume comprises our most critical indicators of performance.

Crime Lab Report has been cited by the following:

National Academy of Sciences

United States Congress

United States Senate

California Commission on the Fair Administration of Justice

California District Attorneys' Association

Peer Reviewed Publications:

Forensic Science Policy & Management

*Congressional Quarterly Press
CQ Researcher*

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PUBLICATION SCHEDULES

Our main report, which normally includes a written editorial accompanied by news and announcements, is delivered electronically on, or around, the third Wednesday of each month. In some instances, articles are written by guest authors; however, most articles appearing in the main report are written by one or more members of our editorial board.

DEMOGRAPHICS

Crime Lab Report targets working professional readers, undergraduate students, and graduate students in all demographic segments. Our readers include forensic scientists, crime scene technicians, police officers, lawyers, journalists, judges, students, college professors, public-policy professionals, retirees, and elected officials.

BILLING

Checks must be made out to:

Midwest Professional Sciences, Inc.
1921 W. Wilson Street., Suite A-252
Batavia, IL 60510

CURRENT CIRCULATION VOLUME

Our current circulation volume is published in each main report. Current circulation and traffic statistics can be provided upon request. Please visit the *Crime Lab Report* library and view our most recent monthly report to obtain our current circulation volume. Total views of our main reports consistently exceeds 90% of circulation volume.

CONTACT US

If you are interested in any of our plans, or would like more information about *Crime Lab Report*, please contact our marketing coordinator, Linda Erdei at (866) 674-9194 or linda.erdei@gmail.com.

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A message from a reader:

"Your article, 'Post-conviction activists contaminate evidence in Texas,' is excellent.

"The forensic science community continues to struggle educating the public with the realities and facts of post conviction investigations, especially those dealing with homicides.

'Contextual contamination' cannot be refuted, and is another indication that forensic science evidence seldom is the determining factor for convictions

"Keep up the excellent work. I enjoy reading your extremely informative articles every month. Thank you."

- September 17, 2009

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BUNDLE PACKAGES

For businesses interested in economizing their advertising dollars for maximum exposure, *Crime Lab Report* offers bundle packages for each publication cycle.

BUNDLE PACKAGES – up to 30% savings	Main Publication Cycle 3rd Wednesday / Month
B1: FULL BUNDLE PACKAGE Includes banner in report body, Market Watch product/service announcement, permanent banner in PDF editorial, banner at home page.	\$230
B2: PREMIER BANNER BUNDLE Includes banner in report body, banner in PDF editorial, banner at home page.	\$215
B3: PREMIER MARKET WATCH BUNDLE Includes banner in report body, Market Watch product/service announcement, banner at home page	\$215
B4: BASIC BANNER BUNDLE Includes banner in report body and banner at home page	\$175
B5: BASIC MARKET WATCH BUNDLE Includes banner in report body, Market Watch product/service announcement	\$145

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20% off your order – if you schedule a bundle package for any two publication cycles

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SIMPLE INDIVIDUAL PLANS

INDIVIDUAL ADVERTISING OPTIONS	Main Publication Cycle 3rd Wednesday / Month
S1: Banner graphic in body of report	\$135
S2: <i>Market Watch</i> product/company announcement	\$125
S3: Banner graphic in PDF editorial – first page	\$85
S4: Banner graphic in PDF editorial – second page	\$70
S5: Banner graphic at home page	\$120

GRAPHIC SPECIFICATIONS

Banner graphics for reports

Option 1: Color jpeg graphic / 140 pixels wide / 650 pixels high / appears on right side of page.

Option 2: Color jpeg graphic / 350 pixels wide / 150 pixels high / appears in text of report.

Banner graphics for home page

Color jpeg graphic / 140 pixels wide / 650 pixels high / appears on right side of page.

Market Watch product/company announcement

120 word maximum / may include two hyperlinks and contact information / Arial 10-font / must pass editorial screening and formatting checks.

Banner graphics for PDF printable editorials

Option 1: Color jpeg graphic / 140 pixels wide / 650 pixels high / appears on right side of page.

Option 2: Color jpeg graphic / 350 pixels wide / 150 pixels high / appears in text of report.

Option 3: Color jpeg graphic / 350 pixels wide / 350 pixels high / appears in text of report.

NOTE: All editorials appearing in our main editorial report are archived for a minimum of one year in a printable PDF document that remains accessible in the *Crime Lab Report* library. These PDF documents are more frequently used as reference materials by students, researchers, and elected officials. Unlike our HTML report, these documents are printer-friendly.

www.crimelabreport.com

Come see what everyone is talking about!