The magazine forensic educators trust

2020 Media Kit

- Readership Statistics
- Advertising Rates
- Sizes and Specifications

The Forensic Teacher
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.
By the Numbers

- Years Publishing: 13.5
- Average pages/issue 83
- Circulation: 12,200

High School: 91%, Higher Ed: 6%, Law Enforcement: 3%.

The Forensic Teacher Magazine is the only resource tailored specifically for secondary, university, and law enforcement forensic educators, all of whom need and purchase supplies. 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.

Media Rate Card (Rates effective January 2020)

2020 Issues

<table>
<thead>
<tr>
<th>Standard Ad Sizes</th>
<th>Color rates for interior pages</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1-time rate</td>
</tr>
<tr>
<td>Two Page Spread</td>
<td>600</td>
</tr>
<tr>
<td>Full Page = 7”x10”</td>
<td>350</td>
</tr>
<tr>
<td>Half Page Horizontal 7”x 4 5/8”</td>
<td>250</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Premium Ads</th>
<th>1-time rate</th>
<th>2-issue rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover (Full page bleed)</td>
<td>500</td>
<td>400</td>
</tr>
<tr>
<td>Inside Back Cover (Full page bleed)</td>
<td>400</td>
<td>300</td>
</tr>
<tr>
<td>Audio Podcast</td>
<td>225</td>
<td>200</td>
</tr>
<tr>
<td>Website Ads (per year)</td>
<td>200</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Special Editions
A special edition will be published every year and each will be devoted to a single topic and feature not only all the articles we've ever published on that subject, but additional features written by recognized experts in the field. In addition, each special issue will also include new lesson plans, activities, and reproducibles on the topic. As a vendor of forensic supplies you have the opportunity to monopolize each reader's attention by being the only advertiser in the issue. For example, our first special edition, tentatively scheduled for August, 2020, will be devoted to blood and blood spatter. Just think how many blood-related products your company can make readers aware of by controlling the variety, placement, and size of your ads. By sponsoring one of these issues you gain exclusivity as the trusted go-to source in the reader's mind. However, each special edition comes with a minimum ad threshold. In other words, if you choose not to sponsor the entire project you will find your ads sharing the issue with competing vendors who offer similar materials. For more information email us at admin@theforensicteacher.com.

Placing an ad
Advertisers interested in reserving space in an upcoming issue need only notify the publisher of their intention by the insertion order deadline for that issue and specify the size and number of ads and issues they're interested in reserving space for. This can be done by emailing us at admin@theforensicteacher.com.

Terms of Payment
All invoices are payable upon receipt. We accept PayPal and checks; details for each will be specified on the invoice. 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.

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.