Connect with more than 90,000 anti-fraud members through The Association of Certified Fraud Examiners’ expansive advertising and sponsorship opportunities included in this media kit.

Connect with these influential leaders through a variety of avenues:

- Print Advertising Campaigns  ➔
- Website Advertising and White Paper Hosting ➔
- E-Newsletter Advertising and Sponsored Articles ➔
- Sponsored Webinars ➔
- Conference Exhibitions and Sponsorships ➔
- Sponsored Remarketing ➔
Connect with more than 90,000 anti-fraud members through The Association of Certified Fraud Examiners expansive advertising and sponsorship opportunities highlighted in this Media Kit.

**Geographic Breakdown**

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>68%</td>
<td>69%</td>
<td>69%</td>
<td>69%</td>
<td>69%</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Europe</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Africa</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Middle East and North Africa</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Central America and the Caribbean</td>
<td>&gt;1%</td>
<td>&gt;1%</td>
<td>&gt;1%</td>
<td>&gt;1%</td>
<td>&gt;1%</td>
<td>&gt;1%</td>
<td>&gt;1%</td>
</tr>
<tr>
<td>South America</td>
<td>&gt;1%</td>
<td>&gt;1%</td>
<td>&gt;1%</td>
<td>&gt;1%</td>
<td>&gt;1%</td>
<td>&gt;1%</td>
<td>&gt;1%</td>
</tr>
</tbody>
</table>

*Represents total number of members as of December 2022.

**ACFE members represent a diverse range of professions:**

- Auditing: 25%
- Accounting/CPA: 22%
- Fraud Examiner/Investigator: 19%
- Governance, Risk Management and Compliance: 13%
- Other: 7%
- Law Enforcement/Security: 5%
- Corporate Management: 2%
- Attorney/Legal Professional: 2%
- Controller: 2%
- Educator: 2%
- IT Professional: 1%

**ACFE members are from a wide array of industries:**

- Government: 18%
- Financial Institutions: 18%
- Other: 14%
- Public/Chartered Accounting: 12%
- Services: 8%
- Manufacturing: 5%
- Management Consultants: 5%
- Law Enforcement: 4%
- Law/Legal Services: 3%
- Health Care: 3%
- Insurance: 4%
- Education: 4%
- Nonprofit: 2%
- Management Consultants: 5%
- Law Enforcement: 4%
YOUR REACH EXTENDS BEYOND OUR MEMBERSHIP.

By advertising with the ACFE, we give you access to anti-fraud professionals around the world who rely on ACFE events, publications and resources in their fight against fraud.

WEB AUDIENCE BREAKDOWN PER MONTH

<table>
<thead>
<tr>
<th>Domain</th>
<th>Pageviews</th>
<th>Sessions</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>fraudconference.com</td>
<td>17,000</td>
<td>11,000</td>
<td>7,000</td>
</tr>
<tr>
<td>fraud-magazine.com</td>
<td>100,000</td>
<td>72,000</td>
<td>59,000</td>
</tr>
<tr>
<td>acfe.com</td>
<td>1,250,000</td>
<td>383,000</td>
<td>200,000</td>
</tr>
</tbody>
</table>
Fraud Magazine™ explores a variety of topics and content based on industry-related trends and emerging issues.

Topics Include:

- Compliance and Ethics
- Digital Forensic Technology
- Fraud Examination Planning
- Fraudulent Disbursements
- Industry Fraud Issues
- International Issues
- Identity Theft
- Legal Aspects of Fraud
- Money Laundering
- Prevention, Internal Controls and Risk Management
- Tone at the Top
### 2023 Print Advertising Rates

**Four-Color Advertising**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page spread</td>
<td>$7,430</td>
<td>$7,320</td>
<td>$7,210</td>
</tr>
<tr>
<td>Full page</td>
<td>$3,880</td>
<td>$3,825</td>
<td>$3,770</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$3,470</td>
<td>$3,420</td>
<td>$3,375</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$3,115</td>
<td>$3,085</td>
<td>$3,040</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$2,680</td>
<td>$2,645</td>
<td>$2,615</td>
</tr>
</tbody>
</table>

**Black and White Advertising**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page spread</td>
<td>$5,560</td>
<td>$5,450</td>
<td>$5,340</td>
</tr>
<tr>
<td>Full page</td>
<td>$2,780</td>
<td>$2,725</td>
<td>$2,670</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$2,370</td>
<td>$2,320</td>
<td>$2,275</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2,016</td>
<td>$1,985</td>
<td>$1,940</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,580</td>
<td>$1,545</td>
<td>$1,515</td>
</tr>
</tbody>
</table>

**Special Positions**

- Inside Front Cover: $4,460
- Inside Back Cover: $4,260
- Back Cover: $4,650

*All cover ads are four-color.*
Fraud Magazine is published six times a year on 50-pound matte white stock. The cover is printed on 114-pound matte white cover stock with a UV dull gloss coating. It is printed in a standard magazine format (8.375” x 10.875”) on an open web press and is perfect bound.

<table>
<thead>
<tr>
<th>Unit Size (in inches)</th>
<th>Width</th>
<th>Height</th>
<th>Size with bleeds*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page spread</td>
<td>16.75”</td>
<td>10.875”</td>
<td>17” width x 11.125” height</td>
</tr>
<tr>
<td>Full page</td>
<td>8.375”</td>
<td>10.875”</td>
<td>8.625” width x 11.125” height</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4.625”</td>
<td>10.875”</td>
<td>4.865” width x 11.125” height</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>5”</td>
<td>7.75”</td>
<td>5.3” width x 8” height</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>8.375”</td>
<td>4.875”</td>
<td>8.5” width x 5.125” height</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2.53”</td>
<td>10.875”</td>
<td>2.78” width x 11.125” height</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>5.2”</td>
<td>5.25”</td>
<td>5.46” width x 5.5” height</td>
</tr>
</tbody>
</table>

*Ads with bleeds require artwork to extend 0.125” past trim on all outside edges, and have a 0.25” safety area from all edges. Color Match Rate: Add $925 to prices above for PMS matched two-color.
Material Submission

- The magazine’s trim size is 8.375” x 10.875.” Ads with bleeds require artwork to extend 0.125” past trim on all outside edges. Artwork and content should be kept at a minimum of 0.25” from the trim.

- Print-ready, high resolution PDF files with fonts embedded are preferred.

- Native Quark, InDesign, Photoshop and Illustrator file formats are also accepted, but not by email. All fonts and imported artwork must be included (fonts in Illustrator or Photoshop should be outlined or rasterized), as well as a laser print or match print of the advertisement.

- Please send all native, digital files to Sponsorships@ACFE.com You may send files via an ftp file transfer site (Dropbox, You Send It, We Transfer, etc.). Please compress files (including all fonts and necessary artwork) to .zip or .sit format before uploading.

- Files should not include RGB or spot colors and all images must be at least 300 dpi. Materials that are improperly prepared or without proofs will be subject to production charges. Ads must be submitted in the exact size they are to appear. Please include the name and phone number of a contact person for production issues.
## Reservations and Material Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reservation Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>10/25/2022</td>
<td>11/10/2022</td>
</tr>
<tr>
<td>March/April</td>
<td>12/16/2022</td>
<td>1/4/2023</td>
</tr>
<tr>
<td>May/June</td>
<td>2/20/2023</td>
<td>3/8/2023</td>
</tr>
<tr>
<td>July/August</td>
<td>4/24/2023</td>
<td>5/10/2023</td>
</tr>
<tr>
<td>September/October</td>
<td>6/26/2023</td>
<td>7/13/2023</td>
</tr>
<tr>
<td>November/December</td>
<td>8/21/2023</td>
<td>9/7/2023</td>
</tr>
</tbody>
</table>
Additional advertising opportunities enable you to gain even greater visibility among key decision makers and position your organization as a knowledge leader in the anti-fraud profession. *Fraud Magazine* readers are often seeking the most up-to-date solutions with details that can be quickly understood and implemented.

Some additional advertising options include:

- **Belly Band**
- **Ride-Along / Polybagging**

*Items require additional lead time and must meet specific manufacturing and postal guidelines, so when considering these options please be sure to contact us at (800) 245-3321 / +1 (512) 478-9000 or Sponsorships@ACFE.com well in advance of your desired drop date.*
**Belly Band**

A creative and popular way to bring your buyer’s eye right to your ad. Belly bands are a paper band, usually 5-6 inches in height, 80 lb. gloss stock with full-color printing, encircling Fraud Magazine. Readers must break through the band before opening the magazine.
Ride-Along / Polybagging

Catalogs, CDs and other product samples are some of the items that can be bound or inserted into a polybag and mailed. Items will have a weight and size limit and will be limited to one ride-along per copy. Polybagging is required with anything scheduled to ride along with the magazine.
Members turn to the ACFE for strategies to prevent and detect corporate fraud, and they need to know about the latest fraud prevention solutions and services.

Showcase your company in this online resource for up to 12 months.


Monthly Pricing:
Leaderboard Ads: $1,100
Medium Rectangle Ads: $1,050
WEB AUDIENCE BREAKDOWN

Monthly web impressions:

- **100,000** Page views per month
- **72,000** Sessions per month
- **59,000** Users per month
Continue to build your relationship with ACFE members by providing them with useful and relevant content while also gaining valuable leads.

Your white papers will be hosted on the Fraud Magazine website, allowing you additional opportunities to position yourself as a knowledge leader with this influential group.

Email Sponsorships@ACFE.com for more information on this monthly, lead-generating, thought leadership opportunity.
Delivered directly to the inbox of highly-qualified professionals, e-newsletter sponsorships and sponsored articles offer an immediate connection with dedicated industry leaders.

- **2023 FraudInfo**: Open Rate — 36%  Click Rate — 3%
- **2023 Fraud Magazine**: Open Rate — 39%  Click Rate — 3%
- **2023 Fraud Examiner**: Open Rate — 40%  Click Rate — 3%

- **Fraud Magazine**
- **FraudInfo**
- **The Fraud Examiner**
Delivered monthly to more than 45,000 ACFE members and magazine subscribers, this publication includes content from the magazine as well as special to the web articles and multimedia features.

1st position
- 1-4 ........................................................... $1,600 per issue
- 5+ ........................................................... $1,450 per issue

2nd position
- 1-4 ........................................................... $1,400 per issue
- 5+ ........................................................... $1,250 per issue

3rd position
- 1-4 ........................................................... $1,200 per issue
- 5+ ........................................................... $1,050 per issue

VIEW POSITIONS
1st Position
- 1-4: $1,600 per issue
- 5+: $1,450 per issue

2nd Position
- 1-4: $1,400 per issue
- 5+: $1,250 per issue

3rd Position
- 1-4: $1,200 per issue
- 5+: $1,050 per issue

Contact Sponsorships@ACFE.com to advertise | (800) 245-3321 | +1 (512) 478-9000
Sent twice a month to more than 114,000 professionals worldwide with the latest fraud-related news stories from trusted publications throughout the world.

1st position
- 1-4 ................................................................. $1,500 per issue
- 5+ ................................................................................ $1,350 per issue

2nd position
- 1-4 ........................................................................... $1,300 per issue
- 5+ ................................................................................ $1,150 per issue

3rd position
- 1-4 ........................................................................... $1,100 per issue
- 5+ ................................................................................ $950 per issue
**FRAUDINFO E-NEWSLETTER ADVERTISING EXAMPLE**

1. **1st Position**
   - 1-4: $1,500 per issue
   - 5+: $1,350 per issue

2. **2nd Position**
   - 1-4: $1,300 per issue
   - 5+: $1,150 per issue

3. **3rd Position**
   - 1-4: $1,100 per issue
   - 5+: $950 per issue

Contact Sponsorships@ACFE.com to advertise | (800) 245-3321 | +1 (512) 478-9000
Delivered monthly to nearly 70,000 ACFE members. This publication includes original content by ACFE staff and contributing authors on relevant and timely fraud-related subjects.

1\textsuperscript{st} position
- 1-4 .............................................................................................................. $1,400 per issue
- 5+ ............................................................................................................... $1,250 per issue

2\textsuperscript{nd} position
- 1-4 .............................................................................................................. $1,200 per issue
- 5+ ............................................................................................................... $1,050 per issue

3\textsuperscript{rd} position
- 1-4 .............................................................................................................. $1,000 per issue
- 5+ ............................................................................................................... $850 per issue

Sponsored Article: Contact for more information

Contact Sponsorships@ACFE.com to advertise | (800) 245-3321 | +1 (512) 478-9000
THE FRAUD EXAMINER E-NEWSLETTER ADVERTISING EXAMPLE

1st Position

- 1-4: $1,400 per issue
- 5+: $1,250 per issue

2nd Position

- 1-4: $1,200 per issue
- 5+: $1,050 per issue

3rd Position

- 1-4: $1,000 per issue
- 5+: $850 per issue

DEMOGRAPHICS

FRAUD MAGAZINE

FRAUD-MAGAZINE.COM

E-NEWSLETTERS

- FRAUD MAGAZINE
- FRAUDINFO
- THE FRAUD EXAMINER

WEBINARS

EVENTS

Contact Sponsorships@ACFE.com to advertise | (800) 245-3321 | +1 (512) 478-9000
BY SPONSORING A MEMBERS-ONLY FREE WEBINAR YOU ARE:

- Gaining valuable qualified leads for up to 12 months
- Increasing your brand awareness
- Establishing your company as a thought leader in the anti-fraud community

Your live webinar will be marketed with a multi-channel campaign to ACFE members and can be targeted to a segment of your choosing. The archived event will be made available to our entire membership of more than 90,000 anti-fraud professionals worldwide. All participants of the webinar opt-in to communications from the sponsor, and those leads will be provided directly to you.

Don’t miss your chance to firmly establish your organization as a leader in the anti-fraud field. Email Sponsorships@ACFE.com today to learn more about the benefits of sponsoring a webinar and current availability.

Limited availability: Schedule your webinar today!
Take advantage of face-to-face relationship building opportunities through exhibition and sponsorship opportunities at international ACFE conferences and seminars.

2023 events include:

- **2023 ACFE Women’s Summit**, Washington D.C, March 8, 2023
  Format: Hybrid, 250+ Expected Attendees

- **2023 ACFE Fraud Conference Europe**, Location TBD, 27-29 March 2023
  Format: Virtual, 250+ Expected Attendees

- **2023 ACFE Fraud Conference Middle East**, Dubai, UAE, May 2023
  Format: In-Person, 250+ Expected Attendees

- **34th Annual ACFE Global Fraud Conference**, Seattle, WA, June 11-16, 2023
  Format: Hybrid, 5,200+ Expected Attendees

- **2023 ACFE Fraud Conference Asia-Pacific**, Singapore, 20-22 September 2023
  Format: Hybrid, Nearly 200 Expected Attendees

- **2023 ACFE Anti-Fraud Leadership Summit**, Marriott Marquis Times Square, New York, October 9, 2023
  Format: In-Person, 120+ Expected Attendees

- **2023 ACFE Fraud Conference Canada**, Montreal, October 29-31, 2023
  Format: In-Person, Nearly 250 Expected Attendees

- **2023 ACFE Anti-Fraud Government Summit**, Washington, DC, November 9, 2023
  Format: Hybrid, Nearly 150 Expected Attendees

- More than 50 seminars worldwide

Email Sponsorships@ACFE.com for more details. Integrate your marketing plan by choosing a variety of touch points with this influential audience. Email us at Sponsorships@ACFE.com or call +1 (512) 478-9000 | (800) 245-3321 today to create a custom plan.