

Journal of
**COMMUNITY
SAFETY &
WELL-BEING**

MEDIA PACKAGE

ABOUT THE JOURNAL

The *Journal of Community Safety and Well-Being (CSWB)* is a **peer-reviewed** and **open access** publication that is positioned to be the authoritative global resource for high-impact research that, uniquely spans all human service and criminal justice sectors, with an emphasis on their intersections and collaborations. The *Journal* showcases the latest research, whether originating from within Canada or from around the world, that is relevant to Canadian and international communities and professionals.

The *Journal* aims to attract a broad audience of multi-sector policymakers, practitioners, and researchers worldwide. In the five years since its launch, the *Journal* has demonstrated its potential to deliver on its mission, and more so, has achieved a credible global position as a unique voice and influencer serving the interests of multiple and heretofore disparate communities of practice and scholarship. Since 2018, the *Journal* has been the affiliated peer-reviewed publication of the Global Law Enforcement and Public Health Association (GLEPHA) and the official publication of the Law Enforcement and Public Health (LEPH) Conferences to date.

The *Journal* publishes original works that may include Original Research (both Quantitative and Qualitative Studies), Social Innovation Narratives, Policy and Systemic Change Propositions, Random Control Trials and other Experimentation, Program and Horizontal Evaluations, Review Articles, Practice Guidelines, Editorials, Commentaries, and periodically includes lighter and/or novel features as Food for Afterthought.

Our Vision

Improved social equity and well-being outcomes for individuals, families, and communities, everywhere.

Our Mission

To advance knowledge, evidence and dialogue to support the considered adoption of public policy, the sustainability of related practices, and the best principles of multi-sector collaboration, at the intersections among health, education, human services and criminal justice systems.

JOURNAL KEY FACTS

- Official publication of the Community Safety Knowledge Alliance (CSKA)
- An affiliated publication of the Global Law Enforcement and Public Health Association (GLEPHA) and the Law Enforcement and Public Health (LEPH) Conference
- Affiliated partners with the Canadian Police Knowledge Network, the Ontario Association of Chiefs of Police (OACP), and Wilfrid Laurier University (WLU online degree programs)
- The *Journal* provides global reach for those with pertinent knowledge to share as well as for those seeking to develop or expand their own reference base in the evolving fields of community safety and well-being and law enforcement and public health
- Open access publication - free from all access barriers, allowing for the widest possible global dissemination of published works
- Peer reviewed journal, published four times per year (March, June, September, and December)

EDITORIAL TEAM

Editor-in-Chief

Norman E. Taylor
Canada

Senior Contributing Editor

Matt Torigian
Canada

Contributing Editorial Community

Introduced in 2021, the Contributing Editorial Community (CEC) enables us to include a wider, more global, and more diverse range of Editors. In turn, the CEC structure offers a more flexible format to attract contributing Authors and their works that shape each *Journal* issue, and to tap into a worldwide network of qualified Reviewers to ensure the continuing excellence of our published selections. To view our Contributing Editorial Community members, visit the [Editorial Team page](#) on our website.

PUBLISHER



MISSION SUPPORTER



JOURNAL PARTNERSHIPS



KEY METRICS*

Journal

Published Since: 2016

Submissions Received: 270

Articles Published: 202

Website Statistics at a Glance

(November 30 2021 - December 1 2022)

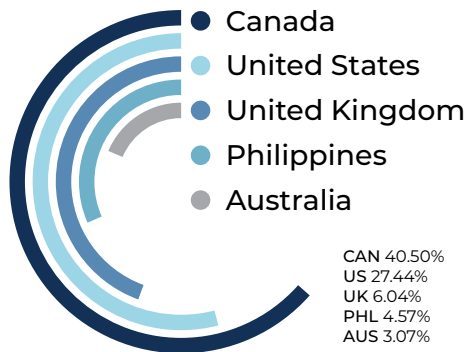
Average of **2,765** new visitors per month

Average of **3,785** total visits per month

6,660 average page views per month

Delivers average of **10,700** ad impressions per month

TOP 5 WEB VIEWS BY COUNTRY



E-Newsletter, The Dispatch

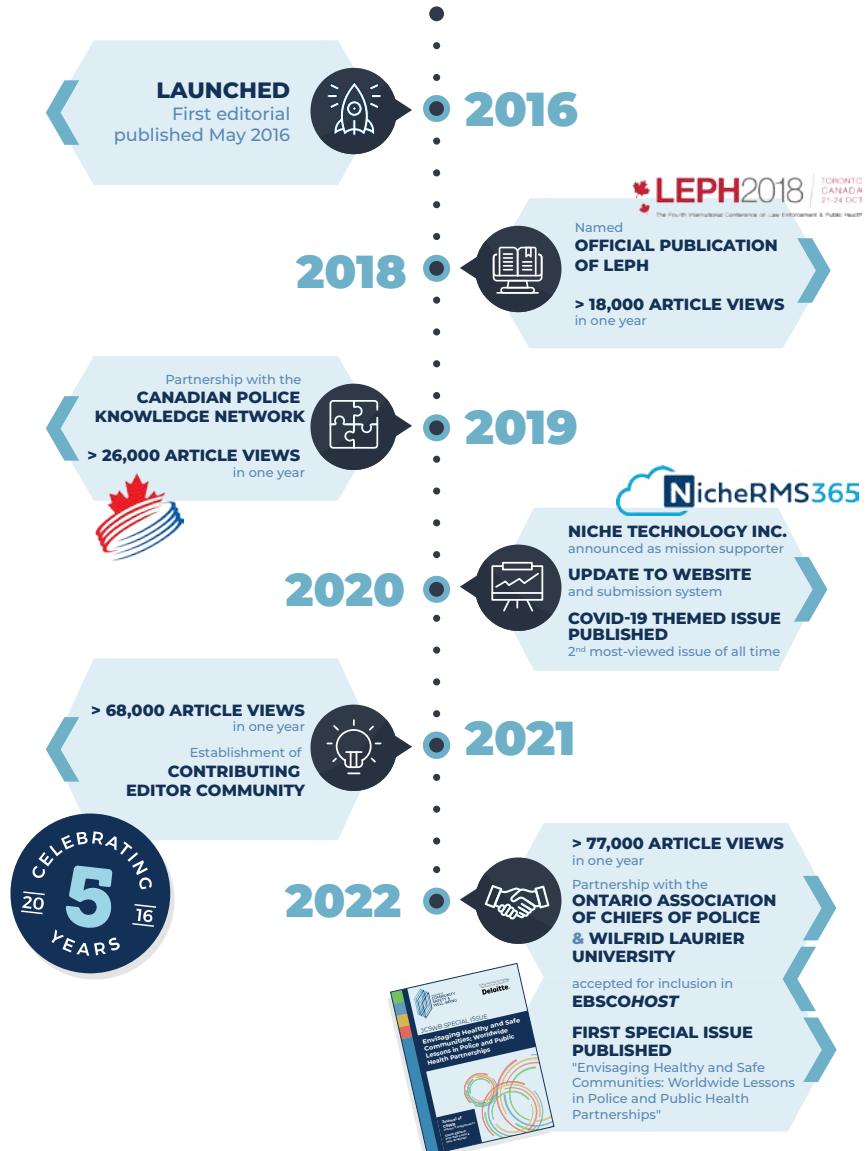
Distribution: 589 recipients

Open Rate: 41%

Engagement Rate: 14%



MILESTONES



*As of November 2022

ONLINE BANNER ADVERTISING

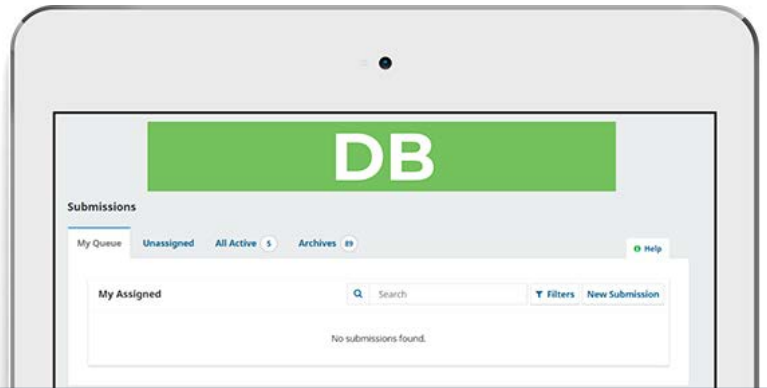
Banner Advertising Positions

- **Leaderboard** (728 x 90 pixels) – Rotates at the top of all pages
- **Vertical 1** (240 x 600 pixels) – Rotates on right side of all pages
- **Vertical 2** (240 x 240 pixels) – Rotates under Vertical 1 on all pages

New for 2023

Peer review system/editorial dashboard advertisement (728 x 90 pixels)

- Rotates at the top of the user dashboard
- Accessed by key contributors to the Journal including Editors, Authors and Reviewers for the submission process and peer review process



2023 Banner Advertising Rates

All positions are sold on a share-of-voice (SOV) model, split into a minimum of 25% shares. Placements must start and will be invoiced on the first of the month the impressions are to begin being served.

Position	Size*	3 months	6 months	12 months
Leaderboard (LB)	728 x 90	\$975	\$1,500	\$2,500
Vertical 1 (V1)	240 x 600	\$860	\$1,320	\$2,200
Vertical 2 (V2)	240 x 240	\$700	\$1,080	\$1,800
Dashboard (DB)	728 x 90	\$950	\$1,425	\$2,375

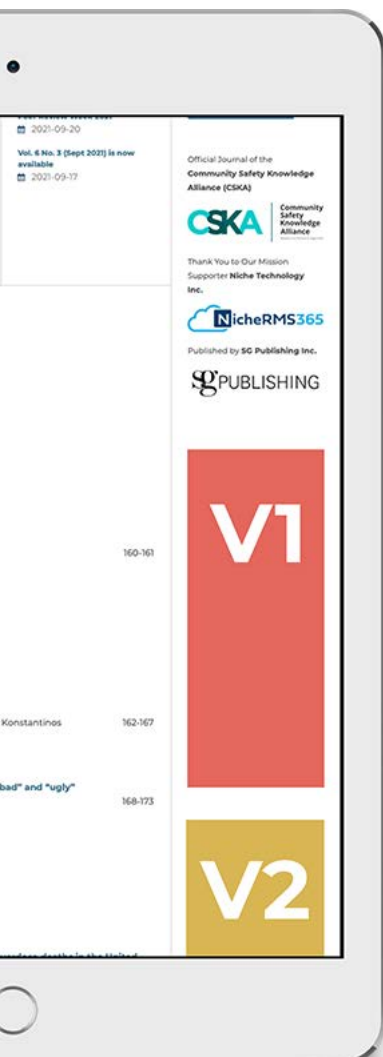
*width x height in pixels

Material may be changed at any time, however, please note that there is a \$100 charge for any material changes throughout the contract. Please note that rates are subject to change.

Banner Ad Specifications

- Ads must be submitted in GIF or JPG
- Animated GIF accepted with 30 second maximum length
- 72 dpi resolution
- File size not to exceed 100 KB
- Click-thru URL must be provided
- Material due 5 business days prior to posting date
- Send material by email to Heather Seunath:

heather@sgpublishing.ca



E-NEWSLETTER, THE DISPATCH

The *Journal of Community Safety and Well-Being* (CSWB) distributes an e-newsletter, The Dispatch, four times per year (January, April, July and October). The newsletter is distributed to our registered journal readers and contains important journal updates, thought-provoking Editorial commentary, current issue highlights, most-read articles, CSA updates and industry related news. Once distributed, the newsletter is posted on our website and promoted through social media. The e-newsletter is an effective method to deliver various industry related communications including product launches, approvals, reports and news from meetings and conferences. Available opportunities include an announcement and/or promotional text as well as banner advertising. [View our newsletter archive here.](#)

Announcement/Promotional Text

Insertion Rate:

\$575 per newsletter insertion

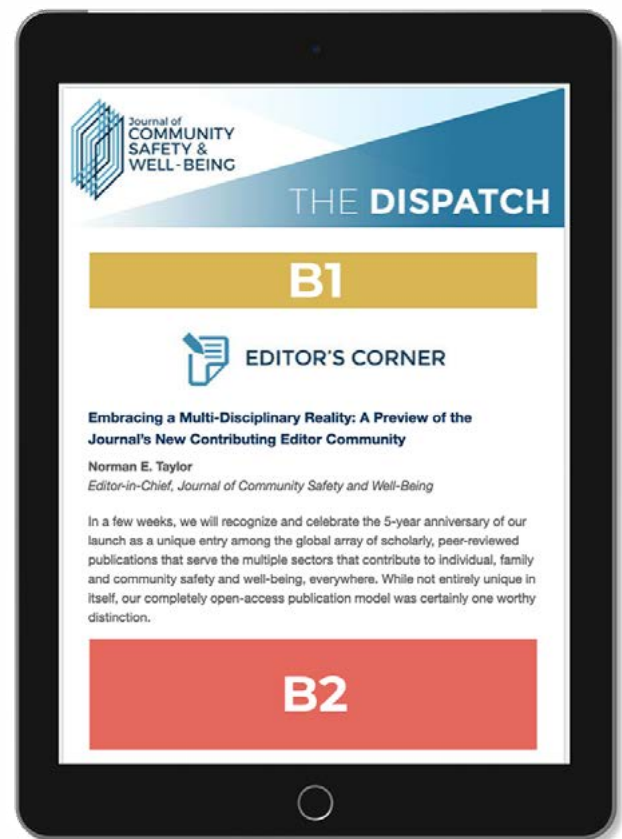
Text Material Specifications

The following is to be provided in word document format:

- Headline (10 words or less)
- Full text of announcement (up to 150 words)
 - Hyperlinks can be included as the newsletter is distributed in HTML format
- Graphic/Logo with text (Optional)
 - Maximum Width = 250 pixels
 - Maximum Height = 150 pixels
 - GIF or JPG, file less than 1 MB
 - Click-through URL optional

Banner Advertising Insertion Rates:

Size (width x height pixels)	Rate
530 x 100 (B1)	\$275
530 x 300 (B2)	\$350



2023 Newsletter Schedule

Issue	Material Deadline	Distribution Date
January 2023	January 16, 2023	January 25, 2023
April 2023	April 17, 2023	April 26, 2023
July 2023	July 17, 2023	July 26, 2023
October 2023	October 16, 2023	October 25, 2023

Send material by email to Heather Seunath: heather@sgpublishing.ca

ANNOUNCEMENT POSTING: JOURNAL WEBSITE

Announcements may be posted on our website (www.journalcswb.ca). Recent announcements are prominently displayed on our home page (see image) and are also available through our communications website menu. All registered readers are notified through the system upon publication of a new announcement. Graphics and logos may also accompany the announcement. [Click here](#) to view a sample announcement.

Rate:

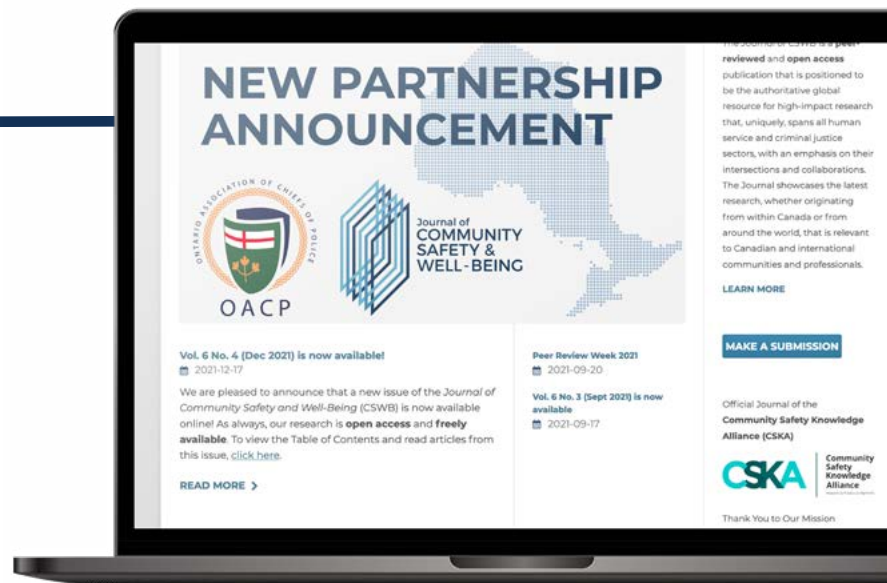
\$600 per posting

Specifications:

The following is to be provided in word document format:

- Announcement headline (15 words or less)
- Brief Description of Announcement (50-100 words)
- Full text of announcement (up to 350 words)

Material due 10 business days prior to posting date.



ADVERTISING TERMS AND CONDITIONS

Acceptance

The *Journal* has the right to decline any advertisement. The publisher has the right to cancel or discontinue any advertisement.

Insertion Orders

All orders should be received in writing. Specific conditions are to be specified on the order.

Material Requirements

Materials must comply with the *Journal's* material requirements.

Cancellation

Once the material is posted, cancellations are no longer accepted. SG Publishing has the right to charge for any cancelled space after this date.

Earned Rate Discount Policy

Frequency rates are based on the insertion orders submitted. For advertisers who contract for a specific frequency, but do not fulfill those frequency commitments, the rates will be readjusted, and the difference will be invoiced. Clients will be required to remit payment within 30 days.

Advertisers who exceed their contracted frequency are eligible for a credit on future advertising. Credits are not issued automatically and must be requested in writing.

Pricing

All pricing is in Canadian Dollars and does not include applicable taxes.

Payment

All orders are payable to SG Publishing Inc., due within 30 days from invoice date. The invoice will be issued upon placement of the ad online. Advertising agencies and advertisers are jointly and severally responsible for payment of invoices.

ADVERTISING & MEDIA CONTACT

Please send sales related inquiries, insertion orders, and material to:

Heather Seunath

Director of Business Development and Marketing Strategies
SG Publishing Inc.

Email: heather@sgpublishing.ca