

MEDIA KIT

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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](#) →

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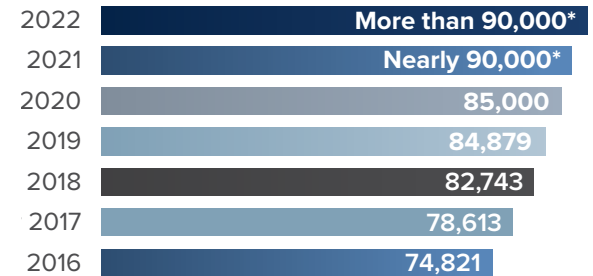
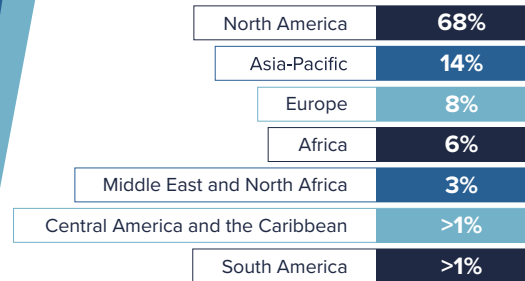
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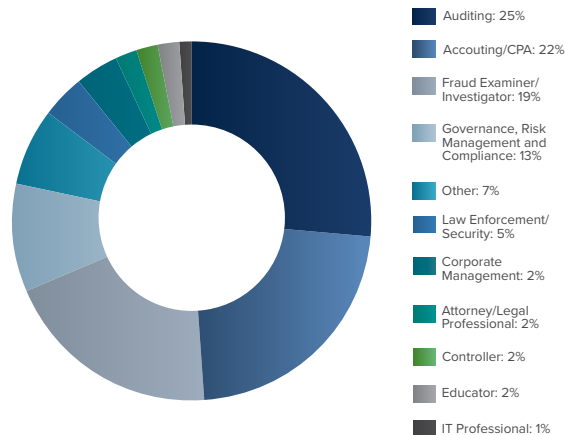
CONNECT WITH MORE THAN 90,000 ANTI-FRAUD MEMBERS THROUGH THE ASSOCIATION OF CERTIFIED FRAUD EXAMINERS EXPANSIVE ADVERTISING AND SPONSORSHIP OPPORTUNITIES HIGHLIGHTED IN THIS MEDIA KIT.

GEOGRAPHIC BREAKDOWN

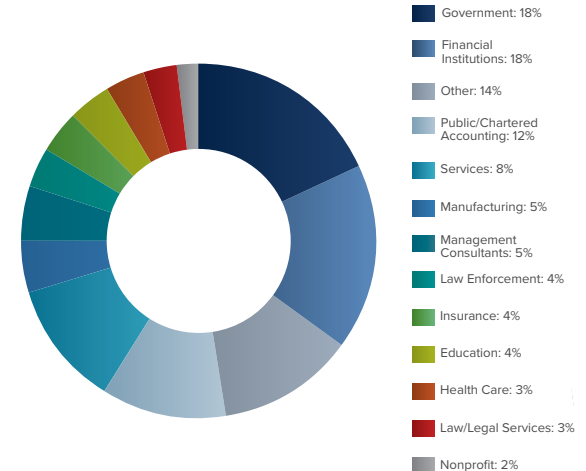


*Represents total number of members as of December 2022.

ACFE members represent a diverse range of professions:



ACFE members are from a wide array of industries:



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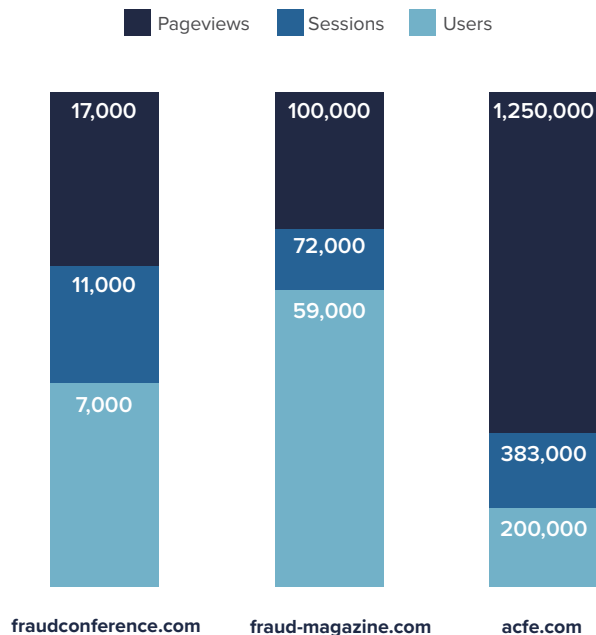
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YOUR REACH EXTENDS BEYOND OUR MEMBERSHIP.

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



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- ADDITIONAL ADVERTISING OPTIONS

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**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

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2023 PRINT ADVERTISING RATES

Four-Color Advertising

	1x	3x	6x
Two-page spread	\$7,430	\$7,320	\$7,210
Full page	\$3,880	\$3,825	\$3,770
2/3 page	\$3,470	\$3,420	\$3,375
1/2 page	\$3,115	\$3,085	\$3,040
1/3 page	\$2,680	\$2,645	\$2,615

Black and White Advertising

	1x	3x	6x
Two-page spread	\$5,560	\$5,450	\$5,340
Full page	\$2,780	\$2,725	\$2,670
2/3 page	\$2,370	\$2,320	\$2,275
1/2 page	\$2,016	\$1,985	\$1,940
1/3 page	\$1,580	\$1,545	\$1,515

Special Positions*

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

*All cover ads are four-color.



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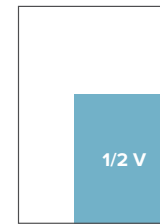
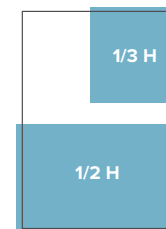
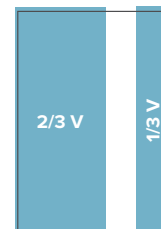
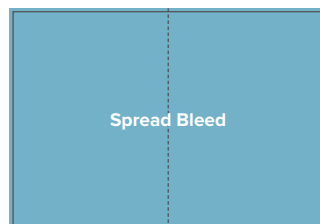


TECHNICAL SPECIFICATIONS

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.

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

*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.



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TECHNICAL SPECIFICATIONS

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.

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RESERVATIONS AND MATERIAL DEADLINES

Issue	Reservation Deadline	Materials Deadline
January/February	10/25/2022	11/10/2022
March/April	12/16/2022	1/4/2023
May/June	2/20/2023	3/8/2023
July/August	4/24/2023	5/10/2023
September/October	6/26/2023	7/13/2023
November/December	8/21/2023	9/7/2023



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 - BELLY BAND
 - RIDE-ALONG/POLYBAGGING

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ADDITIONAL ADVERTISING OPTIONS*

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.

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ADDITIONAL ADVERTISING OPTIONS

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.



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ADDITIONAL ADVERTISING OPTIONS

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.



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- BANNER ADVERTISING
- WEB AUDIENCE BREAKDOWN
- WHITE PAPER HOSTING

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BANNER ADVERTISING

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.

Available placement for monthly-run-of-site advertising for Fraud-Magazine.com.



Monthly Pricing:

Leaderboard Ads: \$1,100

Medium Rectangle Ads: \$1,050

1 Leaderboard (728x90)

2 Medium Rectangle (300x250)

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[FRAUD-MAGAZINE.COM](https://www.fraud-magazine.com)

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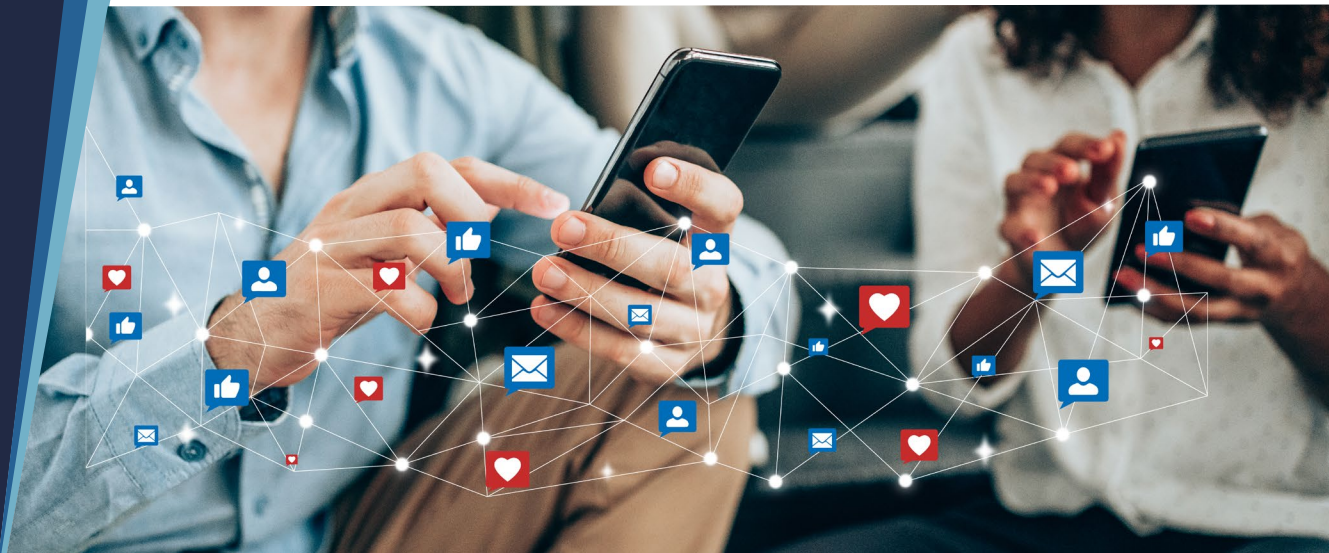
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WEB AUDIENCE BREAKDOWN

Monthly web impressions:

- **100,000** Page views per month
- **72,000** Sessions per month
- **59,000** Users per month



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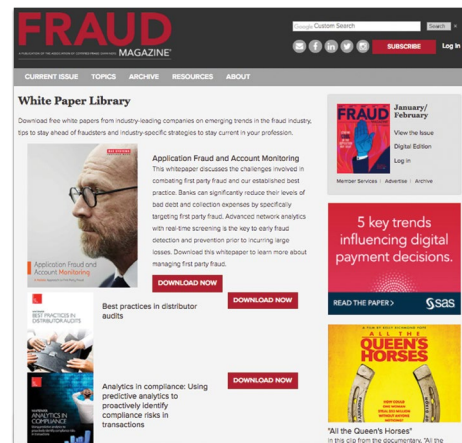


WHITE PAPER HOSTING

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.



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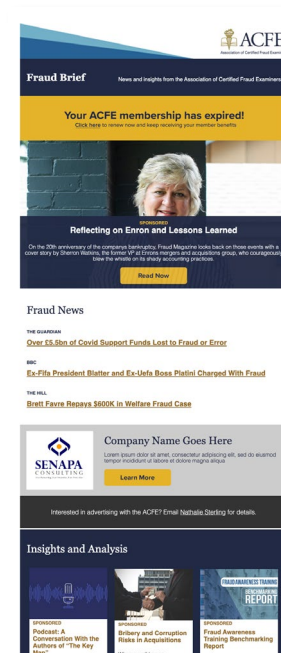


E-NEWSLETTERS

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](#) →



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FRAUD MAGAZINE E-NEWSLETTER

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](#) →

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FRAUD MAGAZINE E-NEWSLETTER ADVERTISING EXAMPLE

1

1st Position

- 1-4: \$1,600 per issue
- 5+: \$1,450 per issue

2

2nd Position

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

3

3rd Position

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



Scourge of Healdton, Oklahoma
Healdton's treasurer took advantage of an oblivious city council and city manager and defrauded the city of at least \$80,000. [Read about the three different methods she used](#) and how email nonprofits can be particularly susceptible to fraudsters.



From processes to anti-fraud victories
Tom Shaw, CFE, CAMS, a seasoned pro, knows that fraud examiners only see victories when they've diligently planned for every possible fraud quirk. [Learn how Shaw organized his team members' tactics](#) so they know how to tackle most frauds and reevaluate their battle plans when they see deficiencies.

1

CLEAR

Investigate Fraud More Thoroughly with CLEAR
CLEAR is the powerful investigative tool from Thomas Reuters with a robust collection of rules, analytics and reporting modules. Investing into CLEAR helps in searching the deep web. CLEAR provides data and functionality specific to financial, insurance, healthcare and government fraud investigations. CLEAR also offers social processing and system rules system capabilities to meet your needs. [Learn more.](#)

2

Sight

The PEACE Model of Investigation Interviews
An aggressive, accuracy-oriented style can intimidate interview subjects, hamper information sharing and even end false confessions. This free sheet sheet outlines the non-aggressive approach of the PEACE Model. [Download now!](#)

I'M A CFE

Thomas Boegballe, CFE
"I've always enjoyed meeting employees at all levels of the organization, analyzing data and identifying patterns," says Thomas Boegballe, CFE. He's explored these interests in multiple roles at KP&M, Novo Nordisk, Carlsberg Breweries and PwC. [Read how he came to work as the head of fraud and forensics at Novozymes](#) and the valuable lessons he's learned along the way.

CAREER CONNECTION

Can you speak the language of 'impression management'?
Before, during and after job interviews many variables are at play, including candidates' nonverbal and self-promotion behaviors. [Learn how conveying a favorable impression](#) — the "liability factor" — can increase the chances that a candidate will achieve their preferred outcomes.

ACFE NEWS

Nine candidates selected for ACFE Board of Regents
Financial Audit Department — Gov't of Dubai and ACFE are fighting fraud together.

[READ MORE ARTICLES AT FRAUD-MAGAZINE.COM](#)

3



Fight Financial Crime with These Online Degrees

- MBA in Economic Crime and Crime Management
- Certificate in Economic Crime Management
- Financial Crime Investigator Certificate

Experienced innovative curricula developed in collaboration with industry leaders devoted to proactive combating economic crime. Advance your management, technology and analytical skills to tackle financial crime from a global perspective.

[Learn more.](#)

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FRAUDINFO E-NEWSLETTER

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

[VIEW POSITIONS](#) →

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FRAUDINFO E-NEWSLETTER ADVERTISING EXAMPLE

1

1st Position

- 1-4: \$1,500 per issue
- 5+: \$1,350 per issue

2

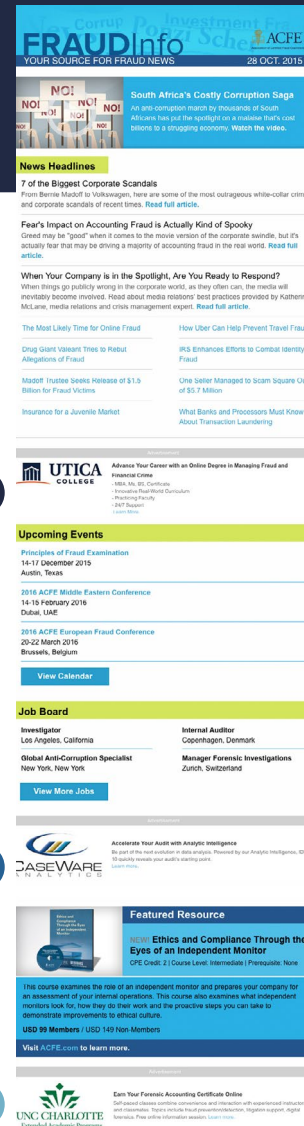
2nd Position

- 1-4: \$1,300 per issue
- 5+: \$1,150 per issue

3

3rd Position

- 1-4: \$1,100 per issue
- 5+: \$950 per issue



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THE FRAUD EXAMINER E-NEWSLETTER

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.

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

Sponsored Article: [Contact for more information](#)

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1st Position

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2nd Position

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


3

3rd Position


- 1-4: \$1000 per issue
- 5+: \$850 per issue




THE FRAUD EXAMINER
Exclusive Tools and Information for ACFE Members
October 2015




A Rising Wave: Anti-Corruption Efforts in Latin America
By James Hoffmann, CFE
For months on end, Guatemalans had been protesting in the streets, waving signs condemning the widespread corruption and abuse of power in their government. In particular, citizens were outraged over evidence that implicated their president, Otto Pérez Molina, in a massive customs fraud scheme that allegedly netted the president and other government officials millions of dollars. Find out how these events impact you.



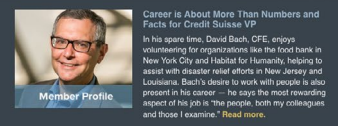
What You Need to Know About Virtual Currency Fraud
By Tim Thompson, CFE
Governments have long used volume and interest rates to devalue their currency. With digital currencies, they can accomplish this more effectively and almost anybody can create an alternative virtual currency. Groups of countries, anarchists and criminals have created and maintained different versions for their own funding purposes. Read more.




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Fight Financial Crime with These Online Degrees
• Master of Science in Crime and Crime Management
• Executive MS in Economic Crime Management
• Financial Crime Investigation Certificate
Experienced innovative services developed in collaboration with industry leaders devoted to comprehensive program services. Online, flexible and self-paced, technology and analytical skills to tackle financial crime from a global perspective.
Learn more.



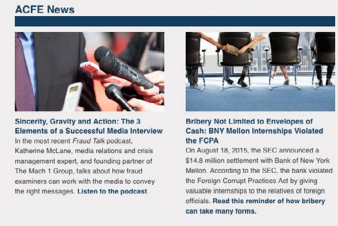
Navigating the Cultural, Lingual and Methodological Differences When Conducting International Interviews
Jonathan Dawson, Director of Forensic Interview Solutions Limited, relays how fraud examiners can successfully conduct interviews when crossing international borders. Watch the video.




Member Profile
Career is About More Than Numbers and Facts for Credit Suisse VP
In his spare time, David Bach, CFE, enjoys volunteering for organizations like the Food Bank in New York City and Habitat for Humanity, helping to assist with disaster relief efforts in New Jersey and Louisiana. Bach's desire to work with people is also present in his career — he says the most rewarding aspect of his job is "the people, both my colleagues and those I examine." Read more.



iSight®
Investigative, Due and Defensible
Interpreting the unspoken phrase in a fraud investigation requires patience, experience and imagination with. This free cheat sheet can help you gain an admission while avoiding the most common mistakes. Download now!



ACFE News
Sincerity, Gravity and Action: The 3 Elements of a Successful Media Interview
In the most recent Fraud Talk podcast, Katherine McLane, media relations and crisis management expert, and founding partner of The March 1 Group, talks about how fraud examiners can work with the media to convey the right messages. Listen to the podcast.
Bribery Not Limited to Envelopes of Cash: BNY Mellon Internships Violated
On August 18, 2015, the SEC announced a \$14.6 million settlement with Bank of New York Mellon. According to the SEC, the bank violated the Foreign Corrupt Practices Act by giving valuable internships to the relatives of foreign officials. Read this reminder of how bribery can take many forms.



TeamMate®
Audit, Controls, & Analytics
TeamMate Analytics - Data Analysis for Every Audit
TeamMate Analytics provides a 360 audit view and data within Firm, allowing auditors to easily perform powerful data analysis without extensive training. Learn more.

Upcoming Webinar

Featured Product

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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!](#)



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CONFERENCE SPONSORSHIP OPPORTUNITIES



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

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