The Association of Certified Fraud Examiners (ACFE) is the world’s largest anti-fraud organization, with more than 85,000 members worldwide.

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
**Demographics**

The ACFE continues to grow, now with members in more than 150 countries worldwide

*Represents total number of members as of December 2018.

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>More than 85,000*</td>
</tr>
<tr>
<td>2017</td>
<td>82,734</td>
</tr>
<tr>
<td>2016</td>
<td>78,613</td>
</tr>
<tr>
<td>2015</td>
<td>74,821</td>
</tr>
<tr>
<td>2014</td>
<td>71,663</td>
</tr>
<tr>
<td>2013</td>
<td>68,743</td>
</tr>
</tbody>
</table>

ACFE members represent a diverse range of professions:

- Auditing: 27%
- Accounting/CPA: 23%
- Fraud Examiner/Investigator: 18%
- Governance, Risk Management and Compliance: 11%
- Other: 7%

Security/Loss Prevention: 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%
- Management Consultants: 5%
- Manufacturing: 5%
- Law/Legal Services: 3%
- Nonprofit: 2%
- Health Care: 3%
- Education: 4%
- Insurance: 4%
- Law Enforcement: 4%
- Law/Legal Services: 3%

Contact Travis Kolaja to advertise | (800) 245-3321 ext. 186 | +1 (512) 478-9000
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
# 2019 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>$7430</td>
<td>$7320</td>
<td>$7210</td>
</tr>
<tr>
<td>Full page</td>
<td>$3880</td>
<td>$3825</td>
<td>$3770</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$3470</td>
<td>$3420</td>
<td>$3375</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$3115</td>
<td>$3085</td>
<td>$3040</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$2680</td>
<td>$2645</td>
<td>$2615</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>$5560</td>
<td>$5450</td>
<td>$5340</td>
</tr>
<tr>
<td>Full page</td>
<td>$2780</td>
<td>$2725</td>
<td>$2670</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$2370</td>
<td>$2320</td>
<td>$2275</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2016</td>
<td>$1985</td>
<td>$1940</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1580</td>
<td>$1545</td>
<td>$1515</td>
</tr>
</tbody>
</table>

## Special Positions*

- Inside Front Cover: $4460
- Inside Back Cover: $4260
- Back Cover: $4650

*All cover ads are four-color.
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.

<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&quot;</td>
<td>10.875&quot;</td>
<td>17&quot; width x 11.125&quot; height</td>
</tr>
<tr>
<td>Full page</td>
<td>8.375&quot;</td>
<td>10.875&quot;</td>
<td>8.625&quot; width x 11.125 height</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4.625&quot;</td>
<td>10.875&quot;</td>
<td>4.865&quot; width x 11.125 height</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>5&quot;</td>
<td>7.75&quot;</td>
<td>5.3&quot; width x 8&quot; height</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>8.375&quot;</td>
<td>4.875&quot;</td>
<td>8.5&quot; width x 5.125&quot; height</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2.53&quot;</td>
<td>10.875&quot;</td>
<td>2.78&quot; width x 11.125&quot; height</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>5.2&quot;</td>
<td>5.25&quot;</td>
<td>5.46&quot; width x 5.5&quot; 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 on a CD-ROM to Helen Elliott at 716 West Ave., Austin, TX 78701. Alternatively, 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.

Contact Travis Kolaja to advertise | (800) 245-3321 ext. 186 | +1 (512) 478-9000

ADVERTISING POLICIES
## Reservations and Materials Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reservation Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>May/June</td>
<td>2/26/19</td>
<td>3/11/19</td>
</tr>
<tr>
<td>July/August</td>
<td>4/22/19</td>
<td>5/8/19</td>
</tr>
<tr>
<td>September/October</td>
<td>6/26/19</td>
<td>7/16/19</td>
</tr>
<tr>
<td>November/December</td>
<td>8/20/19</td>
<td>9/6/19</td>
</tr>
<tr>
<td>January/February</td>
<td>10/23/19</td>
<td>11/8/19</td>
</tr>
<tr>
<td>March/April</td>
<td>12/20/19</td>
<td>1/13/20</td>
</tr>
</tbody>
</table>
**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 Travis Kolaja at (800) 245-3321 / +1 (512) 478-9000 x186 or TKolaja@ACFE.com well in advance of your desired drop date.*
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.

View a sample belly band.
Ride-Along / Polybagging

Catalogs, CD-ROMs 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.
Fraud-Magazine.com offers ACFE members expanded content, multimedia, article commenting and a digital version of the current issue, with linked advertising and article archives. With more than 85,000 highly qualified professionals relying on ACFE publications for their anti-fraud news and education, website advertising is a necessary component of an effective marketing campaign.

- **135,000+ page views per month** (38% increase over 2017)
- **47,000+ visits per month** (17% increase over 2017)

**Website Rates & Specifications**
Monthly run-of-site advertising is $940 per month for either available placement:
- Leaderboard (728x90)
- Medium Rectangle (300x250)

[View samples of ad placements on the website.](#)
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 by exhibiting or advertising.

To have your company listed in the Fraud Magazine Vendor Directory, contact Travis Kolaja.
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.

Contact Travis Kolaja for more information on this monthly, lead-generating, thought leadership opportunity.

View sample white papers.
Delivered directly to the inbox of highly-qualified professionals, e-newsletter sponsorships and sponsored articles offer an immediate connection with dedicated industry leaders.

- **Average ACFE E-Newsletter Open Rate — 24.2%** (vs. average of 22%)*
- **Average ACFE E-Newsletter Click-To-Open Rate — 20.9%**  
  (vs. average of 5.3%)*

*Averages taken from *Email Marketing & Beyond: Global Industry Benchmarks 2017 - GetResponse & Holistic Email Marketing 2017*

- Fraud Magazine
- FraudInfo
- The Fraud Examiner
Fraud Magazine E-Newsletter

Delivered monthly to nearly 60,000 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................................................................. $1500 per issue
- 5+ ............................................................... $1350 per issue

2nd position
- 1-4................................................................. $1300 per issue
- 5+ ............................................................... $1150 per issue

3rd position
- 1-4................................................................. $1100 per issue
- 5+ ............................................................... $950 per issue
Fraud Magazine E-Newsletter

Scourge of Healdton, Oklahoma

Healdton’s treasured treasure took advantage of an obvious city council and city manager and defrauded the city of at least $80,000. Read about the three different methods he used and how small 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 diligently plan for every possible fraud. Learn how Shaw organized his team members’ tactics so they knew how to tackle most frauds and re-evaluate their battle plans when they see deficiencies.

1st position

1-4: $1500 per issue

5+: $1350 per issue

2nd position

1-4: $1300 per issue

5+: $1150 per issue

3rd position

1-4: $1100 per issue

5+: $950 per issue

CLEAR

Adapting to emerging technologies

Cynthia Holtreman, CFE, discusses ethical and security issues faced by fraud examiners and companies as social media and technology continue to evolve.

Adapting to emerging technologies

Cynthia Holtreman, CFE, discusses ethical and security issues faced by fraud examiners and companies as social media and technology continue to evolve.

1st position

1-4: $1500 per issue

5+: $1350 per issue

2nd position

1-4: $1300 per issue

5+: $1150 per issue

3rd position

1-4: $1100 per issue

5+: $950 per issue

3rd position

1-4: $1100 per issue

5+: $950 per issue

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 KPMG, Natio Nordisk, Carlberg Breweries and PwC. Read how he came to work as the head of fraud and forensics at NovoNordisk 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 “fishtank effect” – 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
FraudInfo E-Newsletter

Sent twice a month to nearly 120,000 professionals worldwide with the latest fraud-related news stories from trusted publications throughout the world.

1st position
- 1-4.............................................................................................................. $1400 per issue
- 5+.............................................................................................................. $1250 per issue

2nd position
- 1-4.............................................................................................................. $1200 per issue
- 5+.............................................................................................................. $1050 per issue

3rd position
- 1-4.............................................................................................................. $1000 per issue
- 5+.............................................................................................................. $850 per issue
1st position
- 1-4: $1400 per issue
- 5+: $1250 per issue

2nd position
- 1-4: $1200 per issue
- 5+: $1050 per issue

3rd position
- 1-4: $1000 per issue
- 5+: $850 per issue
E-Newsletters

- FRAUD MAGAZINE
- FRAUDINFO
- THE FRAUD EXAMINER

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................................................................. $1250 per issue
- 5+................................................................. $1100 per issue

2nd position
- 1-4................................................................. $1050 per issue
- 5+................................................................. $900 per issue

3rd position
- 1-4................................................................. $850 per issue
- 5+................................................................. $700 per issue

Sponsored Article: Contact for more information
A Rising Wave: Anti-Corruption Efforts in Latin America
by Jeffrey Morris, 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 Walt Manning, 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.

Navigating the Cultural, Linguistic 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.

Career is About More Than Numbers and Facts for Credit Suisse VP
In his spare time, David Bach, CFE, works volunteering for organizations like the Food Bank in New York City and Habitat for Humanity, helping to avoid 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.

ACFE News

Sincerely, Gravity and Action: The 3 Elements of a Successful Media Interview
In the next episode of “For All” podcast, Katherine McLean, media relations and crisis management expert, and founding partner of The Mach! Group, talks about how fraud examiners can work with the media to convey the right messages. Listen to the podcast.

Bribery Net Limited to Envelopes of Cash: BNY Mellon Internships Violated the FCRA
On August 18, 2015, the SEC announced a $1.6 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 remider of how bribery can take many forms.

TeamMate®

Transparency Analysis - Data Analysis for Every Audit
TeamMate’s analytics module is an Excel add-in that provides users with Excel, allowing auditors to easily perform powerful data analysis without additional training. Learn more.

Upcoming Webinar

Featured Product

Contact Travis Kolaja to advertise | (800) 245-3321 ext. 186 | +1 (512) 478-9000

ADVERTISING POLICIES
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 85,000 anti-fraud professionals worldwide.

Don’t miss your chance to firmly establish your organization as a leader in the anti-fraud field. Contact Travis Kolaja 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.

2019 Events include:

- **2019 ACFE Fraud Conference Middle East**, Abu Dhabi, February 24-26, 2019
- **2019 ACFE Fraud Conference Europe**, Zurich, March 27-29, 2019
- **30th Annual ACFE Global Fraud Conference**, Austin, June 23-28, 2019
- **2019 ACFE Fraud Conference Asia-Pacific**, Singapore, September 25-27, 2019
- **2019 ACFE Fraud Conference Canada**, Montreal, October 20-23 2019
- More than 50 seminars worldwide

Contact Travis Kolaja or view the 2019 Exhibitor Prospectus for more details.

Integrate your marketing plan by choosing a variety of touch points with this influential audience. Contact Travis Kolaja at (800) 245-3321 or +1 (512) 478-9000 x186 today to create a custom plan.
Advertising Policies

PAGE 1

Billing/Credit
Advertising charges must be paid within 30 days of invoice being issued by publisher. Advertisers and advertising agencies are jointly and individually responsible for payment of all insertions.

The publisher reserves the right to request credit information on new and existing advertisers. A prepayment may, at publisher's discretion, be required of new advertisers.

The Association of Certified Fraud Examiners (ACFE) reserves the right to hold placement of an advertisement wherein an advertiser is 90 or more days past due on their payments to the ACFE.

All payments must be in U.S. dollars, drawn from U.S. banks. Cash cannot be accepted as payment.

Copy Acceptance
The publisher reserves the right to refuse advertising.

The word “advertisement” shall be printed at the top of advertisements which, in the opinion of the publisher, may be confused with editorial pages. The ACFE reserves the right to reject the advertisement if it does not meet ACFE criteria until it is redone, at the advertiser's expense, in an acceptable format.

Fraud Magazine reserves the right to reject any advertising for products or services that may, in the judgment of the publisher and editor, be reasonably confused or conflicts with products of the ACFE.

Publisher's Copy Protective Clause
Advertisers and advertising agencies assume joint liability for all content (including text representation and illustration) of advertisements printed. Advertiser and the advertising agency represent and warrant that all material delivered to the publisher for publication shall be free of libel and that publication thereof will not violate or infringe any copyright trademark, right of privacy or any other statutory or common law property right of any person. Advertiser and advertising agency will indemnify and hold harmless publisher and its licensees against all liability, including expenses and reasonable counsel fees, from any claim arising in connection with the content (including text representation and illustration) of printed advertisements or any claim which, if sustained, would constitute a breach of the foregoing warranties.

Publisher Limitation of Liability
Advertiser and/or advertising agency must contact publisher within 30 days after an error in an advertisement is published. At the discretion of the publisher, a make-good ad will be inserted at no charge in the next available issue if it was determined that the error was due solely to the publisher's mistake. Publisher must have first received payment in full on the original ad/invoice. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. Publisher liability is limited only to the advertisement in the next mailing or issue.

Positioning of advertisements in any issue is at the discretion of the publisher unless the advertiser has contracted to pay an additional charge to be determined by publisher for premium position.

Advertising Agency Commission
Fraud Magazine will extend a 15% discount for space charges to accredited advertising agencies provided the invoice for such billing is paid within 60 days of mailing or other issuance by publisher. Emergency alterations will be charged at $40 per hour and are not commissionable. Additional charges for special position ad placement will be billed after blueline proofs.

If charges due to the publisher from advertising agency for advertisements placed in conformance with this rate card are not paid properly, the publisher may, as its option, collect said charges from the advertiser, and the advertising agency shall execute all assignments and other documents necessary to facilitate such collection. In addition, publisher may hold advertiser and its advertising agency jointly and severally liable for all sums due and payable to publisher, even if the advertiser has previously paid the advertising agency.

Cancellation, Short Rates and Rebates
Cancellation of space reservations will result in a rate adjustment based on past and subsequent insertions to reflect annual space used at the earned frequency or volume rate. Advertisers will be rebated or credited if they use sufficient additional space within a 12-month period from the date of first insertion to earn a lower rate at which they were billed. In the event of nonpayment, Fraud Magazine reserves the right to hold the advertiser and/or the agency jointly liable for outstanding balances that are due and payable to Fraud Magazine.

Rate Protection
Rates are subject to change at any time without notice. Any such change will not be applicable to advertisers, who at such time have an advertising contract with publisher, until the end of their then-current contract with publisher.

Contracts may be canceled at the time the change in rate becomes effective without incurring a short-rate adjustment, providing the contract rate has been earned up to the date of publication.

Miscellaneous Provisions
Each page or fractional page counts as one insertion. A spread is considered to be two insertions. Rates are based on the number of insertions within a 12-month period dating from first insertion. The publisher is not responsible for errors in key numbers or coupon codes. Any revision or special handling of materials will be
Advertising Policies

billed to the advertiser. Requested positions are not guaranteed unless stated as a paid position. Advertisers will receive three copies of Fraud Magazine with the invoice. Cover advertisements will be accepted as full-page, four color only.

Advertisers must assume liability for ad content and responsibility for any claims that may arise from their advertising. All artwork, negatives and allied materials will be held for up to one year and then destroyed without notice unless return is requested within that year. All advertising will be charged according to the terms of this rate card only.

Advertising and Trade Show Exhibition Policy
The Association of Certified Fraud Examiners, Inc. reserves the right to exercise control over the content of its publications and exhibitions. All advertising with ACFE is subject to approval prior to publication. The ACFE reserves the right to unilaterally reject or cancel any advertisement, insertion order, space reservation, position commitment or exhibit at any time and for any reason, whether or not the same has already been accepted and/or published.

Advertisements that simulate editorial content must be clearly labeled "ADVERTISEMENT" and ACFE may, in its sole discretion, so label such copy or require that the advertisement be resubmitted in an acceptable format at the advertiser's expense.

No advertising contract is assignable by the advertiser without the written consent of ACFE.

Payment Instructions
Mail check, payable to Association of Certified Fraud Examiners, to:
Association of Certified Fraud Examiners
716 West Avenue
Austin, TX 78701-2727
USA

© 2016 Association of Certified Fraud Examiners, Inc. “ACFE,” “CFE,” “Certified Fraud Examiner,” “CFE Exam Prep Course,” “Fraud Magazine,” “Association of Certified Fraud Examiners,” “EthicsLine,” the ACFE Seal, the ACFE Logo and related trademarks, names and logos are the property of the Association of Certified Fraud Examiners, Inc., and are registered and/or used in the U.S. and countries around the world.
IN THIS ISSUE

Informants & whistleblowers PG. 20
Caught by the numbers PG. 28
Fleecing the shepherds PG. 42
Identity theft tax refund fraud, part 1 PG. 48