

# Forensics.ca



## 2006 MEDIA GUIDE



YOUR CONNECTION TO THE  
FORENSIC SCIENCE PORTAL  
AND BEYOND

Since the launch of Forensics.ca, The Forensic Science Portal has permeated every sector of the forensic science community around the world. Its aim, since its creation, has been in the open sharing of information that is key to the forensic science community.

In January 2006, design modifications resulted in the launch of the dynamic new website that has in turn increased the number of visitors and website hits.

Several sections of the website are updated weekly and the “News Center” of Forensics.ca is updated twice daily with fresh news content for our frequent visitors.

The sales and advertising team is confident that forensic scientists, vendors of scientific supplies and people whose interests lie in the field of forensic science will find the new site an effective means to access relevant information pertaining to the field of forensic science.

Forensics.ca hopes that you will consider using our various services; from free uploads of research data to targeted advertising options detailed in the next few pages.

Forensics.ca looks forward to providing various products and services to the scientific community while keeping our visitors informed on the trends and happenings around the world.

Please take some time to review the information in this Media Guide.

All enquiries can be directed to [info@forensics.ca](mailto:info@forensics.ca)

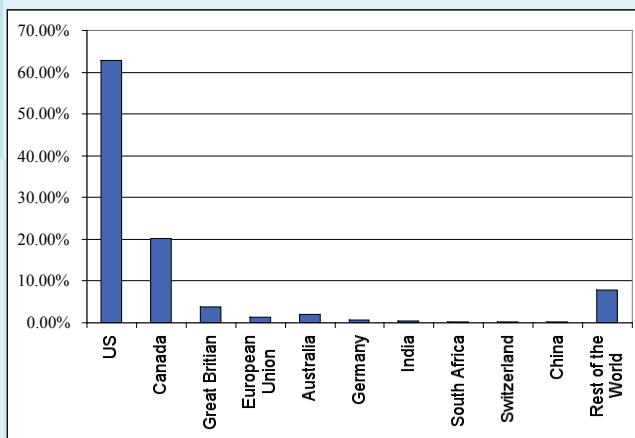
Thank you and have a nice day,

Regards,

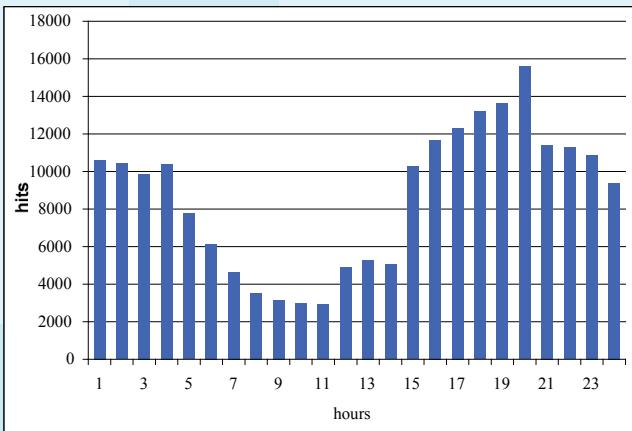
Ben Joseph  
Author and Webmaster of Forensics.ca



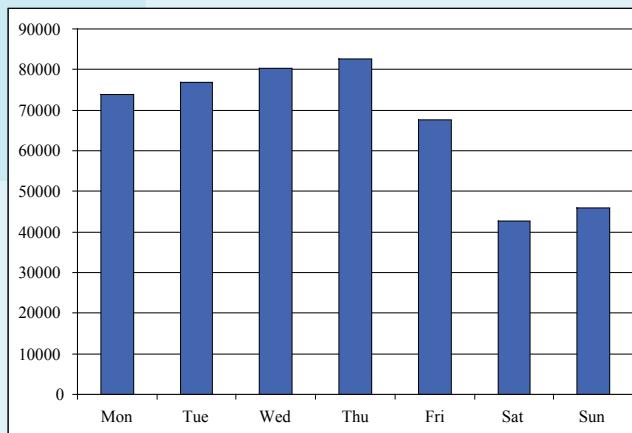
## COUNTRY USAGE CHART



## HOURLY TRAFFIC FOR THE DAY (JAN 1ST, 2006)



## DAILY USAGE CHART (JAN 1ST WEEK, 2006)



## KEY FACTS:

- Forensics.ca Concept Created in 1997.
- Forensics.ca Website Registered in 1999.
- Forensics.ca went online in Canada in October, 2003.
- Concept of an Events Page, Stores for new and used Forensic items, Information Management created in 2004.
- Launch of Events Page, Stores for used Forensic items and Information Management services - Jan 1st, 2006.
- Core Tenant of Information Management is the sharing of Research Data across continents and Disaster Management Archiving of Data.
- 250 Thousand hits in 2003 (Release Oct, 2003)
- 5 thousand Unique visitors in 2003 (Release Oct, 2003)
- 1.7 Million hits in 2004
- 54 Thousand Unique visitors in 2004
- 3.2 Million hits in 2005
- 109 Thousand Unique visitors in 2005
- 450 Thousand hits in the month of January, 2006
- 13 Thousand Unique visitors in January, 2006



## FORENSICS.CA “SEARCH”

In today's world where every click can be preserved forever, people around the world search [Forensics.ca](#) online to find information.

Each and every keyword search can enable clients to foresee trends, visitors intentions and perhaps what visitors may be buying or looking to buy.

For more information about Forensics.ca's search driven business, buying patterns, trends, intelligent marketing and targeted advertising, please email [info@forensics.ca](mailto:info@forensics.ca)

## A LITTLE BIT ABOUT OUR USERS AND THEIR SEARCH QUERIES

The Top 10 Search Keyphrases of January, 2006 on [Forensics.ca](#) were

1. Forensic Science
2. Chelex Extraction
3. Crime Scene Investigator
4. Crime Scene Technician Jobs
5. Lifting Fingerprints
6. Careers in Forensics
7. Forensic Science Universities
8. Forensics Canada
9. Forensic Odontology
10. University of Toronto Forensics

The Top 10 Search Queries of January, 2006 on [Forensics.ca](#) were

1. Forensics
2. Chelex
3. Universities

4. DNA
5. Jobs
6. University
7. Laboratory
8. CSI
9. Autopsy
10. Paternity

### Most Popular names searched on [Forensics.ca](#)

- 1.Paul
- 2.Jeff
- 3.Newall

### Most Popular Products/Brands searched on [Forensics.ca](#)

- 1.Chelex
- 2.Polygraph
- 3.Microscope

### Most Popular Companies searched on [Forensics.ca](#)

- 1.CMI
- 2.Orchid Genetics
- 3.Microtracescientific

### Most Popular Countries searched on [Forensics.ca](#)

- 1.Canada
- 2.Africa
- 3.USA

### Most Popular Cities searched on [Forensics.ca](#)

- 1.Vancouver
- 2.Miami
- 3.London



## RATES AND SPECIFICATIONS FOR PRODUCTS AND SERVICES

### STORES

Forensics.ca store service is a forum where buyers and sellers of new, used, surplus or refurbished scientific and laboratory equipment, books, art and memorabilia can find items, negotiate terms and complete transactions online.

The store is easy to navigate and very effective in selling, locating and promoting a wide array of scientific products and related industry services.

Once a buyer is found, the buyer makes direct contact with seller for purchase of the item. Forensics.ca provides a means for buyers and sellers to connect. The store is not an auction site but offers a variety of fixed price classified advertisements. All items sold on the store are items related to the field of forensic science.

The [Forensics.ca](#) sales team is continually looking for ways to enhance the value that we provide to our customers through new products and features specifically designed to satisfy their overall business requirements.

[Forensics.ca](#) only facilitates the process of sale and is not responsible at any stage of the trading process.



Used items will be given priority on this site.

#### [Image specifications:](#)

Large Image: 220 pixels in width

Thumbnail: 105 x 80 pixels

All images of products will have to be submitted to the sales team at:  
[sales@forensics.ca](mailto:sales@forensics.ca)

[Please enclose the following details along with the submission:](#)

Name of the product, Asking Price and Short Description of the product.



## WORLDWIDE LABORATORIES/ EXPERTS REGISTRATION



[Forensics.ca](#) is constantly updating a “state-of-the-art” Laboratories and Experts database, which can categorize your forensic business / laboratory location within your area of expertise and contact details so that at the click of a mouse, people around the world can be pointed directly to you.

Listing in the Database is currently FREE  
Please enquire about sponsored and / or paid featured listing.

Please send all details including:  
Laboratory Name / Expert Name  
Areas of Testing / Expertise  
Working hours  
Office Location / Laboratory Location  
Accreditation  
Brief Description of Laboratory / Practice  
Telephone number  
Fax number  
Website and  
Email address.

The Laboratory / Expert will be responsible for providing all information pertaining to the area of service / expertise.

Please send Laboratory / Expert details to [info@forensics.ca](mailto:info@forensics.ca)



## INFORMATION MANAGEMENT:

### PORTAL UPLOADS:

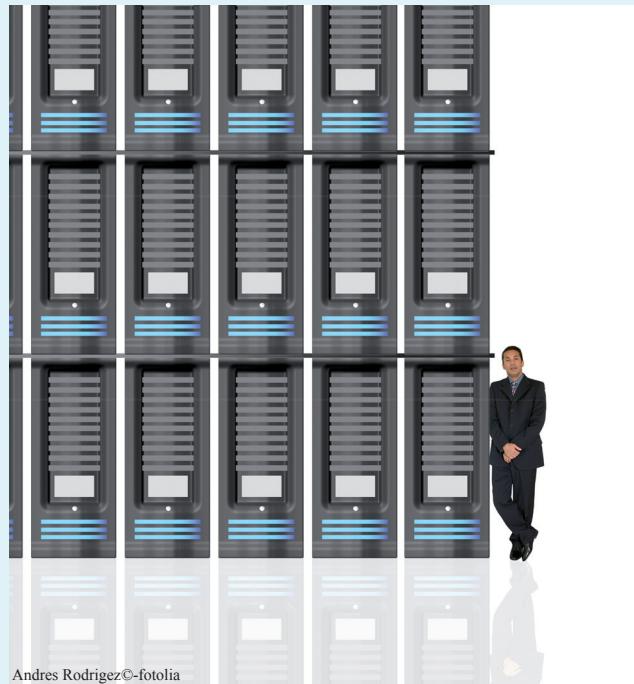
Forensics.ca makes Data FREE for all !!!

Science urgently needs a platform that would make it easy to share scientific data across continents. With the explosion of data in the sciences, there has been an opportunity for website domains to benefit from recent advances in database and web services to enable better sharing of information and data. With this in mind Forensics.ca has launched its information management services which assists in free uploads of scientific data.

Forensics.ca's goal is to organize and function as a central repository of final research data, making it universally useful and accessible.

By "final research data", we mean recorded factual material commonly accepted in the scientific community as necessary to validate research findings. Forensics.ca also encourages you to submit scientific content such as data from unfinished experiments (partial datasets), case studies or unpublished articles. If you have files you want to share with others around the world, from Text, Images, PDF, Word documents or software specific files, Forensics.ca will upload it free of cost and make it searchable on major search engines.

If you have a file to share with your colleagues or the world, you can upload it here. All data should be made as widely and freely available as possible while safeguarding the confidentiality of the data and privacy of participants.



Andres Rodriguez©-fotolia

### SPECIFICATIONS AND OTHER TERMS:

Research data submitted can be data from a research publication or an on-going research venture and must not be subject to any copyright infringements.

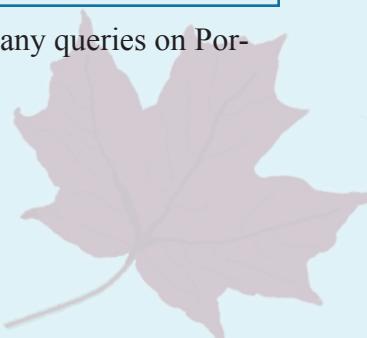
Uploads will be made searchable on selected search engines on the web.

Exclusions for uploads: media (Movie / Sound) files

Languages: Uploads are currently allowed only in English, French, Arabic, Hindi, Kannada, Cantonese and Mandarin.

Forensics.ca reserves the right to remove the data without reason at any point if the data violates the privacy policy and terms of use on this website.

Email [info@forensics.ca](mailto:info@forensics.ca) for any queries on Portal Uploads.



## DATA BACKUP SERVICES:

In the age of heightened awareness of natural and man made disasters, everyone understands the importance of backing up data. The reality is that few institutions actually follow through. Mass Disasters, fires, security attacks can destroy years of data in a few seconds. In line with risk management practices, it is therefore advisable that a data backup of Laboratory procedures, Methods, Laboratory Policies, Standard Operating Procedures or any other critical information for business continuity be saved and stored Offline and Offsite.

Forensics's data backup services will provide services of secure and reliable offline and offsite data backups.

Servers for data backup services are located in secure Canadian facilities.

Data backup services will be customized and tailored to your needs following evaluations carried out by our personnel and is reasonably priced per GB stored offline and offsite.

Whether you're an individual or a major institution [Forensics.ca](http://Forensics.ca) will provide the right solution for you.



Jilye©fotolia

Please contact [info@forensics.ca](mailto:info@forensics.ca) in confidence for rates and specific details.



## ADVERTISING:

Forensics.ca is a great site to communicate and convey trends and information relating to the field of Forensic Science.

Forensics.ca offers a variety of advertising options including banner advertisements and intelligent marketing.

### Why advertise with Forensics.ca ?

Forensics.ca is a premier site dealing with forensic science. Forensics.ca is visited by Forensic Scientists, Law Enforcement personnel, Academicians and persons who's interests lie in the field of Forensic Science. **Forensics.ca** is therefore a great site to communicate and convey trends and matters relating to the field of Forensic Science.

### Banner Advertisements;

Banner advertisements allow institutions or businesses to post advertisements in highly visible areas of the **Forensics.ca** website.

There are several pages where banner ads can be placed;

Store Page

News Center Page

Events Page

Laboratories and Experts Page

University Programs Page

Job Postings Page and the

Links Page

All advertising time slots for banners are priced quarterly and in USD.

Advertising can be bought for a maximum period of upto a year.

Payment must be made in full if booked for a year.

- 600 USD - Big Banner (160 x 220 pixels)
- 250 USD - Small Banner (160 x 53 pixels)

Materials submitted for Banner ads must be created by the advertiser.

All original images and / or logos must be used. All images must be cropped to exact specifications, 300dpi resolution in tiff, eps or bmp formats or CMYK color format.

**Forensics.ca** can run rich media.

Clients can run ads smaller than the banner slot size. Banner ads can be geographically targeted. Animations should run for a maximum of 3 rotations in 30 seconds.

No pop up ads are allowed.

**Forensics.ca** reserves the right to publishing the ad. **Forensics.ca** also will not accept ads or websites hyper linked from banner ads which mimic **Forensics.ca's** content or style  
Please send all materials to [info@forensics.ca](mailto:info@forensics.ca)



## INTELLIGENT MARKETING



Intelligent marketing may involve any or all of the services outlined below.

Marketing may involve an Event (Lectures / Seminars / University Programs / Training etc.), a Laboratory's / Expert's service or a Company's Product.

1. Restricted access to visitors "Keyword Search" related histories (On request once for the 1 year period)
2. A feature "News Flash" on either of the following pages;
  - Homepage of [Forensics.ca](#) (Once a month for the 1 year period)
  - Homepage of the Laboratory's and Experts homepage
  - Events Homepage.
  - "News Flash" on any of the pages may be hyper linked to clients website or a page within Forensics.ca
3. Discount in advertising rates for more than one banner advertised on [Forensics.ca](#) (10% for more than 1 Banner advertisement)
4. Mailing of Events / Article links / or information about an event / product / Laboratory's / Expert's service to subscribers of Forensics.ca – Quarterly mailing to subscribers.

Please contact [info@forensics.ca](mailto:info@forensics.ca) in confidence for other services and rates.



## MAILING LIST OF WORLDWIDE FORENSIC LABORATORIES / EXPERTS: 5000 USD

World Laboratory / Expert List will be supplied in Excel Format.

Format will be supplied in Excel / PDF Format.

List is updated yearly and each user has 1 free update.

Search statistics are automatically generated based on the millions of searches conducted on Forensics.ca over a given period of time

This information is free for your use, with the appropriate attribution to Forensics.ca. We welcome your feedback and questions.

Please send email to [info@forensics.ca](mailto:info@forensics.ca)

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Always obtain independent, professional advice for your own particular situation.

Printed in Canada

Design by Adriana Lozada.

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