2020 Media Planner

Your Complete Integrated Media Platform Reaching Suppliers, End Users, and IT Decision Makers
Two Markets – One Buy

The only publication that reaches both suppliers (including dealers and integrators) and end users.

Your Integrated Media Solution
Security Today is the leading industry media brand for the global security marketplace. Our print, digital, event, custom media and research products integrate coverage for both physical and IT security as these functions are in the process of convergence. The Security Today brand is your best integrated media platform serving the product and new technology needs of the entire security product buying team — suppliers and end users. This makes Security Today the smartest marketing partner for today’s security product and service marketers.

Suppliers (including dealers and integrators)
More than 28,000* suppliers, installers, distributors, consultants and manufacturing rep firms subscribe to Security Today magazine. These are companies who are buying, selling and installing security products and services.

End Users
Security Today reaches more than 26,000* end users in industrial, retail, institutional and government sectors. These security professionals turn to Security Today for practical information on products and new technology.

IT Decision Makers*
Each issue of Security Today is distributed to key IT decision makers. These are the most important IT managers who are making the decisions regarding security convergence.

International*
In addition to our print version of Security Today, international security professionals can get a copy of each issue via our digital format. More security products marketers are looking to some of the most lucrative international markets such as Mexico, Europe, China, Canada, Latin America, and the Pacific Rim.

As an Omeda client, Security Today provides high-quality and up-to-date audience data. You can feel confident you have chosen a provider who enables you to integrate all data sources, providing a 360-degree view of your audience.

Suppliers of Security Products and Systems*
Security Installing Dealer/Security Installing Dealer with Central Station Service/Security Service Installation Firm/Systems Integrators 21,818
Security Consultants 4,957
Security Product Distributors 1,310
Manufacturer’s Rep Firms 553
TOTAL 28,638

End Users of Security Products and Systems*
Industrial or Manufacturing Companies 6,810
Government/Military 6,318
Retailing Companies and Service Companies (Financial, Utilities, Builders, Transportation) 9,681
Institutional Facilities (Healthcare, Education, Lodging, Entertainment, Sports) 3,987
TOTAL 26,796

GRAND TOTAL 55,434

*Media Owner’s Own Data

securitytoday.com
Comprehensive, Solution Driven Magazine

Security Today is the marketing partner that you can depend on to help generate leads and increase sales. Each issue reaches the largest number of suppliers and end users*. Our integrated approach offers your company endless opportunities to put your message in front of your best customers and prospects.

Security professionals turn first to Security Today for new products, new technology and practical information regarding the integration of these products into the new convergent security systems.**

Security Today is the only integrated magazine reaching the entire security market. Security Today is the one invaluable resource for security professionals who have the ultimate buying responsibility for security products and services.

Circulation/Reach
By partnering with Security Today, you have made the best choice to reach the most potential buyers in the security industry.

Delivering Buyers and Specifiers Across all Functions and Segments of Security Decision Making*

Security Today reaches 55,434* security professionals, many of whom make buying decisions for both physical and IT security products and services. Plus, each issue is digitally transmitted to more international security professionals.**

Subscribers Who Recommend, Select or Buy Products*

<table>
<thead>
<tr>
<th>Category</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access Control</td>
<td>21,364</td>
</tr>
<tr>
<td>Intrusion Alarm &amp; Monitoring</td>
<td>16,960</td>
</tr>
<tr>
<td>Sensors/Detectors</td>
<td>16,851</td>
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<tr>
<td>CCTV Equipment/Video Systems &amp; Surveillance</td>
<td>16,496</td>
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<tr>
<td>Batteries/Power Supplies</td>
<td>16,255</td>
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<tr>
<td>Wireless Technologies</td>
<td>15,459</td>
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<tr>
<td>Outdoor/Perimeter Protection</td>
<td>14,242</td>
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<tr>
<td>Software</td>
<td>14,107</td>
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<tr>
<td>Card Reader Systems</td>
<td>13,865</td>
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<tr>
<td>Emergency Response Products/Services</td>
<td>13,612</td>
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<tr>
<td>IP Video Systems &amp; Surveillance</td>
<td>13,502</td>
</tr>
<tr>
<td>Training</td>
<td>13,471</td>
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<tr>
<td>Control Panels/Annunciators</td>
<td>13,127</td>
</tr>
<tr>
<td>IT/Network Security</td>
<td>13,012</td>
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<tr>
<td>Digital Video Recorders (DVR)</td>
<td>12,971</td>
</tr>
<tr>
<td>Video Management Systems</td>
<td>11,863</td>
</tr>
<tr>
<td>Fire &amp; Safety Protection</td>
<td>11,760</td>
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<tr>
<td>Identification Products/ID Badges</td>
<td>11,179</td>
</tr>
<tr>
<td>Biometrics</td>
<td>10,510</td>
</tr>
<tr>
<td>Door Hardware/Locks</td>
<td>10,388</td>
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<tr>
<td>Communication Equipment</td>
<td>10,175</td>
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<tr>
<td>Cloud Storage</td>
<td>9,759</td>
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<tr>
<td>Security Consultants</td>
<td>9,169</td>
</tr>
<tr>
<td>Business Continuity/Disaster Recovery Products/Services</td>
<td>9,145</td>
</tr>
<tr>
<td>IP Appliances</td>
<td>9,020</td>
</tr>
<tr>
<td>Home Automation/Sound Equipment/Theatre</td>
<td>8,783</td>
</tr>
<tr>
<td>Mobile Communications</td>
<td>8,322</td>
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<tr>
<td>Security Guard Services</td>
<td>6,310</td>
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<tr>
<td>Integrated Systems</td>
<td>6,071</td>
</tr>
<tr>
<td>IP Video/Network-Centric Security</td>
<td>3,637</td>
</tr>
<tr>
<td>Cable/Telephone Services</td>
<td>2,740</td>
</tr>
<tr>
<td>Supplies &amp; Dealer Services</td>
<td>2,587</td>
</tr>
</tbody>
</table>

*Media Owner's Own Data
**Baxter Research, 2019 mediaView Pro

securitytoday.com
Reach the complete marketplace

How Security Today compares*
- Only publication to the marketplace for both suppliers (including dealers and integrators) and end users
- Highest circulation in the security industry
- Largest manufacturing circulation

Industry Breakout*
- Suppliers — 28,638
- End Users — 26,796

Reach the complete marketplace.+
Today’s security products marketers are faced with requirements to deliver measurable ROI from their marketing investments. At the same time, the need to reach the complete marketplace of an ever expanding set of decision makers is a priority.

Security Today is the one choice for security products marketers to efficiently and effectively reach security products decision makers.
- An extensive portfolio of print and online products/packages
- Comprehensive coverage of physical and IT security products and issues that matter the most to security products decision makers
- Reaches the complete marketplace — suppliers, end users, IT, international
- The largest circulation of any security publication
- Multiple buying responsibilities for security products and services
- “E-Response Lead Service” providing additional leads on a more timely basis

Security Today — the complete way to reach your best prospects and customers.

Award Winning Magazine

Leader in Market Share and Ad Pages**
IMS Ad Tracking ranks Security Today as a leader in market share and ad pages.

Dedicated and Devoted Subscribers***
Security Today has loyal subscribers who depend on the publication for integrated coverage of new products and practical solutions for security professionals. In fact, the July/August Baxter mediaView report found that:
- 77% said Security Today was important, very important, or a personal favorite.
- 79% read each issue 2 or more times.

*Media Owner's Own Data
**IMS Ad Tracking - The Auditor, October 2019
***Baxter Research, October 2019 mediaView Pro

securitytoday.com
What Security Today Subscribers Are Saying*

“Each issue provides important information that is used in the operation of my organization.”
— Owner

“Brings new products to my business.”
— President

“It helps me to keep abreast of new technologies, solutions, and ideas.”
— Senior Vice President

“Reading Security Today keeps me informed with trends in the industry which complement my understanding of products available to meet or exceed project requirements.”
— Production Software Specialist

“It provides insight on what’s going on with security technology trends, product capabilities, and protection concepts.”
— Senior Vice President

“Comprehensive magazine detailing what I am interested in.”
— Principle Systems Engineer

*Baxter Research, 2019 mediaView Pro
# 2020 Editorial Calendar

<table>
<thead>
<tr>
<th>January/February</th>
<th>March</th>
<th>April</th>
<th>May/June</th>
</tr>
</thead>
</table>
| **Advertising close:** 1/3/20  
**Materials due:** 1/6/20 | **Advertising close:** 1/29/20  
**Materials due:** 1/30/20 | **Advertising close:** 3/3/20  
**Materials due:** 3/4/20 | **Advertising close:** 4/28/20  
**Materials due:** 4/29/20 |
| **Features**  
Airport Security  
Mobile Apps Technology  
Internet of Things  
Municipal Security  
Cloud Computing and Storage  
Video Surveillance  
Smartcards | **Features**  
Perimeter Security  
Wireless Technology  
Casino Security  
Transportation Security  
Critical Infrastructure  
Deep Learning  
Access Control  
Biometrics  
Healthcare Security  
VMS  
Artificial Intelligence  
**Specialty Publication**  
GovSec | **Features**  
International Security  
Emerging Technologies  
Loss Prevention  
Integrated Systems  
Safe Cities  
Retail Security  
Human Guarding  
Airport Security  
**Editorial Webinar**  
Access Control  
April 15 | **Features**  
Facility Security  
Guard Services  
Access Control  
Network Camera Solutions  
Museum Security  
Hospital Security  
Law Enforcement  
Airport Security  
**Editorial Webinar**  
Smart Cities  
June 17 |
| **Show Coverage/Bonus Distribution**  
CSLS Summit - Dallas | **Show Coverage/Bonus Distribution**  
CSLS Summit - Dallas | **Show Coverage/Bonus Distribution**  
CSLS Summit - Dallas | **Show Coverage/Bonus Distribution**  
CSLS Summit - Dallas |
# 2020 Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>July/August</strong></td>
<td><strong>Company Profile Issue</strong>&lt;br&gt;Advertising close: 6/29/20&lt;br&gt;Materials due: 6/30/20</td>
</tr>
<tr>
<td><strong>Features</strong></td>
<td>Sporting Complex Security&lt;br&gt;Critical Infrastructure&lt;br&gt;Event Security&lt;br&gt;House of Worship Security&lt;br.IP Video Surveillance&lt;br&gt;Mobile Apps Technology&lt;br.Audio Within Security&lt;br.Cybersecurity</td>
</tr>
<tr>
<td><strong>Company Profile Bonus</strong>&lt;br&gt;</td>
<td>All half page or larger advertisers in BOTH July/August and September 2020 will receive a Company Profile of the same size as ad in July/August 2020 issue.</td>
</tr>
<tr>
<td><strong>Editorial Webinar</strong></td>
<td>August 12&lt;br.Entry Control &amp; Identification</td>
</tr>
<tr>
<td><strong>September</strong></td>
<td><strong>GSX Show Issue</strong>&lt;br&gt;Advertising close: 7/28/20&lt;br&gt;Materials due: 7/29/20</td>
</tr>
<tr>
<td><strong>Features</strong></td>
<td><strong>2020 New Product of the Year Entries</strong></td>
</tr>
<tr>
<td><strong>October</strong></td>
<td><strong>ISC Show Issue</strong>&lt;br&gt;Advertising close: 8/28/20&lt;br&gt;Materials due: 8/31/20</td>
</tr>
<tr>
<td><strong>Features</strong></td>
<td><strong>Specialty Publication</strong>&lt;br&gt;GovSec</td>
</tr>
<tr>
<td><strong>November/December</strong></td>
<td><strong>2020 New Product of the Year Winners</strong>&lt;br&gt;<strong>Features</strong>&lt;br&gt;Trends, Growth and New Products in 2021&lt;br.Retail Security&lt;br.Access Control&lt;br.Utility Security&lt;br.Event Security</td>
</tr>
<tr>
<td><strong>Editorial Webinar</strong></td>
<td>November 18</td>
</tr>
</tbody>
</table>

**Show Coverage**<br>**GSX, Sept. 21-23, Atlanta, GA**
**Magazine Ad Specs**

**Magazine Trim Size:** 8 x 10 3/4 (all sizes are in inches)

<table>
<thead>
<tr>
<th></th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7 x 10</td>
<td>8 1/4 x 11</td>
</tr>
<tr>
<td>Spread</td>
<td>15 x 10</td>
<td>16 1/4 x 11</td>
</tr>
<tr>
<td>1/2 Horizontal Spread</td>
<td>15 x 4 5/8</td>
<td>16 1/4 x 5 5/8</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>4 1/2 x 10</td>
<td>5 3/16 x 11</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>4 1/2 x 7 1/2</td>
<td>5 3/16 x 8 3/8</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3 3/8 x 10</td>
<td>4 x 11</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7 x 4 5/8</td>
<td>8 1/4 x 5 5/8</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2 1/8 x 10</td>
<td>2 7/8 x 11</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>4 1/2 x 4 5/8</td>
<td>5 3/16 x 5 1/2</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>3 3/8 x 4 5/8</td>
<td>4 x 5 1/2</td>
</tr>
</tbody>
</table>

Cover snipe and cover ad box also available! Contact us for specs.

**All bleeds are 1/8” beyond trim. For bleed ads, keep live copy 1/4” from trim. For spreads, we recommend keeping live copy 1/4” from the gutter on each side.**

**Acceptable File Formats**

PDFs are strongly encouraged. Hi-res Illustrator EPS files are also accepted. Ads requiring work to be done by us will incur an additional charge. Ad materials are stored for one year and then deleted.

**Preparing native files for printable PDFs**

Multiple pages need to be submitted as single page files.

Artwork must be CMYK, minimum 300 dpi.

Files must be flattened (no layers or transparencies).

Set bleeds 1/8” beyond trim.

DO NOT use stylized fonts.

Embed all fonts.

Overall density of CMYK colors cannot exceed 300%.

Set trim marks with a 12-point offset so the marks don’t overlap the bleed.

**Preparing native files for printable Illustrator EPS**

Artwork must be CMYK, minimum 300 dpi.

Files must be flattened (no layers).

Set bleeds 1/8” beyond trim.

Fonts must be embedded or converted to outlines.

Overall density of CMYK colors cannot exceed 300%.

Set trim marks so they don’t overlap the bleed.

**Submitting Digital Files**

Use file names that include the magazine title, issue date, and project name. Ads can be submitted via FTP, a file-sharing service such as Dropbox, or an email to the Production Coordinator.

**Uploading to FTP**

It’s important that the file is placed in the proper directory. All uploads should be followed by a confirmation phone call or email to the Production Coordinator.

Host: ftp://ads.1105media.com
User ID: 1105user
Password: 1105pass
Directory: /1105external/production/securitytoday
Tip: You’ll need file-sharing software to upload to FTP. One of the most user-friendly free programs for Mac and PC is FileZilla:

**FileZilla Instructions**

1. To install, go to https://filezilla-project.org and click on Download FileZilla Client.
2. Open FileZilla and enter Host, User Name, Password, and Port 21.
3. Click on the Quick Connect button at upper right.
4. In the Local Site window on the left, locate and click on the source folder containing the file to be uploaded. Your file will appear in the Filename window below.
5. In the window on the right, click on the 1105external folder, click on the production folder, and locate the folder for the magazine.
6. Select your file in the Filename window on the left, and drag it to the magazine folder on the right.

**Proofs**

If a proof is provided, it must be a SWOP proof created from the supplied digital file. A laserprint is not SWOP-quality and is not color-accurate. If a SWOP proof is not supplied, we are not responsible for variances between the digital file and final reproduction. Send proofs to:

Production Coordinator
Security Today, [issue date]
1105 Media, Inc.
6300 Canoga Ave., Suite 1150
Woodland Hills, CA 91367

**Additional Advertising Resources**

https://1105media.com/pages/ad-specs
Government Security news in print, digital, and e-news formats

2020 issues: March, May/June & October

Each issue of GovSec and our monthly GovSec e-newsletter examines how government entities across the nation are using physical security solutions to meet their needs as well as delivering pertinent information on upcoming events and online conferences. Each issue is distributed to 45,000* government security purchasers from Security Today and IT security purchasers from FCW and GCN. The e-newsletter is distributed to over 20,000* industry professionals.

Magazine Deadlines
October 2019 closes 8/17/20. Materials are due 8/18/20.

Magazine Trim Size: 8 x 10 3/4 (all sizes are in inches)

<table>
<thead>
<tr>
<th></th>
<th>Live</th>
<th>Trim</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7 1/2 x 10 1/4</td>
<td>8 x 10 3/4</td>
<td>8 1/4 x 11</td>
</tr>
<tr>
<td>Spread</td>
<td>15 1/2 x 10 1/4</td>
<td>16 x 10 3/4</td>
<td>16 1/4 x 11</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>n/a</td>
<td>6 1/2 x 4 1/2</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>n/a</td>
<td>4 1/4 x 6 1/2</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>n/a</td>
<td>3 1/4 x 9 1/2</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Ad sizes are to scale.

All bleeds are 1/8” beyond trim. For bleed ads, keep live copy 1/4” from trim. For spreads, we recommend keeping live copy 1/4” from the gutter on each side.

*Media Owner’s Own Data
**Sole-sponsored e-newsletters have ad messaging from one sponsor, content created by Security Today.

Earn recognition for your government security products!
The Govies honor outstanding government security products in a variety of categories. The 2021 entry form will be available on securitytoday.com in late 2020.
Be part of our mobile-responsive website!

This comprehensive website offers information and tools that security product decision makers can use to achieve the best results. Relevant industry news, timely features, and a mobile-responsive design makes it simple for security professionals to find all the information they need in one place.

Take advantage of our 64,618* average monthly visits with 117,430* average pageviews at securitytoday.com!

Banners - See next page for options. Contact us for rates.

Custom Media Offerings

Security Today provides a comprehensive portfolio of cost-effective custom media programs to enhance integrated marketing strategies. Our staff works closely with clients to produce dynamic, customized products that reach and impact targeted decision makers.

Home Page Info Center

Security Today Home Page Info Centers allow marketers to deliver valuable information and engage buyers looking for security products, information and solutions at the moment they enter the Security Today Home Page. The Home Page Info Center accomplishes the three most important online marketing goals in one complete tool—branding, lead generation and premiere leadership positioning.

White Papers

Make your white papers available to thousands of unique visitors to our website each month. We post information about your white papers to best gain the attention of your prospects. Listing includes white paper title, company name, brief abstract, link to your white paper and unlimited downloads.

Video Hosting

Stand out from the crowd by allowing us to host your rich media/video on our website! Expand the reach of your video presentation and take advantage of the Security Today brand by placing your video on our site, thus reaching thousands of potential buyers for your products and services.

Best of the Web & Digital Awards Competition Finalist!

Security Today was named one of five finalists in min’s Best of the Web Digital Awards competition in the Online Community/Social Networking category. Other finalists in this category were Billboard, LuckyMag.com, Sports Illustrated, and Travel + Leisure.

Like us on Facebook: www.facebook.com/SecurToday
Follow us on Twitter: www_twitter.com/SecurToday
Also look for us on LinkedIn:
www.linkedin.com/pub/ralph-jensen/3/b35/452
https://www.linkedin.com/company/security-today

*Media Owner’s Own Data
securitytoday.com
Online Positions

Banners
- 728x90 Leaderboard 8 sponsors
- 468x60 Banner 8 sponsors
(Middle and Bottom home page only)
- 300x600 Super Skyscraper 8 sponsors
- 300x250 or 300x300 8 sponsors
- 300x90 Button 8 sponsors

Home Page Info Center 1 sponsor

Dog Ear / Peel Back 1 sponsor

Wallpaper 4 sponsors

Pushdown 1 sponsor

Product Guide Sole Sponsorship
- 468x60 on Topic Main Page

Exclusive Product Category Road Block Sponsorship
- Includes top 728x90, top and bottom 468x60, right 300x90, 300x600, and 300x300

Market Sections
- 300x90
- 300x600
- 300x250 or 300x300
- 468x60
- 728x90
- Dogear

Info Center (300x300 banner + 5 links)

White Paper Hosting
- Listing includes: white paper title, company name, brief abstract, link to white paper, unlimited downloads

Video Hosting
- Live Show Site Video - Contact your Integrated Media Consultant for rates and information.

Vendor Webinar
- Editorial Webinar co-sponsor

Contact us for rates:

Brian Rendine
brendine@1105media.com
972-687-6761

Sam Baird
China, Europe, Israel
sam@whitehillmedia.com
+44 1883 715 697

securitytoday.com
Powerful Website Options

Increase your impact with these positions!

Pushdown Ad

Get viewers to take a second look with our new pushdown banner position. Located directly below the securitytoday.com homepage, the ad expands when viewers hover over it, increasing visibility and capturing attention.

Dimensions: 970x90 (max file size 50K)

Hover Over Expansion Dimensions: 970x415 (max file size 200K)

Advertisers have the option to provide a 300x50 ad to serve on smaller mobile devices.

Wallpaper

Take command of the screen with wallpaper—a pair of 152x600 banners positioned on the left and right sides of the Security Today website. The banners move down the screen as viewers scroll, for continuous impact. Repeat the same image on both sides, or submit two different banners with a cohesive look.

- Images can be in .jpg, .gif or .png format.
- If supplying two different images, please include “left” and “right” in file names. The images must have a cohesive look.

Purchase both the Pushdown Ad and the Wallpaper for maximum impact!

Contact us for rates.
Native Advertising on securitytoday.com

Put your sponsored content in front of thousands of security professionals!

Now you can draw more attention to your brand by running sponsored content embedded in must-read securitytoday.com articles and on the home page!

Security professionals rely on securitytoday.com to keep up with important industry news and trends. The Security Today website has a monthly average of 117,430 pageviews.*

Your Sponsored Content box on the home page will link to your provided article PLUS a 728x90 leaderboard and 300x250 banner ad. Your sponsored content will also be included in e-newsletters sent during the time period of the Native Campaign.

A maximum of two positions are available, and topics are exclusive. Make sure one or both spots are yours!

Contact us for rates.

Native Ad Requirements:
- 1000-2000 word article
- High resolution article image greater than 1025px wide.
- 728X90 Banner image with link
- 300X250 Banner ad image with link
- Due dates are 5 business days or one week before live date.

*Media Owner’s Own Data

Ask about adding additional banner ads on our site or in our e-newsletters for even more impact!
Live From ISC West & GSX

Reach out to people who cannot attend these events, and let prospects know what is going on at your booth

Team up with Security Today to get your news and information out continuously before, during, and after ISC West and GSX.

Our social zone features aggregated content about and from the respective shows and our Live From sponsors.

Live From Sponsor package includes:

- 728x90 leaderboard
- Wallpaper: (2) 152x600 banners in cohesive design
- Social media feeds featuring your posts, posts from Security Today editors, show posts, and more!
- Promotion of social zone in Security Today e-news and on securitytoday.com
- Use of Live From logo to promote sponsorship
- Booth sign promoting your sponsorship
- Posts from Security Today editors about your company, products and booth, including in-booth video and posts during the shows

Also available: Mini Live From
Up to 10 sponsored posts while Live From page is live

Live From ISC West 2020 will be live on securitytoday.com September 21 through October 18, 2020.

Live From GSX 2020 will be live on securitytoday.com September 8 through October 6, 2020.

Live From is a winner of the Folio: Marketing Awards competition in the Use of Social Media category. These awards recognize the year’s best in pioneering, inventive, and ultimately successful projects undertaken by the media industry’s most innovative marketing professionals.
E-newsletters

**Security Today e-news**
Delivered twice weekly, this newsletter is sent to more than 50,000* potential security buyers. Each issue provides essential industry news and product information to these important decision makers.

Sizes:
- E-news Info Center 180x300 Banner
- Sponsor Spot 468x60 or 468x90 Banner
- 160x600 Skyscraper
- New Product Spot
- Sponsored Text Link
- Sole Sponsorship**

**Security C-Suite e-news**
Reach more than 20,000* end users with executive or general management job functions with this highly-targeted e-newsletter, which highlights some of most important news affecting the ever-changing security industry. The newsletter provides special insight into the industry, breaking industry news, tips, features from Security Today magazine, and much more.

Sizes: 468x60 or 468x90 banner 160x120 Button 160x600 Skyscraper
- New Product Spot
- Sponsored Text Link
- Sole Sponsorship**

**Dealer Strategies e-news**
This business solutions newsletter is sent to more than 25,000* security systems integrators, installers and dealers. Delivered twice per month, each issue features business solutions, sales and marketing tips, installation tips, manufacturer new product and technology updates, dealer opportunities and hot market niches, plus much more.

Sizes: 468x60 or 468x90 banner (Top or Bottom) 160x120 Button 160x600 Skyscraper
- New Product Spot
- Sponsored Text Link
- Sole Sponsorship**

**GovSec e-news**
This monthly e-newsletter examines how government entities across the nation are using physical security to meet their needs as well as delivering pertinent information on upcoming events and online conferences. Distribution is 20,000.*

Sizes: 468x60 or 468x90 banner 180x300 Info Box 150x150 Sponsor Spot 160x600 Skyscraper
- Sole Sponsorship**

All scheduled e-newsletters are available as Sole Sponsored.

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* Media Owner’s Own Data
** Sole-sponsored e-newsletters have ad messaging from one sponsor, content created by Security Today.

securitytoday.com

Technology • Education • Solutions
Controlled Access e-news

Sizes:
468x60 or 468x90 banner
160x120 Button
160x600 Skyscraper
New Product Spot
Sponsored Text Link
Sole Sponsorship**

Security Today Solutions e-news
This monthly e-newsletter focuses on specific products and services for the security industry. Distribution: 50,000*

Sizes:
Top Banner (includes 1 product spot)
Product/Service Spot (150x150 + 40-60 words of text)
Multiple spot discount!

Security Today E-View
Send out your published Security Today article 2-3 weeks before it comes out in the magazine to generate early buzz and capture the attention of the industry. Or increase views of your own whitepaper with this extra way to promote it. Delivered to more than 50,000* potential security buyers. Includes 468x60 top and bottom banners and a 300x300 banner.

CyberSecured e-news
This informative monthly e-newsletter focuses on Internet of Things, Artificial Intelligence, Cloud Storage and more. Reach 30,000* buyers, including 10,000* IT professionals.

Sizes:
E-news Info Center 180x300 Banner
Sponsor Spot 468x60 or 468x90 Banner
160x600 Skyscraper
New Product Spot
Sponsored Text Link
Sole Sponsorship**

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Trade Show E-newsletters

Trade Show Updates & Product Spotlights

We’ll help you market your presence at the top industry trade shows, increasing awareness, driving more traffic to your booth, and supplying leads to you after the show! Each Show Updates e-newsletter will be delivered to security professionals before, during and after the show. The editors will be offering daily updates on happenings around the show as well as their insights and observations regarding the “buzz” at the show.

Target these shows by securing your position in one or more of our Show Updates e-newsletters: ISC West - Security Today version (distributed to 50,000* security professionals), ISC West - Dealer Strategies version (distributed to 25,000* security systems integrators, installers, and dealers), and GSX (distributed to 50,000* security professionals).

LIMITED SPACE AVAILABLE — Each newsletter is limited to 5 sponsors. Each sponsor will receive a selected ad size and location based on availability and preference. E-newsletters will be delivered one week before the show, three days during the show and one week after the show.

For extra exposure, add Pre-Show and Post-Show Spotlight E-newsletters to your ISC West and GSX 2019 campaigns. The product-focused e-newsletter will be sent approximately one week before and one week after the show.

Show Updates E-newsletter Dates

ISC West 2020 (Security Today and Dealer Strategies versions)
October 1
October 6
October 7
October 8
October 14

GSX 2020
September 14
September 21
September 22
September 23
September 28

Trade Show Spotlight E-newsletters

ISC West 2020
Pre-Show Spotlight - October 4
Post-Show Spotlight - October 18

GSX 2020
Pre-Show Spotlight - September 13
Post-Show Spotlight - October 4

Trade Show Spotlight E-newsletter Ad Sizes

Top Banner - 468 x 60 (exclusive)

Product Spot (150x150 + 40-60 words of text)

Positions will be allocated on a first-come, first-served basis, so reserve your spots today!

Contact us for rates.

Trade Show Updates & Product Spotlights

Trade Show Spotlight E-newsletter Ad Sizes

Top Banner - 468 x 60 (exclusive)

Product Spot (150x150 + 40-60 words of text)

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Trade Show Spotlight E-newsletter Ad Sizes

Top Banner - 468 x 60 (exclusive)

Product Spot (150x150 + 40-60 words of text)

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## E-news Editorial Calendar

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Custom Sponsored e-newsletters*

Get your message out to a targeted audience by sponsoring a custom Security Today e-newsletter! This opportunity is very popular with our advertisers due to the high number of leads generated. You provide banner ads and contribute content to add to our e-newsletter. We create the e-newsletter and send it to our list of targeted subscribers. Contact your Integrated Media Consultant for pricing and availability.

*Custom sponsored e-newsletters are created by 1105 Media and use the Security Today e-newsletter template and ad specifications. Not all content can be provided by the sponsor.
Webinars

Your Powerful Tool for Generating Quality Sales Leads

Budget constraints and increasingly hectic work schedules can often prohibit today’s security decision makers from physically attending seminars, conferences and expositions. Instead, it is important that today’s security product and service vendors seek innovative and cost-effective ways to disseminate information and engage prospects and clients in a timely manner to spotlight new technologies, product launches, strategic partnerships and more.

That’s why we offer a turnkey webinar solution that allows security products marketers to tap into our expertise and expansive market reach and drive valuable customer leads.

Vendor Webinars
The unique presentation of a webinar forum allows clients to deliver information and engage participants in a timely, cost-effective manner. Whether at home or on the road, participants can view presentations through their web browsers while simultaneously listening to the audio. Discussions can take place in real time, and your audience of security buyers are encouraged to ask presenters questions. You provide the speaker, the topic, and the presentation and collect all the leads.

Editorial Webinars
In addition to single-sponsored customer-supplied webinars, Security Today offers the opportunity for companies to co-sponsor time-sensitive editorial topical webinars. This variation of the popular webinar medium allows a company to sponsor for a fraction of the cost of a sole-sponsored webinar. Plus, the webinar is promoted in the very same fashion as a sole-sponsored webinar.

Webinar Sponsorship includes:
- Registration development and collection
- Comprehensive event promotion on our websites and through social media
- Logo and sponsorship acknowledged in promotions to 50,000* targetted Security Today e-news subscribers
- Reminder e-mails prior to webinar
- E-newsletter sponsorships (includes 150x150 image, linking URL and up to 80 words of promotional text)
- 30-day webinar registration link on securitytoday.com’s home page
- Creation of custom-designed user interface
- Audio delivery and presentation coordination
- Q&A at the end of the presentation
- Post-event participant data and complete contact info
- Three-month online archiving for on-demand use

We’ve reached thousands of security professionals in the past year, including those with titles such as President, Director of Security, Safety & Security Manager, CEO COO, Electrical Engineer, Project Manager, Facilities Manager, and more.*

2020 editorial webinar topics include:
Video Surveillance
Access Control
Cameras & Storage
Mass Notification
And more!

For more information on how to schedule or develop a webinar to meet your marketing needs, please contact us.
Integrated Marketing Services

Classifieds
Big things do come in small packages. Whether you are looking to recruit the best in the business or you want to buy and sell products and services, Security Today’s classified ads are designed to help you run your business successfully.

Industry Directories
Add your company to the Security Today Industry Directory at buyersguide.securitytoday.com or the GovSec Industry Directory at governmentsecuritydirectory.com. For extra impact, upgrade with a Top Product listing, banner ad, and more.

New Product of the Year Contest
Information on the New Product of the Year contest is available at securitytoday.com. 2020 entries will be included in the September 2020 issue of Security Today. Winners will be highlighted online and in the November/December 2020 issue of Security Today.

Belly Bands/Cover Tips
Make your brand the first thing Security Today readers see by advertising your brand on a belly band or cover tip. Double the impact and direct readers inside the magazine issue for more information on your brand.

List Rental
Our subscriber mailing list is available for rental. To view our datacards, please visit www.meritdirect.com/1105. For more information, contact Elizabeth Jackson at ejackson@meritdirect.com or 847-492-1350, ext. 318.

Inserts/Outserts
Inserts and outserts are powerful advertising tools. Increase your visibility by taking advantage of these cost-effective advertising plans that build brand awareness and purchase intent. Security Today will work with you to create a customized piece that informs subscribers about trends, case studies, and products and services within your market. The insert appears within the publication, and the outsert is polybagged with it. Overruns are provided for your organization.

Reprints
Extend the shelf life of your message and generate additional interest through full-scale reproductions of articles and advertisements. For single article reprints (in minimum quantities of 250-500), e-prints, plaques and posters contact PARS International at 1105reprints@parsintl.com or 212-221-9595.
Website Banner Ad Specs

1105 Media Ad Serving Platform is Google Ad Manager 360 (formerly DFP Premium)

Standard Image Files
Acceptable files include PNG, JPG, GIF (includes animated GIF). Maximum file size 80K.
Click-thru URL advertisers are responsible for maintaining a working URL, which must be supplied with image file. Click rates are not guaranteed.

HTML5
Acceptable up to 100K

Ad design and development guidance can be found here:
https://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/

Third-party ad serving
We accept all third-party ad serving, but impressions are counted and invoices are issued based on our ad serving system, DoubleClick DFP. 15-20% impression tracking discrepancy may be expected. All formats will be considered and require extra processing time for testing and implementation. If possible, please submit a test third-party ad. When submitting third-party tags, please make sure they are secured (https).

Placement
Banners are run-of-site. Targeted ads are subject to availability. Contact your account representative for more information.

Special banner specifications
Initial Load: The file size should be maximum 80K.
Number of Subsequent Loads: 1-2 max
Special Frame Requirements: None, but must follow our specs & file size.
FPS (frames per second): 20-25 (max 30)

Max Uninitiated Video Length: None if it fits into max 80K file size
Audio Initiation After Expansion: User controlled with click
Subsequent Load: The file size should be between 70-80K.
In-banner Video: We can accommodate as long as it fits into the 80K file size.
Max Animation Time: 10-15 seconds
Max Number of Loops: 3-5 times (or more if it fits into max 80K file size)
Concurrent Video/Animation: 25-30 seconds
Expandable Hotspot Limitation: No limitations

E-news Banner Ad Specs

Banner Sponsorship - 40K maximum file size
E-news Info Center - 300x250
Large Right Box - 300x250
Large Square - 300x300
Top - 468x60
Bottom - 468x60
Click-thru URL

New Product - 40K maximum file size
150x150 image (.jpg or .gif), Headline: 55 characters max, Body text: 40-60 words, Click-thru URL

Headline
55 characters max, including spaces. If no headline is provided, the company name will show, as listed on the insertion order.
Click-thru URL
Advertisers are responsible for maintaining a working URL. Click rates are not guaranteed.
URL should be limited to 250 characters.

Acceptable Files
Static GIF or JPG files

All website and e-news creative is due 5 business days prior to launch.
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