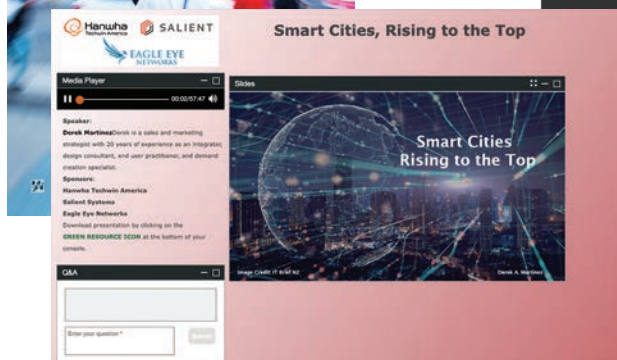


Technology • Education • Solutions

2021 Media Planner



- Print
- E-Media
- Podcasts
- Events
- Custom Publishing & E-Media
- Research

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.



SECURITY
today



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



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*

Access Control	21,364
Intrusion Alarm & Monitoring	16,960
Sensors/Detectors	16,851
CCTV Equipment/Video Systems & Surveillance	16,496
Batteries/Power Supplies	16,255
Wireless Technologies	15,459
Outdoor/Perimeter Protection	14,242
Software	14,107
Card Reader Systems	13,865
Emergency Response Products/Services	13,612
IP Video Systems & Surveillance	13,502
Training	13,471
Control Panels/Annunciators	13,127
IT/Network Security	13,012
Digital Video Recorders (DVR)	12,971
Video Management Systems	11,863
Fire & Safety Protection	11,670
Identification Products/ID Badges	11,179
Biometrics	10,510
Door Hardware/Locks	10,388
Communication Equipment	10,175
Cloud Storage	9,759
Security Consultants	9,169
Business Continuity/Disaster Recovery Products/Services	9,145
IP Appliances	9,020
Home Automation/Sound Equipment/Theatre	8,783
Mobile Communications	8,322
Security Guard Services	6,310
Integrated Systems	6,071
IP Video/Network-Centric Security	3,637
Cable/Telephone Services	2,740
Supplies & Dealer Services	2,587



*Media Owner's Own Data

**Baxter Research, 2019 mediaView Pro



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

Security Today magazine is delivered to subscribers the way they prefer to receive it — print or digital. **The digital edition of *Security Today* magazine won an Ozies Digital Honorable Mention Award in the Folio: Eddie and Ozzie Awards for B-to-B App/Digital Edition/Standalone Digital Magazine.**

Leader in Market Share and Ad Pages**

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

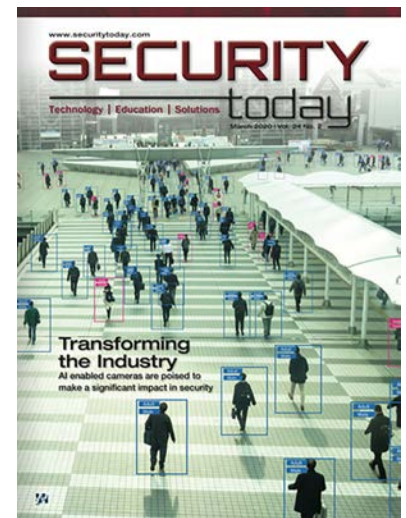
Dedicated and Devoted Subscribers***

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.**

**Suppliers (including
dealers and integrators
51.7%**

**End Users
48.3%**



*Media Owner's Own Data

**IMS Ad Tracking - The Auditor, October 2020

***Baxter Research, October 2019 mediaView Pro



What Security Today Subscribers Are Saying*

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

“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

“Brings new products to my business.”
— President

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

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

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



*Baxter Research, 2019 mediaView Pro



2021 Editorial Calendar

January/February

Advertising close: 1/5/21
Materials due: 1/12/21

Features

Airport Security
Casino Security
Mobile Apps
Internet of Things
Municipal Security
Cloud/Storage
Smartcards

Editorial Webinar

February 17

March

Advertising close: 2/1/21
Materials due: 2/2/21

Features

Video Surveillance
Hospital Security
Perimeter Security
Wireless Technology
Transportation Security
Critical Infrastructure
Cybersecurity
Access Control
Biometrics
Video Management Systems
Artificial Intelligence

Show Coverage/ Bonus Distribution*

PSA-TEC, Denver, CO, May
3-6

April

Advertising close: 3/3/21
Materials due: 3/4/21

Features

International Security
Emerging Technologies
Door/Hardware Security
Locks
Loss Prevention/Retail Security
Safe Cities
Human Guarding
Airport Security
Integrated Systems

Editorial Webinar

April 14

May/June

Advertising close: 4/28/21
Materials due: 4/29/21

Specialty Publication

[GovSec](#)

Features

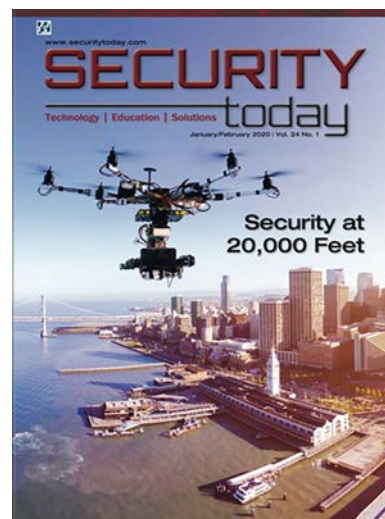
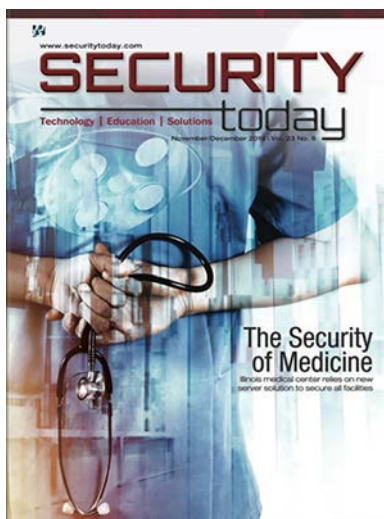
Dealer/Integrator
Facility Security
Access Control
Network Cameras
Museum Security
Law Enforcement
Deep Learning
Cybersecurity

Editorial Webinar

June 16

Show Coverage/ Bonus Distribution*

ESX, June 15-18, Louisville, KY
ISC West, Las Vegas, July
19-21



*If in-person event occurs



2021 Editorial Calendar

July/August

Company Profile Issue

Advertising close: 6/30/21
Materials due: 7/1/21

Features

Sporting Complex Security
Critical Infrastructure
Event Security
House of Worship Security
IP Video Surveillance
Mobile Apps
Audio Within Security
Casino Security

Company Profile Bonus

All half page or larger
advertisers in BOTH July/
August and September/
October 2021 will receive a
Company Profile of the same
size as ad in July/August
2021 issue.

Editorial Webinar

August 18

September/October

Advertising close: 8/31/21
Materials due: 9/1/21

2021 New Product of the Year
Entries

Specialty Publication

GovSec

Features

Deep Learning
Cloud Security
Multi-campus Security
Emergency Communications
IP Cameras
IT Security
Identity Management
Internet of Things
Remote Monitoring
DIY Security
Banking Security
Border Protection
Intelligent Video/Analytics
City Surveillance

Company Profile Bonus

All half page or larger
advertisers in BOTH July/
August and September/
October 2021 will receive a
Company Profile of the same
size as ad in July/August 2021
issue.

Editorial Webinar

October 13

Show Coverage/ Bonus Distribution*

GSX, Orlando, FL, September
27-29
ISC East, New York, NY,
November 17-18

November/December

Advertising close: 10/26/21
Materials due: 10/27/21

2021 New Product of the Year
Winners

Features

Trends and Growth for 2022
Product Analysis for 2021
Access Control
Retail Security
Utility Security
Cybersecurity

Editorial Webinar

December 15



**If in-person event occurs*

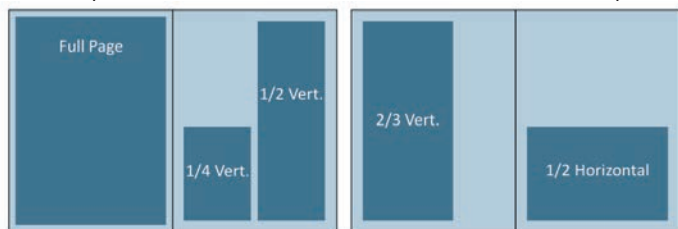


Magazine Ad Specs

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

	Non-Bleed	Bleed
Full Page	7 x 10	8 1/4 x 11
Spread	15 x 10	16 1/4 x 11
1/2 Horizontal Spread	15 x 4 5/8	16 1/4 x 5 5/8
2/3 Vertical	4 1/2 x 10	5 3/16 x 11
1/2 Island	4 1/2 x 7 1/2	5 3/16 x 8 3/8
1/2 Vertical	3 3/8 x 10	4 x 11
1/2 Horizontal	7 x 4 5/8	8 1/4 x 5 5/8
1/3 Vertical	2 1/8 x 10	2 7/8 x 11
1/3 Square	4 1/2 x 4 5/8	5 3/16 x 5 1/2
1/4 Vertical	3 3/8 x 4 5/8	4 x 5 1/2

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

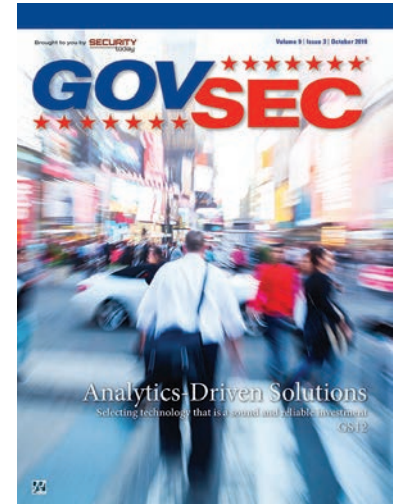
<https://1105media.com/pages/ad-specs>



Government Security news in print, digital, and e-news formats

Magazine - May/June and September/October 2021

Each issue of GovSec and our monthly GovSec e-newsletter examine 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. The magazine 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 cover snipe also available!

Magazine Deadline

May/June Ad close: 4/15/21. Materials due: 4/16/21

September/October Ad close: 8/17/21. Materials due: 8/18/21

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

	Live	Trim	Bleed
Full Page	7 1/2 x 10 1/4	8 x 10 3/4	8 1/4 x 11
Spread	15 1/2 x 10 1/4	16 x 10 3/4	16 1/4 x 11
1/2 Horizontal	n/a	6 1/2 x 4 1/2	n/a
1/2 Island	n/a	4 1/4 x 6 1/2	n/a
1/2 Vertical	n/a	3 1/4 x 9 1/2	n/a



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.

Monthly e-news

468x60 or 468x90 Top or Bottom Banner

Sponsor Spot

160x600 Skyscraper

New Product Spot

Sole Sponsorship**

Wednesday, September 2, 2020

Your Government Security Information Source

NEWS

Precise Analysis

By Ginger Xu

In the war on illicit drug trafficking today, a law enforcement professional's greatest allies are speed and accuracy. Lack of speed may have the consequence of delayed justice and inaccurate substance analysis may result in a wrongful conviction of the innocent or letting a drug trafficker go free. Advanced technology in hand-held, portable drug analyzer devices provides both speed and accuracy to a greater degree than ever before, and this is critical because illicit trafficking in ever-more dangerous drugs such as fentanyl is increasing exponentially worldwide.

Active Shooter: Stopping an Active Shooter Event by Creating a Welcoming Environment

Preparation for an active shooter is the goal of every campus law enforcement agency. It is no different at Yavapai College in Prescott, AZ. Led by and implemented by Lt. Tyrone Payne, a secure campus is the ultimate goal. Yavapai College also has been selected as part of the Presidential Equity Task Force, hosting a discussion on how to create a more welcoming environment, focusing on diversity and the overall makeup of students, staff and instructors.

Join us for this free, one-hour Webinar on September 16.

SPONSOR

Put your security needs in a brand you can TRUST.



SECURITY today.com

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 73,085* average monthly visits with 117,429* 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

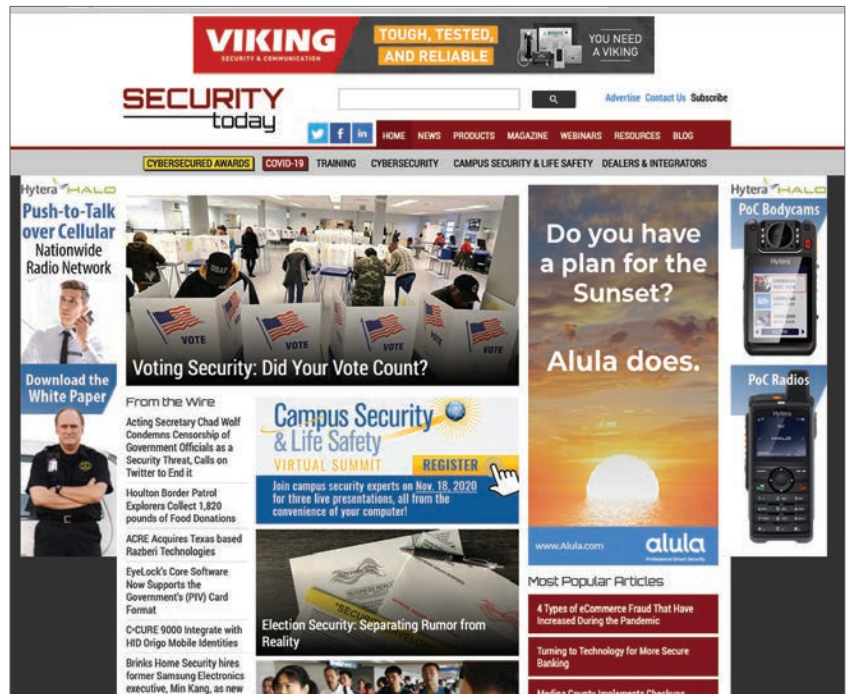
Make your white papers available to thousands of unique visitors to our website each month. We post information about your white papers to best gain the attention of your prospects. Listing includes white paper title, company name, brief abstract, link to your white paper and unlimited downloads.

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.

*Media Owner's Own Data

securitytoday.com



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>



Banners

728x90 Leaderboard	8 sponsors
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468x60 Banner	8 sponsors
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(Middle and Bottom home page only)

300x600 Super Skyscraper	8 sponsors
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300x250 or 300x300	8 sponsors
--------------------	------------

300x90 Button	8 sponsors
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Home Page Info Center	1 sponsor
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Dog Ear / Peel Back	1 sponsor
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Wallpaper	4 sponsors
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Pushdown	1 sponsor
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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

DemoCast Sponsorship

15-minute including video & Q&A

5-minute video only

Vendor Podcast Sponsorship

Topical Podcast Sponsorship

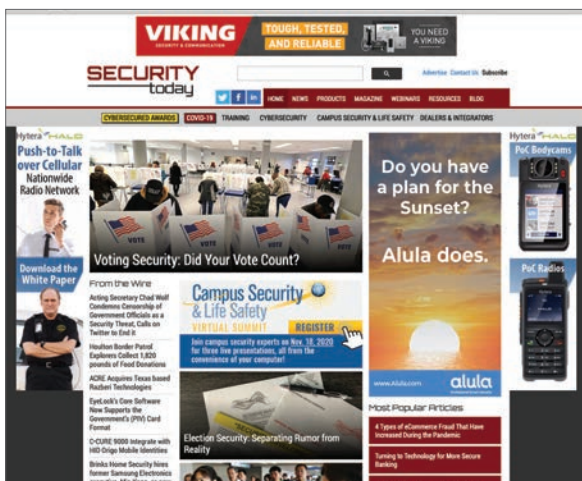
Live From Sponsorship

Package of 10 Sponsored Social Media Posts
--

Contact us for rates:

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

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





Powerful Website Options

Increase your impact with these positions!

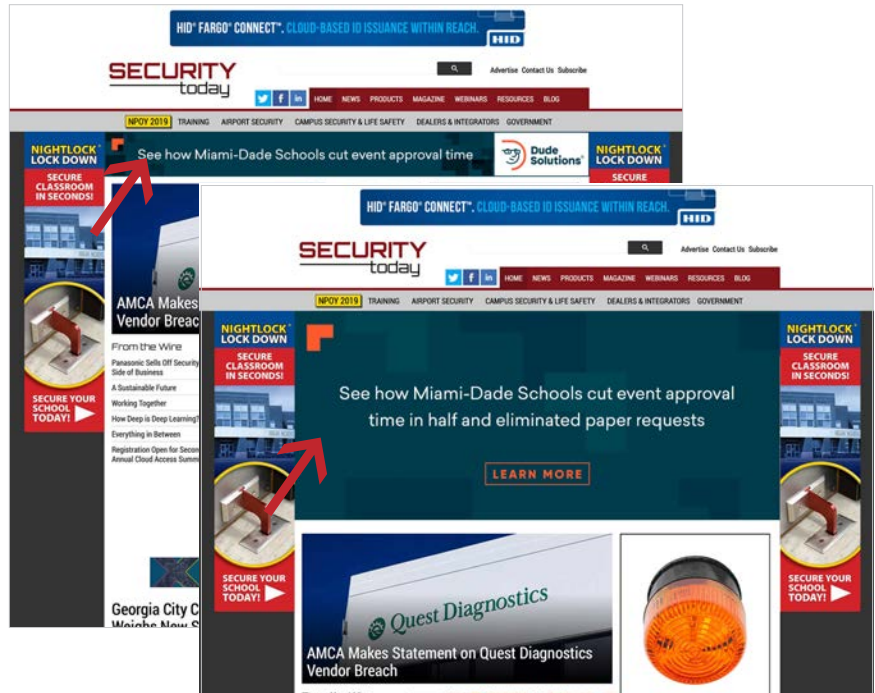
Pushdown Ad

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)

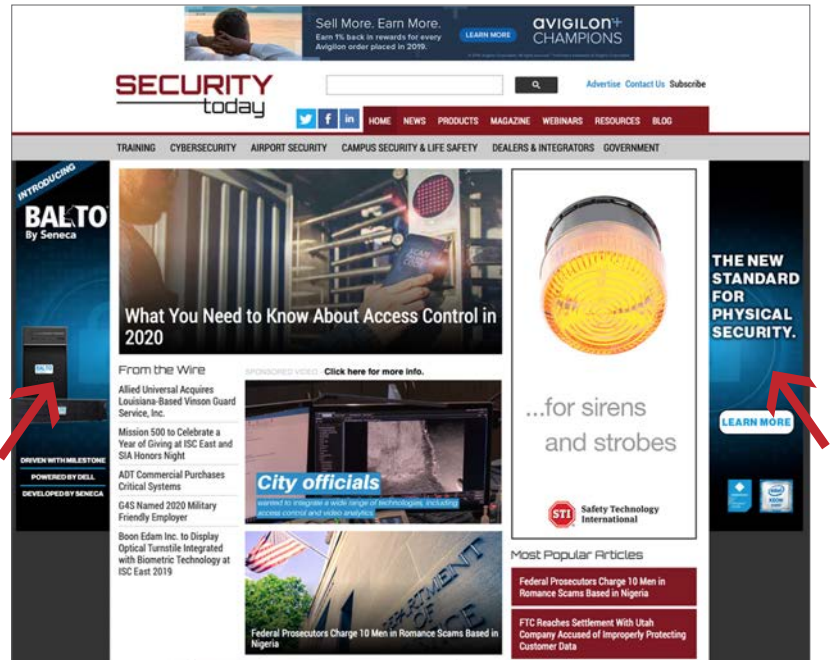
Advertisers have the option to provide a 300x50 ad to serve on smaller mobile devices.



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.

securitytoday.com



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 117,429* 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!***

728X90

SECURITY today

Advertise Contact Us Subscribe

HOME NEWS PRODUCTS MAGAZINE WEBINARS RESOURCES BLOG

TRAINING CYBERSECURITY AIRPORT SECURITY CAMPUS SECURITY & LIFE SAFETY DEALERS & INTEGRATORS GOVERNMENT

Person Car Backpack

SPONSORED

AI Beyond the Hype

By Ray Cooke | Oct 01, 2019

Today, there are in-depth discussions about what 'might be' possible with AI, machine and deep learning-based analytics products on the market. Much of the conversation centers on practical ways to utilize deep learning and neural networks and how these techniques can improve analytics and significantly reduce false-positives for important events. When talking to end users about analytics, it becomes clear that many still don't take full advantage of analytics. In some cases, this can be due to a history of false-positives with previous generation technology, but in others, it can simply be a case of not believing that reliable analytics are achievable for their unique needs. The good news is that with AI, or more accurately, deep learning and neural networks, we are making great strides towards increasing accuracy.

In the past, developers tried to define what an object is, what motion is and what should be considered an interesting motion that we want to track versus false positive "noise" that should be ignored. Some classic examples are wind blowing leaves on a tree, rain, snow or a plastic bag floating by. For far too long, something as simple as motion detection has been plagued by false-positives generated by wind. Users could try and reduce the sensitivity, and eliminate the false motion in a light breeze and still see false positives with motion events triggered in a wind storm. Using neural networks and deep learning to define objects such as humans, cars, buses and animals means that traditional analytics can now focus on objects. These new algorithms have been taught to recognize a human being by seeing thousands of images of humans. Once an algorithm has learned these examples, it can apply this advanced knowledge to existing analytics. For example, if a car crossed a line at an entry gate it might be acceptable. However, if a person passes that same line, we might want an alert. A shadow should be ignored and swaying tree branches shouldn't be considered. A car driving in the wrong direction warrants an alert, however people moving about freely is fine. All of the traditional analytics regarding motion such as appear / disappear, line crossing, object left behind and loitering will be more accurate and capable of additional refinement using AI and the power of object recognition.

300X300

1 2 3 4 NEXT »

If you like what you see, get more delivered to your inbox weekly.
[Click here to subscribe to our free premium content.](#)

Printable Format E Mail this page



Live From ISC West & GSX



securitytoday.com/live

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

*Content may vary if events are virtual.

Also available: Sponsored Post Package
Up to 10 sponsored posts — while Live From page is live or during your preferred timeframe



Live From ISC West 2021 will be live on securitytoday.com July 5 through August 2, 2021.

Live From GSX 2020 will be live on securitytoday.com September 13 through October 11, 2021.



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.

Limited sponsor packages available!



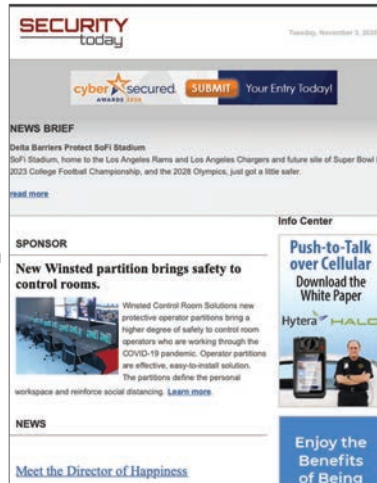
E-newsletters

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**

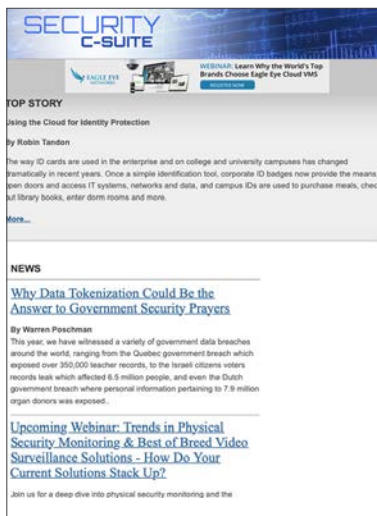


Security C-Suite e-news

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**

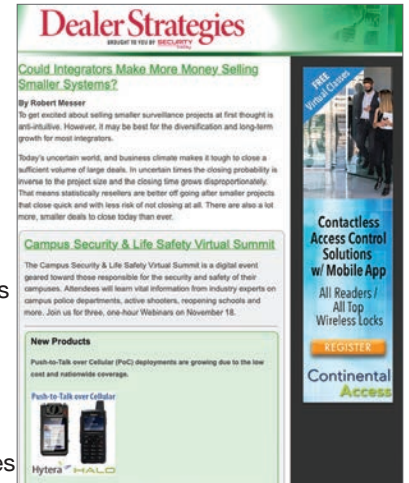


Dealer Strategies e-news

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**

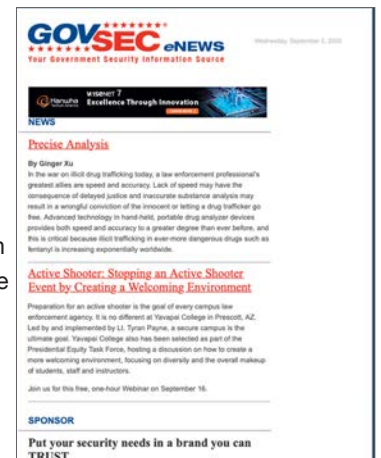


GovSec e-news

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:

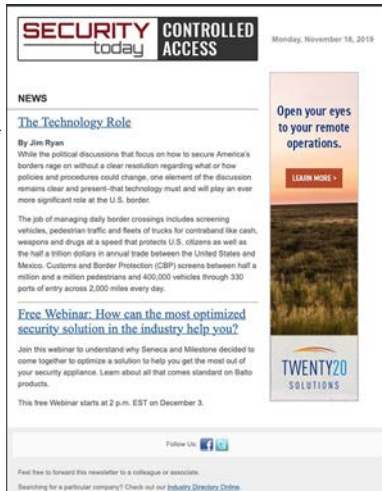
468x60 or 468x90 banner
180x300 Info Box
150x150 Sponsor Spot
160x600 Skyscraper
Sole Sponsorship**



Controlled Access e-news

Distributed monthly, this e-newsletter reaches 20,000* security professionals with buying responsibility for: Access Control, Integrated Systems, Intrusion Alarm & Monitoring, Security Guard Services, Security Consultants, IT/Network Security, Biometrics, Card Reader Systems, Identification Products/ID Badges, Wireless Technologies, and Cloud Storage.

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



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**



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!



All scheduled e-newsletters are available as Sole Sponsored.

*Media Owner's Own Data

**Sole-sponsored e-newsletters have ad messaging from one sponsor, content created by Security Today.



Event E-newsletters

Event Updates & Product Spotlights

We'll help you market your brand around the top industry events, increasing awareness, driving more traffic to you, and supplying leads to you after the event! Each Event Updates e-newsletter will be delivered to security professionals before, during and after the event. The editors will be offering daily updates on happenings around the event as well as their insights and observations regarding the event "buzz."

Target these events by securing your position in one or more of our Event 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 event, three days during the event and one week after the event.

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

Event Updates E-newsletter Dates

ISC West 2021 (Security Today and Dealer Strategies versions)

July 12
July 19
July 20
July 21
July 26



GSX 2021

September 20
September 27
September 28
September 29
October 4

Banner Sizes (Sold per show)

Top Banner — 468x60 or 468x90
Left Hand Box — 125x261
Large Right Hand Box — 215x61
Left Hand Box — 125x120
Right Hand Box — 215x120
Bottom Banner — 468x60 or 468x90

BONUS: Each sponsor also gets a New Product spot.
Single Issue Sole Sponsorship**

Contact your Integrated Media Consultant for more information and a list of additional events that may be added!

*Media Owner's Own Data

**Sole-sponsored e-newsletters have ad messaging from one sponsor, content created by Security Today.

securitytoday.com

Event Spotlight E-newsletters

ISC West 2021

Pre-Event Spotlight - July 11
Post-Event Spotlight - July 25

GSX 2021

Pre-Event Spotlight - September 12
Post-Event Spotlight - October 10

Event 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.





E-news Calendar

Issue**Special Focus****JANUARY 2021**

January 4	CyberSecured
January 5	Security Today
January 6	GovSec
January 11	Security Today Solutions
January 12	Security Today
January 13	Dealer Strategies
January 14	Security Today
January 19	Security Today
January 21	Security Today
January 25	Security C-Suite, Controlled Access
January 26	Security Today
January 27	Dealer Strategies
January 28	Security Today

FEBRUARY 2021

February 1	CyberSecured
February 2	Security Today
February 3	GovSec
February 4	Security Today
February 8	Security Today Solutions
February 9	Security Today
February 10	Dealer Strategies
February 11	Security Today
February 16	Security Today
February 18	Security Today
February 22	Security C-Suite, Controlled Access
February 23	Security Today
February 24	Dealer Strategies
February 25	Security Today

MARCH 2021

March 1	CyberSecured
March 2	Security Today
March 3	GovSec
March 4	Security Today
March 8	Security Today Solutions
March 9	Security Today
March 10	Dealer Strategies
March 11	Security Today
March 16	Security Today
March 18	Security Today
March 22	Security C-Suite
March 29	Controlled Access
March 23	Security Today
March 24	Dealer Strategies
March 25	Security Today
March 30	Security Today

Issue**Special Focus****APRIL 2021**

April 5	CyberSecured
April 6	Security Today
April 7	GovSec
April 8	Security Today
April 12	Security Today Solutions
April 13	Security Today
April 14	Dealer Strategies
April 15	Security Today
April 19	Security C-Suite
April 20	Security Today
April 22	Security Today
April 26	Controlled Access
April 27	Security Today
April 28	Dealer Strategies
April 29	Security Today

MAY 2021

May 3	CyberSecured
May 4	Security Today
May 5	GovSec
May 7	Security Today
May 10	Security Today Solutions
May 11	Security Today
May 12	Dealer Strategies
May 13	Security Today
May 18	Security Today
May 20	Security Today
May 24	Security C-Suite, Controlled Access
May 25	Security Today
May 26	Dealer Strategies
May 27	Security Today

JUNE 2021

June 1	Security Today
June 2	GovSec
June 3	Security Today
June 7	CyberSecured
June 8	Security Today
June 9	Dealer Strategies
June 10	Security Today
June 14	Security Today Solutions
June 15	Security Today
June 17	Security Today
June 21	Security C-Suite
June 22	Security Today
June 23	Dealer Strategies
June 24	Security Today
June 28	Controlled Access
June 29	Security Today



E-news Calendar

Issue
Special Focus
JULY 2021

July 5	<i>CyberSecured</i>
July 6	<i>Security Today</i>
July 7	<i>GovSec</i>
July 8	<i>Security Today</i>
July 12	<i>Security Today Solutions</i>
July 13	<i>Security Today</i>
July 14	<i>Dealer Strategies</i>
July 15	<i>Security Today</i>
July 19	<i>Security C-Suite</i>
July 20	<i>Security Today</i>
July 22	<i>Security Today</i>
July 26	<i>Controlled Access</i>
July 27	<i>Security Today</i>
July 28	<i>Dealer Strategies</i>
July 29	<i>Security Today</i>

AUGUST 2021

August 2	<i>CyberSecured</i>
August 3	<i>Security Today</i>
August 4	<i>GovSec</i>
August 5	<i>Security Today</i>
August 9	<i>Security Today Solutions</i>
August 10	<i>Security Today</i>
August 11	<i>Dealer Strategies</i>
August 12	<i>Security Today</i>
August 17	<i>Security Today</i>
August 19	<i>Security Today</i>
August 23	<i>Security C-Suite</i>
August 24	<i>Security Today</i>
August 25	<i>Dealer Strategies</i>
August 26	<i>Security Today</i>
August 30	<i>Controlled Access</i>
August 31	<i>Security Today</i>

SEPTEMBER 2021

Sept. 1	<i>GovSec</i>
Sept. 2	<i>Security Today</i>
Sept. 7	<i>Security Today</i>
Sept. 8	<i>Dealer Strategies</i>
Sept. 9	<i>Security Today</i>
Sept. 13	<i>CyberSecured, Security Today Solutions</i>
Sept. 14	<i>Security Today</i>
Sept. 16	<i>Security Today</i>
Sept. 20	<i>Security C-Suite</i>
Sept. 21	<i>Security Today</i>
Sept. 22	<i>Dealer Strategies</i>
Sept. 23	<i>Security Today</i>
Sept. 27	<i>Controlled Access</i>
Sept. 28	<i>Security Today</i>
Sept. 30	<i>Security Today</i>

Issue
Special Focus
OCTOBER 2021

October 1	<i>GovSec</i>
October 4	<i>CyberSecured</i>
October 5	<i>Security Today</i>
October 7	<i>Security Today</i>
October 11	<i>Security Today Solutions</i>
October 12	<i>Security Today</i>
October 13	<i>Dealer Strategies</i>
October 14	<i>Security Today</i>
October 18	<i>Security C-Suite</i>
October 19	<i>Security Today</i>
October 21	<i>Security Today</i>
October 25	<i>Controlled Access</i>
October 26	<i>Security Today</i>
October 27	<i>Dealer Strategies</i>
October 28	<i>Security Today</i>

NOVEMBER 2021

November 1	<i>CyberSecured</i>
November 2	<i>Security Today</i>
November 3	<i>GovSec, Dealer Strategies</i>
November 4	<i>Security Today</i>
November 8	<i>Security Today Solutions</i>
November 12	<i>Security Today</i>
November 15	<i>Security C-Suite</i>
November 16	<i>Security Today</i>
November 17	<i>Dealer Strategies</i>
November 18	<i>Security Today</i>
November 23	<i>Security Today</i>
November 29	<i>Controlled Access</i>
November 30	<i>Security Today</i>

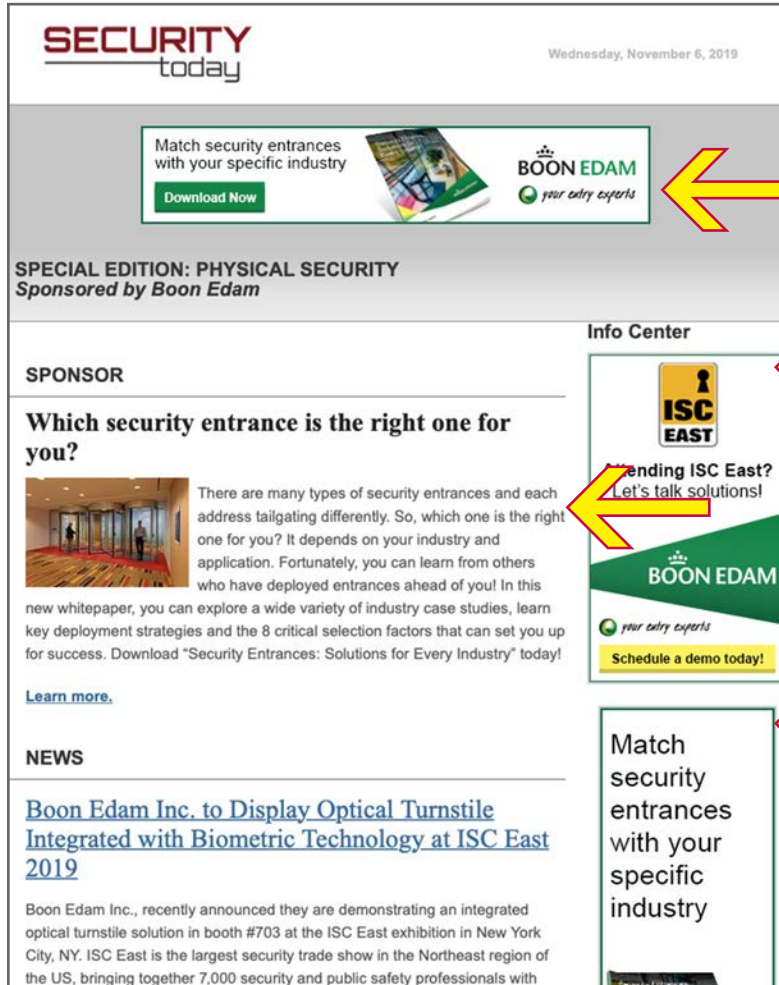
DECEMBER 2021

December 1	<i>GovSec, Dealer Strategies</i>
December 2	<i>Security Today</i>
December 6	<i>CyberSecured</i>
December 7	<i>Security Today</i>
December 9	<i>Security Today</i>
December 13	<i>Security Today Solutions</i>
December 14	<i>Security Today</i>
December 15	<i>Dealer Strategies</i>
December 16	<i>Security Today</i>
December 20	<i>Security C-Suite, Controlled Access</i>
December 21	<i>Security Today</i>
December 23	<i>Security Today</i>



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.



**468x60 or 468x90
Top Banner**

Also includes 468x60 or
468x90 Bottom Banner

180x300 Banner

Featured Product Spot

160x600 Skyscraper

Features

- Ad messaging from one sponsor
- Topic focus chosen by sponsor
- A section for content provided by sponsor
- Sent to your choice of targeted subscribers from:
 - Security Today
 - Dealer Strategies
 - GovSec
 - CyberSecured
 - Campus Security & Life Safety
 - Security C-Suite
- All leads delivered to sponsor

*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:

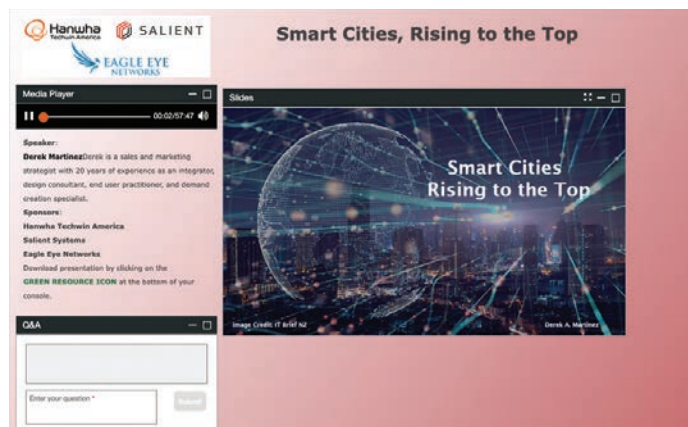
- Registration development and collection
- Comprehensive event promotion on our websites and through social media
- Logo and sponsorship acknowledged in promotions to 50,000* targeted *Security Today* e-news subscribers
- Reminder e-mails prior to webinar
- E-newsletter sponsorships (includes 150x150 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.*

Planned 2021 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.



*Media Owner's Own Data



DemoCasts

Show your newest products to an engaged audience of security professionals



Can't travel to demonstrate your products face-to-face? Show them to our audience of security decision makers in a video. Select a 15-minute segment (including 5 minutes of Q&A) or a 5-minute segment. Show as many of your products or services as you wish in your allotted timeframe. You provide the video. We host the DemoCast webinar and provide you with the leads!

Space is limited. Reserve your spot for our next DemoCast today!

Materials Needed

- Company name – how you want to be listed as the sponsor
- Logo
- 50- to 60-word company product description (including URL to your website)
- 10- or 5-minute video demo (.mp4 file type required. Recommended bit rate 300Kbps or less.)

Sponsorship includes:

- Registration development and collection
- Comprehensive event promotion on our website and eNewsletters
- Reminder emails prior to webinar
- Webinar registration link on securitytoday.com
- Creation of custom-designed user interface
- Audio delivery and presentation coordination
- Optional Q&A during presentation with 15-minute purchase
- Contact details for all webinar registrants
- Three-month online archiving for on-demand use
- Inclusion of your video in the securitytoday.com Innovation Gallery





Podcast

An exciting new way to promote your business

SecurPod, the new *Security Today* podcast, creates a marketing experience for your company and offers an insider's view into the security industry. Each podcast features a 20- to 30-minute conversation with Editor Ralph C. Jensen and an industry expert on a specific topic.

Sponsors of the podcast are mentioned at the beginning and end of the podcast, and a brief company marketing message is included in the episode.

SecurPods are marketed to our *Security Today* database and are promoted on our website and social media platforms as well as featured on Apple Podcasts, Google Podcasts, Stitcher, and Spotify.

Vendor Podcast Sponsorship

- Sole sponsorship of a podcast produced specifically for your company
- Sponsor named at beginning and end of podcast
- 30-second ad copy read in middle of podcast
- Inclusion on topic and direction of podcast episode
- Representative from your company heavily featured in podcast

Topical Podcast Sponsorship

- Your company name mentioned at beginning and end of podcast
- 30-second ad copy read during the podcast

Added Value for Podcast Sponsors

- Mention in article about podcast being sponsored
- Mention in social media promotions
- Inclusion in promotional eblast to our *Security Today* subscribers



The Security Today Audience Wants Podcasts

We reached out to our *Security Today* audience, and 94%* of respondents said they would listen to a *Security Today* podcast. Of these respondents, 88%* already listen to podcasts.

Podcasts Are the Way People Are Learning Now

Base on research gathered by smallbizgenious, podcasts are very popular, and listeners are engaged.

- 74% of podcast users listen to podcasts to learn something new. (Edison Research)
- 55% of US podcast listeners pay attention to podcast ads, which is 10% more than those who pay attention on the radio. (Business Insider)
- 54% of podcast customers say they think about buying advertised products (Convince & Convert)
- Brands that advertise products and services during business podcasts have a 14% lift in purchase intent. (Music Oomph)

*Media Owner's Own Data



Awards Programs

Earn recognition for your security products!



Security Today New Product of the Year

For 13 successful years, this award program has been honoring the outstanding product development achievements of security technology and solutions manufacturers whose products are considered particularly noteworthy in their ability to improve security. Information on the 2021 program will be available at securitytoday.com in spring of 2021. Entries will be included in the September/October 2021 issue of *Security Today*. Winners will be highlighted online and in the November/December 2021 issue of *Security Today*.



Security Today Govies Government Security Awards

The Govies have been honoring outstanding government security products in a variety of categories since 2009. Platinum and Gold awards are given in this prestigious contest. Information on the 2021 program will be available at securitytoday.com in late 2020. Entries will be included in the May/June 2021 issue of *GovSec*. Winners will be highlighted online and in the September/October 2021 issue of *GovSec*.



CyberSecured Awards

Our newest awards program focuses on the network and other cybersecurity initiatives. Our goal is to bring to the forefront the numerous products that secure our world today. Information on the 2021 program will be available at securitytoday.com in Fall 2021. Winners will be highlighted on securitytoday.com and in CyberSecured e-news.

Winners of each award program will receive great benefits, such as:

- Award suitable for display
- Editorial coverage
- Recognition in magazine, website and e-news marketing and promotions
- Use of the award logo on all promotional materials related to winning product
- Inclusion in special winners section on website
- Special advertising rates and promotional opportunities

Additional 1105 Media Awards Programs

1105 Media conducts several additional awards programs throughout the year, including the Secure Campus Awards and the Spaces4Learning New Product Awards. Please visit these brands' websites for additional information.



campuslifesecurity.com



spaces4learning.com

For more information on any 1105 Media awards program, please contact Susan May at smay@1105media.com.



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.

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.

Belly Bands/Cover Tips

Make your brand the 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 meritdirect.com/1105. For more information, contact Azalia Allen at 914-368-1127 or aallen@meritdirect.com.

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)

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

Max Uninitiated Video Length: None if it fits into max 80K file size

Audio Initiation After Expansion: User controlled with click

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.

Please submit materials to Francisco Arreola at farreola@1105media.com.



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