

Security Products

www.secproonline.com

Media Planner 2009

Security Products
 Integrated New Product and Technology Solutions for Security Professionals
 JULY 2008

NEW in Collaboration with Enduro

IP Cameras
 K200 compression technology...
IPV6s
 The IPV6 2000 from...
Emergency Broadcast System
 The EBS 2000 from...
Domestic Cameras
 Superior image quality...
Contactless Smart-card Reader
 The SmartCard 2000...
Cameras
 Super high resolution...
Cameras
 On-screen display...
In this issue...

network centric Security
 Wireless Personal Security & IT Network Connected

THE SMART, SECURE BUILDING
 Planning smart for the security requirements for building automation

HEALTHCARE DATA SECURITY
 Why it's not just about the data

CLEARING UP NETWORKS
 A security and quality checklist

Plus: SECURITY ALERTS

- Suppliers
- End Users
- IT Decision Makers
- International

The Complete Marketplace

AIRAQ Security Products
 system solutions with an edge

Latest News
 Security Products...
 Security Products...

HERMOTI INTO THE ETHERNET
 Manufacturers take advantage of powerful communication platforms
 by Ray Schilling

INTRODUCTION
 The use of video analytics is growing rapidly in the surveillance market. It has grown indispensable in high-end security projects, and is becoming increasingly popular in commercial jobs for a wide range of applications, including outdoor protection, customer service requirements, crowd monitoring, crowd protection, and many others. But due to high costs, use of intelligent video has largely been reserved for the most high-risk situations. However, new technological breakthroughs are making it possible to cost-effectively bring intelligent video to any IP camera installation, while reducing bandwidth and storage costs.

SAFER SCHOOLS

Monitoring

Security Products Webinar Series
 Sponsored by VIDEOIQ
Breakthroughs in Video Analytics
 April 30, 2009 - 2:00 p.m. Eastern / 11:00 a.m. Pacific

Breakthroughs in Video Analytics
 Date: Wednesday, April 30, 2009
 Time: 2:00 PM Eastern / 11:00 AM Pacific

The use of video analytics is growing rapidly in the surveillance market. It has grown indispensable in high-end security projects, and is becoming increasingly popular in commercial jobs for a wide range of applications, including outdoor protection, customer service requirements, crowd monitoring, crowd protection, and many others. But due to high costs, use of intelligent video has largely been reserved for the most high-risk situations. However, new technological breakthroughs are making it possible to cost-effectively bring intelligent video to any IP camera installation, while reducing bandwidth and storage costs.

Unfortunately there is a lack of solid technical information to help companies evaluate technologies. The problem is that providers often make grand claims, but many fail to share in government, leading to widespread disappointment. The purpose of this webinar is to outline the general principles of how video analytics works, in non-technical language, and examine how competing technologies are trying to solve these problems. In addition, we'll look at the latest advancements in intelligent video surveillance - the VideoIQ CVR, which shows how building advanced video analytics, content-based storage and intelligent recognition into high-quality security cameras is making intelligent video surveillance feasible across a wide range of scenarios.

Integrated New Product and Technology Solutions for Security Professionals

Security Products

Your Integrated Media Solution

Security Products 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 Products* 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 Products* the smartest marketing partner for today's security product and service marketers.

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One Rapidly Growing, Dynamic Marketplace

Suppliers + End Users + IT Decision Makers + International = The Complete Marketplace**

Suppliers

More than 33,000* suppliers, installers, distributors, consultants and manufacturing rep firms subscribe to *Security Products* magazine. These are companies who are buying, selling and installing security products and services.

End Users

Security Products reaches more than 36,000* end users in industrial, retail, institutional and government sectors. These security professionals turn to *Security Products* for practical information on products and new technology.

IT Decision Makers**

In 2009, each issue of *Security Products* will be made available to more 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 Products*, 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 and Canada.

Security Products is a member of BPA Worldwide. To review *Security Products'* current BPA Statement online, visit the BPA Web site at www.bpaww.com, in the Security Category of the Business Magazine Section.

*BPA Worldwide June 2008
**Publisher's Own Data



THE COMPLETE MARKETPLACE

Suppliers of Security Products and Systems*

| | |
|---|---------------|
| Security Installing Dealer/Security Installing Dealer with Central Station Service/Security Service Installation Firm/Systems Integrators | 26,071 |
| Security Consultants | 3,225 |
| Security Product Distributors | 2,672 |
| Manufacturer's Rep Firms | 1,515 |
| TOTAL | 33,483 |

End Users of Security Products and Systems*

| | |
|--|---------------|
| Industrial or Manufacturing Companies | 16,017 |
| Retailing Companies and Service Companies (Financial, Utilities, Builders, Transportation) | 9,080 |
| Government/Military | 6,840 |
| Institutional Facilities (Health Care, Education, Lodging, Entertainment, Sports) | 4,753 |
| TOTAL | 36,690 |

GRAND TOTAL 70,173





One Comprehensive Print Magazine

Security Products is the marketing partner that you can depend on to help generate leads and increase sales. Published 12 times per year, 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 Products* for new products, new technology and practical information regarding the integration of these products into the new convergent security systems.**

Security Products is the only integrated product magazine reaching the entire security market. In fact, from the October 2007 issue thru the September 2008 issue, 1,162 products have been displayed on the printed pages of *Security Products* magazine, plus many more via our e-newsletters and Web sites. *Security Products* 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 Products*, 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 Products reaches more than 70,000* 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 than 5,000*** international security professionals.

Subscribers Who Recommend, Select or Buy Products*

| | |
|---|--------|
| CCTV Equipment/Video Systems & Surveillance | 32,196 |
| Access Control | 30,794 |
| Sensors/Detectors | 27,252 |
| Intrusion Alarm & Monitoring | 26,788 |
| Fire & Safety Protection | 25,744 |
| Batteries/Power Supplies | 24,746 |
| Digital Video Recorders (DVR) | 24,186 |
| Outdoor/Perimeter Protection | 23,875 |
| Training | 22,813 |
| Control Panels/Annunciators | 22,734 |
| Card Reader Systems | 21,826 |
| Emergency Response Products/Services | 21,764 |
| Integrated Systems | 20,216 |
| Computer Alarm Software/Software | 20,211 |
| Identification Products/ID Badges/Smart Cards | 19,292 |
| Communication Equipment | 18,574 |
| IT/Network Security | 13,855 |
| Security Consultants | 13,552 |
| Biometrics | 12,844 |
| Supplies & Dealer Services | 12,017 |
| Cable/Telephone Services | 11,700 |
| Home Automation/Sound Equipment/Theatre | 11,247 |
| Security Guard Services | 9,984 |

* BPA Worldwide June 2008 Circulation Statement

** Baxter Research, July 2008 Ad Readership Study

***Publisher's Own Data

The Best-Read Security Publication

According to the Baxter Research July 2008 AdView Report, *Security Products* is read by more security professionals than any other magazine in the market!

Security Products* experiences a 2.0 pass-along among our 70,000* subscribers, meaning that a combined average total of 140,000 professionals see each issue!*

Of those surveyed**

71% said they regularly read *Security Products*.

34% said they regularly read *Security*.

33% said they regularly read *Security Management*.

31% said they regularly read *Security Systems News*.

23% said they regularly read *SDM*.

21% said they regularly read *Security Dealer*.

Dedicated and Devoted Subscribers**

Security Products has loyal subscribers who depend on the publication for integrated coverage of new products and practical solutions for security professionals. In fact, the July 2008 Baxter Adview Report found that:

71% of subscribers read the publication regularly (3 out of 4 issues)

From the October 2007 issue through the September 2008 issue, *Security Products* has averaged a whopping **97 new products per issue*****, making it the magazine of choice when it comes to new product and new technology information!

Industry Breakout*

■ Suppliers — 33,483

■ End Users — 36,690

Suppliers
47.7%

End Users
52.3%

One Book, One Buy

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 Products 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
- Reach 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
- The best read security publication
- The only product focused tabloid magazine in the market
- Dedicated and devoted subscribers

We make it easy—one book, one buy!
That makes *Security Products* your one choice to reach your best prospects and customers.

* BPA Worldwide June 2008 Circulation Statement

** Baxter Research, July 2008 Ad Readership Study

***Publisher's Own Data



Target Your Best Prospects

New for 2009, *Security Products* has created targeted, integrated, reader-focused advertising packages that leverage the power of the *Security Products* brand through the utilization of both print and online media. Each package focuses on a key market segment and delivers information through both print and online to create a comprehensive information and product resource for security professionals.

Security Products offers a complete media program to help assist you in growing your market share. We do this with integrated, targeted multi-media packages that are designed to maximize your advertising effectiveness. Each custom advertising program consists of targeted print and online media options that deliver measurable marketing results. These interactive offerings provide the perfect forums for generating leads, driving traffic to your Web site and positioning your brand as a market leader.

Security Products Website Exclusives and Corresponding Print Features Create Our New SECURITY PRODUCTS EDITORIAL FOCUS SERIES

The **Security Products Editorial Focus Series** will highlight two key market segments each month in coordination with planned print editorial features, creating a 12-month online resource that provides our readers with a comprehensive look at these emerging areas.

Planned Topics:

- January – Airport Security, School Security**
- February – Fire/Life Safety, RFID**
- March – Casino Security, IP Video**
- April – Perimeter Security, Wireless Technology**
- May – Multi-Campus Facility Security, Banking Security**
- June – Access Control, Healthcare Facility Security**
- July – Building Automation/Security, Thermal Imaging**
- August – Biometrics/Identification/Smart Cards, School Security**
- September – Airport Security, IT Security**
- October – Remote Monitoring, Wireless Technology**
- November – GPS, IP Video**
- December – Retail Security, Infrastructure Security**

The above Editorial Packages will include the following reader resources:

Print – Comprehensive feature article coverage

Online –

- Expanded Editorial Coverage
- Related Content
- Product Listings
- White Papers
- Case Studies
- Editorial Resources
- Industry Q & A
- Webinars
- Catalogs
- Video



Sponsorship Opportunities

Print – Advertisement near Editorial Feature (earned frequency rate applies)

Online

- Microsite Sponsorship** (4 maximum) – sponsorship includes:
 - Banner presence with microsite (25% share of voice guaranteed)
 - 1 product listing in corresponding topical “Product Spotlight” e-newsletter (50,000* circ, 1x frequency)
 - 1 product listing within microsite (12 months)
 - 1 product listing within New Products section of the site (12 months)
 - Company listing in “About the Sponsors” portion of the microsite
- Online package ad rate - \$3,000 net/sponsorship (12 months)**

- Product Listing Sponsorship** – sponsorship includes:
 - Product listing in corresponding topical “Product Spotlight” e-newsletter (50,000* circ, 1x frequency)
 - Product listing within topical microsite (12 months)
 - Product listing within New Products section of the site (12 months)
- Sponsorship ad rate - \$500 net per product listing**

Special Print/Online rate packages available. Contact your Media Consultant for integrated package rate.



Integrated Advertising Packages

Each of these editorial topic focused packages includes print, microsite and e-newsletter components. Each microsite will aggregate all of the relevant print and online content in addition to key resources including the following: Expanded Editorial Coverage, Related Content, Product Listings, White Papers, Case Studies, Editorial Resources, Industry Q & A, Webinars, Catalogs and Video.

Homeland Security Integrated Advertising Package

Print – This monthly Special Section is included in each issue of *Security Products* magazine and covers areas of concern related to Homeland Security and Urban Area Security.

Online – *Urban Area Security* e-Newsletter and Microsite
Delivered to more than 10,000* security professionals each month, the *Urban Area Security* e-news reaches security professionals in critical highly-populated areas such as schools, hospitals, manufacturing, shopping malls, etc.

Homeland Security Sponsorship Package (4 maximum)

12-month sponsorship of microsite – 25% share of voice on all banner impressions within microsite

1 *Urban Area Security* e-newsletter sponsorship

1 product listing with microsite (12-month listing)

1 product listing within New Product section of site (12-month listing)

Package Sponsorship Ad Rate - \$3,000 net

Special Integrated Print/Online Package Pricing - All monthly online sponsors will receive a 10% discount off earned published print rate in the Homeland Security section of *Security Products* magazine.

Monitoring Integrated Advertising Package

Print – Published in March, June, and September, this targeted supplement will address issues facing the monitoring business and will reach key security dealers who are looking for this information.

Online – *Dealer Strategies* e-newsletter and Microsite
Twice per month our *Dealer Strategies* e-newsletter is delivered to more than 10,000* dealers and integrators. Each issue focuses on those topics that are important to security dealers and integrators.

Monitoring Sponsorship Package (4 maximum)

12-month sponsorship of microsite - 25% share of voice on all banner impressions within microsite

1 *Dealer Strategies* E-newsletter sponsorship (1x frequency)

1 product listing within microsite (12-month listing)

1 product listing within New Product section of site (12-month listing)

Package Sponsorship Ad Rate - \$3000 net

Special Integrated Print/Online Package Pricing – All monthly online sponsors will receive a 10% discount off earned published print rate in the *Monitoring* supplement.

Network-Centric Security Integrated Ad Package

Print - Targeting those decision makers who are involved in IP Video and the convergence of IT and Physical Security, this 6x publication addresses issues that are impacting the security industry today.

Online - *Network-Centric Security* e-newsletter and microsite
Twice per month our *Network-Centric Security* e-news is delivered to more than 30,000* decision makers.

Network-Centric Security Sponsorship Package (4 maximum)

12-month sponsorship of microsite – 25% share of voice on all banner impressions within microsite.

1 *Network-Centric Security* e-newsletter sponsorship (1x frequency)

1 product listing within microsite (12-month listing)

1 product listing within New Product section of site (12-month listing)

Package Sponsorship Ad Rate - \$3,500 net

Special Integrated Print/Online Pricing – All monthly online sponsors will receive a 10% discount off their earned published print ad rate in *Network-Centric Security* magazine.

Network-Centric Security Virtual Trade Show

Premium Booth Sponsorship (10 maximum) - \$3,000 net

Gold Sponsorship (5 maximum) - \$7,000 net

Platinum Sponsorship (3 maximum) - \$10,000 net

Package includes: exhibit floor booth, access to all virtual show leads, logo and company name presence throughout show and on all promotional pieces and more. Show can be archived for 3 months.

Business Continuity Integrated Advertising Package

Print – Published in February, May and October, the *CPM Global Assurance* publication, reaching business continuity decision makers, will focus on contingency planning and disaster recovery products, services and resources.

Online-

The CPM Web site and *Industry Insider* e-newsletter

Business Continuity Sponsorship Package (4 maximum)

12-month sponsorship of the CPM Web site (25% of all impressions on Web site)

1 CPM *Industry Insider* e-newsletter sponsorship – 1x frequency

1 product listing on Web site (12-month listing)

1 product listing within New Product Section of site (12-month listing)

Package Sponsorship Ad Rate - \$2,500 net

Special Integrated Print/Online Pricing – All monthly online sponsors will receive a 10% discount off their earned published print ad rate in the *CPM Global Assurance* publication.



A Dynamic Platform of Online Marketing Opportunities

Security Products offers an array of dynamic, online programs that deliver measurable marketing results. Our interactive offerings provide ideal forums for generating leads, driving traffic to your Web site and positioning your brand as a market leader.

www.secprodonline.com

The Essential Online Resource for Smart Security Product Marketers

Security Products reaches industry professionals at their desktops daily. Our secprodonline.com Web site, our weekly and monthly targeted e-newsletters and our custom lead-generating Webinar programs offer online opportunities that can connect you to security product decision makers in the global security market!

This comprehensive Web site offers information and tools that security product decision makers can use to achieve the best results.



Video Hosting

Stand out from the crowd by allowing us to host your rich media/video on our Web site! Expand the reach of your video presentation and take advantage of the *Security Products* brand by placing your video on our Web site, thus reaching thousands of potential buyers for your products and services. Contact your *Security Products* Media Consultant for samples, ad specifications and more information about this and other video opportunities

Hot Topics

These separate “microsites” covering such topics as Access Control/Identity, Airport Security, Business Continuity, CCTV, Dealers and Integrators, Emerging Technologies, Facility Security, Fire/Life Safety, Government, Homeland Security, Homeland/Urban Area, Identity Management/Biometrics, International, IP Video, IT Security, Monitoring, Network-Centric Security, RFID, School Security, Transportation Security, Video Surveillance, and Wireless Networks offer options for the savvy online marketer to target their best prospects.

Online Features

- Daily breaking news
- Industry associations
- Current and past *Security Products* magazine issues
- Searchable archives
- Features and columns
- Product updates and technology news
- Industry research
- Vendor catalogs
- White paper library
- Industry events
- Webinars
- Blogs
- Industry directory
- Case studies

White Papers

Make your white papers available to thousands of unique visitors to secprodonline.com 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.

Large Loyal Audience*

Monthly Page Views - 240,000
 Unique Monthly Visitors- 23,000
 Ad Impressions - 350,000

*WebTrends August 2008

Online Pricing

Banners

| | |
|---------------------------------|-------------------|
| 728x90 Leaderboard – 4 sponsors | |
| Print advertiser rate: | \$1,200 net/month |
| Standard rate: | \$1,500 net/month |

| | |
|---|-------------------|
| 468x60 Banner – 4 sponsors (Middle and Bottom home page only) | |
| Print advertiser rate: | \$800 net/month |
| Standard rate: | \$1,050 net/month |

| | |
|---------------------------------|-------------------|
| 160x600 Skyscraper – 4 sponsors | |
| Print advertiser rate: | \$900 net/month |
| Standard rate: | \$1,200 net/month |

| | |
|-------------------------------|-------------------|
| 336x280 Box Unit – 4 sponsors | |
| Print advertiser rate: | \$1,000 net/month |
| Standard rate: | \$1,300 net/month |

| | |
|--|-------------------|
| 120x60 Small Button Left Hand Column – 1 sponsor per position | |
| Print advertiser rate: | \$850 net/month |
| Standard rate: | \$1,000 net/month |

| | |
|---|-----------------|
| 160x120 Button Right Hand Column – 2 sponsors | |
| Print advertiser rate: | \$600 net/month |
| Standard rate: | \$750 net/month |

| | |
|--|-----------------|
| Homepage New Products - 100x100 image, 50-60 words text, URL | |
| Print advertiser rate: | \$750 net/month |
| Standard rate: | \$850 net/month |

Dog Ear / Peel Back

| | |
|------------------|---------------|
| 1 month | \$2,000/month |
| 6 months or more | \$1,500/month |

Sponsored Text Links

| | |
|------------------------|-----------------|
| Print advertiser rate: | \$250 net/month |
| Standard rate: | \$300 net/month |

336x280 Embedded Targeted Ad

| | |
|-----------------------------------|-------------------|
| Banner on specific targeted story | |
| Print advertiser rate: | \$1,500 net/month |
| Standard rate: | \$1,900 net/month |

Hot Topic Area Sponsorship - Sole Sponsorship

| | |
|---------------------------|-------------------|
| 468x60 on Topic Main Page | |
| Print advertiser rate: | \$1,000 net/month |
| Standard rate: | \$1,300 net/month |

Exclusive Product Category Sponsorship

| | |
|---|-----------------|
| Includes linkable "Sponsored by" on main page, 468x60 at top of Specific Category page, and first product listing, 200x200 image and linkable URL | |
| Print advertiser rate: | \$500 net/month |
| Standard rate: | \$700 net/month |

Vendor Catalog Listing

| | |
|--|-----------------|
| Listing includes: company name (linked), 60-80 word description, 130x170 catalog cover image | |
| Print advertiser rate: | \$800 net/month |
| Standard rate: | \$950 net/month |

White Paper Hosting

| | |
|---|--|
| Listing includes: white paper title, company name, brief abstract, link to white paper, unlimited downloads | |
| Print advertiser rate: | \$700 net/month or \$2,100 net/year |
| Standard rate: | \$900 net/month or \$2,700 net/year |

Video Hosting

| | |
|------------------------|-------------------|
| Print advertiser rate: | \$900 net/month |
| Standard rate: | \$1,200 net/month |

Live Show Site Video - Contact your Security Products Media Consultant for rates and information.

Webinars (see page 21)) \$10,000 net (Basic Package)

Safe and Secure TV Program Sponsorship See page 20

Contact your *Security Products* Media Consultant for rates and information.

Editorial Focus Series See page 6

Integrated Advertising Packages See page 7



e-newsletters

In the rapidly changing security product technology market, buyers can't afford to miss a headline. That's why thousands of security products decision makers subscribe to each of the *Security Products* Group e-newsletters. Covering the hottest topics in the industry and targeting the high growth areas of security purchasing, these timely, effective e-mail vehicles deliver your message directly to the inboxes of security professionals, dealers, integrators and IT managers who drive today's converging security market.

Sign up for 6 months or more and get a 10% discount.

Security Products 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.



Rates Per Issue

| | |
|---|---------------------|
| 468x60 Banner | \$950 (2 positions) |
| 160x600 Skyscraper | \$750 (1 position) |
| New Product Spot | \$800 (4 positions) |
| Sponsored Text Link | \$250 (3 positions) |
| Custom Single Issue Exclusive Sponsorship | \$2,450 |

Dealer Strategies e-news

This business solutions newsletter is sent to more than 10,000* 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.

Rates Per Issue

| | |
|---|---------------------|
| 468x60 Banner | \$700 (1 position) |
| 160x120 Button | \$550 (1 position) |
| 160x600 Skyscraper | \$650 (1 position) |
| New Product Spot | \$600 (3 positions) |
| Sponsored Text Link | \$250 (3 positions) |
| Custom Single Issue Exclusive Sponsorship | \$1,550 |

Identity Management Products e-news

Targeting 27,000* security professionals and corporate IT managers once per month, this e-news focuses on topics such as smart cards, biometrics, access control systems, network security, ID cards and corporate information security.



Rates Per Issue

| | |
|---|--------------------|
| 468x60 Banner | \$800 (1 position) |
| 160x120 Button | \$650 (1 position) |
| 160x600 Skyscraper | \$650 (1 position) |
| New Product Spot | \$700 (1 position) |
| Sponsored Text Link | \$200 (1 position) |
| Custom Single Issue Exclusive Sponsorship | \$2,050 |

Urban Area Security e-news

This targeted e-news reaches more than 10,000* security, safety and environmental control professionals located in the 100 most populated areas of the United States. These are the areas targeted by the Department of Homeland Security to receive \$765 million in direct funding for high threat urban areas. Each issue is delivered once per month to these key decision makers in such highly populated locations as schools, hospitals, banks, government locations, retail, and industrial and utilities facilities.



Rates Per Issue

| | |
|---|--------------------|
| 468x60 Banner | \$750 (1 position) |
| 160x600 Button | \$600 (1 position) |
| New Product Spot | \$650 (1 position) |
| Sponsored Text Link | \$200 (1 position) |
| Custom Single Issue Exclusive Sponsorship | \$1,800 |

* Publisher's Own Data



Network-Centric Security e-news

As security systems become more network-centric, physical security and IT professionals are turning to this informative e-newsletter for knowledge and expertise. Reach 30,000* buyers, including 10,000* IT professionals, twice a month.



Rates Per Issue

| | |
|---|---------------------|
| 468x60 Banner | \$800 (1 position) |
| 160x600 Button | \$650 (2 positions) |
| New Product Spot | \$700 (3 positions) |
| Sponsored Text Link | \$250 (3 positions) |
| Custom Single Issue Exclusive Sponsorship | \$2,050 |

Campus and K-12 School Security e-news

These monthly newsletters will be sent to security decision makers at both K-12 and higher education campuses and dealers and integrators who sell to the school facility market. Co-produced with our sister publications *T.H.E. Journal* and *Campus Technology*, each edition will focus on both physical and digital security issues and related industry and product news and updates. *Campus Security* e-news has a distribution of 27,000*. Distribution of *K-12 Security* e-news is 36,000*.



Rates Per Issue

| | |
|------------------------------|-----------------------|
| <i>Campus Security:</i> | |
| 728x90 Banner | \$2,720 (2 positions) |
| 336x280 Banner | \$2,370 (1 position) |
| Product Ad | \$1,545 (4 positions) |
| <i>K-12 School Security:</i> | |
| 728x90 Banner | \$2,575 (2 positions) |
| 336x280 Banner | \$2,575 (1 position) |
| Product Ad | \$1,545 (4 positions) |

Security Products 2009 Show Updates e-newsletter

Target Your Trade Show Dollars!

Security Products Magazine can help your company market your presence at the top industry tradeshows, 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 50,000* or more security professionals before, during and after the show.

The editors of *Security Products* will be offering daily updates as to the 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 all of the following Show Updates e-newsletters:

ISC WEST • ISC EAST • ASIS • ESX • GOVSEC

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. Each e-newsletter will be delivered approximately two weeks before the show, one week before the show, two days of the show and one week after the show, giving your message maximum exposure.

Ad Sizes and Rates (Per Show)

| | |
|--|----------|
| Page 1 — | |
| Top Banner — 468x60 | \$2,850 |
| Left Hand Box — 125x261 | \$2,600 |
| Large Right Hand Box — 215x261 | \$3,950 |
| Page 2 — | |
| Left Hand Box — 125x120 | \$1,600 |
| Right Hand Box — 215x120 | \$2,100 |
| BONUS: Each sponsor gets a product announcement with photo on one of the delivery dates. The largest ad sponsor gets first choice of day of new product announcement delivery. | |
| Single Issue “Exclusive” Sponsorship | \$10,000 |

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

*Publisher’s Own Data



Editorial Calendar 2009

| Issue | Features | Problem Solvers | Highlight | Spotlight |
|---|---|---|--|---|
| JANUARY Ad close: 12/1/08 Materials: 12/3/08 | Utility Security Airport Security School Security | Biometrics ID Cards/Printers | Biometrics Solutions Identity Management | IP Video/Analytics Cables & Connections |
| FEBRUARY Ad close: 12/30/08 Materials: 1/5/09 | Fire/Life Safety Residential Security RFID | Locks Security Software | Locks, Doors and Hardware Security Software Solutions | DVRs Emergency Preparedness/ Management |
| MARCH Ad close: 1/26/09 Materials: 1/30/09 | Casino Security, Biometrics, Remote Monitoring, IP Video Surveillance, Border Security | ISC West Product Preview, Cameras, Access Control, DVRs/NVRs | Retail Security, Banking Security, Municipal/ Urban Area Security, Fire/Warning Systems | Airport Security Cargo/Maritime Security Facility Security |
| APRIL Ad close: 2/27/09 Materials: 3/4/09 | INTERNATIONAL SECURITY Perimeter Security Government Building Security Wireless Technology | Emergency Prep/Response Security Software GovSec <i>Security Products</i> Award Winners 2009 | Medical Facility Security School Security | Camera Solutions Storage Devices |
| MAY Ad close: 3/30/09 Materials: 4/3/09 | Multi-Campus Facility Banking Security Fire Safety | SIA Showcase/ Award Winners Control Panels | Museum/Monument Security Arena/Venue Security | Access Control Edge Devices ID Credentials |
| JUNE Ad close: 4/27/09 Materials: 5/1/09 | Wireless Communications Access Control Hospital Security | Asset Tracking/RFID Metal/Explosive Detectors | Building Automation Cables & Connections | International Security Fire/Alarm Solutions |
| JULY Ad close: 5/29/09 Materials: 6/3/09 | Building Automation/Security Transportation Security Thermal Imaging | Access Control International Pavillion ESX Maximum Impact Award Winners | Airport Security Training | Verified Response DVRs/NVRs |
| AUGUST Ad close: 6/30/09 Materials: 7/6/09 | Biometrics/Identification/Smart Cards School Security IP Video Surveillance Perimeter Security | CCTV Components Emergency Communications Printers | Medical Facility Security Fire/Warning Systems | Cameras Locks/Alarms |
| SEPTEMBER Ad close: 7/28/09 Materials: 8/3/09 | Multi-Campus Facility Security; Airport Security; Maritime Security; Emergency Communication; IT Security | ASIS Product Preview Wireless Devices Cameras | Courthouse Security Monument Security Systems Integrators | CCTV Identity Management Products |
| OCTOBER Ad close: 8/28/09 Materials: 9/2/09 | Multi-National Facility Security Wireless Technology Remote Monitoring Corporate Information Security | ISC East Product Preview Motion Detectors Control Panels | Cargo Security School Security | DVRs Intelligent Video |
| NOVEMBER Ad close: 9/29/09 Materials: 10/5/09 | Asset Management Casino Security Retail Security | DVRs/NVRs Installation Hardware | School Security Residential Security | Access Control Shredders |
| DECEMBER Ad close: 10/27/09 Materials: 11/2/09 | ANNUAL BUYER'S GUIDE ISSUE Shopping Mall Security Infrastructure Facility Security | Readers' Choice | Utility Security Event Security | Cameras Metal Detectors |

Award Winning Editorial

Security Products magazine is a four-time winner for Design and Editorial Excellence as presented by the American Society of Business Press Editors.

| Special Sections | Supplements | Web Exclusives | Show Coverage &/or Bonus Distribution | | |
|---|------------------------|--|---|--|-------------|
| Homeland Security: Government Building Security | School Security (K-12) | Airport Security School Security | NRF Big Retail Show, New York, Jan. 11-14; Florida Educational Technology Conference (FETC), Orlando, Jan. 21-24 | Ad Readership Study | JAN. |
| Homeland Security: ID Credentialing (TWIC) | Business Continuity | Fire/Life Safety RFID | Industrial Fire, Safety and Security Expo, Houston, Feb. 4-6; IP-in-Action LIVE, Pasadena, Feb. 10 | | FEB. |
| Homeland Security: Terrorism | Monitoring | Casino Security IP Video Surveillance | Electronic House Expo, Orlando, March 10-14; Redmond Tech Mentor Conference, Orlando; FOSE/GovSec Washington, D.C., March 10-12; ISC West, Las Vegas, April 1-3 | ISC West Product Showcase | MAR. |
| Homeland Security: Food Supply Security | Product Distribution | Perimeter Security Wireless Technology | RSA, San Francisco, April 20-24; Expo Seguridad, April 21-23, Mexico; IFSEC, Birmingham, UK, May 11-14; CIPATE, Beijing, China, May 19-21 | Ad Readership Study | APR. |
| Homeland Security: Port Security | Business Continuity | Multi-Campus Facility Banking Security | PSA, St. Charles, IL, May 4-8; CTST, New Orleans, May 4-7; CPM West, Las Vegas, May 12-14; IP-in-Action LIVE, New York, May 12; Interop, Las Vegas, May 17-22; NFPA, Chicago, June 8-11 | | MAY |
| Homeland Security: Security Critical Infrastructure | Monitoring | Access Control Healthcare Facility Security | NRF, Los Angeles, June 15-17; Int. Assoc. for Healthcare Security & Safety, Baltimore, June 21-24; Electronic Security Expo, Baltimore, June 23-25; ASSE, San Antonio, June 28-30 | | JUN. |
| Homeland Security: Utility Security | Campus Security | Building Automation/ Security Thermal Imaging | AFSE, July 29-31, Miami Beach; Campus Technology Conference, July 27-30, Boston | Ad Readership Study | JUL. |
| Homeland Security: Natural Disasters | School Security | Biometrics/Identification/ Smart Cards School Security | Midwest Security and Police Conference & Expo, August 11-12, Rosemont, IL; IP-in-Action LIVE, Dallas, Aug. 11; Las Americas Security Show, Sept. 1-3, Mexico City | | AUG. |
| Homeland Security: Border Security | Monitoring | Airport Security IT Security | ASIS International, Anaheim, Sept. 21-23 | ASIS Product Showcase | SEP. |
| Homeland Security: Transportation Security | Business Continuity | Remote Monitoring Wireless Technology | FL Ed Tech Cont; Security Canada, Oct. 21-22; ISC East, New York, Oct. 28-29; CPM East, Orlando, Oct. 28-30; China Public Security Expo, Nov. 1-4, Shenzhen, China | ISC East Product Showcase *See special bonus below! | OCT. |
| Homeland Security: Fire/Emergency Response | Product Distribution | GPS IP Video Surveillance | IP-in-Action, Atlanta, Nov. 17; 1105 Government Info Group Security Conference & Exhibition, Nov. 17-18, Washington, D.C.; Global Gaming Expo; Campus Technology Fall Conference | Ad Readership Study *See special bonus below! | NOV. |
| Homeland Security: Border Protection | | Retail Security Infrastructure Security | Most 2010 Security Industry Trade Shows including - ISC West, ISC East and ASIS | *See special bonus below! | DEC. |

*Jr. page or larger advertisers in the October, November and December issues receive one FREE Jr. page ad in the 2009 Buyer's Guide and one FREE Company Profile!



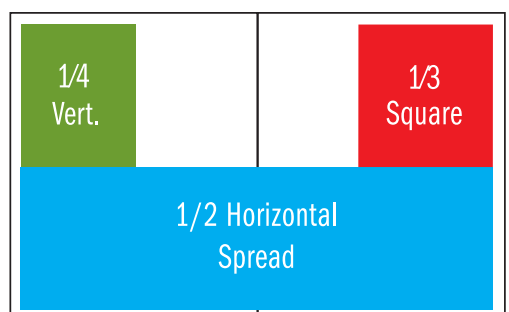
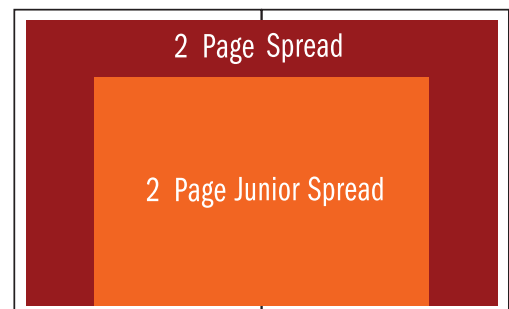
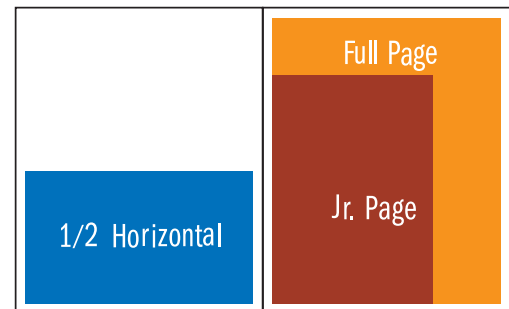
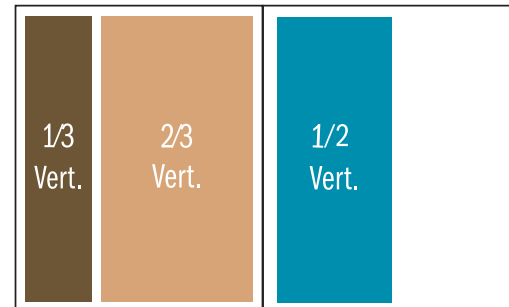
Ad Sizes

TRIM SIZE: 10 1/4" x 12 1/4"

BLEED SIZE: 10 1/2" x 12 1/2"

| AD SIZE | BLEED SIZE | LIVE SIZE |
|------------------------------|-------------------|-------------------|
| ■ 2 Page Spread | 20 3/4" x 12 1/2" | 19 1/2" x 11 1/4" |
| ■ 2 Page Junior Spread | n/a | 14 3/4" x 9" |
| ■ 1/2 Page Horizontal Spread | n/a | 19 1/2" x 5 1/2" |
| ■ Full Page | 10 1/2" x 12 1/2" | 9 1/4" x 11 1/4" |
| ■ 2/3 Page, Vertical | n/a | 6" x 11 1/4" |
| ■ Junior Page | n/a | 6 7/8" x 9" |
| ■ 1/2 Page Horizontal | n/a | 9 1/4" x 5 1/2" |
| ■ 1/2 Page Vertical | n/a | 4 1/2" x 11 1/4" |
| ■ 1/3 Page Vertical | n/a | 2 7/8" x 11 1/4" |
| ■ 1/3 Page Square | n/a | 6" x 5 1/2" |
| ■ 1/4 Page Vertical | n/a | 4 1/2" x 5 1/2" |

All bleed dimensions include 1/8" bleed for trim. For bleed ads, please keep live copy 1/4" from trim and crop marks. CMYK, 4-color process printing only. For PMS ink color availability, contact your Sales Representative.



Display Advertising Rates

| Black & White | 1X | 3X | 6X | 9X | 12X | 18X | 24X | 36X | 48X |
|----------------------------------|-----------|-----------|-----------|-----------|------------|------------|------------|------------|------------|
| 2 Page Spread | \$16,185 | \$15,385 | \$14,790 | \$14,425 | \$14,110 | \$13,295 | \$12,560 | \$11,805 | \$11,095 |
| 2 Page Junior Spread | \$13,055 | \$12,455 | \$11,905 | \$11,570 | \$11,315 | \$10,680 | \$10,095 | \$9,485 | \$8,915 |
| 1/2 Page Horizontal Spread | \$10,980 | \$10,475 | \$10,020 | \$9,755 | \$9,500 | \$8,995 | \$8,495 | \$8,000 | \$7,515 |
| Full Page | \$8,940 | \$8,500 | \$8,170 | \$7,970 | \$7,785 | \$7,345 | \$6,945 | \$6,535 | \$6,140 |
| 2/3 Page, Vertical | \$7,915 | \$7,525 | \$7,200 | \$6,995 | \$6,835 | \$6,450 | \$6,100 | \$5,740 | \$5,390 |
| Junior Page | \$7,195 | \$6,840 | \$6,545 | \$6,360 | \$6,215 | \$5,865 | \$5,545 | \$5,215 | \$4,900 |
| 1/2 Page, Horizontal or Vertical | \$6,100 | \$5,820 | \$5,570 | \$5,420 | \$5,275 | \$4,995 | \$4,720 | \$4,445 | \$4,175 |
| 1/3 Page, Vertical or Square | \$4,155 | \$3,970 | \$3,825 | \$3,745 | \$3,665 | \$3,460 | \$3,320 | \$3,170 | \$3,035 |
| 1/4 Page, Vertical | \$3,590 | \$3,395 | \$3,245 | \$3,180 | \$3,115 | \$2,935 | \$2,780 | \$2,615 | \$2,460 |

Color Charges **4 Color**

| | |
|----------------------------------|---------|
| 2 Page Spread | \$3,265 |
| 2 Page Junior Spread | \$3,265 |
| 1/2 Page Horizontal Spread | \$2,545 |
| Full Page | \$2,040 |
| 2/3 Page, Vertical | \$2,040 |
| Junior Page | \$2,040 |
| 1/2 Page, Horizontal or Vertical | \$2,040 |
| 1/3 Page, Vertical or Square | \$1,015 |
| 1/4 Page Vertical | \$1,015 |

Additional Opportunities

| | |
|---|---------|
| Company Profile | \$1,785 |
| Web Site Showcase | \$905 |
| Print Cover Snipe | \$3,500 |
| (must run minimum of jr. page in the issue) | |
| 6x or more monthly rate | \$2,900 |

Classified Advertising

Big things come in small packages. So whether you are looking to recruit the best in the business or you want to buy or sell products and services, *Security Products* magazine's print and online classified ads are designed to increase your response rate.

GENERAL (Boxed Display) rates per schedule

| Size | 1x | 3x | 6x | 12x |
|--------|---------|---------|---------|---------|
| 1 inch | \$250 | \$706 | \$1,343 | \$2,418 |
| 2 inch | \$509 | \$1,422 | \$2,687 | \$4,836 |
| 3 inch | \$761 | \$2,121 | \$4,110 | \$7,253 |
| 4 inch | \$1,013 | \$2,825 | \$5,473 | \$9,670 |

Color Charges: \$75 Each Color (Additional)

HOT SPOTS (3 3/8 w x 3 1/8 h) rates per issue

| | 1x | 3x | 6x | 12x |
|---------|---------|---------|---------|---------|
| B&W | \$1,035 | \$1,007 | \$980 | \$952 |
| 2-color | \$1,176 | \$1,147 | \$1,119 | \$1,091 |
| 4-color | \$1,433 | \$1,304 | \$1,281 | \$1,232 |



Digital Ad Specs

The following specifications are for the purpose of controlling the quality of magazine printing on high-speed web presses. All requirements are based on Specifications for Web Offset Publications (SWOP). Any deviation from these specifications may result in less-desirable printed results.

MEDIA SHIPPING (not including pre-printed inserts)

Digital files should be provided on the following media: Macintosh formatted DVD or CD-ROM. Please label media with the magazine name, issue date and advertiser name. Include a laser of the media directory with all contents. Ads requiring work to be done by the Publisher will incur an additional charge. Media and advertising materials are kept by the Publisher for one year then destroyed. Return material requests must be made in writing and are shipped C.O.D.

Send Materials To:

Security Products Attn: Production Coordinator
1105 Media, Inc.

9121 Oakdale Avenue, Suite 101
Chatsworth, CA 91311

Phone: 818-734-1520 x233 Fax: 818-734-1528

Email: spadproduction@1105Media.com

Media, files and proofs should be securely packed and shipped. Contents of the package should be identified on the outside as to publication date and type of material contained within. Please include the magazine name and issue date on all packages.

FILE FORMAT

We support files generated by Adobe Acrobat using the 1105Media Print Driver and 1105Media Job Option Settings for Distiller, with specifications as listed below. Download printer driver & distiller settings from our Web site at: <http://www.1105media.com/DigitalAdRes.html>

In order to generate printable PDFs, it is important that the native file (QuarkXPress or Adobe InDesign) is prepared accordingly.

Preparing native files for printable PDFs:

- Multiple pages need to be submitted as single page files
- Set bleeds 1/8" beyond trim
- All images/scans must be in CMYK mode, 300 dpi resolution
- DO NOT use stylized fonts
- Embed all fonts
- Rules should be .25 point or thicker
- All elements must be placed at 100% size
- Avoid rotation and cropping of images in layout program
- Do not nest EPS files in other EPS files
- Four-color solids should not exceed SWOP density of 280%

Preparing a PDF file (Preferred format):

- Use 1105Media PPD Print Driver
- Use 1105Media Job Option Settings for Distiller
- Set crop marks with a 12 point offset
- PDF file needs to be 1 inch larger than trim size of magazine and include crop marks

Preparing an EPS file (Optional alternative format):

- EPS file formats from Adobe Illustrator, Adobe Photoshop or Macromedia Freehand must be a high resolution CMYK EPS file, layers flattened with fonts converted to outlines or paths.

PROOFS

Provide two digital color proofs at 100% size, created from the supplied digital file, on a contract-quality, digital halftone proofing system in accordance with SWOP web coated standards (AGFA Pressmatch, Kodak Approval, DuPont Waterproof, etc.). Laser or inkjet proofs are not considered accurate in color and are supplied for content confirmation only. If supplied, the Publisher is not responsible for color variances between the digital file and final color reproduction.

IMPORTANT NOTE: If proofs are not supplied, the Publisher reserves the right to have them made at the Advertiser's expense, and make-goods due to reproduction quality will not be honored.

FTP FILE AND UPLOAD INFORMATION

Name your files with the magazine name, issue date and project name. All uploads should be followed by either a confirmation phone call or e-mail message to your Production Coordinator to verify the file has been sent. It is important that the uploaded file is placed in the designated /1105 external/production/Security_Products/ directory for expedient access.

Host: <ftp://ads.1105media.com/> To Upload with FTP Client (Fetch, Transmit, CyberDuck, etc.)

User ID: 1105user Password: 1105pass

Publication Directories

Host: <ftp://1105user@ads.1105media.com/> To Upload with Internet Explorer 6 (or earlier version)

Password: 1105pass

Publication Directories

DIGITAL ADVERTISING RESOURCES

1105Media Media Kits and Ad Specifications

<http://www.1105media.com/adspecs.html>

Digital Distribution of Advertising for Publications (DDAP)

<http://www.ddap.org>

Specifications Web Offset Publications (SWOP)

<http://www.swop.org> <http://www.swop.org/certification.html>

Special Sections and Selection Guide Supplements

Security Products provides the most comprehensive, targeted coverage of some of the hottest areas of the security marketplace. These special emphasis forums are the ideal medium for security product marketers wanting to reach their best prospects.

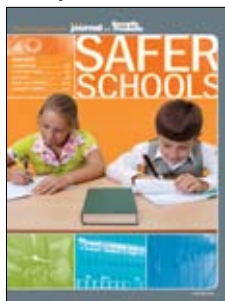
Special Sections

HOMELAND SECURITY – Published in every issue of *Security Products* magazine, this section focuses on the issues of homeland protection and urban area security. Advertisers who are marketing urban security or homeland protection products and services can include their messages in this specially focused section reaching key security decision makers in government and highly populated areas.

Selection Guide Supplements

SCHOOL SECURITY and

CAMPUS SECURITY – These targeted supplements offer advertisers the perfect venue to reach school security decision makers. *School Security* (K-12) is published January and August, with a circulation of 72,000,* including 30,000* security dealers. *Campus Security* is published



in July, with a circulation of 68,000,* including 30,000* security dealers. Bonus distribution at the Campus Technology Conference and Florida Educational Technology Conference.

Ad Rates

| | 1x | 3x |
|-------------|---------|---------|
| Page Ad | \$5,500 | \$4,000 |
| 1/2 Page Ad | \$3,900 | \$3,500 |

MONITORING

Planned for 3x in 2009, this special publication offers monitoring advertisers the opportunity to reach a targeted select group of decision makers.



Each 2009 *Monitoring* Selection Guide Supplement will reach 30,000* dealers, integrators and installers who have an interest in monitoring solutions and services. Monitoring advertisers also can sponsor the publication. Each edition will include bonus circulation at an industry trade show. Scheduled issue dates are March, June and September.

Advertiser Bonuses:

- Company logo on front cover of supplement
- Free product in Product Showcases
- Podcast with a key executive (will air during month in which supplement is printed)
- Distribution at ISC West (March), ESX (June), ASIS and ISC East (September)

Ad Rates

| | 1x | 3x |
|-------------|---------|---------|
| Page Ad | \$3,900 | \$3,200 |
| 1/2 Page Ad | \$3,100 | \$2,700 |

BUSINESS CONTINUITY:

CPM Global Assurance

CPM Global Assurance is one resource that offers it all: analysis, best practices, advice and contingency planning news.

This 3x publication (February, May and October) provides business continuity decision makers with in-depth articles authored by the industry's best. Each issue reaches more than 25,000* industry decision makers in markets such as education, government, retail, banking and finance, insurance and manufacturing. These are industry professionals who have a need for products and services such as networking, consulting services and disaster preparedness programs, software and supplies.



Ad Rates

| | 1x | 3x |
|-------------|---------|---------|
| Page Ad | \$3,900 | \$3,200 |
| 1/2 Page Ad | \$3,100 | \$2,700 |

PRODUCT DISTRIBUTION

This targeted supplement will be delivered to more than 30,000* security dealers and integrators. Published in April and November, each issue will explore issues such as tips for selecting a distributor, best distributor relations, how IT/convergence is impacting the security distribution channel and highlighted distributor profiles.

Ad Rates

| | 1x | 3x |
|-------------|---------|---------|
| Page Ad | \$3,900 | \$3,200 |
| 1/2 Page Ad | \$3,100 | \$2,700 |

*Publisher's Own Data



Network-Centric Security

As security systems become more network-centric, physical security and IT professionals are turning to *Network-Centric Security*, a bimonthly sister publication to *Security Products*. *Network-Centric Security* provides buyers with knowledge and expertise to navigate this shift. *Network-Centric Security* covers security as users now see it—as a strategic business process. The timely publication reaches more than 30,000* professionals in the banking, retail, industrial, gaming, IT, educational, and public market segments plus an additional 5,000* international security professionals who receive issues digitally.

Network-Centric Security is the media sponsor for the 2009 IPUserGroup IP-in-Action LIVE events.

For more information go to secprodonline.com.



*Publisher's Own Data

Network-Centric Security Print Rates

| | 1X | 3X | 6x |
|---------------|----------|---------|---------|
| 2-page spread | \$10,500 | \$9,700 | \$8,600 |
| Full page | \$5,900 | \$5,485 | \$4,950 |
| 1/2 page | \$4,430 | \$3,920 | \$3,400 |
| 1/3 page | \$3,300 | \$2,950 | \$2,555 |

Special positions 10% premium. All prices quoted gross. Rates include 4-color.

See page 11 for *Network-Centric Security* e-newsletter rates.

Coming in 2009—new *Network-Centric Security* Web site!
www.netcentricsecurity.com



2009 Editorial Calendar

February (Ad close: 1-12, Materials: 1-16)

- Remote Surveillance
- Integrating Casino Security
- Networking Fire Protection
- Show Coverage: ISC West; FOSE

April (Ad close: 3-12, Materials: 3-17)

- IP Video Storage
- Wireless Technology and Networks
- Meeting Compliance Objectives
- Show Coverage: RSA Conference; Interop; IP-in-Action, New York

June (Ad close: 5-11, Materials: 5-15)

- IP Video Management Software
- Power over Ethernet
- Business Continuity and Contingency Planning
- Show Coverage: ESX; IP-in-Action, Dallas; Black Hat

August (Ad close: 7-10, Materials: 7-16)

- IP-Based Mass Notification
- Video Analytics
- IP-Based Security on Campus
- Show Coverage: ASIS

October (Ad close: 9-11, Materials: 9-16)

- Urban Security Networks
- Security, Fire Protection and Building Automation
- Integrated Access Management and Control
- Show Coverage: ISC East; Campus Technology Fall; IP-in-Action, Atlanta; Global Gaming Expo

December (Ad close: 11-9; Materials: 11-13)

- IP Video
- Wireless Trends
- Biometrics and ID Technology

Web Exclusives

January - Remote Surveillance

February - Networking Fire Protection

March - IP Video Storage

April - Wireless Products

May - IP Video Management Software

June - Power over Ethernet

July - Video Analytics

August - Campus Security

September - Mass Notification

October - Security, Fire Protection and Building Automation

November - Access Management Control

December - Wireless Technology

The CPM Group



The CPM Group has been preparing business continuity leaders for the inevitable for 15 years. *Security Products* added the CPM Group to its array of products in 2007.

CPM integrates the online, event, and print mediums to provide advertisers with direct access to the decision makers in the business continuity marketplace. Each of these outlets was created with a single purpose: to help companies sell their products and services while providing a maximum return on investment. As the leader in Global Business Continuity, the CPM Group directly targets your primary customers and prospects.

CPM Global Assurance Magazine

CPM Global Assurance Magazine is one resource that offers it all: analysis, best practices, advice and contingency planning news. This 3x publication (February, May and October) provides business continuity decision makers with in-depth articles authored by the industry's best. Each issue reaches more than 25,000* industry decision makers in markets such as education, government, retail, banking and finance, insurance and manufacturing. These are industry professionals who have a need for products and services such as networking, consulting services and disaster preparedness programs, software and supplies.

Display Ad Rates

| | 1x | 3x |
|-------------|---------|---------|
| Page Ad | \$3,900 | \$3,200 |
| 1/2 Page Ad | \$3,100 | \$2,700 |

CPM Online

www.ContingencyPlanning.com averages more than 72,000* page views from more than 10,000* unique visitors per month. With our robust online community and extensive knowledge base, ContingencyPlanning.com provides advertisers with an opportunity to communicate directly with targeted sales prospects. We have many Web-based marketing products, such as e-newsletter sponsorships, e-blasts, Webinars, blogs, case studies, video hosting and white papers, that allow you to target specific industry sectors with laser-like focus while providing an integrated online advertising solution.

CPM online (per month)

| | |
|------------|-------|
| 728x90 | \$800 |
| 160x180 | \$400 |
| 120x60 | \$350 |
| 160x600 | \$600 |
| 468x60 | \$600 |
| 336x280 | \$750 |
| Text Links | \$200 |

CPM Industry Insider

CPM Industry Insider is a great way to stay abreast of the important issues making industry headlines. Distributed to more than 24,000*, this monthly e-newsletter offers a quick read of the most important news stories of the month.

CPM Industry Insider e-news

| | |
|----------------------|-------|
| (Published monthly) | |
| Top Banner 468x60 | \$600 |
| Middle Banner 468x60 | \$500 |
| Bottom Banner 468x60 | \$400 |

*Publisher's Own Data

CPM Conferences



In addition to business continuity, the CPM Conference and Exhibition's broad reach includes emergency management, security, business resiliency and IT disaster recovery. CPM has identified a new paradigm: Today's BC professional must understand the strategic value of business continuity, emergency management, and security. By adding more coverage for emergency management and security, CPM bridges the gap among these similar fields and enlarges the scope of targeted attendees. The government, banking and finance, retail, education, insurance, industrial and utilities segments also are covered.

Interactive conference sessions, expanded workshops, an innovative exhibit hall, and effective networking events make the CPM Conference and Exhibition a valuable resource for all BC professionals. Two conferences—CPM West in the spring and CPM East in the fall—cover all your needs.

For complete information visit
www.ContingencyPlanningExpo.com.



Targeted Custom Media Programs Designed for Your Unique Marketing Needs

Custom Media Offerings

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

Strategic Partner Program

This new contextual advertising and marketing opportunity allows you to capture a return on the investment you've made in your Web site and marketing materials in a way you have never been able to do before!

- We build up to 30 pages of content that can drive traffic to your site.
- By using keyword technology, we will align your products and services with related content.
- We drive our readers to your site, leveraging the investments you have made in your Web properties.
- The Strategic Partner Program dramatically improves search engine rankings.
- 12-month program - \$11,500

To set up a quick conference call with our technical experts that can better explain this turnkey solution, please contact your *Security Products* Media Consultant.

Safe and Secure TV Channel

This compelling 30-minute Internet broadband television program brought to you by *Security Products* highlights innovative products and technologies that help keep our vital institutions and infrastructures secure.

The program features these important topics:

- School Security** - security issues facing schools and the authentication of products and technologies
- Network-Centric Security** - the convergence of physical security & IT
- Infrastructure Security** - measures that help deter terrorist incidents
- Food Supply Security** - measures to prevent contamination

Tune in to Safe and Secure TV Channel's broadband Web site: www.safeandsecuretvchannel.com to see this educational and informative program.

For sponsorship information and rates, contact your *Security Products* Media Consultant.

Co-branded e-mails

Co-branded e-mails combine the branding power of print advertising with e-mail delivery—in one simple, turnkey solution. They stand well on their own as an effective branding tool. In addition, they are a very cost-effective way to add e-mail to an advertising program to create a broad reach, multi-channel marketing solution.



Key Features

- Co-branded message: Yours will appear within the *Security Products* co-branded template—offering you the benefits of an implied endorsement.
- Broad reach, low CPM: Your message is delivered to a large, random sample of subscribers—at a CPM that is 30%* lower than an average list rental order.
- Exclusivity: You purchase exclusive rights to each issue.
- From a known, trusted source: The e-mail from line will be the co-branded product name—for example, “*Security Products* Product Alert.” Therefore, the recipient will be receiving the e-mail from a known, trusted source.
- Perceived value to recipient: In addition to carrying the magazine name, each co-branded e-mail product will also be branded with “Value Finder” or “Product Alert.” These service names will increase the perceived value to the recipient. It is suggested that advertisers use the “Value Finder” e-mails to promote free Webinars and white papers or product/service discounts. It is suggested that advertisers use the “Product Alert” e-mails to promote new product launches or announcements.

Contact your *Security Products* Media Consultant for more information.



*Publisher's Own Data

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 *Security Products* magazine and Web site offer a turnkey Webinar solution that allows security products marketers to tap into our expertise and expansive market reach and drive valuable customer leads.

In addition to single-sponsored customer-supplied Webinars, *Security Products* offers the opportunity for companies to be one of three co-sponsors of 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. Each sponsor gets full registration information, approximately 12 minutes of air time and participation in the question and answer session. Plus, the Webinar is promoted in the very same fashion as a sole-sponsored Webinar. There will be a limited number of opportunities, which will include topics such as School Security, Wireless Security and IP Video in 2009.

Co-Sponsorship \$3,900 net

Contact your *Security Products* Media Consultant for more information or to secure a sponsorship position.

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 interact with presenters in an open dialogue.

Sponsorship

\$10,000 net (Basic Package)

- Registration development and collection
- Comprehensive event promotion
- E-blasts to our 50,000* targeted *Security Products* 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 secprodonline.com's home page
- Creation of custom-designed user interface
- Audio delivery and presentation coordination
- Optional real-time polling and Q&A during the presentation
- Post-event participant data and complete contact info
- Three-month online archiving for on-demand use

For more information on how to schedule or develop a Webinar to meet your marketing needs, please contact your *Security Products* Media Consultant.

*Publisher's Own Data



More Opportunities

e-products

Security Products offers clients an extensive array of custom online vehicles including personalized microsites, HTML and PDF postings, single sponsored e-newsletters and audio/visual programs. Our custom media team will work hand-in-hand with clients to develop unique, made-to-order online solutions that generate leads and deliver results.

Events and Seminars

From program development to attendee acquisition, *Security Products'* event team will work with you to create a customized program that reinforces brand leadership, facilitates an environment for networking and delivers targeted customer leads. So whether it is a sponsored panel at an industry event or tradeshow, roundtable discussion, an executive forum for buyers and sellers or an industry road show, we can help you develop a successful, informative and educational event designed for security professionals.

Custom Research

Security Products media group provides a wide range of research opportunities for advertisers interested in brand awareness studies, category specific research, client specific research, or security industry buying plans and trends. Our desire is to provide market information that is accurate and timely so that you can design the most effective integrated program to reach your best prospects. Ask your media consultant about custom research opportunities. Online and traditional formats are available.



2010 Annual Buyer's Guide

The *Security Products* 2010 Annual Buyer's Guide is the security industry's resource for year-round product and service purchasing decisions. Published in December of 2009, listings include company names, services provided, contact info, and can also include bold listings and logos.

List Rentals

The *Security Products* and CPM Group subscriber mailing lists are available for rental. To view our datacards, please visit www.meritdirect.com/1105. For more information, please contact MeritDirect, Attn: Elizabeth Jackson, 847-492-1350, ext. 18, ejackson@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 212-221-959 (phone). www.magreprints.com/QuickQuote.asp

*Publisher's Own Data

Online Industry Directory

www.securityproductsindustrydirectory.com

The *Security Products* Online Industry Directory is a leading online resource for suppliers and end users of security products and systems. The Industry Directory is the security industry's online yellow pages, consisting of categories such as access control, sensors, detectors, intrusion alarms and monitoring, perimeter protection, control panels, DVRs, computer alarm software, card readers, ID badges, Smart Cards, biometrics and network security. For more information or to place a listing, call MediaBrains at 1-866-627-2467.

Ad Readership Studies

We offer ad readership studies for all 1/2 page or larger advertisers in our January, April, July and November issues. These comprehensive studies measure the effectiveness of your ad creative and the impact your marketing program is having on our audience.

Content-Based Inserts and Supplements

(single and multi-sponsor projects)

Marketers can communicate targeted strategic messaging to security buyers on their market position, industry partnerships, agency implementations, government contracts, products, technologies and solutions within content-based custom inserts and supplements. Contact your Media Consultant for more information.

Magazines and Catalogs

Security Products custom media team can help you create topic specific or multi-faceted corporate magazines, as well as solutions catalogs, for distribution to our qualified circulation of 70,000* subscribers. Contact your Media Consultant for more information.

Events

Network-Centric Security Virtual Trade Show

New!

Network-Centric Security eliminates the expenses of travel with its convenient, low-cost, lead-generating Virtual Trade Show. The *Network-Centric Security* Virtual Trade Show offers an engaging experience for the virtual visitor through Webinars, interactive exhibit hall and resource library—where attendees can browse and download white papers, podcasts and brochures. The *Network-Centric Security* Virtual Trade Show is archived for three months—thus your leads continue after the event. *Network-Centric Security* promotes its Virtual Trade Show through E-newsletters, Web site and publication promotions.

| Sponsorship Level | Platinum (3 max.) | Gold (5 max.) | Premium Booth (10 max.) |
|--|----------------------|----------------|-------------------------|
| Cost | \$10,000 net | \$7,000 net | \$3,000 net |
| Webcast session as part of scheduled conference program (pre-recorded Webcast provided by sponsor) | 45 minutes | 30 minutes | |
| Additional Webinar as part of the on-demand sessions | ★ | | |
| Booth on main floor | center position | prime location | ★ |
| E-mail promotion to all registered attendees | individual promotion | ★ | ★ |
| Logo on event home page | ★ | ★ | |
| Ad in the show guide | premium position | full page 4/c | |
| Logo in e-mail blasts to entire <i>Network-Centric Security</i> community, reminder e-mails and event Web site | premium inclusion | ★ | |
| Booth set-up tool—can include collateral, presentations, downloads, links, giveaways, etc. | 8 content tabs | 6 content tabs | 4 content tabs |
| Logo in attendee registration confirmation e-mail | ★ | ★ | |
| Banner ads during the tradeshow | ★ | ★ | |
| JumboTron ad on show floor | ★ | ★ | |
| White paper insert in briefcase | ★ | ★ | |
| Exhibit listing in directory | ★ | ★ | ★ |
| Post-show lead report | ★ | ★ | ★ |
| Live interaction with participants via chat & e-mail | ★ | ★ | ★ |
| Lead delivery for 3 months after show | ★ | ★ | ★ |
| Unlimited show passes | ★ | ★ | ★ |
| Product demo within booth | ★ | ★ | ★ |
| Prize giveaway promotion | ★ | ★ | ★ |
| Utilization of co-op promotions | ★ | ★ | ★ |

Custom Events

From program development to attendee acquisition, the *Security Products* event team will work with you to create a customized program that reinforces brand leadership, facilitates an environment for networking and delivers targeted customer leads. So whether it is a sponsored panel at an industry event or tradeshow, roundtable discussion, an executive forum for buyers and sellers or an industry road show, we can help you develop a successful, informative and educational event designed for security professionals.





2009 Standard Advertising Terms & Conditions

Print

The following terms and conditions (the "Standard Terms") shall be incorporated by reference into all Insertion Orders ("IO") submitted to 1105 Media Inc. ("1105") by Advertiser or its advertising agency:

- A. Advertising is subject to acceptance by Publisher as to character, layout, text and content.
- B. The Publisher reserves the right to reject or cancel advertising that is not in keeping with the publication's standards or for any other reason, even if the advertising has been published previously by Publisher.
- C. Advertiser hereby grants Publisher the right and license to use, reproduce, transmit and distribute all creative materials supplied by or on behalf of advertiser, including without limitation, all text, graphics, illustrations and photographs (the "Creative"). Advertiser represents and warrants that (i) it has all the necessary rights in the Creative; (ii) the Creative does not violate any applicable law or regulation; and (iii) the Creative does not violate or infringe upon any third party right in any manner or contain any material or information that is defamatory, libelous, slanderous, that violates any person's right of publicity, privacy or personality or may otherwise result in any tort, injury, damage or harm to any person. Advertiser acknowledges that Publisher is relying on the foregoing representations and warranties. Advertiser agrees to indemnify, defend and hold Publisher and its affiliates and their respective officers, directors, employees harmless from and against any and all expenses and losses of any kind (including reasonable attorneys' fees and costs) incurred based upon a breach of any of the foregoing representations and warranties or in connection with any claim arising from or related to any advertisement supplied by advertiser or its agents and run by Publisher.
- D. Any attempt to simulate the publication's format is not permitted and the Publisher reserves the right to place the word "advertisement" with any copy that in the Publisher's opinion resembles editorial material.
- E. Conditions, other than rates, are subject to change by Publisher without notice.
- F. Positioning of advertisements is at the discretion of the Publisher.
- G. Publisher shall have no liability for errors in key numbers, Reader Inquiry Numbers or Advertisers' Index or for any omitted, misplaced or mispositioned advertisements.
- H. Advertisements not received by space closing date, will not be entitled to revisions or approval by the advertiser or its agency.
- I. An order may be cancelled without liability up to thirty (30) days prior to the issue's ad closing date. Publisher reserves the right to demand payment for orders cancelled less than thirty (30) days prior to ad close, regardless of the date of ad placement.
- J. Advertiser is liable for any costs (design fees, set ups, additions or alterations to advertisements, logos, color, film, reprints, etc.) incurred in the preparation of its advertisement regardless of whether or not the ad runs.
- K. All insertion orders are accepted subject to the provisions of the current rate card. Proposal or request for advertisement based on reciprocal dealings will not be accepted. Publisher's suppliers, resellers or sales agents are cautioned that solicitation by Publisher's agents on any other basis is unauthorized.
- L. Cancellation of space reservations for any reason will result in a short rate based on past and subsequent insertions to reflect actual space used at the earned frequency rate.
- M. Publisher shall not be liable for any costs or damages if it fails to publish an advertisement.
- N. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher.
- O. No conditions other than those set forth in this rate card shall be binding on the Publisher.
- P. Publisher is not liable for delays in delivery or non-delivery in the event of Act of God, action by government or quasigovernmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Publisher affecting production or delivery in any manner. Under no circumstances shall Publisher be liable for any indirect, incidental, special or consequential damages (including, without limitation, loss of profit or impairment of goodwill) of any advertiser.

- Under no circumstances shall Publisher's direct or indirect liability to any advertising agency or advertiser exceed the invoiced cost of the advertisement.
- Q. Publisher will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art proofs or transparencies.
- R. Advertisers agree that Publisher has no obligation to maintain the confidentiality of submitted material until publication date. Publisher will hold advertiser's materials for a maximum of 6 months from last issue date. It is the responsibility of the advertiser to arrange for the disposition of artwork, proofs or digital materials prior to that time, otherwise materials will be destroyed. All requests must be submitted in writing.
- S. Governing Law, Attorney's Fees. This Agreement shall be governed by the laws of the State of California. Any controversy or claim arising out of or relating to this Agreement or the breach thereof will be settled by binding arbitration which shall be conducted in accordance with the Rules of the American Arbitration Association. The place of arbitration shall be Los Angeles County, California. Should either party commence arbitration to enforce or interpret this Agreement, the arbitrator shall have the discretion to award the prevailing party reasonable attorney's fees.
- T. Commissions & Credit Terms. are 15% commission to recognized agencies. Payment of invoices is net 60 days from invoice date. A finance charge will be added at the periodic rate of 1.5% per month (an annual percentage rate of 18%) to any outstanding bill over 30 days. The 15% agency commission will not be paid after 60 days. Any delinquent account is subject to cancellation and short rate. In the event advertiser's account is placed for collection, advertiser and agency agree to pay Publisher (1105 Media Inc) for all reasonable collection costs and/or attorney's fees incurred.
- U. Advertising Frequency Contracts. Frequency contracts entitle advertisers to the discount rate as specified under "General Advertising Rates." A contract year begins with the date of the first insertion. Advertisers agree to pay short rate for incomplete contracts. Advertisers with a 24-time frequency contract must run a minimum of one advertisement in each issue during the life of the contract, unless they qualify for discounts based on multiple insertions in the same issue. Advertising rates are subject to change. Advertisers will be notified of any rate changes and all future ads billed at new rates.
- V. Cancellations & Late Material. Notification of space cancellations must be received in writing by the space closing deadline. If cancelled after deadline, the advertiser will be charged for the insertion. Materials received after published deadlines are subject to a late insertion fee.
- W. Media Shipping (not including pre-printed inserts). Digital files should be provided on the following media: Macintosh formatted 100MB or 250MB Zip, 1 or 2GB Jaz or CDROM. Please label media with the magazine name, issue date and advertiser name. Include a laser of the media directory with all contents. Ads requiring work to be done by the Publisher (1105 Media Inc) will incur an additional charge. Media and advertising materials are kept by the Publisher for one year then destroyed. Return material requests must be made in writing and are shipped C.O.D.
- Send Materials To:
1105 Media Inc.
Production
9121 Oakdale Avenue, Suite 101
Chatsworth, CA 91311
818-734-1520 • Fax: 818-734-1528
- Media, files and proofs should be securely packed and shipped. Contents of the package should be identified on the outside as to publication date and type of material contained within. Please include the magazine name and issue date on all packages.
- IMPORTANT NOTE: If proofs are not supplied, the Publisher reserves the right to have them made at the Advertiser's expense, and make-goods due to reproduction quality will not be honored.
- Send Payments To:
1105 Media Inc.
PO BOX 894085
LOS ANGELES, CA 90289-4085

2009 Standard Advertising Terms & Conditions

Online

The following terms and conditions (the "Standard Terms") shall be incorporated by reference into all Insertion Orders ("IO") submitted to 1105 Media Inc. ("1105") by Advertiser or its advertising agency:

A. Invoices are rendered at date of publication.

B. 1105 holds the Advertiser and its advertising agency jointly responsible for paying all duly authorized advertising inserted in or attached to the agreed upon 1105 online product. All past due payments may be reinvoiced directly to the Advertiser, who will be held fully responsible for payment.

C. Terms: Invoices are rendered on the publication date of each issue of a printed magazine or e-mail newsletter or digital edition of a magazine, or once per month in arrears for website advertising campaigns, and are due upon receipt. Agency commission will be disallowed on all past due invoices. In the event Advertiser's account is placed for collection, Advertiser and agency agree to pay 1105 for all reasonable collection costs and/or attorneys' fees incurred. Advertiser and agency also agree to pay finance charges on the unpaid account balance at the rate of 1-1/2% per month or the maximum permitted by law.

D. 1105 will not be bound by any terms, conditions or provisions appearing on IOs or copy instructions which conflict with provisions of these Standard Terms, including, without limitation, sequential liability statements from advertising agencies. In the event of any inconsistency between an IO and/or copy instructions and these Standard Terms, the Standard Terms shall control. All advertisements will be reviewed by 1105 and are subject to approval by 1105.

E. Except as otherwise expressly provided in the IO, positioning of advertisements within an 1105 website or on any page is at the sole discretion of 1105. 1105 may redesign or modify the organization, structure and/or look and feel of the website or advertising products or at any time and without notice. Further, 1105 does not guarantee that its website will be uninterrupted or meet the Advertiser's requirement.

F. Advertiser shall deliver to 1105 the content, graphic images and other materials for the advertisement in a form and manner to be specified by 1105. 1105 will not be required to publish any advertisement that is not received in accordance with the foregoing and reserves the right, at 1105's sole discretion, to charge Advertiser, at the rate specified in the IO, for inventory held by 1105 pending receipt of acceptable materials from Advertiser, or publish in substitution for any prior advertisement submitted by Advertiser until such time as 1105 can reasonably begin publication of the advertisement set forth in the IO.

Each IO shall specify: (a) the type(s) and amount(s) of Inventory to be delivered (e.g. impressions, clicks or other desired actions) (the "Deliverables"); (b) the price(s) for such Deliverables; (c) the maximum amount of money to be spent pursuant to the IO (if applicable), (d) the start and end dates of the campaign, and (e) the identity of and contact information for any third party ad server ("3rd Party Ad Server"), if applicable. Other items that may be included are but are not limited to: reporting requirements such as impressions or other performance criteria; any special Ad delivery scheduling and/or Ad placement requirements; and specifications concerning ownership of data collected.

1105 will make commercially reasonable efforts to notify Advertiser or its Agency, if applicable within two (2) business days of receipt of an IO signed by Advertiser if the specified inventory is not available. 1105 will use commercially reasonable efforts to comply with the IO including all Ad placement restrictions, requirements to create a reasonably balanced delivery schedule, and provide within the scope of the IO, an Ad to the Site specified in the IO when such Site is called up by an Internet user. Any exceptions must be approved by Advertiser in writing. 1105 will use commercially reasonable efforts to provide Advertiser at least 10 business days, prior written notification of any material changes to the Site that would change the target audience or significantly affect the size or placement of the Ad specified in the affected IO. 1105 will submit or otherwise make electronically accessible to Advertiser promptly after acceptance of an IO final technical specifications, as agreed upon by the parties. Ad delivery shall comply with editorial adjacencies guidelines stated on the IO. 1105 shall make reporting available as specified in the IO. 1105 shall monitor delivery of the Ads, and shall notify Advertiser either electronically or in writing as soon as possible if 1105 believes that an under-delivery is likely. In the case of a probable or actual under-delivery, the parties may arrange for makegood consistent with these Terms and Conditions. In the event that actually Deliverables for any campaign fall below guaranteed levels, as set forth in the IO, and/or if there is an omission of any Ad (placement or creative unit) Advertiser and 1105 will make an effort to agree upon the conditions of a makegood placement either in the IO or at the time of the shortfall.

G. All advertisements are accepted and published by 1105 on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof.

H. Advertiser hereby grants 1105 the right and license to use, reproduce, transmit, and distribute all creative materials supplied by or on behalf of Advertiser, including without limitation, all text, graphics, illustrations and photographs (the "Creative"). Advertiser represents and warrants that: (i) it has all the necessary rights in the Creative; (ii) the Creative does not violate any applicable law or regulation; and (iii) the Creative does not violate or infringe upon any third party right in any manner or contain any material or information that is defamatory, libelous, slanderous, that violates any person's right of publicity, privacy or personality, or may otherwise result in any tort, injury, damage or harm to any person. Advertiser acknowledges that 1105 is relying on the foregoing representations

and warranties. Advertiser agrees to indemnify, defend and hold 1105 and its affiliates, and their respective officers, directors and employees, harmless from and against any and all expenses and losses of any kind (including reasonable attorneys' fees and costs) incurred based upon a breach of any of the foregoing representations and warranties or in connection with any claim arising from or related to any advertisement supplied by Advertiser or its agents and run by 1105.

I. All contents of advertisements are subject to 1105's approval. 1105 reserves the right to reject or cancel any advertisement, IO, URL link, space reservation or position commitment, at any time, for any reason whatsoever even if the advertising has been published previously by 1105.

J. 1105 shall not be liable for any omitted, misplaced, or mispositioned advertisements.

K. All orders are accepted by 1105 subject to change in rate upon notice from 1105.

L. Advertiser will be shortrated if, within a 12-month period from the date of the first insertion, Advertiser does not use the amount of space upon which its billings has been based. Advertiser will be rebated if, within a 12-month period from the date of the first insertion, Advertiser has used sufficient additional space to warrant a lower rate than that at which it has been billed.

M. Costs incurred by 1105 for production work on advertisements will be charged to the Advertiser regardless of whether or not the ad runs. Advertiser will be charged for any artwork, separations, halftone, shipping, or typography provided by 1105.

N. 1105 will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art, proofs or transparencies.

O. Reader response inquiries are provided as a service. 1105 disclaims all liability and responsibility for inaccuracies. Except as otherwise expressly provided in an IO accepted by 1105, 1105 makes no guarantee with respect to usage statistics or levels of impressions for any advertisement. An "impression" means each occurrence of a display of an advertisement.

P. 1105 expressly disclaims any and all warranties, whether express or implied, including, without limitation, any implied warranties of merchantability or fitness for a particular purpose with regard to its advertising services, including any and all oral and written information communicated about such services. To the maximum extent permitted by applicable law, in no event shall 1105 be liable for any consequential, incidental, direct, indirect, special, punitive, or other damages whatsoever (including, without limitation, damages for loss of business profits, business interruption, loss of business information, or other pecuniary loss) arising out of this agreement, even if 1105 has been advised of the possibility of such damages. Because some states/jurisdictions do not allow the exclusion or limitation of liability for consequential or incidental damages, the above limitation may not apply to advertiser. In no case, and under no theory of law, shall 1105's liability for any error exceed the amount due or paid for the advertisement giving rise to aforementioned error. Notwithstanding the foregoing, 1105 shall have no liability for (i) any failure or delay resulting from conditions beyond 1105's control; or (ii) errors in content or omissions in any creative or advertising materials provided by Advertiser. In the event of a breach by Advertiser, 1105 may terminate this Agreement immediately without notice or cure period, without liability to 1105.

Q. Applicable if 3rd Party Server is used. 1105 will track delivery through its ad server and Advertiser will also track delivery through its proprietary or subcontracted 3rd Party Ad Server whose identity is set forth in the IO. Advertiser may not substitute the 3rd Party Ad Server specified in the IO without 1105's prior consent. Advertiser and 1105 agree to give reciprocal access to relevant and non-proprietary statistics from both ad servers, or if such is not available, provide weekly placement-level activity reports to each other. In the event that 1105's ad server measurements are higher than those produced by the Advertiser's 3rd Party Ad Server by more than 10% over the invoice period, Advertiser will facilitate a reconciliation effort between 1105 and 3rd Party Ad Server. Where Advertiser utilizes a 3rd Party Ad Server 1105 will not bonus more than 10% above the Deliverables specified in the IO without prior written consent from the Advertiser. Permanent or exclusive placements shall run for the specified period of time regardless of over-delivery, unless the IO establishes an impression cap for 3rd Party Ad served activity. Advertiser will not be charged by 1105 for any additional Ads above any level guaranteed or capped in the IO. If a 3rd Party Ad Server is being used and Advertiser notifies 1105 that the guaranteed or capped levels stated in the IO have been reached, 1105 will use commercially reasonable efforts to suspend delivery. When applicable, 3rd Party Ad Server tags shall be implemented so that they are functional in all aspects.

R. These Standard Terms, together with IOs submitted by Advertiser, (i) shall be governed by and construed in accordance with the laws of the State of California and the United States, without giving effect to principles of conflicts law; (ii) may be amended only by written agreement executed by an authorized representative of each party; and (iii) constitute the complete and entire expression of the agreement between the parties, and shall supersede any and all other agreements regarding the subject matter hereof, whether written or oral, between the parties. Failure by either party to enforce any provision of these Standard Terms shall not be deemed a waiver of future enforcement of that or any other provision. Advertiser may not resell, assign, or transfer any of its rights hereunder. Accredited advertising agencies receive a 15% commission provided invoices are paid within 60 days. Production charges are not subject to agency commission.

Send Payments To: 1105 Media Inc., PO BOX 894085, LOS ANGELES, CA 90289-4085



Security Products

- Targeting New Markets
- Reaching New Prospects
- Maximizing Ad Investments

14901 Quorum Drive ■ Suite 425 ■ Dallas, TX 75254

■ Phone 972-687-6700

■ Fax 972-687-6799

 **1105 MEDIA**
www.1105media.com