

2009 Media Planner



Helping you navigate the new security roadmap

Network-Centric Security magazine is the new roadmap for security professionals who must navigate the age of IP and open architectures. Each issue provides insight and analysis about integrated solutions that tie together video surveillance, analytics, access control, and alarm systems within the larger corporate information technology infrastructure.

IP has reshaped the security technology landscape.

For end-users, the opportunities are numerous, but so are the questions. The promise of best-of-breed solutions forces a departure from familiar buying patterns.

Today's security professional must manage security alongside corporate IT, financial and legal operations as part of a strategic business process. Each issue of *Network-Centric Security* magazine provides these buyers with knowledge and expertise to help navigate this new shift in the security market.

Network-Centric Security is the only publication that is 100% focused on the convergence of physical security with IT and IP.

Network-Centric Security delves into the way technology convergence changes the priorities and tasks of corporate security, from basic system design to its support of the corporate mission. It offers readers critical knowledge about the way new security platforms work together and provides a needed reality check on hype.

Network-Centric Security targets more than 30,000* IT and Physical Security professionals in industries such as finance, retail, government, transportation, utilities, education, healthcare and IT. These are your best prospects: those who make the decisions regarding IP video cameras and software; access control and identity management; fire alarms, sensors, building automation and mass notification; wired and wireless IP and Ethernet networking; switches and power equipment, IT network security; biometrics; and RFID.

*Publisher's Own Data

A fast-growing market

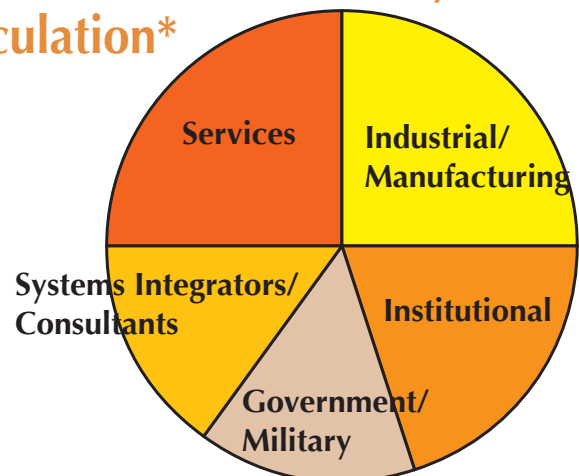


Worldwide, IP convergence is expected to drive the video surveillance systems market to \$46 billion in 2013 from just \$13.5 billion in 2006.¹ The U.S. market for IP cameras alone stands at \$700 million and is expected to generate total sales of \$20 billion to \$40 billion over the next ten years.² The worldwide video analytics market will grow to \$800 million in 2012 from \$120 million in 2008.³ The worldwide market for biometric technologies, which are being networked into access control

systems, will grow from \$3 billion in 2007 to \$7.4 billion in 2012.⁴

1. ABI Research, July 2008. 2. John Honovich, IPvideomarket.info, September 2008. 3. IMS Research, October 2008. 4. International Biometric Group, January 2007

Network-Centric Security Circulation*



- Service - Retail, Financial, Utilities, Builders, Transportation 25%
- Industrial/Manufacturing - including Computer Related 25%
- Institutional - Education, Healthcare, Lodging, Entertainment 20%
- Government/Military 15%
- Systems Integrators/Consultants 15%

2009 Print Editorial Calendar

Issue	Features	Show Coverage
February Ad close: 1-12 Materials due: 1-16	Remote Surveillance Integrating Casino Security Networking Fire Protection	GovSec/FOSE, Washington, DC, Mar. 10-12 ISC West, Las Vegas, April 1-3
April Ad close: 3-12 Materials due: 3-17	IP Video Storage Wireless Technology & Networks Meeting Compliance Objectives	RSA Conf., San Francisco, April 20-24 IP-in-Action, New York, May 12 Interop, Las Vegas, May 17-22
June Ad close: 5-11 Materials due: 5-15	IP Video Management Software Power over Ethnet Business Continuity and Contingency Planning	ESX, Baltimore, June 23-25 Black Hat, Las Vegas, July 25-30 IP-in-Action, Dallas, August 11
August Ad close: 7-10 Materials due: 7-16	IP-Based Mass Notification Video Analytics IP-Based Security on Campus	ASIS, Anaheim, September 21-23
October Ad close: 9-11 Materials due: 9-16	Urban Security Networks Security, Fire Protection and Building Automation Integrated Access Management and Control	ISC East, New York, October 28-30 Campus Technology, Fall IP-in-Action, Atlanta, November 17 Global Gaming Expo, Las Vegas
December Ad close: 11-9 Materials due: 11-13	IP Video Wireless Trends Biometrics and ID Technology	Network-Centric Security is the media sponsor for the 2009 IPUserGroup IP-in-Action LIVE events.

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.

2009 Web Exclusives

January - Remote Surveillance*
February - Networking Fire Protection*
New site coming in March 2009 -
www.netcentricsecurity.com
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 & Building Automation
November - Access Management Control
December - Wireless Technology

*on Network-Centric Security microsite page of secprodonline.com

*Publisher's Own Data



Reach 30,000* buyers, including 10,000* IT professionals, twice a month with *Network-Centric Security* e-news. See rates on back.

Online Rates

Schedule your ad on www.netcentricsecurity.com now. The new site launches in March 2009.

Network-Centric Security e-news

468x60 banner	\$800/issue (1 position)
160x600 button	\$650/issue (2 positions)
New Product spot	\$700/issue (3 positions)
Sponsored text link	\$250/issue (3 positions)
Custom single issue exclusive sponsorship	\$2,050

Online Banners - www.netcentricsecurity.com

728x90 Leaderboard	
Print advertiser rate:	\$900 net/month
Standard rate:	\$1,100 net/month

468x60 Banner	
Print advertiser rate:	\$650 net/month
Standard rate:	\$850 net/month

160x600 Skyscraper –	
Print advertiser rate:	\$750 net/month
Standard rate:	\$950 net/month

336x280 Box Unit –	
Print advertiser rate:	\$750 net/month
Standard rate:	\$950 net/month

120x60 Small Button Left Hand Column –	
Print advertiser rate:	\$600 net/month
Standard rate:	\$800 net/month

160x120 Button Right Hand Column –	
Print advertiser rate:	\$500 net/month
Standard rate:	\$650 net/month

Homepage New Products - 100x100 image, 50-60 words text, URL	
Print advertiser rate:	\$500 net/month
Standard rate:	\$700 net/month

Online Dog Ear/Peel Back - netcentricsecurity.com

1 month	\$1,500/month
6 months or more	\$1,200/month

Sponsored Text Links

Print advertiser rate:	\$200 net/month
Standard rate:	\$250 net/month

336x280 Embedded Targeted Ad

Banner on specific targeted story	
Print advertiser rate:	\$1,000 net/month
Standard rate:	\$1,200 net/month

Hot Topic Area Sponsorship - Sole Sponsorship

468x60 on Topic Main Page	
Print advertiser rate:	\$900 net/month
Standard rate:	\$1,200 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:	\$450 net/month
Standard rate:	\$600 net/month

Vendor Catalog Listing

Listing includes: company name (linked), 60-80 word description, 130x170 catalog cover image	
Print advertiser rate:	\$650 net/month
Standard rate:	\$800 net/month

White Paper Hosting

Listing includes: white paper title, company name, brief abstract, link to white paper, unlimited downloads	
Print advertiser rate:	\$500 net/month or \$1,500 net/year
Standard rate:	\$700 net/month or \$2,100 net/year

Video Hosting

Print advertiser rate:	\$750 net/month
Standard rate:	\$900 net/month
Live Show Site Video - Contact your Network-Centric Security Media Consultant for rates and information.	

Webinars

\$10,000 net (Basic Package)

More Opportunities

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 three months.

**New Network-Centric Security Web site
coming in March 2009 -
www.netcentricsecurity.com**

Network-Centric Security IP Summit at GovSec 2009

Network-Centric Security Magazine has partnered with GovSec to create an IP Summit opportunity at the March 10-12 GovSec/FOSE event in Washington, D.C. This day-long summit, which will offer unique exposure to the ever-growing government security market, will consist of three to four one-hour sessions presented in a theatre forum on the show floor near the GovSec IP Convergence Pavilion. Each sponsor will have the opportunity to capture key decision makers in the government market who want to learn more about IP Video and the convergence of Physical Security with IP/IT.

Session Sponsorship -	\$5,000
Two-Session Sponsorship -	\$8,000
Exclusive IP Summit Sponsorship -	\$17,500

Sponsors will receive all leads from each session sponsored. GovSec exhibitors qualify for a 10% discount off sponsorship rates.

Contact your Network-Centric Security Media Consultant for more information.