Security Products

SECURITY-TODAY.COM

Media Planner

September 2014 - August 2015

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

Your Complete Integrated Media Platform

SECURITY TODAY

GOVSEC ★★★★★ TREXPO THE LAW ENFORCEMENT EXPO

CPM EAST
CONTINUITY | RESPONSE | RECOVERY

1105 MEDIA INC

072414

Security Products: The Complete Marketplace

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.

Suppliers

More than 34,000* 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 31,000* 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 2014, 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 Canada, Latin America, and the Pacific Rim.

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

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	26,291
Security Consultants	4,511
Security Product Distributors	2,245
Manufacturer's Rep Firms	1,221
TOTAL	**34,268**

End Users of
Security Products and Systems*

Industrial or Manufacturing Companies	10,099
Government/Military	9,684
Retailing Companies and Service Companies (Financial, Utilities, Builders, Transportation)	6,558
Institutional Facilities (Healthcare, Education, Lodging, Entertainment, Sports)	4,665
TOTAL	**31,006**
GRAND TOTAL	**65,274**

*BPA Worldwide, December 2013
**Publisher's Own Data

Comprehensive, Award-winning 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. From the October 2012 issue through the September 2013 issue, more than 2,000 products were displayed on the printed pages of *Security Products* magazine, plus many more via our e-newsletters and websites. *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 65,274* 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	22,383
Access Control	21,678
Sensors/Detectors	17,517
Intrusion Alarm & Monitoring	17,243
Software	16,510
Digital Video Recorders (DVR)	16,406
Batteries/Power Supplies	16,338
Training	16,310
Integrated Systems	15,760
Emergency Response Products/Services	15,570
Fire & Safety Protection	15,402
Card Reader Systems	14,984
Outdoor/Perimeter Protection	14,939
IT/Network Security	13,949
Control Panels/Annunciators	13,260
IP Video/Network-Centric Security	12,788
Identification Products/ID Badges	12,330
Door Hardware/Locks	12,170
Communication Equipment	11,910
Biometrics	9,992
Security Consultants	8,995
Cable/Telephone Services	8,502
Home Automation/Sound Equipment/Theatre	7,767
Supplies & Dealer Services	6,458
Security Guard Services	5,184

*BPA Worldwide, December 2013
**Baxter Research, July 2013 mediaView Report
***Publisher's Own Data

Leading Security Publication

Leader in Market Share and Ad Pages*

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

Important Publication**

According to Baxter Research, *Security Products* is important, very important or a personal favorite to 81% of industry respondents!

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 2013 Baxter mediaView report found that:

76% read 3 or more of the last 4 issues of *Security Products*.
81% said *Security Products* was important, very important, or a personal favorite.
79% read each issue 2 or more times.

From the October 2012 issue through the September 2013 issue, *Security Products* has averaged a whopping **167 new products per issue***, making it the magazine of choice when it comes to new product and new technology information!

Industry Breakout****

■ Suppliers — 34,268
■ End Users — 31,006

**Suppliers
52%**

**End Users
48%**

Reach the complete marketplace.

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

Security 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
- Reaches the complete marketplace — suppliers, end users, IT, international
- The largest circulation of any security publication
- Multiple buying responsibilities for security products and services
- "E-Response Lead Service" providing additional leads on a more timely basis
- The only product-focused tabloid magazine in the market
- Dedicated and devoted subscribers

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

What *Security Products* Subscribers Are Saying*

"This publication is the BEST way of keeping up with the industry. The ideas and use of the equipment is wonderful. Thinking out of the box is one of the best ways to help not only your customers, but others in other professional fields. Thank you for your publication!"
                                    —Consultant

"[I read *Security Products*] to get new product information."
—Manager

"It keeps me informed on new products and solutions."
—President

"Due to limited budget for travel I have been unable to attend many industry trade shows to see products in person. *Security Products* gives me an opportunity to keep up-to-date with new products and procedures in the industry. It is one of my most valuable tools that aid me in doing the best with limited resources.
—Associate Director of Public Safety

**"Provides industry insights and education on new technology trends."
—Director of Marketing**

"I get a bird's eye view of what's new in the physical products arena. We all talk about concepts, but how is the latest technology being implemented? This is a great magazine. I have high hopes that it will just grow from where it is. I know it will make a security person's top 10 list of stuff to look at every time it comes out."
—Network Coordinator

"Shows and tells what is the latest and greatest in the industry."
—Prototype Specialist

"I purchase all of the security equipment for the company as well as deploy and maintain the systems. Your magazine gives me insight to the new products and technology for security."
—Network Administrator

"[I read Security Products for] industry trends and sales opportunities."
—VP Marketing

**"I am always looking for new, cost-effective, innovative ways to make my facility safe and secure for all who enter. This publication is a great way to get a wider variety of this information."
—Security Safety Supervisor**

"*Security Products* helps us keep up-to-date with security options to present to our customers, helping them avoid serious security issues."
—Owner

"I like to keep updated on new and innovative security products and techniques. If I see something I find interesting and cost-effective, I will pass on the information to my boss."
—Loss Prevention

"Insightful articles, helps [me] stay abreast of what products may be available."
—Consulting Coordinator

**"Has interesting info that I can use for myself. Keeps me posted on the security shows and keeps me informed on what's to come."
—VP**

"Gives us insight to new products, direction industry is moving."
—President

*Baxter Research, July 2013 mediaView Quarterly

Editorial Calendar

September 2014
Ad close: 8/4/14 • Materials due: 8/8/14

Special Section
Dealer Strategies

Features
International Security
Multi-Campus Facility Security
Airport Security
Maritime Security
Emergency Communication
IT Security

Product Solutions
2014 New Product of the Year Entries
ASIS Product Preview

Case Studies
Systems Integrators
CCTV
Identity Management Products

Online Exclusives
Transportation Security
Government Security

Show Coverage/Bonus Distribution
BICSI Fall, Sep. 28 - Oct. 2, Anaheim, CA
ASIS, Sep. 30 - Oct. 2, Atlanta, GA
Global Gaming Expo, Sep. 30 - Oct. 2, Las
Vegas, NV

October 2014
Ad close: 9/3/14 • Materials due: 9/8/14

Specialty Publication
GovSec

Features
Wireless Technology
Remote Monitoring
Corporate Information Security

Product Solutions
Mobile Security Apps
Control Panels

Case Studies
Cargo Security
Intelligent Video

Online Exclusives
Remote Monitoring
Mobile Security Apps

Show Coverage/Bonus Distribution
SmartCard Alliance Government Conference,
October 29-30, Washington, DC
Remote, Nov. 4-6, Las Vegas, NV

Baxter Research Ad Readership Study
For all half-page or larger advertisers

November 2014
Ad close: 10/3/14 • Materials due: 10/8/14

Specialty Publications
Campus Security & Life Safety
Networking Security

Special Section
Dealer Strategies

Features
Transportation Security
Retail Security

Product Solutions
ISC East Product Preview
DVRs/NVRs
Installation Hardware

Case Studies
Airport Security
Access Control

Online Exclusives
IP Video
Retail Security

Show Coverage/Bonus Distribution
Security Today, Nov. 18-19, Dallas, TX
ISC East, Nov. 19-20, New York, NY

Editorial Calendar

December 2014
Year-End Review/
Year in Preview
Ad close: 10/30/14 • Materials due: 11/4/14

Features
Industry Growth and Trends

Product Solutions
2014 New Product of the Year Winners
Reader's Choice

Case Studies
Utility Security
Event Security
Retail Security

Online Exclusives
Banking Security

January 2015
Ad close: 12/1/14 • Materials due: 12/4/14

Specialty Publication
Campus Security & Life Safety

Special Section
Dealer Strategies

Features
Airport Security
Mobile Apps Security
Biometrics

Top Picks
Video Management Software

Case Studies
ID Cards
Municipal Security
Video Surveillance

Online Exclusives
Airport Security
Locks

Show Coverage/Bonus Distribution
FETC, Jan. 20-23, Orlando, FL

Baxter Research Ad Readership Study
For all half-page or larger advertisers

February 2015
Ad close: 1/6/15 • Materials due: 1/8/15

Specialty Publication
Networking Security

Features
Utility Facility Security
Cloud Computing/Storage
Emerging Technologies

Top Picks
DVRs/NVRs

Case Studies
Banking Security
Security Software Solutions
Printers

Online Exclusives
Fire and Life Safety
Utility Security

Show Coverage/Bonus Distribution
BICSI Winter Conference, Feb. 22-26, Orlando, FL

Editorial Calendar

March 2015
Ad close: 1/30/15 • Materials due: 2/5/15

Specialty Publication
GovSec

Features
Perimeter Security
Wireless Technology

Top Picks
IP Cameras

Case Studies
Medical Facility Security
Cloud and Storage Solutions
Mobile Apps Security

Online Exclusives
Banking Security
Mobile Apps Security

Show Coverage/Bonus Distribution
GovSec, April 1-2, Washington, DC

April 2015
Ad close: 3/4/14 • Materials due: 3/9/15

Features
Perimeter Security
Wireless Technology

Top Picks
Storage Solutions

Case Studies
Medical Facility Security
Cloud and Storage Solutions
Mobile Apps Security

Online Exclusives
Banking Security
Mobile Apps Security

Show Coverage/Bonus Distribution
ISC West, April 15-17, Las Vegas, NV
PSA-TEC, May 4-8, Denver, CO

Baxter Research Ad Readership Study
For all half-page or larger advertisers

May 2015
Ad close: 4/2/15 • Materials due: 4/7/15

Specialty Publication
Networking Security

Special Section
Dealer Strategies

Features
Healthcare/Campus Security
Network Camera Solutions

Top Picks
International Products

Case Studies
Museum/Monument Security
Arena/Venue Security

Online Exclusives
Access Control
Medical Facility Security

Show Coverage/Bonus Distribution
ESX, June, Baltimore, MD

Editorial Calendar

June 2015

Ad close: 5/5/15 • Materials due: 5/8/15

Features
Retail Security
Hospital Security

Top Picks
Printers

Case Studies
Building Automation
Access Control
Fire/Alarm Solutions

Online Exclusives
Thermal Imaging
Biometrics

Show Coverage/Bonus Distribution
ASSE Safety 2015, June 7-6, Dallas, TX
NFPA, June 22-25, Chicago, IL
ESX, June, Baltimore, MD

July 2015

Ad close: 6/3/15 • Materials due: 6/8/15

Specialty Publication
Campus Security & Life Safety

Special Section
Dealer Strategies

Features
Transportation Security
Thermal Imaging

Top Picks
Thermal Cameras

Case Studies
Airport Security
Maritime Security
DVRs/NVRs

Online Exclusives
ID Cards/Credentials
Retail Security

Show Coverage/Bonus Distribution
Campus Technology

Baxter Research Ad Readership Study
For all half-page or larger advertisers

August 2015

Ad close: 7/7/15 • Materials due: 7/10/15

Specialty Publication
Networking Security

Features
Biometrics/Identification/Smart Cards
IP Video Surveillance
Perimeter Security

Top Picks
Access Control

Case Studies
Medical Facility Security
Locks/Alarms

Online Exclusives
School Security
IP Video

Show Coverage/Bonus Distribution
MSPCE

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.
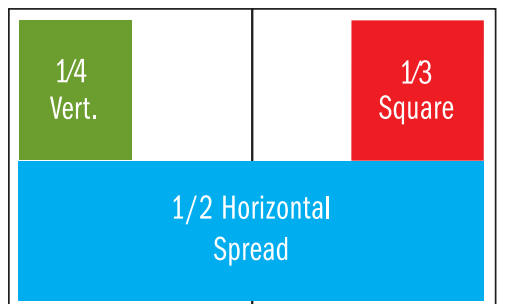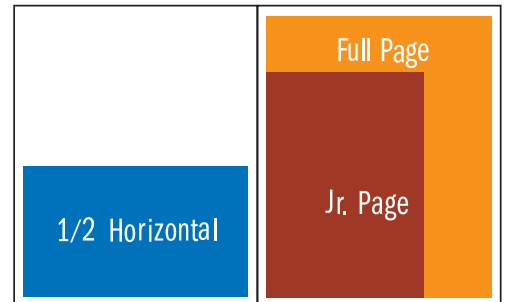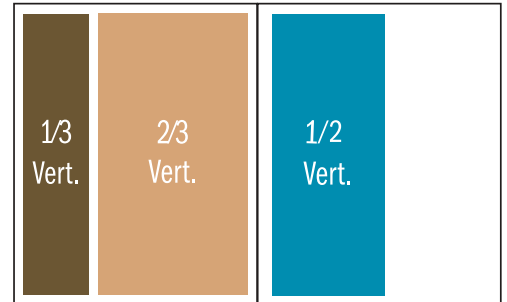
Display Advertising Rates

Black & White	1X	3X	6X	9X	12X	18X	24X	36X	48X
2 Page Spread	$14,075	$13,385	$12,870	$12,550	$12,275	$11,570	$10,930	$10,270	$9,650
2 Page Junior Spread	$11,355	$10,830	$10,355	$10,065	$9,840	$9,295	$8,785	$8,250	$7,750
1/2 Page Horizontal Spread	$9,550	$9,110	$8,715	$8,490	$8,270	$7,825	$7,390	$6,960	$6,540
Full Page	$7,775	$7,395	$7,110	$6,935	$6,770	$6,390	$6,040	$5,690	$5,340
2/3 Page, Vertical	$6,885	$6,550	$6,265	$6,085	$5,945	$5,610	$5,310	$4,990	$4,690
Junior Page	$6,265	$5,830	$5,695	$5,535	$5,410	$5,100	$4,825	$4,535	$4,260
1/2 Page, Horizontal or Vertical	$5,310	$5,065	$4,850	$4,715	$4,590	$4,345	$4,105	$3,870	$3,630
1/3 Page, Vertical or Square	$3,615	$3,455	$3,330	$3,255	$3,190	$3,010	$2,890	$2,760	$2,655
1/4 Page, Vertical	$3,120	$2,950	$2,840	$2,770	$2,710	$2,550	$2,415	$2,270	$2,135

Color Charges	4 Color
2 Page Spread	$2,840
2 Page Junior Spread	$2,840
1/2 Page Horizontal Spread	$1,775
Full Page	$1,775
2/3 Page, Vertical	$1,775
Junior Page	$1,775
1/2 Page, Horizontal or Vertical	$1,775
1/3 Page, Vertical or Square	$880
1/4 Page Vertical	$880

Additional Opportunities

Company Profile	$1,550
Website Showcase	$790

Cover Snipe (must run minimum of jr. page in the issue)

• 1x	$3,050
• 6x or more monthly rate	$2,520

Cover Box (must run minimum of jr. page in the issue)

Contact your Integrated Media Consultant for pricing.

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.
9201 Oakdale Avenue, Suite 101
Chatsworth, CA 91311
Phone: 818-814-5200   Fax: 818-734-1528
Email: *secadproduction@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 website 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 Water-proof, 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*
Adobe Acrobat: *http://www.adobe.com/products/acrobat/main.html*

Dealer Strategies

Brought to you by *Security Products*

Reach more dealers online and in the magazine!

Upcoming Magazine Sections:
September, November 2014
January, May, July, 2015

This "magazine within a magazine" in *Security Products* focuses on solutions for security systems integrators, installers, and dealers. Circulated only to our dealer and integrator subscribers (over 28,000*), 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.

Dealer Strategies Magazine Section Rates
(per issue)

	1X	6X
2-page spread	$9,140	$8,435
Full page	$5,130	$4,775
1/2 page	$3,850	$3,410
1/3 page	$2,870	$2,570
Dog ear	$1,020	$775

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

Dealer Strategies e-news

This business solutions newsletter is sent to more than 25,000*

security systems integrators, installers and dealers. Delivered twice per month, each issue features business solutions, sales and marketing tips, installation tips, manufacturer new product and technology updates, dealer opportunities and hot market niches, plus much more.

Rates Per Issue

468x60 Banner	$850 (1 position)
160x120 Button	$670 (1 position)
160x600 Skyscraper	$790 (1 position)
New Product Spot	$730 (3 positions)
Sponsored Text Link	$310 (3 positions)
Sole Sponsorship	$1,885

Upcoming e-news issues
2014:
August 13 and 27
September 10 and 17
October 8 and 22
November 5 and 19
December 10

2015:
January 14 and 21
February 11 and 25
March 11 and 25
April 8 and 22
May 13 and 20
June 10 and 24
July 1 and 15
August 12 and 26

*Publisher's Own Data

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

CAMPUS SECURITY
& LIFE SAFETY

Your key to reaching educators online and in the magazine

Upcoming issues:
November 2014, January 2015, July 2015

Security Products, T.H.E. Journal, and *Campus Technology* join forces to bring three education supplements to school security decision makers each year. Distributed to 65,000* industry professionals, including security dealers from *Security Products* and top-level executives, administrative managers, info tech managers and directors in K-12 education from *T.H.E. Journal* and in higher-level education from *Campus Technology.*

Issue deadlines:
November 2014 closes 9/22, materials due 9/25
January 2015 closes 11/17, materials due 11/20
July 2015 closes 5/21, materials due 5/27

Rates
(per issue)

	1X	3X
2-page spread	$9,140	$8,435
Full page	$5,130	$4,775
1/2 page	$3,850	$3,410
1/3 page	$2,870	$2,570
Dog ear	$1,020	$775

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

Campus Security & Life Safety e-news

Security Products, *T.H.E. Journal*, and *Campus Technology* join forces to provide a circulation of 60,000* school security decision makers for this e-newsletter. Distribution includes security dealers from *Security Products* and top-level executives, administrative managers, info tech managers and directors in K-12 education from *T.H.E. Journal* and in higher-level education from *Campus Technology.*

Rates Per Issue

468x60 Top Banner	$1,155
180x300 Banner	$840
160x600 Skyscraper	$915
150x150 image + 40-60 words text (3 avail.)	$970
Sole Sponsorship	$2,970

*Publisher's Own Data

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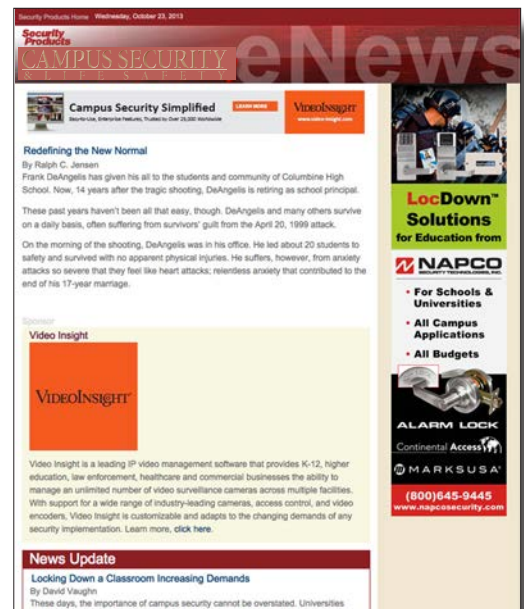
Upcoming e-news issues

2014:	2015:
August 20	January 28
September 24	February 18
October 27	March 18
November 12	April 29
December 10	May 27
	June 24
	July 22
	August 26

GOVSEC ★★★★★★★®

In print, digital, and e-news formats to supplement our GovSec event!

Upcoming issues: October 2014, March 2015

Each issue of *GovSec* and our monthly *GovSec* e-newsletter examines how government entities across the nation are using physical security solutions to meet their needs as well as delivering pertinent information on upcoming events and online conferences. Each issue is distributed to 45,000* government security purchasers from *Security Products* and IT security purchasers from *Federal Computer Week* and *Government Computer News*. In addition, there is bonus circulation at the GovSec event. *Security Products* is an official sponsor of GovSec. The e-newsletter is distributed to over 20,000* industry professionals.

A magazine ad or banner ad is a great way to build brand awareness all year long as well as before and after the GovSec Conference and Expo. The October issue closes 8/21; materials are due 8/26. The March issue closes 1/20; materials are due 1/26.

Magazine (rates per issue)

		Exhibitor Rate
Full page	$2,500	$2,000
1/2 page	$1,875	$1,500
1/3 page	$1,250	$1,000
Dog ear	$1,250 + ad	$1,000 + ad

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

Monthly e-news (rates per issue)

		Exhibitor Rate
468x60 Banner	$1,650	$1,045
Sponsor Spot	$1,535	$875
160x600 Skyscraper	$1,320	$715
New Product Spot	$1,045	$575
Single Issue Sole Sponsorship	$3,845	$2,745

Upcoming e-news issues:

August 6, 2014	November 5, 2014	February 4, 2015	May 6, 2015
September 3, 2014	December 3, 2014	March 4, 2015	June 3, 2015
October 15, 2014	January 7, 2015	April 1, 2015	July 8, 2015
			August 5, 2015

Events

SECURITY TODAY

Now in its 14th year, GovSec, the largest and most comprehensive government security event, joins forces once again with CPM East, which addresses issues in COOP, contingency planning and business continuity. TREXPO, a leading U.S. exhibition of equipment, technology, and services for law enforcement, military, security, and federal agencies targeted to the needs of professionals with responsibility for tactical operations will also be held with GovSec. GovSec continues its focus on critical infrastructure protection, cybercrime and cyberterrorism, counterterrorism, and homeland security. Also plan to join us at Security Today this fall! Our new security event will encompass a government track, a private industry track, and a law enforcement track as well as CPM and Safe & Secure symposiums. *Security Products* is an official sponsor of these events. For information on exhibiting, visit the sites below.

Security Products' GOVIES
2014 Government Security Awards

The Govies honor outstanding government security products in a variety of categories. Winners are announced prior to GovSec, and Platinum and Gold designations are awarded at the show. Visit GovSecInfo.com in late 2014 for a 2015 entry form.

GovSec and TREXPO 2015 - Washington, DC - GovSecInfo.com
CPM East 2015 - CPM-East.com
**Pre-Conference: March 31, 2015 • Conference & Expo: April 1-2, 2015**

Security Today 2014, Dallas, TX - SecurityTodayExpo.com
Workshops: November 17, 2014
Conference & Expo: November 18-19, 2014

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

NETWORKING SECURITY

Reach physical security and IT professionals in the magazine and online

As security systems become more network-centric, physical security and IT professionals are turning to *Networking Security*, a specialty publication of *Security Products*. *Networking Security* provides buyers with knowledge and expertise to navigate this shift. *Networking Security* covers security as users now see it—as a strategic business process. The timely publication reaches 36,500* security professionals. The circulation includes 50% unique information technology subscribers and 50% key *Security Products* subscribers. Its focus is primarily on Cloud and Virtualization Security, Data Security and Privacy, Governance, Risk and Compliance, and Hackers and Threats.
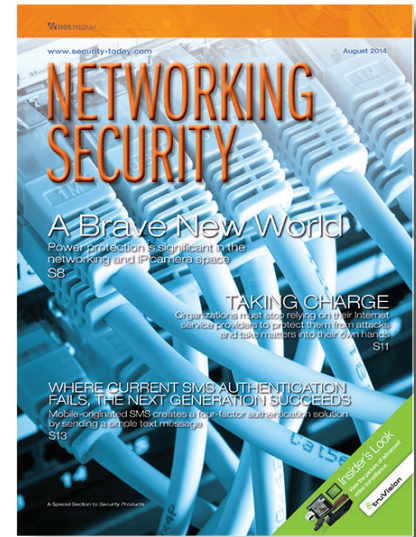
Networking Security Issue Rates
November 2014 • February, May, August 2015

	1X	4X
2-page spread	$9,140	$8,435
Full page	$5,130	$4,775
1/2 page	$3,850	$3,410
1/3 page	$2,870	$2,570

Deadlines:
May closes 3/22/14, materials due 3/27/14
August closes 6/20/14, materials due 6/25/14
November closes 9/25/14, materials due 9/30/14
February closes 12/16/14, materials due 12/19/14

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

Networking Security e-news

Reach 30,000* buyers, including 10,000* IT professionals, once a month.

Rates Per Issue

E-news Info Center	$1,120 (1 position)
180 x 300 Banner	$840 (1 position)
Sponsor Spot	$1,350 (2 positions)
468x60 Banner	$980 (1 position)
160x600 Skyscraper	$800 (2 positions)
New Product Spot	$850 (3 positions)
Sponsored Text Link	$300 (3 positions)
Sole Sponsorship	$2,490

*Publisher's Own Data

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

Upcoming Issues
2014:
August 11
September 8
October 13
November 10
December 8

2015:
January 12
February 9
March 9
April 13
May 18
June 15
July 13
August 17

SECURITY TODAY

POWERED BY THE SECURITY PRODUCTS MEDIA BRANDS

Be a part of the *Security Products* website Security-Today.com

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

Banners - See next page for options and pricing.

Custom Media Offerings

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

Home Page Info Center

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

White Papers

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

Video Hosting

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

careers.secprodonline.com

Your most direct and affordable way to post for and recruit top security talent!

Become our fan on Facebook: facebook.com/secprodonline

Follow us on Twitter: Twitter.com/SecProds

Also look for the Security Products editors on

SECURITY TODAY

POWERED BY THE SECURITY PRODUCTS MEDIA BRANDS

Rates

Banners

728x90 Leaderboard – 6 sponsors	$1,875 net/month
468x60 Banner – 4 sponsors (Middle and Bottom home page only)	$1,275 net/month
160x600 Skyscraper – 4 sponsors	$1,460 net/month
336x280 Box Unit – 4 sponsors (excludes home page)	$1,580 net/month
120x60 Small Button Left Hand Column – 1 sponsor per position	$1,210 net/month
160x120 Button Right Hand Column – 2 sponsors	$915 net/month
250x250 Banner – 3 sponsors	$670 net/month
Home Page New Products - 150x150 image, 50-60 words text, URL	$1,035 net/month

Home Page Info Center $2,915 net/month

Dog Ear / Peel Back

1 month	$2,430 net/month
6 months or more	$1,825 net/month

Welcome Mat - 1 week $2,915 net/week

Scrolling Marquee - 1 month $2,170 net/month

Sponsored Text Links $365 net/month

Product Guide Sponsorship - Sole Sponsorship

468x60 on Topic Main Page	$1,580 net/month

Exclusive Product Category Road Block Sponsorship

Includes top 728x90, top and bottom 468x60, right 160x120, 160x600, and 336x280 - 1 month $1,650 net /month

Market Sections

160x120	$825 net/month
160x600	$1,240 net/month
336x280	$1,375 net/month
468x60	$1,595 net/month
728x90	$1,815 net/month
Welcome Mat	$4,455 net/month
Dogear	$2,195 net/month
Info Center (250x250 banner + 5 links)	$2,145 net/month

Vendor Catalog Listing

Listing includes: company name (linked), 60-80 word description, 130x170 catalog cover image

Standard rate:	$1,155 net/month

White Paper Hosting

Listing includes: white paper title, company name, brief abstract, link to white paper, unlimited downloads

Standard rate:	$1,095 net/month or
	$3,280 net/year

Video Hosting

Standard rate:	$1,460 net/month

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

Webinar $10,000 net

security-today.com

Website Banner Ad Specs

1105 Media Ad Serving Platform is Doubleclick DFP.

Acceptable Files - 40K maximum file size
GIF or JPG files (includes animated GIF files)
Flash files (no lower than Flash Player version 7)
When submitting flash files, please be sure to implement the Click Tag variable in place of the click URL (see directions below).
How to Embed Click Tags
1. Open or create a new Flash document. Set the file to Actionscript 2.0. If you are using an existing Flash file, go to File > Publish Settings and make sure it's set to Actionscript 2.0.
2. Insert a new layer on the root timeline, at the top of all layers and name it button (or name of your choice). This MUST be the topmost layer in your file.
3. Draw a shape over the entire canvas, convert to a BUTTON symbol. Set the alpha transparency of the symbol to 0% so that the button is invisible. On the button symbol timeline, make sure the frame is on the "Hit" keyframe ONLY.
4. Open the Actions panel (Window > Actions).
5. Select the button symbol on the canvas. You should see it selected in your timeline. In the Button Actions panel, paste the following code:
     on (release) {
        getURL(_level0.clickTAG, "_blank");
     }
6. NOTE: When inserting a value for the Instance name DO NOT use clickTag, clickTAG, or ClickTag. It is best to not use the term click tag, as it can conflict with the ad system. This should also be taken into consideration when naming layers.
7. Save and publish your file to Flash 7 or above.
     A standard GIF or JPG ad must be submitted with any rich media ad (for when a user does not accept to display rich media ads).

Third-party ad serving
We accept all third-party ad serving, but impressions are counted and invoices are issued based on our ad serving system, DoubleClick DFP. 15-20% impression tracking discrepancy is expected. All formats will be considered and require extra processing time for testing and implementation. If possible, please submit a test third-party ad. When submitting third-party tags, please send Javascript/Standard or Standard tags only. If using DFA, please send internal redirect tags.

Click-thru URL
Advertisers are responsible for maintaining a working URL. Click rates are not guaranteed.

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

All creative is due 5 business days prior to launch.
Please submit materials to Miguel Garcia at mgarcia@1105media.com. Phone: 818-814-5343

E-newsletters

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

E-news Info Center	$1,125 (1 position)
180x300 Banner	$840 (1 position)
Sponsor Spot	$1,315 (2 positions)
468x60 Banner	$1,155 (2 positions)
160x600 Skyscraper	$915 (1 position)
New Product Spot	$970 (2 positions)
Sponsored Text Link	$310 (3 positions)
Sole Sponsorship**	$2,970

Dealer Strategies e-news

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

Rates Per Issue

468x60 Banner	$850 (1 position)
160x120 Button	$670 (1 position)
160x600 Skyscraper	$790 (1 position)
New Product Spot	$730 (3 positions)
Sponsored Text Link	$310 (3 positions)
Sole Sponsorship**	$1,885

Networking 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, once a month.

Rates Per Issue

E-news Info Center	$1,120 (1 position)
180x300 Banner	$840 (1 position)
Sponsor Spot	$1,315 (2 positions)
468x60 Banner	$980 (1 position)
160x600 Skyscraper	$800 (1 position)
New Product Spot	$850 (3 positions)
Sponsored Text Link	$300 (3 positions)
Sole Sponsorship**	$2,490

GovSec e-news

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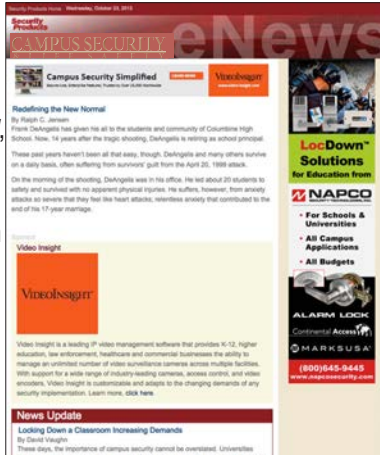
See special GovSec exhibitor rates below!

Regular Rates Per Issue

468x60 Top Banner	$1,650
180x300 Info Box	$1,535
150x150 Sponsor Spot	$1,535
160x600 Skyscraper	$1,320
Sole-sponsored**	$3,845

GovSec Exhibitor Rates Per Issue

468x60 Top Banner	$1,045
180x300 Info Box	$875
150x150 Sponsor Spot	$875
160x600 Skyscraper	$715
Sole Sponsorship**	$2,745

*Publisher's Own Data

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

Campus Security & Life Safety e-news

Security Products, *T.H.E. Journal*, and *Campus Technology* join forces to provide a circulation of 60,000* school security decision makers for this e-newsletter. Distribution includes security dealers from *Security Products* and top-level executives, administrative managers, info tech managers and directors in K-12 education from *T.H.E. Journal* and in higher-level education from *Campus Technology*.
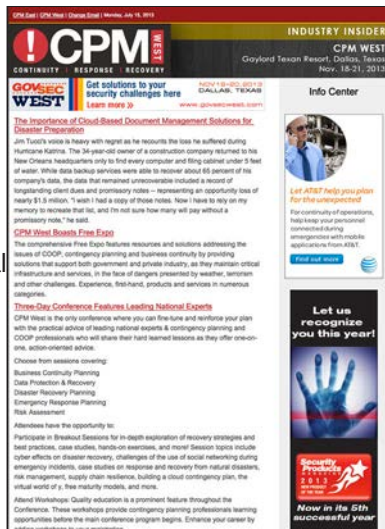
Rates Per Issue

468x60 Top Banner	$1,155
180x300 Banner	$840
160x600 Skyscraper	$915
New Product Spot	$970
Sole Sponsorship**	$2,970

CPM Industry Insider e-news

This monthly e-newsletter provides strategies and news for those who prepare for, respond to, recover from and mitigate domestic threats, natural disasters or international terrorism. A banner ad in CPM Industry Insider is a great way to build brand awareness all year long as well as before and after the CPM Conference & Expo. Distribution is 32,000.*

Regular Rates Per Issue

468x60 Top Banner	$1,650
180x300 Info Box	$1,535
150x150 Sponsor Spot	$1,535
160x600 Skyscraper	$1,320
Sole Sponsorship**	$3,845

CPM Exhibitor Rates Per Issue

468x60 Top Banner	$1,045
180x300 Info Box	$875
150x150 Sponsor Spot	$875
160x600 Skyscraper	$715
Sole sponsorship**	$2,745

Security Products Show Updates e-news

Target Your Trade Show Dollars!

Security Products can help your company market your presence at the top industry trade shows, increasing awareness, driving more traffic to your booth, and supplying leads to you after the show!

Each Show Updates e-newsletter will be delivered to 50,000* or more security professionals before, during and after the show. The editors will be offering daily updates on happenings around the show as well as their insights and observations regarding the "buzz" at the show.

Target these shows by securing your position in one or all of the following Show Updates e-newsletters:

ISC WEST • ISC EAST • ASIS

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 during the show and one week after the show, giving your message maximum exposure.

Rates Per Show

Page 1 —	
Top Banner — 468x60	$3,460
Left Hand Box — 125x261	$3,150
Large Right Hand Box — 215x261	$4,795
Page 2 —	
Left Hand Box — 125x120	$1,940
Right Hand Box — 215x120	$2,550

BONUS: Each sponsor gets a product announcement with photo on one of the delivery dates.

Single Issue Sole Sponsorship**	$12,135

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

*Publisher's Own Data

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

E-news Editorial Calendar

Issue	Special Focus
AUGUST 2014	
August 5	*Security Products*
August 6	*GovSec*
August 7	*Security Products*
August 11	*Networking Security*
August 12	*Security Products*
August 13	*Dealer Strategies*
August 14	*Security Products*
August 18	*CPM Industry Insider*
August 19	*Security Products*
August 20	*Campus Security & Life Safety*
August 21	*Security Products*
August 26	*Security Products*
August 27	*Dealer Strategies*
August 28	*Security Products*
SEPTEMBER 2014	
Sept. 2	*Security Products*
Sept. 3	*GovSec*
Sept. 4	*Security Products*
Sept. 8	*Networking Security*
Sept. 9	*Security Products*
Sept. 10	*Dealer Strategies*
Sept. 11	*Security Products*
Sept. 16	*Security Products*
Sept. 17	ASIS; *Dealer Strategies*
Sept. 18	*Security Products*
Sept. 22	*CPM Industry Insider*
Sept. 23	*Security Products*
Sept. 24	ASIS*, Campus Security & Life Safety*
Sept. 25	*Security Products*
Sept. 30	*Security Products*
OCTOBER 2014	
October 1	ASIS
October 2	ASIS
October 7	*Security Products*
October 8	ASIS, *Dealer Strategies*
October 9	*Security Products*
October 13	*Networking Security*
October 14	*Security Products*
October 15	*GovSec*
October 16	*Security Products*
October 20	*CPM Industry Insider*
October 21	*Security Products*
October 22	*Dealer Strategies*
October 23	*Security Products*
October 27	*Campus Security & Life Safety*
October 28	*Security Products*
October 30	*Security Products*

Issue	Special Focus
NOVEMBER 2014	
November 4	*Security Products*
November 5	*GovSec, Dealer Strategies*
November 6	*Security Products*
November 10	*Networking Security*
November 11	*Security Products*
November 12	*Campus Security & Life Safety*
November 13	*Security Products*
November 17	*CPM Industry Insider*
November 18	*Security Products*
November 19	*Dealer Strategies*
November 20	*Security Products*
DECEMBER 2014	
December 2	*Security Products*
December 3	*GovSec*
December 4	*Security Products*
December 8	*Networking Security, CPM Industry Insider*
December 9	*Security Products*
December 10	*Dealer Strategies, Campus Security & Life Safety*
December 11	*Security Products*
December 16	*Security Products*
December 18	*Security Products*
JANUARY 2015	
January 6	*Security Products*
January 7	*GovSec*
January 8	*Security Products:* Airport Security
January 12	*Networking Security*
January 13	*Security Products*
January 14	*Dealer Strategies*
January 15	*Security Products*
January 19	*CPM Industry Insider*
January 20	*Security Products*
January 21	*Dealer Strategies*
January 22	*Security Products*
January 27	*Security Products*
January 28	*Campus Security & Life Safety*
January 29	*Security Products:* Biometrics/ID Management

E-news Editorial Calendar

Issue	Special Focus	Issue	Special Focus
FEBRUARY 2015		**MAY 2015**	
February 3	*Security Products*	May 5	*Security Products:* IP Video
February 4	*GovSec*	May 6	*GovSec*
February 5	*Security Products*	May 7	*Security Products*
February 9	*Networking Security*	May 12	*Security Products*
February 10	*Security Products*	May 13	*Dealer Strategies*
February 11	*Dealer Strategies*	May 14	*Security Products*
February 12	*Security Products:* Banking Security	May 18	*Networking Security*
February 17	*Security Products*	May 19	*Security Products:* Facility Security
February 18	*Campus Security & Life Safety*	May 20	*Dealer Strategies*
February 19	*Security Products*	May 21	*Security Products*
February 23	*CPM Industry Insider*	May 26	*Security Products*
February 24	*Security Products*	May 27	*Campus Security & Life Safety*
February 25	*Dealer Strategies*	May 28	*Security Products*
February 26	*Security Products:* IT Security		
		JUNE 2015	
MARCH 2015		June 2	*Security Products*
March 3	*Security Products*	June 3	*GovSec*
March 4	*GovSec*	June 4	*Security Products*
March 5	*Security Products:* Casino Security	June 9	*Security Products:* Hospital Security
March 9	*Networking Security*	June 10	*Dealer Strategies*
March 10	*Security Products*	June 11	*Security Products*
March 11	*Dealer Strategies*	June 15	*Networking Security*
March 12	*Security Products*	June 16	*Security Products*
March 16	*CPM Industry Insider*	June 18	*Security Products*
March 17	*Security Products*	June 23	*Security Products*
March 18	*Campus Security & Life Safety*	June 24	*Campus Security & Life Safety, Dealer Strategies*
March 19	*Security Products:* Fire/Life Safety	June 25	*Security Products:* RFID
March 24	*Security Products*	June 30	*Security Products*
March 25	*Dealer Strategies*		
March 26	*Security Products*	**JULY 2015**	
March 31	*Security Products*	July 1	*Dealer Strategies*
		July 2	*Security Products*: Transportation Security
APRIL 2015		July 7	*Security Products*
April 1	*GovSec*	July 8	*GovSec*
April 2	*Security Products*	July 9	*Security Products*
April 7	*Security Products:* Retail Security	July 13	*Networking Security*
April 8	ISC West, *Dealer Strategies*	July 14	*Security Products*
April 9	*Security Products*	July 15	*Dealer Strategies*
April 13	*Networking Security*	July 16	*Security Products*
April 14	*Security Products*	July 21	*Security Products*
April 15	ISC West	July 22	*Campus Security & Life Safety*
April 16	ISC West	July 23	*Security Products:* Access Control
April 17	ISC West	July 28	*Security Products*
April 21	*Security Products*	July 30	*Security Products*
April 22	*Dealer Strategies,* ISC West		
April 23	*Security Products:* Wireless Technology		
April 28	*Security Products*		
April 29	*Campus Security & Life Safety*		
April 30	*Security Products*		

E-news Banner Ad Specs

Banner Sponsorship - 30K maximum file size

120x120	160x600	468x60
120x350	180x300	690x60
125x261	215x120	700x90
125x60	215x61	728x90
160x120		

Click-thru URL

Sponsor/New Product Sponsorship - 30K maximum file size

150x150 image
Text copy: 40-60 words of text and headline
Click-thru URL

Sponsored Text Link

55 characters max of text headline, spaces included
360 characters max of body text, spaces included
Click-thru URL

eNews Info Center - 30K maximum file size

180x300 banner or 5 links
Click-thru URL

Headline

55 characters max, including spaces. If no headline is provided, the company name will show, as listed on the insertion order.

Click-thru URL

Advertisers are responsible for maintaining a working URL. Click rates are not guaranteed.

Acceptable Files

GIF or JPG files (includes animated GIF files)

All creative is due 3 business days prior to launch.

Please submit materials to Miguel Garcia at mgarcia@1105media.com. Phone: 818-814-5343

Custom Sponsored e-newsletters*

Get your message out to a targeted audience by sponsoring all the ad spots in a Security Today e-newsletter! This opportunity is very popular with our advertisers due to the high number of leads generated. You provide banner ads and contribute content to add to our e-newsletter. We create the e-newsletter and send it to our list of targeted subscribers. Contact your Integrated Media Consultant for pricing and availabilty.
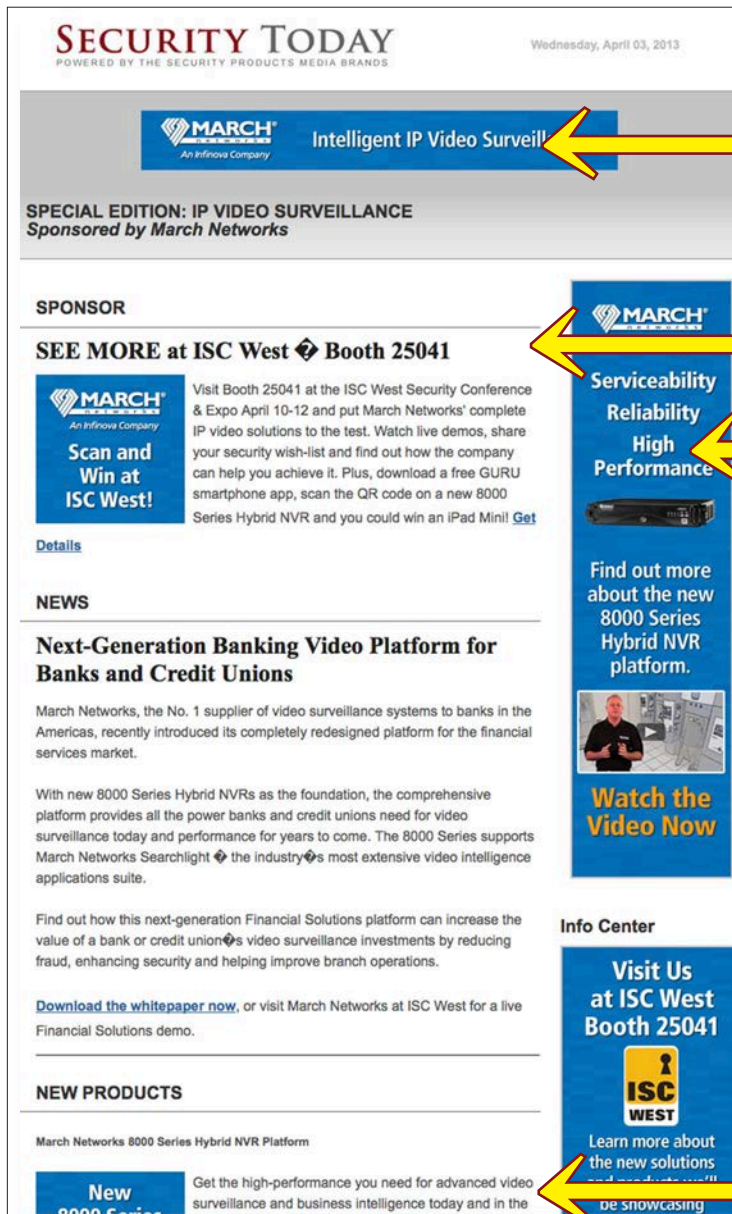
468x60 Top Banner

Featured Product Spot

160x600 Skyscraper

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

180x300 Banner

Featured Product Spot

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

Webinars

Your Powerful Tool for Generating Quality Sales Leads

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

That's why *Security Products* magazine and website 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 four co-sponsors of topical and time-sensitive editorial topical webinars. This variation of the popular webinar medium allows a company to sponsor for a fraction of the cost of a sole-sponsored webinar. Plus, the webinar is promoted in the very same fashion as a sole-sponsored webinar.

**Editorial Webinar
Co-Sponsorship** $4,500 net

Contact your *Security Products* Integrated 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 is encouraged to ask presenters questions.

Webinar Sponsorship $10,000 net
- **Registration development and collection**
- **Comprehensive event promotion on our websites and through social media**
- **E-blasts to *Security Products* magazine subscribers and 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 security-today.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* Integrated Media Consultant.

*Publisher's Own Data

SECURITY TODAY
eDIRECTORY
AN ONLINE BUYERS GUIDE

Place your products at security professionals' fingertips

Give your customers easy access to your security solutions with the Security Today Online Buyers Guide. Security professionals turn to the Security Today website—security-today.com—for the latest industry news and products. Make sure your product is part of what they see!

Set up your listing today!

Registered Users:
Go to buyersguide.security-today.com. At the top of the page, click on the "Sign in" link. (Make sure you have pop-up blockers turned off.) When prompted, enter your username (e-mail address) and password and click the "Sign in" button. If you do not have your password, enter your user-name and click on "Forgot your Password" link. The password reset email will be sent to to your e-mail address (username). Once you have logged in, you will be able to edit your listing and profile page and select a package.

Non Registered Users:
Go to buyersguide.security-today.com. In the main navigation, go to "Add Your Company." Select a package. Follow the steps within the sign up process. Once the sign up is complete, you will be able to log in and edit your listing at any time.

Basic Listing (Free)
Online: 12 Month Listing
Company Name
Address
E-mail Address (text display—no hyperlink)
Phone Number
Fax
Website (text display—no hyperlink)
3 category option with no option to add additional categories

Banner Add-On Options

Top (468x60) – $500/year

Bottom (468x60) – $200/year

Featured (180x150) – $400/year

Sponsored Links (180x100) – $100/year
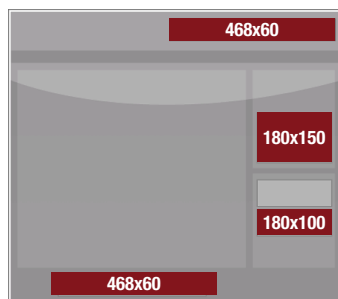
Silver Package
Rate $1,800
Online: 12 Month Program
Silver Sponsor Badge
Move to top of category listing (Silver sponsors will be alphabetized.)
Company Name
Address
Website (hyperlinked)
E-mail Address (hyperlinked)
Contact Name
Phone Number
Fax
Up to 5 resource links—Product Releases, White Papers, Tech and Product Sheets
Company Description – 250 characters
SEO/Backlinks
Logo or photo
"Contact this Listing" box
3 category option, plus up to 2 additional for $50 each
Banner option add-on

Gold Package
Rate $4,000
Online: 12 Month Program
Gold Sponsor Badge
Top of category listing (above Silver listings)
Company Name
Address
Website (hyperlinked)
E-mail Address (hyperlinked)
Contact Name
Phone Number
Fax
Up to 5 resource links—Product Releases, White Papers, Tech and Product Sheets
Company Description – 500 characters
SEO/Backlinks
Logo
"Contact this Listing" box
Up to 9 photos
One Video
5 category option, plus up to 15 additional for $25 each
Banner option add-on

468x60

180x150

180x100

468x60

Silver and Gold Packages Include Sponsor Badges!

⭐ Silver Sponsor

⭐ Gold Sponsor

Opportunities and Benefits

Ad Readership Studies

We offer third-party ad readership studies for all half-page or larger advertisers in our January, April, July, and October print issues. These comprehensive studies measure the effectiveness of your ad creative and the impact your marketing program is having on our audience. In addition, they give you a snapshot of how your advertising compares against that of your competition.

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 trade show, 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 Integrated Media Consultant about custom research opportunities. Online and traditional formats are available.

List Rentals

The *Security Products* subscriber mailing list is available for rental. To view our datacards, please visit *meritdirect.com/1105*. For more information, please contact MeritDirect, Attn: Jane Long, 913-685-1301, *jlong@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 212-221-9595 (phone), *1105reprints@parsintl.com*. or *www.magreprints.com/QuickQuote.asp*

Security Products 2014 New Product of the Year

Winners of our sixth annual New Product of the Year contest will be highlighted online and in the December 2014 issue of *Security Products*. Look for the 2015 entry form at security-today.com in Spring 2015.

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 Integrated Media Consultant for more information.

Magazines and Catalogs

The *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 65,274* subscribers. Contact your Integrated Media Consultant for more information.

*BPA Worldwide, December 2013

Security Products

and

1105 MEDIA INC

The Power of More

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 IT security and physical security as these functions converge.

As part of 1105 Media, Inc., *Security Products* **is able to bring you even more.** 1105 Media provides integrated business-to-business information and media. Our offerings focus on technology, products, policy, regulation, and news delivered through an assortment of media including print and online magazines, journals, and newsletters; seminars, conferences, executive summits, and trade shows; training and courseware; and Web-based services.

Ask your *Security Products* Integrated Media Consultant about how you can target additional growing markets served by 1105 Media, Inc.

- Government
- Business Intelligence
- Compliance
- Home Medical Equipment

- Education
- Office Equipment
- Environmental Protection

- Network & Enterprise Computing
- Industrial Health & Safety
- Water & Wastewater

Security Products

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

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1105 MEDIA INC
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