

# SECURITY

SOLUTIONS FOR ENTERPRISE SECURITY LEADERS

## 2008 DIGITAL BUYERS GUIDE

The Buyers Guide of Choice for Security Executives Goes Electronic

**Available in Digital Format and Online at [www.securitymagazine.com/buyersguide](http://www.securitymagazine.com/buyersguide)**

The 2008 *Security* Digital Edition Buyers Guide replaces the print edition. It will look exactly the same but it will be electronic and that means you can include animated ads and live web and email links.

The digital edition will be emailed to over 23,000\* security professionals and will be available for new buyers to access and download at any time over the next year from *Security's* web site. There's no limit to the number of buyers who could access your listing!

Your company will appear in the NEW Digital Edition in an alphabetical Company Listing Section and in a Cross-Referenced Product Listing Section.



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\*Publisher's own data.



## Online Buyers Guide

Reach a projected annual audience of over 160,000\* on [www.securitymagazine.com/buyersguide](http://www.securitymagazine.com/buyersguide)

### **NEW KEYWORD SEARCH**

**More Exposure for Your Online Listing.**

Easy keyword search through BNP Media (powered by Google) allows potential customers to find your listing from any page on [www.securitymag.com](http://www.securitymag.com) and from other BNP Media web sites as well.

### **PREFERENTIAL RESULTS**

**Appear at the Top of Your Product Categories.**

Purchase a Premium Package listing and appear at the top of the results with a star next to your name every time your product categories are accessed— prime visibility!

### **NEW COMPANY DETAIL PAGES**

**Post More Info in Your Listing.**

Get a dedicated page to present your information in an easy-to-read format. Purchase a Premium Package and post Spec Sheets, Product Photos, and more in your online listing.

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### **Listing Enhancements Give Buyers the Best Chance to Find You!**

Fill out the enclosed listing and order form to be sure your company is listed. A basic listing is **FREE!**

Listing Packages:

#### **Boldface Listing – \$125**

Boldface basic listing in digital.

#### **Linked Listing – \$175**

**Listing & Live Links** – Boldface basic listing in digital and live web and email links in digital and online.

#### **Logo Listing – \$195**

**Listing & Logo** – Boldface basic listing in digital and one supplier logo in digital & online.

#### **Deluxe Listing – \$665**

**Listings, Link & Logos** –

Boldface basic listing in digital, live web and email links, 4/c logo in digital supplier section & online, 2" mini ad in digital in one product category, and improved search ranking online (appear 2nd).

**PRODUCT LOGOS  
AND MINI ADS  
ALSO AVAILABLE!**

#### **PREMIUM LISTING – \$995**

##### **Great Digital & Online Combo**

- Boldface basic listing in digital edition
- 4/c logo in digital supplier section and online
- Live Web & Email Link in digital and online
- Up to 3 Product Photos or 2" Mini Ads
- **NEW!** Up to 3 Spec Sheets\* (.pdf) – Online
- Premium designation online (appear first)
- Email lead form

#### **PREMIUM DIGITAL DISPLAY PACKAGE**

##### **Full-Page Display Ad in Digital Edition**

(Includes FREE Deluxe) – \$1,800

**1/2-Page Display Ad in Digital Edition** – \$1,080

**Upgrade to a Premium Listing with your Digital Display Ad** – only \$300



For more information please contact Laura Cox, Directory Coordinator, at  
**(248) 786-1608** or [coxl@bnpmedia.com](mailto:coxl@bnpmedia.com).