New for 2012:
• Powerful Lead-Generation Solutions
• Custom Solutions By Sector Campaign
• High-Traffic Total Video Marketing
• Next-Generation Webinar Engagement
• Thought-Leading Columnists
Contents

- About Security
- Security Magazine
- Solutions By Sector
- Editorial Leadership
- 2012 Editorial Calendar
- AIR/Value-added Bonuses
- 2012 Rates & Specs
- Online Advertising
- eNewsletters
- Annual Buyers Guide
- Virtual Events & Webinars
- Live Events
- Classfieds & Degree Program Section
- Marketing Services
- Contact Us
- Security Media Group

2012 Integrated Media Planner
Executive leaders rely on Security media more than 100,000 times each month!¹

Click on “play” arrow to see a message from Security’s publisher Mark McCourt.
Security is your #1 print media for targeting end-users!\(^1\)

Powerful editorial, high readership\(^3\) and quality circulation has positioned Security as the market leader in all the major buying categories:

- #1 in security & loss prevention management circulation\(^2\)
- #1 in management-by-title circulation\(^2\)
- #1 in published ad pages\(^1\)
- #1 in share of market\(^1\)
- #1 in advertising companies\(^1\)

The **Security Executive Audience**…
A powerful, responsive North American circulation!

**100% Request.**
100% of subscribers receive *Security* based on a request.*

**100% Management.**
100% of *Security* subscribers are management-by-title.*

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Your ads reach 35,016 enterprise-wide decision-makers:*  

- Security/Loss Prevention Management  
- Executive Management  
- Facilities and Operations Management  
- IT/Network/Network Security Management

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(29,030 print + 123 digital + 5,863 both print & digital.  
** Publisher’s own data.**
The **Security** Executive Audience…
A powerful, responsive North American circulation!

Your ads engage volume buyers** of security technologies, systems, products and services in these key markets:*  

<table>
<thead>
<tr>
<th>Market</th>
<th>Readers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utility/Power/Gas/Nuclear/Water</td>
<td>2,216</td>
<td>6.3%</td>
</tr>
<tr>
<td>Information Technology/Communications</td>
<td>3,429</td>
<td>9.8%</td>
</tr>
<tr>
<td>Airports</td>
<td>570</td>
<td>1.6%</td>
</tr>
<tr>
<td>Transportation/Logistics/Distribution/Warehousing</td>
<td>2,270</td>
<td>6.5%</td>
</tr>
<tr>
<td>Construction/Real Estate/Property Management</td>
<td>2,024</td>
<td>5.8%</td>
</tr>
<tr>
<td>Education/University/School/Library/Museum</td>
<td>4,266</td>
<td>12.2%</td>
</tr>
<tr>
<td>Health Care/Hospital/Medical Center</td>
<td>3,221</td>
<td>9.2%</td>
</tr>
<tr>
<td>Government/Correctional Facilities</td>
<td>3,805</td>
<td>10.9%</td>
</tr>
<tr>
<td>Industrial/Manufacturing</td>
<td>4,577</td>
<td>13.1%</td>
</tr>
<tr>
<td>Banking/Finance/Insurance</td>
<td>1,732</td>
<td>4.9%</td>
</tr>
<tr>
<td>Casino/Hotel/Arenas/Entertainment</td>
<td>1,287</td>
<td>3.7%</td>
</tr>
<tr>
<td>Retail/Restaurant/Foodservice</td>
<td>1,899</td>
<td>5.4%</td>
</tr>
<tr>
<td>Security Systems Integrator</td>
<td>1,545</td>
<td>4.4%</td>
</tr>
<tr>
<td>Security Management/Consulting</td>
<td>1,638</td>
<td>4.7%</td>
</tr>
<tr>
<td>Architectural/Engineering/Contract Firm</td>
<td>537</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

** Publisher's own data.
Security Digital Editions

Sponsors of our new monthly Digital Editions can engage readers with a full-page digital ad adjacent to cover, logo placement on our digital cover note, and live links for generating sales leads. Other digital ad enhancements are available to help you interact with buyers.

Sponsorship Positions:
Presentation Page, Toolbar Logo, Skyscraper Ad, Banner Ads, Page Tab

Lead Generation Tools:
Call Back Card, Business Reply Card

Other Digital Opportunities:
Blow-in Card, Belly-Band, Gatefold, Audio, Video, and more!
**2012 Solutions By Sector**

High-impact print and online special reports are focused on critical markets targeting both the channel and end-user decision-maker. Each report is distributed with Security, SDM (or Casino Journal), promoted via eNews and appears as a microsite.

Each Solutions By Sector report focuses on best practices within each market and features roundtable discussions with industry leaders, case studies and new technologies. Plus interviews with and opinion by channel and end-user executives. Reports will also highlight sector-specific issues and trends.

**February** - Education

**May** - Retail

**September** - Government

**October** - Casino & Gaming

**November** - Hospital & Healthcare


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**Sponsorship Package:**

- **$3,500 net with a full-page ad in print**
- **$2,500 net with any fractional ad in print**

1. 234 x 60 Half-banner ad rotating on the Vertical Sector Topic Page

2. 125 x 125 Tile ad on eNewsletter style Vertical Sector Report sent to over 55,000 opt-in subscribers

3. Four-color advertisement in Vertical Sector Special Report

4. Your logo in Security and SDM print ads promoting the special report

5. Vertical sector-specific eProduct Showcase Ad

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1 Publisher's own data.
Custom Solutions By Sector Program

Partner with Security and SDM to own the vertical sector most critical to your security business! We’ll write, edit and publish a custom media blitz similar to our popular Solutions By Sector multimedia reports. Your custom vertical sector program includes print, eNewsletter and Microsite media uniquely targeting your chosen sector:

• 16-Page magazine printed on heavy stock (10,000 copy distribution + 1,000 overruns)

• Digital Edition link (electronic magazine)

• Custom eNewsletter (10,000 name eBlast)

• Custom microsite (1 year hosting)

• Custom editorial and advertising content exclusively covering you and your partners

• Optional Video3 Program for inclusion in digital edition, eNewsletter and microsite. Video is also yours for other marketing efforts. Includes scriptwriting, video shoot, editing, music and effects.

Contact your regional sales manager for custom Solutions By Sector details!
Editorial Leadership!

Security: The Business Magazine for Security Executives, is led by Editor Diane Ritchey and her experienced and knowledgeable team of editors and columnists and the Security advisory board. Security is designed and written for security executives, and provides management-focused features, columns and trends for security executives in health care, government, education, utilities, manufacturing and other businesses and industries who seek solutions to their security needs.

EDITORIAL

Diane Ritchey
Editor, Security Magazine
Diane Ritchey has an experienced background in magazine publishing, having previously served as Editor of an industry leading business publication. Her unique experience will continue to provide solutions to Security magazine’s readers.

Bill Zalud
Editor emeritus, Zalud Report, Security Magazine
With more than three decades in the industry, Bill has an insider view of the security profession and technologies but with an honest and balanced twist.

COLUMNISTS

Get Into Access and ID
Joel Jensen, associate director of security, Minnesota State University
Bernard (Ben) Scaglione, director of the Healthcare Vertical Market for G4S Secure Solutions
Joel and Ben offer offers readers insight into building and maintaining successful access control and identification systems.

Leadership and Management
Robert Hayes, Security Executive Council
Focusing on critical issues facing security leaders, Bob Hayes and the Council’s faculty shares solutions unavailable from any other source.

Surveillance Strategies
Keven Marier is the founder and CEO of Connex International, Inc. He has a 20-year background in technology consulting, publishing and educating within the physical security technology and enterprise IT industries.

Trends
Mark McCourt, Publisher, Security Magazine
In his Trends Column, Mark provides a unique slant on the current and future of security management, including business metrics, new technology and leadership skills.
Security Advisory Board
Advising editors on topics and trends.

Sean Ahrens, CPP, CSC
Project Manager
Security Consulting
& Design Services
Aon Risk Solutions

Guy Grace
Manager, Security and
Emergency Planning
Littleton (Colo.) Public
School District

John McClurg
VP, Chief Security Officer
Dell Global Security

William Phillips
Vice President and
Chief Security and
Safety Officer
CNA Insurance

Dean Alexander
Professor of Homeland
Security
Western Illinois University

Sandra Jones
Co-founder,
Securing New Ground

W. Barry Nixon, SPHR
Executive Director
National Institute for the
Prevention of Workplace
Violence

C. Dave Shepherd
CEO of Readiness Resource
Group

Ted Almay
Chief Security Officer
Deloitte Services LP

Jeff Karpovich
Chief/Director Security &
Transportation
Highpoint University

Anthony Patillo
AVP Security, NA
Sanofi

Dennis Treece
Director, Corporate Security
Massachusetts Port
Authority

Sandi Davies
Executive Director
International Foundation
for Protection Officers

Tom Lozich
Executive Director,
Corporate Security and
Surveillance, MGM Resorts
International

Karl Perman
Director of Security,
North American
Transmission Forum

Bryan Warren
Director of
Corporate Security,
Carolinas HealthCare
System

John S. Martinicky, CPP
Director, Corporate Security
International Truck and
Engine Company
## 2012 Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leadership and Management</strong></td>
<td>Social Media and Security: Taking a Leadership Role</td>
<td>Mergers and Acquisitions: Security’s Function</td>
<td>Preventing IP Theft: The Do’s and the Don’ts</td>
<td>Creating &amp; Implementing Crisis and Emergency Management, Business Continuity Resilience Plans</td>
<td>How to Train Your Staff to Prevent Workplace Violence</td>
<td>Your CFO and You: The Top 5 Ways to Manage the Relationship</td>
</tr>
<tr>
<td><strong>Integrated Solutions: Video Surveillance, ID Management, Access Control</strong></td>
<td>• Video Analytics: Why You Can’t Afford to Discount It</td>
<td>• Understanding and Implementing Megapixel Video</td>
<td>• Gates and Turnstiles</td>
<td>• Hostile Environment Video Solutions</td>
<td>• Day/Night Cameras: How They Work</td>
<td>• Moving Legacy Access Control into Open Systems</td>
</tr>
<tr>
<td></td>
<td>• Remote Access Control Solutions That Work</td>
<td>• New VMS Features and Benefits</td>
<td>• Designing the Best Badge and ID for Universities and Campuses</td>
<td>• Cloud Security – Hosting as a Service</td>
<td>• Migrating from Prox to Smart Cards</td>
<td>• H.264’s Impact on Video Surveillance</td>
</tr>
<tr>
<td></td>
<td>• Using Wireless Video to Secure Multiple Locations</td>
<td>• Intelligent Intercom Systems</td>
<td>• Best Practices in Securing the Great Outdoors</td>
<td>• Managing Temp Workers and Their IDs in Government</td>
<td>• Success! Top 5 People Tracking Solutions</td>
<td>• New Printers and Badging Systems</td>
</tr>
<tr>
<td><strong>Vertical Sector Focus</strong></td>
<td>Critical Infrastructures</td>
<td>Property Management</td>
<td></td>
<td></td>
<td></td>
<td>Finance/Banking/Insurance/Retail</td>
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<td><strong>Solutions By Sector</strong></td>
<td>Education: Universities and College Campuses and K-12</td>
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### Vertical Sector Focus with SDM

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<th>Month</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
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<tr>
<td>Bonus Show Distribution</td>
<td>Barnes Buchanan Conference, Palm Beach, FL</td>
<td>ASG Security Summit, Seattle, WA</td>
<td>ISC West, Las Vegas, NV</td>
<td>Expo Seguridad, Mexico City, Mexico</td>
<td>PSA-TEC, Westminster, CO</td>
<td>ESA Expo, Nashville, TN</td>
</tr>
<tr>
<td>FREE Value Added Bonuses for Print Advertisers</td>
<td>FREE Corporate Profile $500 eNewsletter Credit (T5I or Security)</td>
<td>FREE Sponsored Note on Security's Facebook Page</td>
<td>$500 Digital Edition Advertising Credit</td>
<td>FREE AdScore Advertising Rating Study</td>
<td>FREE Mobile Tag Showcase</td>
<td>FREE Online Showroom Posting June-December</td>
</tr>
<tr>
<td>Special Bonus Opportunities</td>
<td>ISC West Show Triple Play! Get a FREE 4/c Profile or Ad in our ISC West show supplement when you advertise a half page or larger in each first quarter issue.</td>
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</tbody>
</table>
### 2012 Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
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</thead>
<tbody>
<tr>
<td><strong>Leadership and Management</strong></td>
<td>Setting Standards and Evaluating Your Security Staff</td>
<td>Employee Fraud Prevention Solutions</td>
<td>Best Examples of a Long-Term Strategic Security Plan</td>
<td>Metrics and Measurement: Measuring Security's Role</td>
<td>How to Show ROI and Secure Funding</td>
<td>Best Ways to Motivate and Train Your Guard Force</td>
</tr>
<tr>
<td><strong>Enterprise Services</strong></td>
<td>Guarding Programs For Your Budget</td>
<td>Securing the Supply Chain and Ensuring Food Safety</td>
<td>Fire &amp; Life Safety and Regulatory Issues</td>
<td>Risk Management Solutions and Insurance Planning</td>
<td>How Security is &quot;Going Green&quot;</td>
<td>Public-Private Partnership Success Stories</td>
</tr>
<tr>
<td><strong>Integrated Solutions: Video Surveillance, ID Management, Access Control</strong></td>
<td>• Doors – Electromagnetic, Electric and Standalone Systems</td>
<td>• Video Surveillance Monitoring Solutions</td>
<td>• New Ways to Control Access in Difficult Environments</td>
<td>• Thermal Cameras: Why They are Hot</td>
<td>• Mass Notification Systems and Emergency Management Solutions</td>
<td>• Asset Tracking in Retail – Tales from the Front</td>
</tr>
<tr>
<td></td>
<td>• The Costs Associated with Megapixel Video</td>
<td>• Effective Access Control at a Lower Cost</td>
<td>• Video Analytics for Retail</td>
<td>• Guardhouses and Access Points for Universities and Campuses</td>
<td>• Securing the Perimeter</td>
<td>• Best Applications in Hosting the Cloud</td>
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<tr>
<td></td>
<td>• Parking Lot and Garage Security in Hospitals</td>
<td>• Enterprise Wide ID Card and Printing Solutions</td>
<td>• Wireless Mesh Network Benefits</td>
<td>• Analytics: Bio, Facial and Voice Recognition</td>
<td>• Video Storage Solutions For Small and Medium Sized Enterprises</td>
<td>• Smart Card Update and New Solutions</td>
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<tr>
<td><strong>Solutions By Sector with SDM</strong></td>
<td>Solutions By Sector</td>
<td>SOLUTIONS By Sector</td>
<td>SOLUTIONS By Sector</td>
<td>Healthcare/Hospitals/Pharma/Medical Centers</td>
<td>Casinos and Gaming</td>
<td></td>
</tr>
<tr>
<td><strong>Month</strong></td>
<td>July</td>
<td>August</td>
<td>September</td>
<td>October</td>
<td>November</td>
<td>December</td>
</tr>
<tr>
<td><strong>FREE Value Added Bonuses for Print Advertisers</strong></td>
<td>FREE 3-minute Online Video Ad</td>
<td>FREE 3-minute Online Video Ad</td>
<td>FREE 3-minute Online Video Ad</td>
<td>FREE ASIS Pre-Show Exhibitor Print and eProduct Showcases</td>
<td>FREE ASIS Pre-Show Exhibitor Print and eProduct Showcases</td>
<td>FREE App Spotlight</td>
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<tr>
<td></td>
<td>FREE Social Media Showcase</td>
<td>FREE Social Media Showcase</td>
<td>FREE Social Media Showcase</td>
<td>FREE 500 Digital Edition Advertising Credit</td>
<td>FREE ASIS Pre-Show Exhibitor Print and eProduct Showcases</td>
<td>$500 Digital Edition Advertising Credit</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,000 Webinar Credit</td>
<td>FREE Security 500 Database</td>
<td>FREE Security 500 Database</td>
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<td>$500 iSecurity Booth Credit</td>
<td>$500 iSecurity Booth Credit</td>
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<td>FREE Online Whitepaper Posting</td>
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<td></td>
<td>FREE Social Media Print and eProduct Showcases</td>
<td>FREE Social Media Print and eProduct Showcases</td>
</tr>
<tr>
<td><strong>Special Bonus Opportunities</strong></td>
<td>ASIS Show Double Play!</td>
<td>ASIS Show Double Play!</td>
<td>ASIS Show Double Play!</td>
<td>ASIS Show Double Play!</td>
<td>ASIS Show Double Play!</td>
<td>ASIS Show Double Play!</td>
</tr>
<tr>
<td></td>
<td>Get a FREE Profile or Ad in our ASIS show supplement when you advertise two or more full pages in August &amp; September.</td>
<td>Get a FREE Profile or Ad in our ASIS show supplement when you advertise two or more full pages in August &amp; September.</td>
<td>Get a FREE Profile or Ad in our ASIS show supplement when you advertise two or more full pages in August &amp; September.</td>
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</tr>
</tbody>
</table>
2012 Advertising Investment Rewards (AIR) Program

Earn... Invest.
Earn bonus media dollars with every dollar you invest. Starting at only a $5,000 commitment, your organization will earn credits for additional marketing or advertising programs. Your advertising dollars will go further with Security Media Group than with any other media company - in print, online and in person.

<table>
<thead>
<tr>
<th>Advertising and Marketing Invested</th>
<th>Rewards Dollars Earned</th>
<th>At Minimum</th>
<th>At Maximum:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000-$20,000</td>
<td>4%</td>
<td>$200</td>
<td>$800</td>
</tr>
<tr>
<td>$20,001-$50,000</td>
<td>6%</td>
<td>$1,200</td>
<td>$3,000</td>
</tr>
<tr>
<td>$50,001-$100,000</td>
<td>8%</td>
<td>$4,000</td>
<td>$8,000</td>
</tr>
<tr>
<td>$100,001-$200,000</td>
<td>10%</td>
<td>$10,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>$200,001+</td>
<td>12%</td>
<td>$16,600</td>
<td>$24,000</td>
</tr>
</tbody>
</table>

2012 FREE Advertiser Bonuses

FREE Corporate Profile (January)
Full-page or larger display advertisers receive a ½-page Corporate Profile space. Includes 200 words plus a 4/c photo of your choice.

$500 eNewsletter Ad Credit (January)
Run a full-page ad and earn credit toward a Security or TSI eNewsletter ad.

ISC West Show Triple Play Package (January-March)
Receive a FREE full-page Profile or Ad in our ISC West show “Security Solutions” Supplement when you advertise ½-page or larger in each of our 3 first-quarter issues.

FREE Sponsored Facebook Note (February)
Full-page or larger advertisers receive one FREE posted note for all Security Facebook Fans.

$500 Digital Edition Ad Credit (March, September)
Run a full-page ad or larger and earn credit toward any digital edition ad upgrade. (See your regional sales manager for options.)

FREE AdScore Advertising Rating Study (April)
Advertise a full-page or larger to receive your copy of the April AdScore Rating Study—measuring our subscribers’ opinions of all April ads.
2012 FREE Advertiser Bonuses

FREE ISC West Post-show Exhibitor & eProduct Showcase Ads (April)
Full-page or larger advertisers earn both Showcase items. Print Showcase includes a 4-color photo and 50-word description. eProduct Showcase includes 50-words, a 4-color image, and a URL link emailed to Security subscribers.

FREE Mobile Tag Showcase (May)
Advertise with a full-page or larger and we’ll publish the mobile tag of your choice in this special print section.

FREE Online Showroom Posting (June)
Full-page or larger advertisers receive a FREE Online Showroom posted June-December on securitymagazine.com. Contact your regional sales manager for showroom details.

FREE Online Video Ad (July)
Full-page or larger advertisers receive one week of FREE SecurityTV Video advertising.

FREE Social Media Showcase (July)
Advertise with a full-page or larger and we’ll feature your social media links in this special print section.

ASIS Show Double Play Package (August-September)
Receive a FREE full-page Profile or Ad page in our ASIS show “Security Solutions” Supplement when you advertise two or more pages in August and September combined.

FREE Application Spotlight (August)
Full-page or larger advertisers can highlight your company iPad or mobile app in this print special section.

FREE ASIS Pre-Show Exhibitor & eProduct Showcase Ads (August) Full-page or larger advertisers earn both Showcase items. Print Showcase includes a 4-color photo and 50-word description. eProduct Showcase includes 50-words, a 4-color image, and a URL link emailed to Security subscribers.

$1,000 Webinar Credit (October)
Run a full-page ad or larger and earn a credit toward a 2012 Webinar sponsorship.

FREE Security 500 Database (November)
Full-page or larger advertisers receive the entire Security 500 database for your own marketing efforts.

$500 iSecurity Virtual Expo Booth Credit (November) Run a full-page ad or larger and earn a credit toward your 2013 iSecurity Virtual Expo booth package.

FREE Online White Paper Posting (December)
Full-page or larger advertisers receive a FREE online white paper posting for one month.

FREE Social Media Print & eProduct Showcase Ads (December) Full-page or larger advertisers: we’ll publish your social media links in this issue special section and email your links to Security subscribers.
**2012 Print Advertising Rates...**

Combine print, online and event marketing for discounted integrated media packages!

<table>
<thead>
<tr>
<th>Black &amp; White Rates</th>
<th>1x</th>
<th>6x</th>
<th>13x</th>
<th>18x</th>
<th>24x</th>
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</thead>
<tbody>
<tr>
<td>Ad Size</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$5,000</td>
<td>$4,900</td>
<td>$4,700</td>
<td>$4,500</td>
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<tr>
<td>Jr. Spread</td>
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<tr>
<td>2/3 Page</td>
<td>$3,900</td>
<td>$3,800</td>
<td>$3,600</td>
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<tr>
<td>1/2 Page Diagonal</td>
<td>$3,900</td>
<td>$3,800</td>
<td>$3,600</td>
<td>$3,300</td>
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<tr>
<td>1/2 Page Island</td>
<td>$3,350</td>
<td>$3,250</td>
<td>$3,050</td>
<td>$3,100</td>
<td>$2,450</td>
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<tr>
<td>1/2 Page</td>
<td>$3,200</td>
<td>$3,100</td>
<td>$2,900</td>
<td>$2,600</td>
<td>$2,300</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,350</td>
<td>$2,250</td>
<td>$2,150</td>
<td>$2,000</td>
<td>$1,900</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2,000</td>
<td>$1,900</td>
<td>$1,800</td>
<td>$1,650</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

| Color Rates         |     |     |     |     |     |
|---------------------|     |     |     |     |     |
| Color rates are in addition to B&W space rates: |     |     |     |     |     |
| Per advertising insertion: |     |     |     |     |     |
| Standard Two-Color   | $450 |     |     |     |     |
| Matched Color        | $700 |     |     |     |     |
| Metallic             | $800 |     |     |     |     |
| Four-Color           | $1,500 |     |     |     |     |

<table>
<thead>
<tr>
<th>Cover Rates</th>
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</thead>
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<tr>
<td>Inside Front</td>
<td>$7,100</td>
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<td>Inside Back</td>
<td>$6,800</td>
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<td>Back Cover</td>
<td>$7,100</td>
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**Terms**

Invoices are payable in U.S. funds only. Net 30 days. 1% per month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be pre-paid. Extension of credit is subject to the approval of the credit department. First-time advertisers are required to provide credit information or prepayment at the start of their advertising program.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance changes, court costs and attorney fees.

**Cancellations**

Advertising cancelled after closing date will be subject to a cancellation charge of $600.00. Publisher will not be bound by any conditions printed or otherwise, appearing on order blanks or copy instructions, when such conditions conflict with publisher’s announced policies.

**Publishers Liability**

Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and assume responsibility for all claims arising there from made against the publisher. The publisher reserves the right to reject any advertising not in keeping with the publication’s standards or the publication’s best interest as a business. Publisher reserves the right to select ad location unless advertiser pays for preferred position.
Display Ad Sizes

Run of book (bleed) | Width | Depth |
--- | --- | --- |
spread (gutter bleed) | 16" | 10 3/4" |
full page | 8 1/8" | 10 3/4" |
Jr. spread | 16 1/4" | 5 1/4" |
2/3 page | 5 1/8" | 10 3/4" |
1/2 page island | 5 1/8" | 8 1/8" |
1/2 page vertical | 3 7/8" | 10 3/4" |
1/2 page horizontal | 8" | 5 1/4" |
1/3 page vertical | 2 3/4" | 10 3/4" |
1/3 page square | 5 1/8" | 5 1/4" |
1/4 page | 4" | 5 1/4"

Run of book (non-bleed) | width | depth |
--- | --- | --- |
spread (gutter bleed) | 15" | 10"
full page | 7" | 10"
Jr. spread | 14" | 4 5/8"
2/3 page | 4 1/2" | 10"
1/2 page island | 4 3/8" | 7 1/2"
1/2 page vertical | 3 3/8" | 10"
1/2 page horizontal | 7" | 4 5/8"
1/3 page vertical | 2 3/8" | 10"
1/3 page square | 4 1/2" | 4 5/8"
1/4 page | 3 3/8" | 4 5/8"

Diagonal bleed ad (no bleed on diagonal edge) | width | depth | across |
--- | --- | --- | --- |
1/2 diagonal | 8 1/8" | 10 3/4" | 13 1/4"

For complete ad specifications, visit us online at securitymagazine.com or contact Lyn Sopala at (248) 786-1641 or sopalal@bnpmmedia.com.

Final Trim Size: 7 7/8" w x 10 1/2" h

Platforms: Macintosh preferred. (PC accepted, however those fonts will be replaced with Mac versions.)

Preferred File Formats: InDesign, Quark, Photoshop and Illustrator files accepted. High-resolution, print-ready PDFs are also accepted.

Images/Photos: Save in 300 dpi as TIFF, PSD or EPS. Do NOT compress graphics using JPEG or LZW.

Colors: Images must be CMYK unless a spot color has been purchased.

Electronic Submission: CD-ROM disks accepted. Email and FTP options should be discussed with production manager.

Proofs: A screened contract-quality proof created from the final electronic file must be submitted with each color ad. Kodak-approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

Ad Size: Crop marks for full-page ads should be at trim size 7 7/8" w x 10 1/2" h. Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 1/4" away from trim edges. Fractional ads should match dimensions indicated elsewhere on this rate card.

Inserts – Supplied Size: Please contact Lyn Sopala, Production Manager for specifications, paper stock and required insert quantity. To insure proposed inserts conform to current postal and bindery requirements, two samples must be provided for review and approval prior to printing.

Shipping Instructions
Send all contracts, insertion orders, printing material and instructions to:

Lyn Sopala, Production Manager
2401 W. Big Beaver Rd., Suite 700, Troy, MI 48084
Phone: 248-786-1641 / Fax: 248-283-6571
Email: sopalal@bnpmmedia.com
Targeted, lead-generating digital media...

SecurityMagazine.com

Still BPA-audited, the redesigned SecurityMagazine.com is where end-users find new products, news, and professional know-how. Site sponsorship ideas include the Security Blog, the SecurityTV video series, Showrooms, Video, White Papers, and traditional run-of-site advertising. In our first redesign month, site traffic grew more than 45% in monthly page views and more than 33% in monthly unique browsers!¹

Visit portfolio.bnpmedia.com/new to see all of Security’s online and eMedia advertising opportunities!

¹ BPAWW Interactive, Nov. 2010 (41,916 page impressions, 16,750 unique visitors) vs. Dec. 2010 (61,172 page impressions, 22,283 unique visitors).
² Publisher’s own data.
NEW!

Video³ Media Program

Generate more than 200,000 impressions² using this turnkey three-phase, three-distribution channel, three-minute video production opportunity! You collect leads and clicks when we house your video on the Security and SDM Web sites and deploy viewing links to the Security, SDM and Today’s Systems Integrator opt-in subscriber lists.

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You receive registered leads from users who download your educational White Papers! Let us host yours online and promote downloads to thousands of end-user eNewsletter subscribers.² Contact us for rates and post lengths.

² Publisher’s own data.
Leverage Security’s growing social network to promote your products and services. Facebook Notes, Sponsored Tweets, and Sponsored Twitter backgrounds are among your advertising options. Contact us for more details.
eNewsletter Sponsorships

The Security and Today's Systems Integrator eNewsletters deploy twice monthly to 100% opt-in audiences. Each is written by Security editorial staff and includes unique content specifically for end-users. Combined open rates average more than 16.5% per edition!  

Security eNews: 22,000 opt-in subscribers

TSI eNews: 27,000 opt-in subscribers

5 Ways Security Should 'Go Green'

By Bill Taylor

Protection is a core mission of the security department, whether protecting facilities, people or assets. Now it's time for security to embrace an additional protection mission and to incorporate it into every aspect of security operations. Let's look at how the security department can help to protect the environment.

The first step for security professionals in becoming better global citizens is to improve awareness of environmental concerns. Even as the green movement has raised its profile to consumers and businesses, the security industry has been slow to address green issues. With greater attention to the possibilities, the security department can have a positive impact on the environment.

Meeting the TCO Challenge for Video Surveillance Systems

“Do more with less.” That’s pretty much the message security managers and IT directors hear these days. On the one hand, security now ranks high on the agenda of most organizations; on the other, shrinking budgets pose a real challenge to deploying the security and surveillance systems they need. Fortunately, when you take a deeper and longer-term look at the economics of surveillance systems, a different picture can emerge - one that makes a lot more sense from a financial point of view.
靶向响应的Security订阅者列表，以您的专属赞助电子邮件通讯。您提供编辑内容或与Security人员合作创建。这是最简单的方法来独家详细您的安全解决方案的执行领导者。
Lead-generating 2013 Buyers Guide!

Double your product exposure with our enhanced Digital & Online Directory

All complete listings will be posted in the online directory for FREE!

Here are some of the highlights:
1. Preferential Results - Appear at the top of your product categories.
2. Company Detail Page - Post more information to your online listing, including up to 3 .PDF product spec sheets!
3. Keyword Search - Entire product directory is part of our Google-powered search.
4. Live Links - Web & e-mail links so customers can communicate directly with you.

For display advertising, contact your regional sales representative.
Display advertising in Security’s Digital & Online Buyers Guide sets your company apart and tells potential buyers why they should contact your company.

http://buyersguide.securitymagazine.com/buyersguide

(29,030 print + 123 digital + 5,863 both print & digital.)
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Your 2012 iSecurity virtual event sponsorship means interacting with prospects and customers in a unique online format — so you can generate maximum sales leads without traditional travel constraints. This integrated media package is ideal for building brand awareness, relationships, and a powerful lead database. Contact us for current rates and full package details.

March 2010 iSecurity results:
• Average cost per lead – $10
• Total registrants – 1,505
• Total unique visitors – 875
• Average 1-on-1 chats per booth – 97
• Average total leads per booth – 400
• Average length of booth visit – 9 minutes

www.isecuritytradeshow.com

1 Publisher's own data.
NEW!
Next-Generation Webinar Sponsorships

In addition to our traditional webinar program, Security is excited to introduce a new option for webinars that provides a more dynamic user experience. Our new next-generation platform redefines webcasting by allowing you to personalize your webinar and integrate social media and screenshare capabilities. This creates a more immersive end-user experience that increases engagement, effectiveness and ROI.

Your turnkey webinar marketing package includes print, electronic and social media promotion. Visit webinars.SecurityMagazine.com to view samples and contact your regional sales manager to learn more.

• Average target audience: 33,073 professionals¹
• Average registered leads: 437 per event¹

Contact us for current rates and full package details. http://webinars.securitymagazine.com

¹ Publisher's own data.
Entering its 17th year, Securing New Ground™ is the only industry conference focused on the business of security and identifying growth opportunities and trends over the next 12 months. As a sponsor, you’ll rub elbows with forward-thinking security leaders at this high-visibility and maximum-impact event.

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For conference sponsorship information contact Becky Hall at (440) 804-6552 or ra@rahresource.com.
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Classified Advertising
Whether you need to hire qualified help, sell equipment or announce business opportunities, Security Classifieds work. These low-cost items will place your ad in front of 35,016* management subscribers!

- Help Wanted
- Software
- For Sale/Rent
- Business Opportunities
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Run your Classified Ad for as little as $200 net per column inch!
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Security Degree Profiles
Tell end-users why your security degree program is the nation’s best... In print, online and via e-mail!

In print reach 35,016* professionals! Your listing includes 100 words, a color photo, your logo and your Web link. (Profiles are designed in a standard format and overrun copy may be edited to fit.)

Online at securitymagazine.com with a LIVE link to your site or program page reaching 18,069+ average unique monthly browsers!

Digital eBlast to 17,500** eNewsletter opt-in subscriber list, which includes your listing and live link.

Contact Heidi Fusaro for details!

**Publisher’s own data.
BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you—we’ll take on the tough stuff while you focus solely on your brand’s most important assets: your customers. Learn more about custom publishing and content marketing at custommedia.bnpmedia.com or contact us directly:

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Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome. To learn more about how Clear Seas Research can help you maximize your marketing ROI please contact Beth Surowiec at (248) 786-1619 or surowiecb@clearseasresearch.com.
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BNP Media’s postal, telemarketing, and email mailing lists offer quality data that will produce responsive sales leads. With over 21 segmented databases and 56 subscriber files, you can reach top decision-makers in high-growth, key business markets that are connected to your industry. To take advantage of these exceptional revenue-generating lists contact:

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Sr. Account Manager
Ph: 800-223-2194, ext. 684
kevin.collopy@infogroup.com

Michael Costantino
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michael.costantino@infogroup.com

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Use reprints of your advertisement or even articles from Security as marketing tools, and let us do the printing for you. For a nominal cost, reprints of advertisements and articles are available upon request for quantities of 500 or less. PDF prints are also available. Contact Jill DeVries at 248-244-1726 or devriesj@bnpmedia.com for a no-obligation quote.
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Get advertising rates, specifications and complete editorial information.

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Troy, MI 48084
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The Security Media Group: Total Market Coverage

The Security Media Group includes Security, SDM, smartHOME, the Today’s Systems Integrator eNewsletter and SecurityXchange. Each month the Security Media Group is relied upon more than 250,000 times for industry news and information — in print, online and in person.¹