

# 2012 INTEGRATED MEDIA PLANNER

**SECURITY**     
BUSINESS MEDIA FOR SECURITY EXECUTIVES

## New for 2012:

- Powerful Lead-Generation Solutions
- Custom *Solutions By Sector* Campaign
- High-Traffic Total Video Marketing
- Next-Generation Webinar Engagement
- Thought-Leading Columnists



Your #1 Marketing Partner for Reaching Enterprise Security Leaders — In Print, Online and In Person.\*

\*Publisher's own data.

[SecurityMagazine.com](http://SecurityMagazine.com)



# SECURITY

BUSINESS MEDIA FOR SECURITY EXECUTIVES

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A **bnp** PUBLICATION  
media



Click to see a special message from BNP Media Co-CEO Taggart Henderson.



**Executive leaders rely on Security media more than 100,000 times each month!<sup>1</sup>**



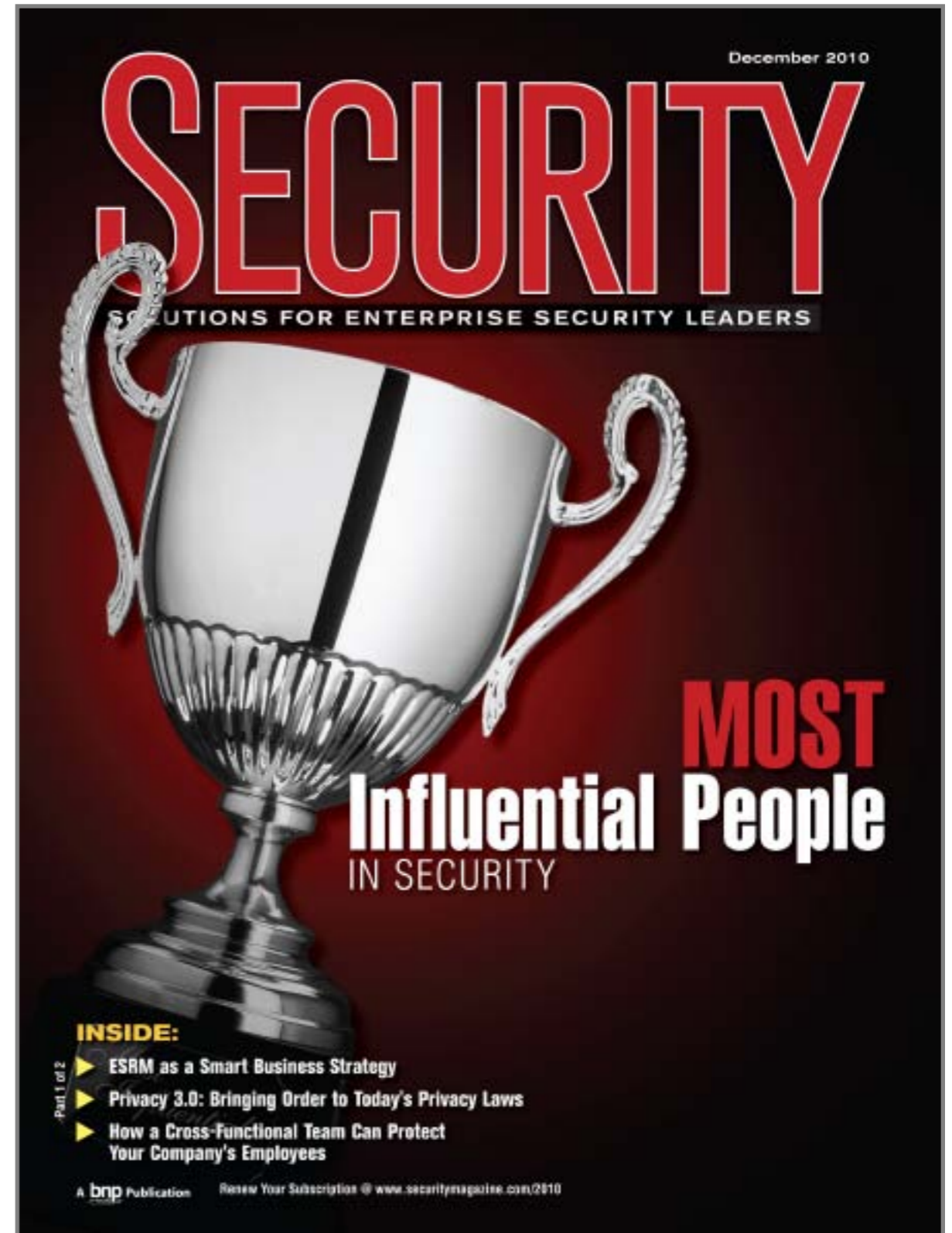
**Click on "play" arrow to see a message from Security's publisher Mark McCourt.**



# Security is your #1 print media for targeting end-users!<sup>1</sup>

Powerful editorial, high readership<sup>3</sup> and quality circulation has positioned **Security** as the market leader in all the major buying categories:

- **#1** in security & loss prevention management circulation<sup>2</sup>
- **#1** in management-by-title circulation<sup>2</sup>
- **#1** in published ad pages<sup>1</sup>
- **#1** in share of market<sup>1</sup>
- **#1** in advertising companies<sup>1</sup>



<sup>1</sup> Publisher's own data. • <sup>2</sup> Dec. 2010 BPA Circulation Statements, Security: 35,021 TQ, 14,705 security/loss prevention management vs. Security Management: 34,113 TQ, 10,416 security/loss prevention management vs. Security Technology Executive 34,002 TQ, 7,134 security/loss prevention management. Security June 2011 Statement: 35,016 TQ, 14,716 security/loss prevention management. STE June 2011 Statement: 37,034 TQ, 6,601 security/loss prevention management. SM June 2011 statement unavailable at time of press. • <sup>3</sup> Industry Reader Preference/Profile Study, May 2011.



# The *Security* Executive Audience...

A powerful, responsive North American circulation!

**100% Request.**

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

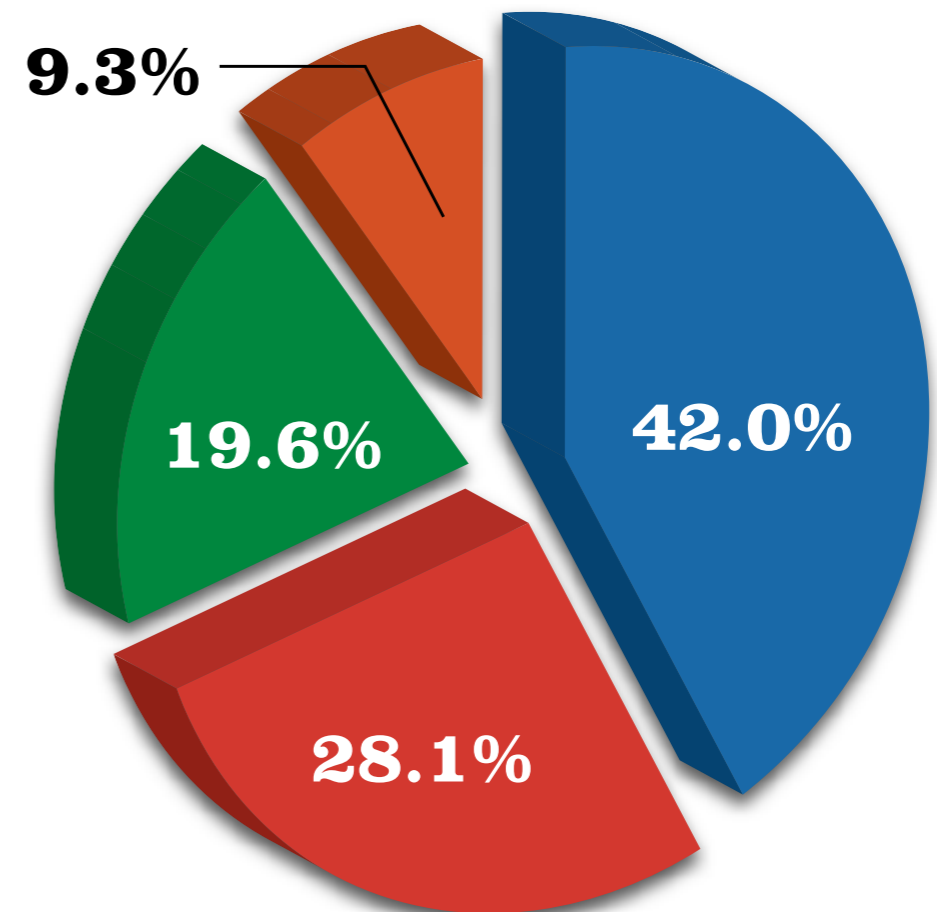
**100% Management.**

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



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

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



\*June 2011 BPA Circulation Statement. TQ: 35,016.  
 (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:\*

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

\*June 2011 BPA Circulation Statement. TQ: 35,016.  
(29,030 print + 123 digital + 5,863 both print & digital). \*\* 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!



TAP TO SCROLL



# 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



[www.SecurityMagazine.com/education](http://www.SecurityMagazine.com/education)

<sup>1</sup> Publisher's own data.



## 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<sup>1</sup>
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



# 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 Video<sup>3</sup> 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!**

June 2011

## **SOLUTIONS** By Sector



### **Retail Security**

**Follow the Money: In the RETAIL, BANKING & CONVENIENCE STORE sectors, security professionals keep steps ahead of criminals in fraud, theft and robbery. Their challenges: Funding and PCI compliance.**

**Also:**

<b>Commentary</b> Retail security involves reducing shoplifting and employee theft in addition to addressing newer threats. pg. 4	<b>Solutions Roundtable</b> Security executives and integrators discuss needs, challenges and wish lists. pg. 6	<b>News &amp; Resources</b> Are retailers getting more aggressive with the migration to IP video? pg. 12	<b>Technology at Work</b> How security video helps one bank secure its teller windows, ATMs, parking lots and lobbies. pg. 15
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**A Supplement of:**  
**SDM**  
**SECURITY**

www.securitymagazine.com      A bnp Publication      www.sdmag.com



# 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

**Dean Alexander**  
Professor of Homeland  
Security  
Western Illinois University

**Ted Almay**  
Chief Security Officer  
Deloitte Services LP

**Sandi Davies**  
Executive Director  
International Foundation  
for Protection Officers

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

**Sandra Jones**  
Co-founder,  
Securing New Ground

**Jeff Karpovich**  
Chief/Director Security &  
Transportation  
Highpoint University

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

**John S. Martinicky,** CPP  
Director, Corporate Security  
International Truck and  
Engine Company

**John McClurg**  
VP, Chief Security Officer  
Dell Global Security

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

**Anthony Patillo**  
AVP Security, NA  
Sanofi

**Karl Perman**  
Director of Security,  
North American  
Transmission Forum

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

**C. Dave Shepherd**  
CEO of Readiness Resource  
Group

**Dennis Treece**  
Director, Corporate Security  
Massachusetts Port  
Authority

**Bryan Warren**  
Director of  
Corporate Security,  
Carolinas HealthCare  
System



# 2012 Editorial Calendar

Month	January	February	March	April	May	June
<b>Ad Close Date</b>	Dec. 2, 2011	Jan. 6, 2012	Feb. 3, 2012	March 5, 2012	April 4, 2012	May 4, 2012
<b>Editorial Deadline</b>	Nov. 20, 2011	Dec. 20, 2011	Jan. 20, 2012	Feb. 20, 2012	March 20, 2012	April 20, 2012
<b>Special Report</b>	Five Security Projects: Their Secrets to Success	Guarding Special Report and Top Guard Companies	The Security Integrator Relationship: What's Working, What's Not	Protecting the Facility Against Risk	What Your CEO Thinks: Security's Performance Report Card	The Leadership Issue
<b>Leadership and Management</b>	Social Media and Security: Taking a Leadership Role	Mergers and Acquisitions: Security's Function	Preventing IP Theft: The Do's and the Don'ts	Creating & Implementing Crisis and Emergency Management, Business Continuity Resilience Plans	How to Train Your Staff to Prevent Workplace Violence	Your CFO and You: The Top 5 Ways to Manage the Relationship
<b>Enterprise Services</b>	Hosting the Cloud in 2012: Risks and Benefits	Proven Security Training Programs	Mass Notification and Emergency Management	Winning Monitoring Programs	Successful Public/Private Partnerships	How Public Sector Standards & Regulations Drive Private Sector Adoption
<b>Integrated Solutions: Video Surveillance, ID Management, Access Control</b>	<ul style="list-style-type: none"> <li>Video Analytics: Why You Can't Afford to Discount It</li> <li>Remote Access Control Solutions That Work</li> <li>Using Wireless Video to Secure Multiple Locations</li> </ul>	<ul style="list-style-type: none"> <li>Understanding and Implementing Megapixel Video</li> <li>New VMS Features and Benefits</li> <li>Intelligent Intercom Systems</li> </ul>	<ul style="list-style-type: none"> <li>Gates and Turnstiles</li> <li>Designing the Best Badge and ID for Universities and Campuses</li> <li>Best Practices in Securing the Great Outdoors</li> </ul>	<ul style="list-style-type: none"> <li>Hostile Environment Video Solutions</li> <li>Cloud Security – Hosting as a Service</li> <li>Managing Temp Workers and Their IDs in Government</li> </ul>	<ul style="list-style-type: none"> <li>Day/Night Cameras: How They Work</li> <li>Migrating from Prox to Smart Cards</li> <li>Success! Top 5 People Tracking Solutions</li> </ul>	<ul style="list-style-type: none"> <li>Moving Legacy Access Control into Open Systems</li> <li>H.264's Impact on Video Surveillance</li> <li>New Printers and Badging Systems</li> </ul>
<b>Vertical Sector Focus</b>	Critical Infrastructures	Property Management	Property Management			Finance/Banking/ Insurance/Retail
<b>Solutions By Sector with SDM</b>		<b>SOLUTIONS By Sector</b> Education: Universities and College Campuses and K-12			<b>SOLUTIONS By Sector</b> Retail, Convenience Stores, Banks, Gas Stations	
<b>Month</b>	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>
<b>Bonus Show Distribution</b>	Barnes Buchanan Conference, Palm Beach, FL	ASG Security Summit, Seattle, WA	ISC West, Las Vegas, NV	Expo Seguridad, Mexico City, Mexico	PSA-TEC, Westminster, CO  NFPA, Las Vegas, NV	ESA Expo, Nashville, TN
<b>FREE Value Added Bonuses for Print Advertisers</b>	FREE Corporate Profile  \$500 eNewsletter Credit (TSI or Security)	FREE Sponsored Note on Security's Facebook Page	\$500 Digital Edition Advertising Credit	FREE AdScore Advertising Rating Study  FREE ISC West Post-show Exhibitor Print and eProduct Showcases	FREE Mobile Tag Showcase	FREE Online Showroom Posting June-December
<b>Special Bonus Opportunities</b>	<p><b>ISC West Show Triple Play!</b> 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.</p>					

# 2012 Editorial Calendar

Month	July	August	September	October	November	December
<b>Ad Close Date</b>	June 4, 2012	July 9, 2012	Aug. 6, 2012	Sept. 7, 2012	Oct. 3, 2012	Nov. 2, 2012
<b>Editorial Deadline</b>	May 20, 2012	June 20, 2012	July 20, 2012	Aug. 20, 2012	Sept. 20, 2012	Oct. 20, 2012
<b>Special Report</b>	Solving The Big Three: Theft, Asset Tracking, IP Theft	Most Influential People in Security	Securing the Global Enterprise	Workplace Violence: Policies, Procedures and Prevention	The Security 500 	7th Annual Innovations, Technology and Regulations Report and Forecast for 2013
<b>Leadership and Management</b>	Setting Standards and Evaluating Your Security Staff	Employee Fraud Prevention Solutions	Best Examples of a Long-Term Strategic Security Plan	Metrics and Measurement: Measuring Security's Role	How to Show ROI and Secure Funding	Best Ways to Motivate and Train Your Guard Force
<b>Enterprise Services</b>	Guarding Programs For Your Budget	Securing the Supply Chain and Ensuring Food Safety	Fire & Life Safety and Regulatory Issues	Risk Management Solutions and Insurance Planning	How Security is "Going Green"	Public-Private Partnership Success Stories
<b>Integrated Solutions: Video Surveillance, ID Management, Access Control</b>	<ul style="list-style-type: none"> <li>Doors – Electromagnetic, Electric and Standalone Systems</li> <li>The Costs Associated with Megapixel Video</li> <li>Parking Lot and Garage Security in Hospitals</li> </ul>	<ul style="list-style-type: none"> <li>Video Surveillance Monitoring Solutions</li> <li>Effective Access Control at a Lower Cost</li> <li>Enterprise Wide ID Card and Printing Solutions</li> </ul>	<ul style="list-style-type: none"> <li>New Ways to Control Access in Difficult Environments</li> <li>Video Analytics for Retail</li> <li>Wireless Mesh Network Benefits</li> </ul>	<ul style="list-style-type: none"> <li>Thermal Cameras: Why They are Hot</li> <li>Guardhouses and Access Points for Universities and Campuses</li> <li>Analytics: Bio, Facial and Voice Recognition</li> </ul>	<ul style="list-style-type: none"> <li>Mass Notification Systems and Emergency Management Solutions</li> <li>Securing the Perimeter</li> <li>Video Storage Solutions For Small and Medium Sized Enterprises</li> </ul>	<ul style="list-style-type: none"> <li>Asset Tracking in Retail – Tales from the Front</li> <li>Best Applications in Hosting the Cloud</li> <li>Smart Card Update and New Solutions</li> </ul>
<b>Vertical Sector Focus</b>	Sporting Events and Arenas			Supply Chain/ Distribution/Warehousing		Casinos and Gaming
<b>Solutions By Sector with SDM</b>			<b>SOLUTIONS By Sector</b> Government: Federal, State and Local	<b>SOLUTIONS By Sector</b> Casinos & Gaming	<b>SOLUTIONS By Sector</b> Healthcare/Hospitals/Pharma/Medical Centers	
Month	July	August	September	October	November	December
<b>Bonus Show Distribution</b>	NCS' Sports Security & Safety Conference	CEDIA, Indianapolis, IN SecurityXchange, Park City, UT	ASIS, Philadelphia, PA	SECURITY WEEK Securing New Ground™/Security 500 Conference, New York, NY ISC Solutions, New York, NY		
<b>FREE Value Added Bonuses for Print Advertisers</b>	FREE 3-minute Online Video Ad FREE Social Media Showcase	FREE ASIS Pre-Show Exhibitor Print and eProduct Showcases FREE App Spotlight	\$500 Digital Edition Advertising Credit	\$1,000 Webinar Credit	FREE Security 500 Database \$500 iSecurity Booth Credit	FREE Online Whitepaper Posting FREE Social Media Print and eProduct Showcases
<b>Special Bonus Opportunities</b>		<b>ASIS Show Double Play!</b> Get a FREE Profile or Ad in our ASIS show supplement when you advertise two or more full pages in August & September.				

# 2012 Advertising Investment Rewards (AIR) Program

Advertising and Marketing Invested		Rewards Dollars Earned	
		At Minimum	At Maximum:
\$5,000-\$20,000	4%	\$200	\$800
\$20,001-50,000	6%	\$1,200	\$3,000
\$50,001-\$100,000	8%	\$4,000	\$8,000
\$100,001-\$200,000	10%	\$10,000	\$20,000
\$200,001+	12%	\$16,600	\$24,000

## 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.

## 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.

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### 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](http://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.

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## **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!

Black & White Rates					
Ad Size	1x	6x	13x	18x	24x
Full Page	\$5,000	\$4,900	\$4,700	\$4,500	\$4,200
Jr. Spread	\$5,000	\$4,900	\$4,700	\$4,500	\$4,200
2/3 Page	\$3,900	\$3,800	\$3,600	\$3,300	\$3,000
1/2 Page Diagonal	\$3,900	\$3,800	\$3,600	\$3,300	\$3,000
1/2 Page Island	\$3,350	\$3,250	\$3,050	\$3,100	\$2,450
1/2 Page	\$3,200	\$3,100	\$2,900	\$2,600	\$2,300
1/3 Page	\$2,350	\$2,250	\$2,150	\$2,000	\$1,900
1/4 Page	\$2,000	\$1,900	\$1,800	\$1,650	\$1,500

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

Cover Rates	
12x Four-Color only	
Inside Front	\$7,100
Inside Back	\$6,800
Back Cover	\$7,100

## 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 charges, 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 <sup>3</sup> / <sub>4</sub> "
full page	8 <sup>1</sup> / <sub>8</sub> "	10 <sup>3</sup> / <sub>4</sub> "
Jr. spread	16 <sup>1</sup> / <sub>4</sub> "	5 <sup>1</sup> / <sub>4</sub> "
2/3 page	5 <sup>1</sup> / <sub>8</sub> "	10 <sup>3</sup> / <sub>4</sub> "
1/2 page island	5 <sup>1</sup> / <sub>8</sub> "	8 <sup>1</sup> / <sub>8</sub> "
1/2 page vertical	3 <sup>7</sup> / <sub>8</sub> "	10 <sup>3</sup> / <sub>4</sub> "
1/2 page horizontal	8"	5 <sup>1</sup> / <sub>4</sub> "
1/3 page vertical	2 <sup>3</sup> / <sub>4</sub> "	10 <sup>3</sup> / <sub>4</sub> "
1/3 page square	5 <sup>1</sup> / <sub>8</sub> "	5 <sup>1</sup> / <sub>4</sub> "
1/4 page	4"	5 <sup>1</sup> / <sub>4</sub> "

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

**Diagonal bleed ad  
(no bleed on diagonal edge)**

	width	depth	across
1/2 diagonal	8 <sup>1</sup> / <sub>8</sub> "	10 <sup>3</sup> / <sub>4</sub> "	13 <sup>1</sup> / <sub>4</sub> "



For complete ad specifications, visit us online at [securitymagazine.com](http://securitymagazine.com) or contact Lyn Sopala at (248) 786-1641 or [sopalal@bnpmmedia.com](mailto: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  
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# Targeted, lead-generating digital media...



Click to go to [SecurityMagazine.com](http://SecurityMagazine.com)

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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!<sup>1</sup>

➤ Visit [portfolio.bnpmmedia.com/new](http://portfolio.bnpmmedia.com/new) to see all of Security's online and eMedia advertising opportunities!

<sup>1</sup> BPAWW Interactive, Nov. 2010 (41,916 page impressions, 16,750 unique visitors) vs. Dec. 2010 (61,172 page impressions, 22,283 unique visitors).

<sup>2</sup> Publisher's own data.



MULTIMEDIA **VIDEOS** PHOTOS PODCASTS

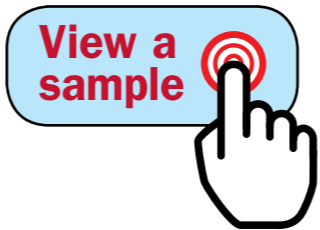
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LAST NAME: \_\_\_\_\_

JOB TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

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CITY: \_\_\_\_\_

STATE: \_\_\_\_\_

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BUYING TIMEFRAME (Please select one.)

Less than 3 months

3-6 months

6-12 months

12-18 months

More than 18 months

ARE YOU THE PERSON WITH PURCHASING AUTHORITY? (Please select one.)

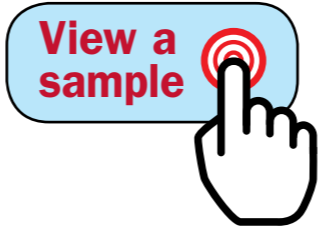
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No

Not sure, ask me about it later

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**EasyLobby** Replace Outdated Paper Guest Books.

**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.

**AMAG** Unified Access Control, IP Video and Intrusion **VISET AMAG**

**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.

**G4S TECHNOLOGY** formerly Adesta

**inVision** Design the Perfect Surveillance System

**Are you a CPP?** ASIS

Incident Reporting Dispatch Visitor Management License Plate Facial Recognition **iViewSYSTEMS**

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**SECURITY 500**

View a sample

**Security eNews: 22,000**  
opt-in subscribers<sup>2</sup>

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- Access Management
- Integrated Systems
- Video Systems
- ID Management
- IP Security Systems

If you're interested in seizing this opportunity, please contact Managing Editor Erin Fellows at [redacted]

**forward to a friend**

**WATCH**

View a sample

<sup>2</sup> Publisher's own data.



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VideolQ: Next-Gen  
IP Video Surveillance

Brought to you by:  
**SECURITY**

*"As the publisher of Security Magazine, I would like to share with you information from VideolQ—both a regular advertiser and a contributor of editorial content."*

-Mark McCourt, Publisher, *Security Magazine*



### Intelligent Video Beyond the Talk: Fireside Chat with VideolQ CEO Scott Schnell

Intelligent video surveillance is a widely talked about, ever-evolving industry. To learn more about what's hot in the space, *Security Magazine* sat down with Scott Schnell, president and CEO of [VideolQ](#). VideolQ is the inventor of the [iCVR](#), the world's first and only intelligent surveillance camera with a built-in DVR.

**Security Magazine:** Video surveillance is a market that continues to grow, with new products, vendors and trends emerging all of the time. What would you say will be the biggest trends and topics we'll hear about this year?



**Schnell:** Video surveillance – particularly intelligent video surveillance – will continue to see expansion. Certainly, the persistent threat of global terrorism is a factor contributing to demand. The current economic climate also has a lot to do with it, as theft and other crime tend to increase during tough financial times. All over, people are looking to increase their security while reducing costs. People want smarter solutions that require fewer resources – they're looking for accuracy of course, and also a solution that can detect a potential threat before anything happens.

[Keep reading here.](#)

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### Latest News

- [VideolQ honored with 2009 Tomorrow's Technology Today Award](#) – VideolQ has received a prestigious award from Info Security Products Guide in the physical security category. The VideolQ iCVR was selected for making a positive impact on security in today's highly sophisticated and blended attacks environment.



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<http://buyersguide.securitymagazine.com/buyersguide>

\*June 2011 BPA Circulation Statement. TQ: 35,016.  
(29,030 print + 123 digital + 5,863 both print & digital).



# Maximum-traffic networking events...



**March 8, 2012**



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## **March 2010 iSecurity results:<sup>1</sup>**

- 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](http://www.isecuritytradeshow.com)

<sup>1</sup> Publisher's own data.



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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 professionals<sup>1</sup>
- Average registered leads: 437 per event<sup>1</sup>

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

<sup>1</sup> Publisher's own data.



# 2012 Conference Sponsorships



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## November 1-2, New York City

Entering its 17th year, **Securing New Ground**<sup>TM</sup> 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.

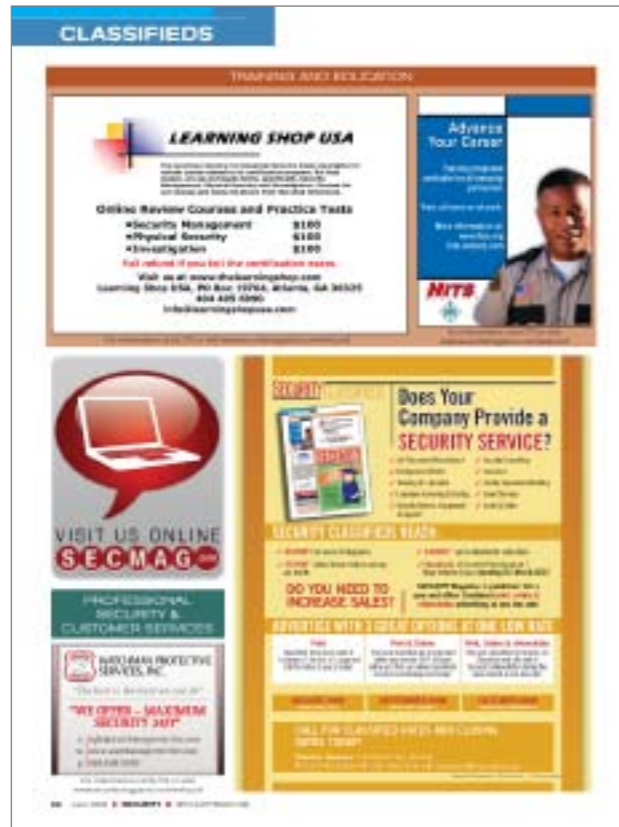
Co-located with **Securing New Ground**<sup>TM</sup>, the 6th Annual **Security 500 Conference** is your most powerful industry event for targeting enterprise security leaders. Position your brand in a profitable networking environment with executives from Security 500 organizations.

For conference sponsorship information contact Becky Hall at (440) 804-6552 or [ra@rahresource.com](mailto:ra@rahresource.com).

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[www.clearseasresearch.com](http://www.clearseasresearch.com)

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### Video Surveillance Goes Beyond the Show Floor

**OnSSI, IP Video Management Control Software Solution**

**PRODUCTIVITY ISN'T A WORD YOU HEAR VERY OFTEN** in the realm of security, but Robert Noonan, public safety manager of technology for the Massachusetts Convention Center Authority (MCCA), says this digital video system makes security officers more productive.

"We are no longer wasting time searching minutes by minutes or hours-by-hours for video," said Noonan, who uses an IP video management and control software solution to translate video from numerous cameras in multiple sites into usable information for his public safety team. "We are able to search intelligently through the software with such programs as smart search and motion sequence search. Also, customization of the user interface allows our trained staff to be more productive."

Digital video analysis MCCA's team of public safety managers, supervisors and officers to watch over its multiple high-profile public venues. MCCA owns and operates operation of the Boston Convention and Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, the Massachusetts Convention Center in Springfield, Mass., and the Boston Convention Garage.

The Authority's public safety team handles security, including access control, fire prevention and emergency response, for the various video and for events they host.

Security is an essential component to all of the MCCA's mission goal of generating significant regional economic activity by attracting conventions, trade shows and other events to its world-class facilities, while maintaining the investment return for residents and businesses in Massachusetts. The IP video management and control software solution is integral to their security and public safety effort, and has even shown benefit to beyond the security function.

**COMPONENTS OF THE SYSTEM**

ICM Controls Corp. designed the system at MCCA, built around a large-scale IP video surveillance management system designed for multi-site/multi-camera NVR



**As Seen In**

## SECURITY

**Convention Center Venues Use OnSSI Intelligent Video Solutions to Enhance Security Operations.**

The Massachusetts Convention Center Authority (MCCA) is bolstering public safety and security and improving worker productivity with intelligent digital video solutions from On-Net Surveillance Systems, Inc. (OnSSI), the professional security industry's leading developer of non-proprietary, open architecture intelligent IP-based video surveillance software. The project was spearheaded by ICM Controls Corp.

MCCA owns and oversees operation of the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, the Massachusetts Convention Center in Springfield, MA, and the Boston Convention Garage. The newly installed digital video surveillance system, which encompasses all of these facilities, is built around OnSSI's NetCAMS large-scale IP video surveillance management system and also features OnSSI's NetMatrix add-on virtual video matrix switch software module. NetPDA mobile clients and, to be implemented in the future, Desktop Client Lite, a high-performance video client for NetPDM.

Combined, these tools allow the MCCA staff to efficiently monitor the large number of cameras at all of the venues from a single control center as well as from on-site control centers and remotely. Only the pre-defined relevant video streams of motion, events and views can be displayed and any camera view can be sent to any local or remote display, including mobile devices, within the network via an intuitive drag-and-drop touch-screen controller. The added additional features, such as event-based video streams with instant-on pop-up of any number of PG monitors, superseding all other running applications.

MCCA staff is able to search intelligently through the software with such programs as smart search and motion sequence search. This usable information allows their trained staff to be more productive.



On-Net Surveillance Systems Inc. offers the industry's most comprehensive IP video surveillance control and management solution. Occlusis is a unified platform with unprecedented levels of user-friendly views, open architecture and scalability. Our clients are able to choose best-of-breed components; combined in any configuration for any size application, enabling all users to realize significant productivity and performance improvements. With pre-comparables rooted in both the IT and professional security markets, OnSSI's IP solutions deliver substantial value to thousands of installers globally, in public safety, government, enterprise, industrial, and educational settings.

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Security | July 2012 | www.onssinc.com



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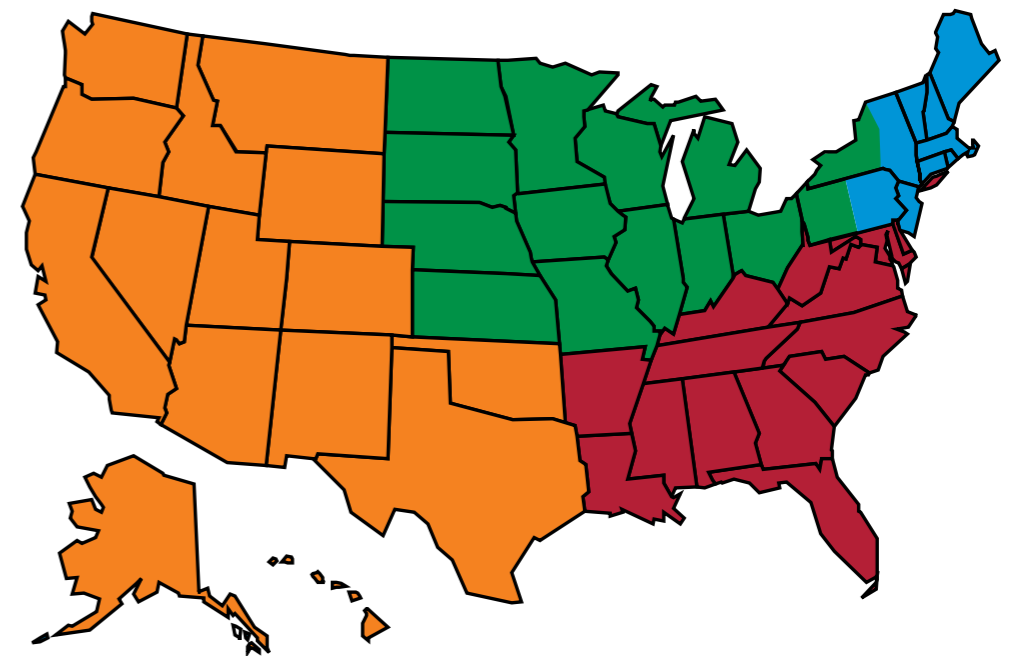
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