

SECURITY

SOLUTIONS FOR ENTERPRISE SECURITY LEADERS

The Business Magazine for
Security Executives

NEW IN 2008!

INTEGRATED MEDIA PROGRAMS

PLUS:

- 100% Management Subscribers*
- Redesigned: securitymag.com
- Reaching more Security and Loss Prevention Management Subscribers**
- Reaching more IT Management Subscribers**
- Podcast Sponsorships
- Expanded IT Coverage
- Sponsored Products Online
- Raymond Dean's Integration Column



**2008 Integrated
Media Planner**

securitymag.com

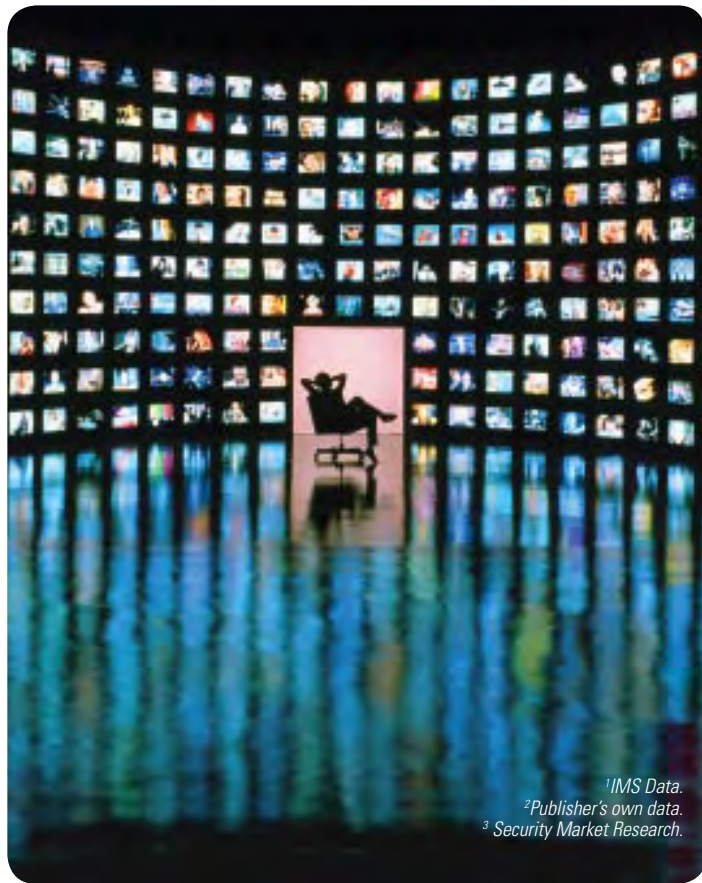
Unequalled Reach to the Security and Loss Prevention Management Market!***

- Security Magazine • Securitymag.com • eNewsletters • Digital Editions • Webinars
- Conferences • Annual Directory • Podcasts • Bill Zalud's Blog

Welcome to *The Business Magazine for Security Executives!*

Recreated and launched in July 2006 to reflect the dynamic shift to **business-minded executives** leading the security function, *Security* focuses on **solutions** for these enterprise-level managers. Combining leadership focused

cover stories with regular columns on successfully managing the security function (written by thought-leading industry luminaries), *Security* is the number one publication¹ for reaching security leaders in end-user organizations.



More than 35,000 enterprise security leaders² depend on *Security* for unique and vital information to be better at their jobs and make strategic buying decisions.

Security writes for the industry's most influential executives. More security and loss prevention managers subscribe to *Security* than any other publication.² And more security marketers advertise in *Security* than any other in the market.¹

Marketers choosing *Security* receive much more than just the industry's leading magazine. Our integrated media programs including online media and events deliver your important brand and marketing messages effectively and efficiently.

Leading security executives depend on *Security* for unique and vital information to excel in their jobs and make strategic buying decisions. That's why *Security* is your best advertising investment for reaching the most important and powerful decision-makers for your brand, products and services in the \$192.5 Billion³ North American security market.

Security Magazine thanks our Advisory Board of Industry Thought Leaders for their dedicated insight and editorial direction.

SECURITY ADVISORY BOARD

Advising editors on topics and trends.

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Professor of Homeland Security
Western Illinois University
Advisor to the U.S. Homeland Security Department

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Deputy Assistant Director, Federal Bureau of Investigation

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CEO, Bordes Group

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Former Chief of Security for the United Nations

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Executive Director
National Institute for the Prevention of Workplace Violence

C. Dave Shepherd

Chief Preparedness Officer,
Mission Assurance Services, Inc.

¹Source (front cover): *Security* Dec. 2007 BPA Circulation Statement.

²Source: (front cover): *Security* Dec. 2007 vs. June 2007 BPA Circulation Statement.

³Source (front cover): *Publisher's own data.*

2008 *Security* Integrated Media Programs

The 2008 Integrated Media Planner includes a full range of solutions from brand advertising in the industry's leading magazine, *Security*, to integrated direct response e-media programs and relationship building face-to-face events. Our editorial, sales and e-media teams offer you expertise and experience to discuss the security channel, develop custom programs to reach your marketing goals, enhance new product initiatives and get results!



SECURITY MARKET MEDIA BLITZ			
Create a media frenzy around your new product or service announcement through massive, multi-media marketing in a one-month time period.			
Advertising/Marketing	Platinum	Gold	Silver
Security Magazine Print Advertising (full page)	3x	2x	1x
Security eNews 125 x125 Ad Button (editions)	4x	2x	1x
securitymag.com 120 x 60 Ad Button (months)	2	1	1
Direct Mail Names (total quantity)	5,000	2,500	1,000
Product or Service Microsite on securitymag.com (months)	1x		
Custom "Plan to Buy" Program (outbound calls)	1,500	1,000	500
Sole Sponsor Webinar	1x		
ROP four-color insert (total pages)	4	2	
1 minute Video Clip on securitymag.com (months)	3x	2x	1x
Zalud's Blog 120 x 60 Ad Button (months)	1x	1x	
Conference Call with Editors	✓	✓	✓
Magazine Product Announcement	✓	✓	✓
eNewsletter Product Announcement	✓	✓	✓
Customized eNewsletter to 25,000* opt-in subscribers (editions)	1x		
Buyers Guide Premium Package	✓	✓	✓

WIRED MARKETING BLITZ			
A powerful direct response program through eMedia generating impressions through exclusive online marketing.			
Advertising/Marketing	Platinum	Gold	Silver
securitymag.com 120 x 60 Ad Button (weeks)	12x	8x	4x
Security eNews 125 x125 Ad Button (editions)	4x	2x	1x
TSI eNews 125 x125 Ad Button (editions)	4x	2x	1x
Zalud's Blog 120 x 60 Ad Button (weeks)	8x	4x	2x
Sole Sponsor Webinar(s)	2x	1x	
Sole Sponsor Audio Podcasts	6x	4x	2x
Security eNews Product Announcement (editions)	2x	1x	
TSI eNews Product Announcement (editions)	2x	1x	
Customized eNewsletter to 15,000* opt-in subscribers (editions)	2x	1x	
1 Minute Video Clip on securitymag.com (months)	3x	2x	1x
Report on opens/click thrus	✓	✓	✓
Digital Buyers Guide Premium Package	✓	✓	✓
Estimated Impressions Generated*	275,000	155,000	56,000

Print:

- Security Magazine Annual Buyers Guide
- **New!** Expanded IT Coverage
- China Security Show Issue
- ISC West Show Daily
- Classified and Help Wanted

Events:

- SecurityXchange
- Security 500
- Securing New Ground

Online:

- Securitymag.com
- Security eNews
- Bill Zalud's Security Blog
- Webinars
- Digital Editions
- Today's Systems Integrator eNews
- **New!** Sponsored Products
- Classified and Help Wanted

Special:

- The Security 500 Report
- Research
- Mail Lists
- Reprints

Contact your *Security* regional sales representative for details and full Integrated Media pricing!

* Publisher's own data.

Market Leadership

EDITORIAL

EDITOR



Bill Zalud,
editor, *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.

ASSOCIATE EDITOR



Erin J. Fellores,
associate editor,
electronic media editor
Security Magazine

Erin's compilation of News, International News and Industry Innovations as well as Today's Systems Integrator and Security eNewsletters offers refreshing references for our subscribers.

COLUMNISTS

GET INTO ACCESS



Jeffrey Dingle,
assistant director of
special projects, LSI

Jeff uses his years of experience to observe on electronic access controls and ID as well as technology training for chief security officers and their staff members.

VIDEO IN FOCUS



Cynthia Freschi,
president,
North American Video

Without a doubt, Cynthia knows security video and shares her knowledge about current and future applications from high tech casinos to mobile imaging.

THE SECURITY PROFESSION HAS GROWN UP. The top security leader has become the new "C-level" leader in the organization. Successful security professionals must set strategy and execute as a visible and accountable business function within the organization. The role has changed from controlling costs to preserving life and assets.

And that change requires the security function to become an enabler for enterprise-wide success, not an obstacle to getting things done. Security leaders are expected to communicate security's goals, benefits and results to others. Up, down and across their organization.

And this is why we are seeing business-minded executives as the new leaders of the security function. But these new business leaders did not have a publication to call to their own. So we assembled the best advisory board, held meetings and listened. The result? *Security*, The Business Magazine for Security Executives. From powerful features to thought-leading columnists and cover stories on their most critical issues, *Security* is designed to inform security executives and bring them together with leading solution providers.

INTELLIGENT INTEGRATION



Raymond Dean,
president and founder
of PEI Systems

Ray, with strength in the design, furnishing and servicing of integrated security systems to the Fortune 500, has solid solutions and discloses secrets and successes.

BUSINESS MATTERS



Steve Hunt,
founder, 4A International

Steve talks about security's impact on the business, in terms of physical and logical security with a focus on convergence.

TRENDS



Mark McCourt,
publisher,
Security Magazine

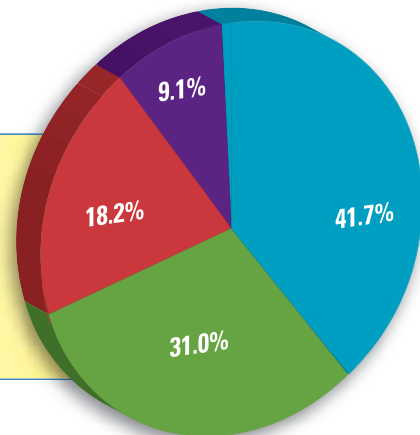
In his Trends Column, Mark provides a unique slant on the current and future of security management, including business metrics, new technology and leadership skills.

Audited Buying Power

Reaching More Executive, Security, Loss Prevention and IT Management than ever!¹

More than 35,000 Security End-user Decision-makers*

Security/Loss Prevention Management	41.7%
Executive Management	31.0%
Facilities and Operations Management	18.2%
IT/Network/Network Security Management	9.1%

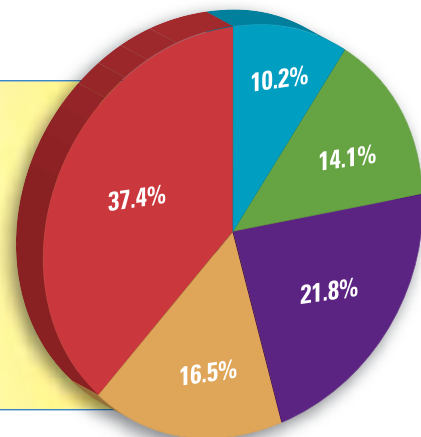


*December 2007 BPA Circulation Statement. Total qualified circulation of 35,007.

Targeting the Largest Volume Buyers of Security Technologies, Systems, Products and Services**

Over 62% of *Security* subscribers indicate that their companies will recommend, specify, or buy security products/services with a value of \$100,000 or more in the next twelve months.

More than \$5 million	10.2%
\$1 million to \$5 million	14.1%
\$250,000 to \$1 million	21.8%
\$100,000 to \$250,000	16.5%
Up to \$100,000	37.4%



**Publisher's own data.

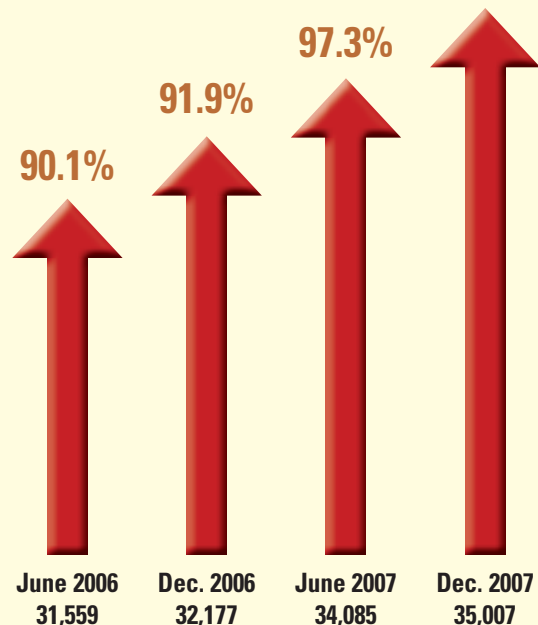
PLUS! Bonus reach to THOUSANDS of industry prospects:²
***Security* ads will reach bonus prospects in 2008 at these key industry trade shows:**

- International Security & Safety Forum – January
- ISC West – March
- Interop – April
- IFSEC – April
- PSA-TEC – May
- NFPA World Safety Conference & Expo – June
- ASIS – September
- SmartCard Alliance Annual Conference – September
- ISC East – October
- China Security – October
- ASG Expo – October
- SecurityXChange – November
- Securing New Ground – November

²Publisher's own data.

100% Management Subscribers*

Continuous Improvement in Quality Reach and Focus!¹ 100%



¹Security Dec. 2007 vs. June 2007, Dec. and June 2006 BPA Circulation Statements.

SECURITY 2008 Editorial Calendar

Issue:	January	February	March	April	May	June
Close Date	December 3, 2007	January 3, 2008	February 1, 2008	March 3, 2008	April 2, 2008	May 1, 2008
Leadership and Management	What Keeps You Up at Night?	Quality Response Means Effective Security	The Facility: Top Down Security Management in 5 Key Industries	The Integrator Paradigm: From Vendor to Strategic Partner	CEO Survey: The Security Report Card	Best Security Degree Programs
Enterprise Solutions	Access Control, Life Safety Over IP	Physical Security Information Management Systems	Enterprise Video System Design, Installation and ROI	Security Services Outsourcing Trends	Enterprise Access Control Design and ROI	Guard Tour as Information Gathering
Access Management	Technologies to Harden Garage and Parking Lots	Turnstiles/Revolving Doors and Visitor Management	IP as the Access Platform	Best Access Installs, Including Electromagnetic Locks	Parking Lot & Garage Security	Commercial Building Systems Integration
Video Systems	Video Servers - Next DVR Step	Low Light, Day/Night Cameras	Software and Analytics	Image Transmission: Wired & Wireless	Video Storage: DVRs & NVRs	Retail Security Solutions: Beyond Loss Prevention
Identity Management	Best Real-life Card/Badge Designs	Card Printers and Software	Biometrics	The Muscle in GPS + Wireless	Metal And Bomb Detection	Cards: Contact Vs. Contactless
Spotlight on Vertical Markets	Healthcare	Casino/Hospitality	Campus Security	Corrections Facilities and Jails	Retail	Terminal: Airports, Train Stations, Bus Depots
Special Reports		Top Guarding Companies Special Report	Fire/Life Safety: Mass Notification <i>Security China Issue</i>	Virginia Tech One Year Later Interop Special Report: IT and Security	Network-based Security Applications Interop Special Report: IT and Security	Ports and Cargo: Protecting Your Supply Chain <i>Security China Issue</i>
IT Security	Mesh Networks	Single Sign-on ID Management	Protecting Intellectual Property	ID Theft		Credit Transaction Fraud Schemes
Trade Show Bonus Distribution:	<i>International Security & Safety Forum, Moscow, Russia</i>		<i>ISC West</i>	<i>Interop, IFSEC</i>	<i>PSA TEC</i>	<i>NFPA</i>

FREE
Advertiser
Bonuses

	January	February	March	April	May	June
Corporate Profile		eProduct News Review on securitymag.com	securitymag.com 125 x 125 ad button	System Integrator or Technology Q&A Profiles	eAd on TSI eNews	1 minute video on securitymag.com
Plan to Buy Leads		Product Showcase Ad	eProduct Showcase	Plan to Buy Leads	Digital Edition Ad	eAd on Security eNews
Digital Edition						
ISC WEST TRIPLE PLAY PACKAGE: Receive a FREE 1 Page Profile or 1 Page Ad in our ISC West "Security Solutions" supplement when you advertise two or more pages in the first quarter.						

Security's Editorial

Editorial Departments - Every Issue

News and Analysis: In depth reviews of key events.

International News: A global perspective on events and trends.

Training and Education: From classes to degree programs for executives.

Innovations: New technologies for integrated security solutions.

Calendar: Monthly line-up of industry events.

Cover Story Descriptions

January – What Keeps You Up at Night?

Security's exclusive roundtable with the industry's leading security executives sets the agenda in the new year by providing an inside look at shared issues, concerns and goals.

February – Quality Response Means Effective Security

CEOs are focused on business resilience and reputational risk as security's core mission. How is this translating to security strategy and execution across organizations?

March – The Facility: Top/Down – Security takes you inside 5 major facilities in different markets to learn what worked, what failed and how ROI was measured. A special look at retrofitting security to existing facilities.

April – The Integrator Paradigm – Security's annual review of the continuing evolution of end-user organizations and integrator relationships. And the 2008 list: 10 questions every security executive should be asking their integrator.

May – CEO Survey: The Security Report Card

What do CEOs think of their security leaders? Security's Second Annual Survey of CEOs spotlights how CEOs view past security investments, the role security plays in the organization and what they expect in the future.

July	August	September	October	November	December	Buyers Guide
June 2, 2008	July 2, 2008	August 1, 2008	September 4, 2008	October 1, 2008	November 3, 2008	November 3, 2008
The Art of Leadership	You're Fired: Why CSOs Fail	Innovations and Technology Issue	Most Effective Public/Private Projects	The Security 500	Top 25 Most Influential People in the Industry	Display Advertiser Bonuses: <ul style="list-style-type: none"> • Boldface type throughout the Buyers Guide • Web Link on the online Buyers Guide • Listing in the Brand Index • 4-color logo in digital & online • Improved search ranking online • "SEE OUR AD" reference in digital edition 
Loss Prevention: Physical Security Asset Control	New Construction: Designing in Security	Security Along the Supply Chain	Protecting the Infrastructure	Enterprise ID Design and ROI	Converging Guards, Tech and Training	
Wireless Access	Best "Under 10 Access Points" Options	Systems Integration with Life Safety	Successful Access Retrofit Strategies	Emergency Phones & Beyond	Electromagnetic Locks	
Image Transmission: Cabling & Fiber	The Case for 3rd Party Monitoring, Storage	Best 20 Cameras or Less Installation Options	Enterprise Applications Beyond Security	Perimeter Protection	IP Video in the Retail Market	
ID: Physical & Logical Together	Intercoms and Communications	How Much Does Card/Badge Really Cost?	Integrating Visitor IDs with Access Control	Biometrics: State of the Science	Badge & Card Accessories	
Industrial Facilities	Government	Large Population Security: Malls, Events, Stadiums, etc.	Office Buildings & Property Management	Utilities: Energy, Water	Wall Street	
	When Video, Audio, Data Join Forces <i>Security China Issue</i>	Homeland Security R&D Applications	<i>Security China Issue</i>	Security Audit: Physical and Logical	Central Station Software and Management	
Protecting Data with Access Control Solutions	Tech to Protect Traveling Employees	Securing Laptops, PDAs, Cell Phones	Network-based Security Applications	Business Continuity Risks/Solutions	PCI: Payment Card Industry Update	
		<i>ASIS, SmartCard Alliance</i>	<i>ISC East, Interop, China Security, ASG Expo</i>	<i>Securing New Ground/ Security 500</i>		

July	August	September	October	November	December
Digital Edition Ad	eProduct News Review on securitymag.com	Digital Edition Ad	securitymag.com 125 x 125 ad button	Digital Edition Ad	Plan to Buy Leads
eProduct showcase	Plan to Buy Leads	Product Showcase Ad	eProduct Showcase	securitymag.com 125 x 125 ad button	eProduct News Review on securitymag.com
	2009 Deluxe Buyers Guide Package			Security 500 on CD ROM	
ASIS TRIPLE PLAY PACKAGE: Advertise in the August PLUS September or October Issues with 2 or more full pages and earn a FREE 1-Page Profile or 1-Page Ad in our ASIS "Security Solutions" Supplement.					

FREE

Advertiser Bonuses

June – Sharpening the Saw II – Security lists the best security programs available to security leaders. Which organizations are offering degrees? Which are the best and what do they teach their students?

July – The Art of Leadership – Security Advisory Board, Security's alliance partner on security measurement and metrics, publishes their 2008 findings on the state of security investment exclusively in Security Magazine.

August – You're Fired: Why CEOs Fail – Learn from other people's mistakes with solid advice from security leaders on how to avoid the mistakes or - at least - make lemonade out of the lemons.

September – Innovations & Technology Security's 3rd Annual Review of new technologies and innovations that are shaping the security strategies and systems design employed by large, enterprise-wide organizations.

October – Most Effective Public/Private Projects A security operation is not an island alone. Profiled are some of the best programs that bring together security with local, state, federal and even international agencies.

November – The Security 500 Issue – Third Annual Ranking of enterprise security operations. Who's the biggest and the best? Top organizations listed by assets, people, reputation and compliance needs. Includes: budgets and security leaders are showcased. Special vertical market profiles.

December – The 25 Most Influential Security Executives – Nominated by our subscribers, editors and advisory board, Security exclusively identifies the most influential voices in our industry. They are profiled and share their outlook on security issues for the coming year.

FREE Value Adds & Marketing Bonuses

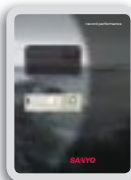


FREE Corporate Profile

(Jan.)
All 1/2-page or larger display advertisers receive equivalent space. 400 words for a full page or 200 words for a 1/2 page or larger fractional ad. Plus a four color photo!

FREE Plan to Buy Leads

(Jan., April, Aug., Dec.)
Security's proprietary contact information identifies at least 10 upcoming security projects that will utilize your products, contact information and project details. These Plan-to-Buy leads are exclusive to your company and provided to page or greater advertisers!



FREE Digital Edition Ad

(Jan., May, July, Sept., Nov.)
All ads will be digitized in *Security's* Digital Edition and e-mailed to all opt-in subscribers. All links in your ad will be live to generate clickthrus!



NEW! FREE eProduct News Review

(Feb., Aug., Dec.)
Full-page or larger advertisers earn a 4-color photo and up to 75 words of copy which rotates on our home page for 4 weeks.



FREE Showcase Ad

(Feb., Sept.)
Display advertisers running a 1/2-page larger earn a 1/6-page showcase. Includes a 4-color photo and 50-word description.



ISC West Security Solutions Supplement

(March)
Receive a FREE 1-Page Profile or 1-Page Ad in our ISC West "Security Solutions" Special Supplement when you advertise two or more pages in the first quarter.



FREE securitymag.com Button Ad

(March, Oct., Nov.)
All full-page or larger advertisers receive a 125 x 125 online ad button. Ad rotates for 14 days.



FREE eProduct Showcase Item

(March, July, Oct.)
All advertisers receive a Free eProduct showcase including 25-words, a 4-color photo and a link to your website. The e-Product Showcase is e-mailed to all *Security* opt-in subscribers!



FREE System Integrator or Technology Q&A Profile

(April)
All full-page or larger advertisers receive a 1/2-page 200-word Product or Technology Q&A Profile including your 4-color photo.



FREE TSI eNews Ad Button

(May)
Full page or greater advertisers receive a 125 x 125 ad button in the TSI eNewsletter, received by over 13,000* opt in subscribers.
*Publisher's own data.



FREE Video Posting

(June)
Full-page advertisers can supply a 1-minute video *Security* will host online for a full month.



FREE eNews Ad Button

(June)
Full page or larger advertisers receive a 125 x 125 ad button in the *Security* eNewsletter, received by over 12,000* opt in subscribers.
*Publisher's own data



FREE Deluxe 2009 Buyers Guide Package

(Aug.)
Upgrade your Buyers Guide listing with boldface type, a 4/c logo and up to 3 online product shots.



ASIS Security Solutions Supplement

(Sept.)
Advertise in August PLUS Sept. or Oct. Issue with 2 or more full pages and earn a FREE 1-Page Profile or 1-Page Ad in our ASIS "Security Solutions" Supplement.



FREE SEC 500 on CD

(Sept.)
All full-page advertisers receive the SEC 500 largest enterprise security operations database on CD and will be listed online as a sponsor.

2008 Rates

Black & White Rates

Ad Size	1x	6x	12x	18x	24x
Full Page	\$4,400	\$4,200	\$4,000	\$3,800	\$3,500
2/3 Page	\$3,500	\$3,300	\$3,100	\$2,900	\$2,700
1/2 Page Diagonal	\$3,300	\$3,100	\$2,900	\$2,700	\$2,500
1/2 Page Island	\$3,000	\$2,900	\$2,800	\$2,700	\$2,600
1/2 Page	\$3,000	\$2,900	\$2,800	\$2,700	\$2,600
1/3 Page	\$2,400	\$2,300	\$2,200	\$2,100	\$2,000
1/4 Page	\$1,500	\$1,400	\$1,300	\$1,200	\$1,100

Color Rates

Per advertising insertion. Color rates are in addition to B&W space rates:

Standard 2 Color	\$600
Matched Color	\$650
Metallic	\$700
Four-Color per page or less	\$1,400
Four-Color per spread	\$2,200

Rate Protection: *Security's* rates will increase 5% in 2008. Contract for an equal or larger advertising program in 2008 than you ran in 2007 and keep the current rate you are paying through all of 2008.

Display Ad Sizes

Run of book (bleed)	Width	Depth	Run of book [non-bleed]	width	depth	Diagonal bleed ad (no bleed on diagonal edge)
spread (gutter bleed)	16"	10 ^{3/4} "	spread (gutter bleed)	15"	10"	
full page	8 ^{1/8} "	10 ^{3/4} "	full page	7"	10"	width depth across
2/3 page	5 ^{1/8} "	10 ^{3/4} "	2/3 page	4 ^{1/2} "	10"	1/2 diagonal 8 ^{1/8} " 10 ^{3/4} " 13 ^{1/4} "
1/2 page island	5 ^{1/8} "	8 ^{1/8} "	1/2 page island	4 ^{1/2} "	7 ^{1/2} "	
1/2 page vertical	3 ^{7/8} "	10 ^{3/4} "	1/2 page vertical	3 ^{3/8} "	10"	
1/2 page horizontal	8"	5 ^{1/4} "	1/2 page horizontal	7"	4 ^{5/8} "	
1/3 page vertical	2 ^{3/4} "	10 ^{3/4} "	1/3 page vertical	2 ^{1/8} "	10"	
1/3 page square	5 ^{1/8} "	5 ^{1/4} "	1/3 page square	4 ^{1/2} "	4 ^{5/8} "	
1/4 page	4"	5 ^{1/4} "	1/4 page	3 ^{3/8} "	4 ^{5/8} "	

Showcase, Classified and Help Wanted Advertising Rates

Literature Showcase

Rates	
1x	\$935
3x	\$725 per unit
6x	\$625 per unit

Online Rates

\$130 for 31 days with logo & web link
\$315 for 90 days with logo & web link

Security Magazine Digital Ad Requirements

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 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 Production Manager for specifications. To insure proposed inserts conform to current postal and bindery requirements, two samples must be provided for review and approval in advance of your printing. Contact Production Manager for sizes, paper stock and required insert quantity. All inserts with month of issue indicated on label are to be boxed securely to avoid shipping damage and sent to: RR Donnelley & Sons Co., Pontiac Division, 1600 North Main Street, Pontiac, IL 61764

Shipping Instructions
Send all contracts, insertion orders, printing material and instructions to: Production Manager, Security Magazine 2401 W. Big Beaver Rd., Suite 700, Troy, MI 48084
Phone: 248-786-1641 / Fax: 248-283-6571
Email: yaminj@bnpmedia.com

Classified Advertising

Market your training classes, camera, fencing, investigation/testing services, or place a help-wanted ad, and get quick results. Classified ads are available in print and online at securitymag.com.

Ad size	1x	3x	6x	12x
1-inch unit	\$200	\$185	\$170	\$145
2-inch unit	\$385	\$365	\$340	\$300
3-inch unit	\$540	\$495	\$455	\$415
4-inch unit	\$725	\$650	\$615	\$550

2008 Education Section (net rates)

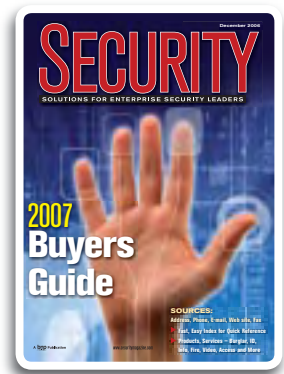
Ad size	1x	3x	6x	12x
1 clmn x 1" (2.25" w x 1" h)	\$175	\$150	\$125	\$100
1 clmn x 2" (2.25" w x 2" h)	\$225	\$190	\$165	\$140
1 clmn x 3" (2.25" w x 3" h)	\$285	\$250	\$225	\$200
1 clmn x 4" (2.25" w x 4" h)	\$355	\$320	\$295	\$270
1 clmn x 5" (2.25" w x 5" h)	\$435	\$400	\$375	\$350
1 clmn x 6" (2.25" w x 6" h)	\$525	\$490	\$465	\$440

Larger ad sizes and online rates also available. Please contact Charlene Swanson at (630) 694-4368 for details.

2009 Security Buyers Guide

Available in Digital Edition and Online!

Published: December 2008 • Ad Close: November 3, 2008



Double your product exposure with our enhanced Online Directory.

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 & email links so customers can communicate directly with you.

Go Premium in 2008!

Premium Package

2008 Premium Supplier Listings Include:

- Your basic listing in boldface
- **PLUS** 4-color logo in digital and online
- Up to 3 product photos or mini ads in digital and online
- Up to 3 spec sheets in your online listing
- Premium ranking in online search (appear at the top with a **star** designation)
- Live Web and E-mail links
- E-mail lead form
- **New!** Optional online video posting!

Listing Enhancements

Deluxe Package: Boldface basic listing in digital, hot link, 4-color logo in supplier section in digital & online, one 2" mini ad in digital in one product category, plus improved search engine ranking online.

Logo Listing: Boldface basic listing, one product logo in digital & online.

Linked Listing: Boldface basic listing in digital & live Web and E-mail links in digital & online.

Boldfaced Listing: Your basic listing receives boldface in digital in the Supplier & Product sections.

www.securitymagazine.com/buyersguide

Display Advertising

Display advertising in *Security's* Digital Edition Buyers Guide sets your company apart and tells potential buyers why they should contact your company.

For more details, contact your regional marketing representative.

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.

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Security/SDM Special China Edition 安全性

More than 4,000* security dealers, integrators and managers at end-user organizations in China and Hong Kong will receive this exciting publication.

Brought to you by the editors of *Security* and *SDM* Magazines, advertising rates include translation of your advertisement into Mandarin!

Plus: Bonus October Issue Distribution at The China Security Show!

Published: March June August October
Ad Closing: March 1 June 1 August 1 October 1

Rates:	1x	4x
Full Page:	\$1500	\$1100
1/2 Page:	\$900	\$700
1/4 page	\$500	\$350

2-Color: \$350 additional, 4-Color: \$500 additional

**4x in
2008!**

*Publisher's own data.

All New for 2008 – securitymag.com!

Completely redesigned with active content management, securitymag.com's news content includes live postings by our editors, video news and analysis and security industry news from LexisNexis.

As an advertiser, you have the opportunity to leverage our large audience of unique visitors with online advertising including:

- New Rich Media, Skyscraper, Banner and Button advertising
- Pay Per Click keyword search - Starting at only \$1 per click.
- Sponsored Video on Demand
- e-Product Showcase
- Forums and Discussion Groups
- Webinars
- RSS Feeds
- Podcasts
- The Security Job Bank
- Classifieds



Skyscraper Ads*

160 x 600 pixels

\$1,800/mo.
or \$16,000 per
12-month contact

Button Ads*

120 x 60 pixels

Home Page	Other Pages	
Top Position:	\$750/mo.	\$500/mo.
2nd Position:	\$650/mo.	\$450/mo.
3rd Position:	\$550/mo.	\$400/mo.
4th Positions:	\$450/mo.	\$350/mo.

Banner Ads*

468 x 60 pixels

Home Page Top Position:	\$1,200/mo.
Other Pages Top Position:	\$900/mo.

**Material requirements: Maximum File Size: 20K, Can be animated. 256 Colors or Less. 72 dpi resolution .jpg or .gif*

Contact your regional marketing rep. for other rich media pricing and ad specs.

Put the power of the Security brand to work for you – online.

New! Online Product Sponsorship

Sponsored Products guarantee high-profile exposure of your product release on securitymag.com. Sponsorship includes a 4-color photo and up to 75 words of copy and will rotate on our home page along with other sponsored products. Users who click on your product will be taken to a page with further information and may then go directly to your home page. \$700/mo.

Rich Media

Expand the creativity and interactivity of your online message with audio, video, animation, white papers and other unique advertising formats. Visit portfolio.bnpmmedia.com for complete rich media information, including live and interactive samples and ad specifications. Or, contact your sales rep. for further information.



New! White Papers on Web (WOW)



Make your important white papers available to the tens of thousands* of unique visitors

to securitymag.com each month. Only \$595/mo. Prominently posts information about your White Paper and includes unlimited downloads. * Publisher's own data.

High Response e-Newsletters

Security e-Newsletter



Twice per month, the **Security e-Newsletter** reaches more than 14,000* opt-in subscribers. Filled with noteworthy news items and tidbits about upcoming editorial features, this e-newsletter reports on the pulse of the industry.

Rates:

Top Banner \$1,500/mo.
 Top Button \$1,200/mo.
 Second Button \$900/mo.
 Third Button \$600/mo.

Contact us for specs and material requirements.

* Publisher's own data.

TSI e-Newsletter



Exclusively for Security Systems Integrators, **Today's Systems Integrator e-Newsletter** delivers unique and vital information. Reaching more than 16,000* opt-in subscribers, TSI is a must-read for systems integrators who want the latest industry news & information.

Rates:

Top Banner \$1,500/mo.
 Top Button \$1,200/mo.
 Second Button \$900/mo.
 Third Button \$600/mo.

Contact us for specs and material requirements.

* Publisher's own data.

Zalud's Security Blog

The industry's most influential editor, Bill Zalud uses his expertise to provide unique, useful information on products, trends, technologies and innovations emerging in the security industry. Zalud's Security Blog can be viewed on www.securitymagazine.com/blog.

Rates:

Exclusive Sponsor: \$5,000 per month
 Top Button: \$750 per month
 Second Button: \$650 per month
 Third Button: \$550 per month

Specs: Same Specs and material requirements as securitymag.com.



Excellent Lead Generating Webinars

SECURITY Webinar Connection!

Engage your target audience in a “live” web conference hosted by *Security Magazine*. This efficient, highly effective means of communication aligns your company with compelling and timely content designed to generate quality contacts with executive decision-makers.



Don't miss out on this HOT opportunity to receive the highest quality “targeted” sales leads available!

Sponsorship Opportunities:

Each event offers a sponsorship opportunity for only \$8,500 for the first 100 attendees, and \$60 for each additional attendee.

Sponsorship Benefits:

- Build your brand. Demonstrate your expertise. Gain pre-qualified, quality sales contacts.
- 1 minute sponsorship promotion at the beginning of the Webinar.

Your logo will prominently appear as the sponsor on all attendee promotions including:

- Full-page ad in *Security* to promote Webinar
- Promotion on e-newsletters 2x a month
- Promotion on securitymag.com
- Email blast to *Security* subscription base
- Final program will be posted on securitymag.com for an entire year!
Plus: You can target specific markets!
- Quality sales leads - all participants must register to view program and you receive the leads!

Custom designed to address critical issues and topics central to your brand and solutions. Collaborating with industry thought leaders and subject matter experts on new technologies, trends and issues, your Webinar brings an audience of qualified decision-makers together with your brand and message.

Recent Results:

Topic: Web-based Access Control

Registration: 312

Attendees: 184

Check it out at:

<http://tdm.securitymagazine.com>

High Powered Events



SECURITY 500 Conference

November 11-12, 2008

Securing New Ground™ now, including the exclusive Security 500, draws the highest caliber attendees from the security, financial and government sectors. You will rub elbows with the most prestigious leaders in the security industry and learn from them new ways to grow your business.

We've wrapped more into 2 days at Securing New Ground™ than any other conference in the industry. Decision-makers from the security, financial and government sectors attend this prestigious event -- which provides your company with the best networking in the industry. As an event sponsor, your company will be associated with the conference that has repeatedly attracted the industry's key players.

For more information call Becky Reed at (440) 286.4900 or e-mail becky@sjandco.com.

As part of Securing New Ground, *Security Magazine* proudly presents the Security 500, a conference focusing on management strategies, networking and idea sharing with industry thought leaders. This event will identify the nation's 500 largest security product buying organizations industry's top executives.

As as a Security 500 sponsor, you'll receive:

- Logo on attendee promotions including:
 - 6 *Security* print ads
 - 13 eNews editions
 - Button ad on securitymag.com/500
- Logo on all conference signage
- Logo and 50-word attendee program description
- 1/2-page profile published in the Nov. Security 500 issue. Appears online for six months.
- Two attendee registrations (\$445 value)

Contact your sales rep for pricing and further sponsorship details.



October 26-29, Carefree Resort and Villas, Carefree, AZ

Security Magazine's unique SecurityXChange event is dedicated to connecting you with active Fortune 500 enterprise security leaders. Through high-level customized meetings, you'll have direct access to senior security executives actively buying security service platforms and technologies. All guaranteed, one-on-one appointments are pre-qualified. Meaning end-users already have an identified need for your product or service.

Past end-users include executives from Microsoft Corp., Symantec, Hilton Hotels, Bank of America, GMAC Financial Services and more.. You'll meet decision makers in a private and controlled environment, allowing you to focus 100% of your time on selling and building relationships with these key buy-side executives.

Pricing:

	By 3/31	after 3/31
8 meetings	\$11,500	\$12,500
12 meetings	\$16,100	\$17,100
16 meetings	\$20,600	\$21,600

Includes:

- Private, 30-minute matches in a condominium suite
- Communication with end-users 3-4 weeks prior to on-site meetings via secure Xtranet
- Open networking sessions on-site

For sponsorship information contact:

Jon Lowell
Event Director
(952) 277-0800
jlowell@security-xchange.com

NEW! Interop Show Partner Program: Exhibit and Meet IT Network and Security Buyers!

Interop is the leading trade show for IT network and security buyers! *Security* is exhibiting and you are invited to join us. Our 2008 Show Partner Program is **Turnkey - Effective - Efficient!**

Exhibit at Interop:

- You'll have your own kiosk with monitor for demonstrations.

- All attendees that stop at our booth will have their badges scanned and all leads will be shared with you.
- A table for your literature, disks, premiums, business cards and other collateral is provided.

Advertise in *Security* and *SDM* Magazines:

Plus you will receive a full-page four-color ad and a full page profile (400 words, logo and photo) in our April issue "Interop Security Section" (1 page, four-color).

This special section will be published in both *Security* and *SDM* and will be distributed at Interop.

6 Sponsorships available: \$ 9,000 net.

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COVER STORY

Five Diverse Facilities Five Different Missions One Shared Focus

Solving the People Puzzle

By Karyn Hodgson, Contributing Writer

There are different needs among those for security executives, who work in very diverse environments. All can use things as keys to security means—people and their communication.

On the surface, their security needs and solutions should not have much in common. A community hospital, a large school district, a global financial company, a fast-food chain and a local franchise of a national hardware store. But often, it comes right in its, large or small, global or local. There is a common thread to their security needs.

Technology is used by all. It is very important, and many are forming into cutting-edge. But they all agree that people and communications form the backbone of their most important security solutions.

Meet The Companies

Security Magazine interviewed security executives at five different facilities in five separate markets. Their top security concerns are specific to their individual circumstances.

- Riverside Community Hospital, Riverside, Calif.**—with 364 beds, 1,400 employees and four professional buildings, Riverside is a medium-sized hospital. "I think our biggest need for security is safeguarding our patients," says John Black, operations manager for public safety at the hospital. "We have had troubles with transients going up to floors and sleeping in beds."
- Lehman Brothers**—A global investment bank with 24,000 employees and sites in 24 countries, Lehman has a variety of security needs. "Our needs for security run through a spectrum of solutions," says Ken Darmstrong, managing director, global corporate security for Lehman Brothers. "Ultimately we are trying to protect our people. Our primary assets go up and down the elevator each night. We are also concerned about data, brand and reputation."
- Subway Restaurants**—There are 26,000 Subway stores worldwide. The number changes every week, but each store is an independently-owned franchise. Decisions for security at a location are up to the owner. We work with the franchisee to recommend procedures and policies," says Gerry Brandt, national security consultant with Schreyer, Lake Villa, Ill. "Staffing is relatively small. There may be only two or three people on duty. Facilities that are open late at night, handle cash and deal with the public are frequent targets for robbery. We spend a lot of time making training available for stores and advising them of the risk of being in the business."
- Broward County Schools**—Broward is the sixth largest school district in the nation, with 270,000 kids, 40,000 employees and 200 sites. "Statistically the awareness of who is on our campus is our priority," says Dr. Joe Melita, executive director, professional standards/social investigative unit, Broward County Schools. "We are dealing with kids. We are responsible to the parents that when they send their kids to school, they are safe and secure."
- Home Depot, West Stockton, Calif.**—The West Stockton Home Depot is one building with 180 employees. "In retail, the main thing we need is loss prevention," says Oscar Alfara, loss prevention manager. "Safety as a place like this is also very important with the type of merchandise that we are selling."

Reprint examples

securitemag.com

Publisher

Mark McCourt
Publisher
(610) 662-5477 x8531
Fax (248) 244-2042
mccourt@bnpmmedia.com

US Advertising Sales

Randy Green/Deb Soltesz
Regional Sales Manager
Eastern U.S. and Canada
(248) 244-6498
Fax (248) 244-3914
greenr@bnpmmedia.com
solteszd@bnpmmedia.com

Doug O'Gorden
Regional Sales Manager
Midwestern U.S.
1450 Turks Cap Road
Grayslake, IL 60030
(847) 548-0680
Cell (815) 451-2570
Fax (248) 786-1351
ogordend@bnpmmedia.com

Kent Beaver / Anna Griffin
Regional Sales Managers
Western U.S. and British Columbia,
Alberta
(310) 472-7158
Fax (310) 472-7159
kent.beaver@verizon.net
ac.griffin@verizon.net

Heidi Fusaro
Inside Sales/Sales Support
(630) 694-4026
Fax: (248) 502-1008
fusaroh@bnpmmedia.com

Education Section/Classified/ Help Wanted Sales

Charlene Swanson
(630) 694-4368
Fax: (248) 786-1438
swansonc@bnpmmedia.com

International Advertising Sales

China/HongKong/Taiwan/Macau
Mr. Arlen Luo
Phone: 0086-10-62123018
Fax: 0086-10-82160061
nsmchina@126.com

India
Shivaji Bhattacharjee
Ph: 0091-11-2686 7005; 2656 3923
Fax: 0091-11-2652 6055
bh.shivaji@gmail.com

Israel
Asa Talbar
Ph: 972 3 5629565
Fax: 972 3 5629567
talbar@talbar.co.il

Italy
Fabio Potesta
info@mediapointsrl.it

Korea
Young-Seoh Chinn
Ph: 82 2 481 3411/3
Fax: 82 2 481 3414
jesmedia@unitel.co.kr

Editorial Reprints

Jill DeVries
(248) 244-1726
devriesj@bnpmmedia.com

Mailing List Rentals

Robert Liska
(800) 223-4443
robert.liska@edithroman.com

Online Media

Jackie Seigle
Online Media Manager
(610) 436-4220 x8521
Fax: (248) 283-6544
seigelj@bnpmmedia.com

Editorial Office

1050 Illinois Route 83, Suite 200
Bensenville, IL 60106
(630) 616-0200
Fax (630) 227-0214
security@bnpmmedia.com

Bill Zalud
Editor
(630) 694-4029
zaludb@bnpmmedia.com

Erin J. Fellores
Associate Editor/Electronic Media Editor
(630) 694-4002
fellorese@bnpmmedia.com

Circulation

Lisa DeWitt
Audience Development Manager
(303) 703-4510
dewittl@bnpmmedia.com

Ad Production

Jessica Yamin
Production Manager
(248) 786-1641
Fax: (248) 283-6571
yaminj@bnpmmedia.com

Art Director

Mike Holmes
(412) 306-4358
holmesj@bnpmmedia.com

Corporate Office

David M. Lurie
Director, Publishing

OFFICE OF THE CEO

HARPER | MITCHELL | TAGGART
HENDERSON

BNP Media, L.L.C.
2401 W. Big Beaver Rd., Suite 700
Troy, MI 48084

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