NEW FOR 2010!

- Advertising Investment Rewards (AIR) program
- BPA-audited Web audience
- Buyer’s Guide print edition
- Custom eNewsletter sponsorships
- Security 500 Webinar
- Top 25 Most Influential People Webinar

Your industry’s #1 executive marketing brand*
featuring a 100% management magazine circulation.**

**December 2009 BPA Circulation Statement.
Your Marketing and Media Partner for Reaching Enterprise Security Leaders...

Since our re-launch in July 2006, Security, the Business Media for Security Executives, has uniquely focused on solutions for enterprise-level security leaders to better align security with their organization’s goals, leverage technology, and achieve measurable results.

Led by editor Diane Ritchey and editor emeritus Bill Zalud, and with input from our Advisory Board of industry luminaries and thought-leading columnists, Security delivers powerful management insights to help our subscribers (your customers) excel in their jobs.

The best of 2009 plus NEW MEDIA for 2010:

- **Advertising Investment Rewards (AIR) program**: Earn credits for advertising and sponsorships with every dollar you invest in 2010 — as much as 15% more!
- **BPA-audited website traffic**: Security now reports BPA-audited web traffic on our circulation statements for stronger value and results from your online advertising investments!
- **Custom eBlasts & eNewsletters**: Utilize our responsive subscriber e-mail list to promote your products in a unique eNews format.
- **SecurityXchange Enterprise returns!** Meet face-to-face with key decision-makers and brand specifiers Feb. 7-10 in Carefree, Arizona.

These are just a few reasons why more advertisers invest with Security than in any other media! To discuss a 2010 program that delivers your marketing goals, please contact us today.

Your Business Media for Reaching Security Executives:

- **Security Magazine**: The business magazine for security executives. 35,006 management-level subscribers.¹

- **Solutions By Sector**: Integrated media sponsorship with editorial devoted to channel and enterprise buyers in five key vertical sectors. Includes print, microsite and eNewsletter advertising.

- **TSI eNewsletter**: More than 24,000 active security channel and end-user opt-in subscribers focused on systems integration solutions and trends.²

- **Custom eNewsletters**: Your sole-sponsored e-mails deploy direct to Security’s responsive subscriber list.

- **Security eNewsletter**: More than 19,000 subscribers in end-user organizations focused on enterprise solutions, issues and technology.²

- **Securitymagazine.com**: The BPA-audited business website for security executives. Serving an average 15,000+ unique browsers³ each month with solutions and technology.

- **Webinars**: Popular Web-based educational sessions provide sponsors with thousands of impressions and high-quality leads.

- **Securing New Ground**: The one conference dedicated to the business of security—providing valuable face time with decision-makers, financers, executives and thought leaders.

- **Security 500 Conference**: The must-attend executive networking event for the best of the best in security organizations.

- **SecurityXchange**: The exclusive conference that guarantees productive and customized one-on-one meetings with senior executives at Security 500 firms.

The Security Executive Audience...

Security is your media and marketing partner – powerfully positioned to achieve your branding, direct response and sales goals through integrated print, eMedia and face-to-face advertising solutions.

PRINT SOLUTIONS

<table>
<thead>
<tr>
<th>Media</th>
<th>Audience¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>January Issue</td>
<td>35,006</td>
</tr>
<tr>
<td>February Issue</td>
<td>35,006</td>
</tr>
<tr>
<td>February Solutions By Sector</td>
<td>6,000⁰</td>
</tr>
<tr>
<td>March Issue</td>
<td>35,006</td>
</tr>
<tr>
<td>April Issue</td>
<td>35,006</td>
</tr>
<tr>
<td>April Solutions By Sector</td>
<td>6,000⁰</td>
</tr>
<tr>
<td>May Issue</td>
<td>35,006</td>
</tr>
<tr>
<td>June Issue</td>
<td>35,006</td>
</tr>
<tr>
<td>June Solutions By Sector</td>
<td>6,000⁰</td>
</tr>
<tr>
<td>July Issue</td>
<td>35,006</td>
</tr>
<tr>
<td>August issue</td>
<td>35,006</td>
</tr>
<tr>
<td>September issue</td>
<td>35,006</td>
</tr>
<tr>
<td>September Solutions By Sector</td>
<td>6,000⁰</td>
</tr>
<tr>
<td>October issue</td>
<td>35,006</td>
</tr>
<tr>
<td>November issue</td>
<td>35,006</td>
</tr>
<tr>
<td>November Solutions By Sector</td>
<td>6,000⁰</td>
</tr>
<tr>
<td>December issue</td>
<td>35,006</td>
</tr>
</tbody>
</table>

SECURITY subscribers are 93% request and 100% management by title.¹

ONLINE MEDIA

<table>
<thead>
<tr>
<th>Month</th>
<th>Impressions²</th>
<th>Unique²</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2010</td>
<td>46,658</td>
<td>18,670</td>
</tr>
<tr>
<td>February 2009</td>
<td>38,380</td>
<td>15,825</td>
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<tr>
<td>March 2009</td>
<td>47,297</td>
<td>17,910</td>
</tr>
<tr>
<td>April 2009</td>
<td>40,626</td>
<td>16,401</td>
</tr>
<tr>
<td>May 2009</td>
<td>36,672</td>
<td>14,610</td>
</tr>
<tr>
<td>June 2009</td>
<td>39,824</td>
<td>14,972</td>
</tr>
<tr>
<td>July 2009</td>
<td>39,384</td>
<td>15,314</td>
</tr>
<tr>
<td>August 2009</td>
<td>35,181</td>
<td>14,237</td>
</tr>
<tr>
<td>September 2009</td>
<td>37,148</td>
<td>14,024</td>
</tr>
<tr>
<td>October 2009</td>
<td>41,476</td>
<td>16,649</td>
</tr>
<tr>
<td>November 2009</td>
<td>51,331</td>
<td>18,303</td>
</tr>
<tr>
<td>December 2009</td>
<td>41,361</td>
<td>16,231</td>
</tr>
</tbody>
</table>

Now BPA audited, SECURITY online media generates an average 40,000+ impressions² and nearly 400 click-throughs each month.*

Marketing opportunities include Button Ads, Banner Ads, Skyscraper Ads, Video and Rich Media Ads, Showrooms, Newswire Posts, White Paper Posts, Blog Sponsorships, Product of the Week and more!

ENEWSLETTERS & DIGITAL

<table>
<thead>
<tr>
<th>Media</th>
<th>Impressions³</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSI eNewsletter (2x/month)</td>
<td>24,000</td>
</tr>
<tr>
<td>SECURITY eNewsletter (2x/month)</td>
<td>19,000</td>
</tr>
<tr>
<td>Custom eNewsletter / subscriber e-mail blast</td>
<td>15,000</td>
</tr>
<tr>
<td>eProduct Showcase</td>
<td>15,000</td>
</tr>
<tr>
<td>Digital Edition Delivery</td>
<td>15,000</td>
</tr>
</tbody>
</table>

Banners, Buttons, Text, Video, White Paper and classified advertising is available. eNews subscribers are 100% opt-in.* Average open rate 17.5% generating 1,400+ average monthly click-throughs.*

LIVE EVENTS

<table>
<thead>
<tr>
<th>Event Sponsorship</th>
<th>Impressions⁴</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security 500</td>
<td>300,000</td>
</tr>
<tr>
<td>SecurityXChange</td>
<td>500,000</td>
</tr>
<tr>
<td>Securing New Ground</td>
<td>300,000</td>
</tr>
<tr>
<td>Educational Webinar</td>
<td>100,000</td>
</tr>
<tr>
<td>Event</td>
<td>Bonus Distribution⁵</td>
</tr>
<tr>
<td>ASG Security Summit</td>
<td>+250</td>
</tr>
<tr>
<td>ISC West</td>
<td>+500</td>
</tr>
<tr>
<td>ISC West Security Solutions</td>
<td>+2,500</td>
</tr>
<tr>
<td>NFPA</td>
<td>+250</td>
</tr>
<tr>
<td>ESX</td>
<td>+250</td>
</tr>
<tr>
<td>AFSE</td>
<td>+250</td>
</tr>
<tr>
<td>ASIS</td>
<td>+1,000</td>
</tr>
<tr>
<td>ASIS Security Solutions</td>
<td>+2,500</td>
</tr>
<tr>
<td>ISC East</td>
<td>+500</td>
</tr>
</tbody>
</table>

SECURITY media connects you with executive-level decision-makers at trade shows and networking conferences across the country.

¹ Publisher’s Projection as of February 2010. November 2009 Total Qualified = 35,006.
² BPA Interactive. * Publisher’s own data.

Security reaches more North American Security and Loss Prevention Management subscribers than any other market publication!¹

Q: Why should Security be our #1 advertising choice?
A: By every objective media buying measure, Security is the #1 media for advertisers! ¹

Security Magazine has uniquely captured the business-minded security executive charged with managing enterprise-wide security for their organizations. Our combination of powerful editorial, high readership and quality circulation has positioned Security as the clear market leader in all the major media buying categories:

- #1 in security & loss prevention management circulation¹
- #1 in management-by-title circulation¹
- #1 in published ad pages²
- #1 in share of market²
- #1 in advertising companies²

35,006 subscribers receive Security in print.³

Q: How did Security become #1?¹
A: We listened to our reader - your customer!

Since our relaunch in July 2006 as The Business Magazine for Security Executives, Security has focused its editorial on solutions for enterprise-level security leaders. They depend on Diane Ritchey and her editorial team for vital information to excel in their jobs and make strategic buying decisions. Each issue delivers key insight to security executives by combining leadership-focused cover stories, thought-leading columnists and business-focused feature articles.

Great editorial generates great readership! Security magazine has since become a market leader in quality³ with 35,006 BPA-audited subscribers.³ This is why Security is #1 for enterprise security leaders and marketers!

Q: The results?
A: More advertisers choose Security than any other publication²

More security industry marketers invest their advertising dollars in Security than in any other end-user publication.² In 2007 and 2008, Security ranked #1 in advertising pages, advertising share of market and number of advertisers.²

Marketers choosing Security receive much more than just the industry’s leading magazine. You receive a powerful marketing company that delivers your important brand and marketing messages efficiently and effectively.

By every media buying comparison, Security is the #1 advertising choice for marketers.³ Let the power and knowledge of Security Magazine work for you.

¹ Publisher’s own data.
² IMS Data.
In Print and Beyond: Multi-media extends the Security magazine brand!

Extend your print advertising with exclusive digital sponsorships of six of the year’s most-read Security editions. Contact your sales rep to learn more about these key issues and digital magazine sponsorships.

**Securing the Global Enterprise**
*January*
Issues, concerns, business factors and technologies that educate and armor security leaders as they succeed throughout the year.

**Innovations and Technology Issue**
*September*
Our 5th annual look at new technologies defined with links to potential applications and real-time uses.

**Total Facility Security in 5 Key Industries**
*March*
Valuable ROI information covers what’s working, what’s not, threat and business changes and coping strategies.

**Security 500 Issue**
*November*
This 5th annual ranking lists organizations by assets, people, compliance needs and budgets.

**The Leadership Issue**
*July*
The Security Executive Council highlights top security leaders and their thinking on investment, return, technology and leadership characteristics.

**Top 25 Most Influential Executives**
*December*
Security identifies the most influential people who have impacted the industry in this 5th annual report.

**2010 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 and SDM, 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.

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

1. **February:**
   Industrial & Regulated Manufacturing

2. **April:**
   Utilities & Critical Infrastructures

3. **June:**
   Universities & Campuses

4. **September:**
   Government: Federal, State & Local

5. **November:**
   Healthcare

6. **December:**
   Top 25 Most Influential Executives

*1 Publisher’s own data.
Editorial Leadership!
Industry-recognized Columnists & Editors.

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.

Columnists

Get Into Access and ID
Joel Jensen, associate director of security, Minnesota State University
Joel 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.

Video In Focus
David Elliott, CISSP, Project Management Professional
David Elliott provides insight into the video surveillance market, with his more than 25 years of experience in video technology and IP surveillance. He is a Certified Information Systems Security Professional (CISSP) and a Project Management Professional (PMP). He has worked with local, state and Federal Government organizations and Fortune 500 companies.

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.

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.

Security Advisory Board

Advising editors on topics and trends.

Elizabeth Lancaster
Director of Member Services
Security Executive Council

Richard A. Leifer
Former Vice President, Global Security, American Express
Dean, Security Executive Council Emeritus Faculty

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

Michael McCann
President, McCann PS
Former Chief of Security for the United Nations

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

Kari Pefman
Manager, Corporate Security Programs
Exelon Corp.
Member, Security Executive Council

C. Dave Shepherd
CEO of Readiness Resource Group

Dennis Treece
Director, Corporate Security
Massachusetts Port Authority

Bryan Warren
Director of Corporate Security
Carolina’s Healthcare System
The Security Executive Audience…
A powerful, responsive North American print circulation.

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

Utility/Power/Gas/Nuclear/Water
Information Technology/Communications
Airports
Transportation/Logistics/Distribution/Warehousing
Construction/Real Estate/Property Management
Education/University/School/Library/Museum
Health Care/Hospital/Medical Center
Government/Correctional Facilities
Industrial/Manufacturing
Banking/Finance/Insurance
Casino/Hotel/Arenas/Entertainment
Retail/Restaurant/Foodservice
Security Systems Integrator
Security Management/Consulting
Architectural/Engineering/Contract Firm

Your ads reach 35,006 enterprise-wide decision-makers:* 

Trust the Security Audience Advantage.

Purity. 93% of subscribers receive Security based on a request.*

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

Penetration. Security targets more Security & Loss Prevention managers than any other market publication.”

** Publisher’s own data.
Security Magazine 2010 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue:</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
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</thead>
</table>

**Special Feature**
- Securing the Global Enterprise
- Guarding Special Report plus Top Guard Companies
- Total Facility Security in 5 Key Industries
- The Integrator as Partner
- Public/Private Security Projects & DHS Outlook/Overview
- The Leadership Issue

**Enterprise Services**
- Mass Notification & Emergency Management
- Asset Tracking Solutions
- Systems Integration: Cyber & Physical
- Cyber Convergence with Physical Security: Working with VARS & IT Sis.
- Securing the Supply Chain
- High Tech Guard Systems Impact on Productivity/Cost
- Fire & Life Safety Best Practices & Regulatory Issues

**Access Management**
- Perimeter Protection
- Lobby Security & Visitor Management
- Remote Access Management Solutions
- Parking Lot & Garage Security
- Managing Temporary Workers & Contractors
- Facility Access Control Programs
- Beyond Security: Access Systems’ Not So Obvious Benefits

**Surveillance Solutions**
- H.264’s Impact on Surveillance
- The Top 10 Video Management Software
- Analytics Trends & Benefits
- Storage Options & Requirements
- MegaPixel Best Applications
- Intelligent Video Solutions
- Wired & Wireless Transmission Options

**Identity Management**
- New Printer Technologies
- Market Specific Solutions: Best for 5 Sectors
- Converging Cyber with Physical ID
- ID Management in Highly Sensitive Areas
- Analytics Update: Facial, Bio & Voice Recognition
- Smart Card Update: Adding More Tech & Features
- E-mail Encryption & IT Network Security Integrated with IDs

**Vertical Sector Focus**
- Utilities/Energy/Nuclear
- Retail, Restaurants & Foodservice
- Corporate/Property & Facility Management
- Healthcare/Hospitals/Pharma/Medical Centers
- Universities & College Campuses
- Supply Chain/Transportation/Distribution & Warehousing
- Hospitality & Service Industry

**Solutions by Sector with SDM**
- Industrial & Regulated Manufacturing
- Utilities & Critical Infrastructures
- Universities & Campuses

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**Issue:**

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<th>May</th>
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</tr>
</thead>
<tbody>
<tr>
<td>BONUS Show Distribution</td>
<td>Barnes Buchanan Conference, Feb. 4-6, Palm Beach, FL</td>
<td>SecurityXchange, Feb. 7-10, Carefree, AZ</td>
<td>ISC West, March 24-26, Las Vegas</td>
<td>PSA-TEC</td>
<td>NFPA, June 7-10, Las Vegas</td>
<td>NASS-ESX-CSAA/NFBA, June 14-18, Pittsburgh</td>
<td>AFSE</td>
</tr>
<tr>
<td>FREE Advertiser Bonuses</td>
<td>Corporate Profile</td>
<td>Product of the Week 1/2-9g, Profile in Guarding Special Report</td>
<td>ISC West Show Exhibitor Showcase</td>
<td>ISC West Show eProduct Showcase</td>
<td>AdScore Readership Study</td>
<td>$1,000 Webinar Credit</td>
<td>Corporate Profile</td>
</tr>
</tbody>
</table>

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**ISC West Show Triple Play!**
Get a FREE 4c Profile or Ad in our ISC West Show supplement when you advertise two or more full pages in the first quarter.

**March: ISC West Show Daily!**
Generate more leads by advertising in our exclusive ISC West Show Daily publications.

**PLUS!**
13-time contract advertisers will receive our unique subscriber census sales leads. During the year, Security polls its readers to learn about upcoming security projects, purchase plans and budget information. We share that information with you through your custom sales lead dashboard. Simply log in and download your new leads, FREE, from Security!
**Complete Market Coverage.**

<table>
<thead>
<tr>
<th>Issue:</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>Buyers Guide</th>
</tr>
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<tbody>
<tr>
<td><strong>Enterprise Services</strong></td>
<td>Systems Integrators: Advice from the Top 10</td>
<td>Monitoring Solutions</td>
<td>Training &amp; Education</td>
<td>Systems Integration: Green Architecture &amp; Engineering</td>
<td>Risk Management &amp; Insurance Planning</td>
<td></td>
</tr>
<tr>
<td><strong>Access Management</strong></td>
<td>Biometric Access Systems</td>
<td>Facility Access Control Programs</td>
<td>Guardhouses &amp; Modular Buildings</td>
<td>The Top 10 Fences</td>
<td>The Doors! Door Security Solutions</td>
<td></td>
</tr>
<tr>
<td><strong>Surveillance Solutions</strong></td>
<td>Monitoring Options &amp; Programs</td>
<td>Applications that Transcend Security</td>
<td>Outdoor Systems</td>
<td>Winning Video System Maintenance Programs</td>
<td>Outlook 2011: New Video System Showcase</td>
<td></td>
</tr>
<tr>
<td><strong>Vertical Sector Focus</strong></td>
<td>Petrochemical/Pharma Mfg/Chemical/Highly Regulated Mfg</td>
<td>Civil Government Facilities, Museums, Libraries &amp; Public Spaces</td>
<td>K-12 Education</td>
<td>Banking/Finance/Insurance</td>
<td>Public Transportation: Air, Sea &amp; Land</td>
<td></td>
</tr>
</tbody>
</table>

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<tr>
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<th>December</th>
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<tr>
<td><strong>Solutions by Sector with SDM</strong></td>
<td>Government: Federal, State &amp; Local</td>
<td></td>
<td></td>
<td></td>
<td>Healthcare</td>
<td></td>
</tr>
</tbody>
</table>

**Display Advertiser Bonuses:**
- Boldface Basic Listing in print & digital edition
- Live Web and E-mail links
- 4/c logo in print, digital supplier section and online
- Improved online search ranking (appear 2nd)
- Unlimited product listings

**SPECIAL 13th Print Issue!**

**Issue: August September October November December Buyers Guide**

<table>
<thead>
<tr>
<th>Issue:</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>Buyers Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BONUS Show Distribution</strong></td>
<td>CEDIA, Sept. 23-26, Atlanta</td>
<td>ASIS, Oct. 12-15, Dallas</td>
<td>Securing New Ground</td>
<td>Security 500 Conference</td>
<td>Major Industry Trade Shows and Events</td>
<td></td>
</tr>
<tr>
<td><strong>FREE Advertiser Bonuses</strong></td>
<td>Security eNews Tile Ad</td>
<td>ASIS Show Exhibitor Showcase</td>
<td>TSI eNews Tile Ad</td>
<td>Security 500 Report and Listings</td>
<td>50% off Buyers Guide Display Ad</td>
<td></td>
</tr>
<tr>
<td><strong>ASIS Show Double Play!</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Get a FREE 4c Profile or Ad in our ASIS show supplement when you advertise two or more full pages in Aug./Sept.</td>
</tr>
</tbody>
</table>
2010 AIR Program & FREE Advertiser Bonuses

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.

You can choose to sign an annual contract for 2010 advertising and marketing and gain the full benefits of your Rewards program immediately, or earn marketing dollars monthly during the year. Either way, each dollar you invest with Security Media Group will be rewarded with additional dollars to help you exceed your branding, lead generation and sales goals.

NEW!

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

FREE Corporate Profile
(Jan., June)
All Full-page or larger display advertisers receive a 1/2-page Corporate Profile space. Includes 200 words plus a 4/c photo of your choice.

FREE AdScore Readership Study
(April)
A $2,500 value, the AdScore Readership Study reports our subscribers’ opinions of all ads in April.

FREE Security eNews Tile Ad
(Aug.)
Full-page or larger advertisers earn a credit for a FREE 125x125 eNews Tile Ad to be used during 2010 on any Security eNews edition. A $2,000 Value.

FREE eProduct Showcase Ad
(March, Sept.)
Full-page or larger advertisers receive a FREE eProduct Showcase Ad, including 50-words and one 4-color image, which we’ll eblast to all Security subscribers. The March Showcase is targeted for ISC West!

FREE Security 500 Report & Listings
(Nov.)
All full-page advertisers receive the Security 500 largest enterprise security operations database on CD and will be listed online as a sponsor.

FREE Top Guarding Companies Profile
(Feb.)
Full-page advertisers in February may receive a 1/2-page Product Profile in our Top Guarding Companies special section.

FREE $1,000 Webinar Credit
(May)
Run a full page ad and earn a $1,000 Credit toward a 2010 Webinar.

FREE 7S/eNews Tile Ad
(Oct.)
You earn a credit for a FREE 125x125 eNews button to be used during 2010 on any Today’s Systems Integrator eNews edition. A $2,000 Value! Run a full-page ad or larger to qualify.
## 2010 Print Advertising Rates

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

### Black & White Rates

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,600</td>
<td>$4,300</td>
<td>$4,000</td>
<td>$3,700</td>
</tr>
<tr>
<td>Jr. Spread</td>
<td>$4,600</td>
<td>$4,300</td>
<td>$4,000</td>
<td>$3,700</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,400</td>
<td>$3,200</td>
<td>$3,000</td>
<td>$2,800</td>
</tr>
<tr>
<td>1/2 Page Diagonal</td>
<td>$3,400</td>
<td>$3,200</td>
<td>$3,000</td>
<td>$2,800</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$2,900</td>
<td>$2,750</td>
<td>$2,600</td>
<td>$2,450</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,700</td>
<td>$2,550</td>
<td>$2,400</td>
<td>$2,250</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,800</td>
<td>$1,700</td>
<td>$1,600</td>
<td>$1,500</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,500</td>
<td>$1,450</td>
<td>$1,400</td>
<td>$1,350</td>
</tr>
</tbody>
</table>

### Color Rates

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

- **Standard 2 Color**: $450
- **Matched Color**: $700
- **Metallic**: $800
- **Four-Color per page or less**: $1,000
- **Four-Color per spread**: $1,750

### Cover Rates

- **Inside Only**: $5,750
- **Inside Back**: $5,500
- **Back Cover**: $6,000

### Display Ad Sizes

<table>
<thead>
<tr>
<th>Run of book (bleed)</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>spread (gutter bleed)</td>
<td>16&quot;</td>
<td>10 1/2&quot;</td>
</tr>
<tr>
<td>full page</td>
<td>8 1/8&quot;</td>
<td>10 1/2&quot;</td>
</tr>
<tr>
<td>Jr. spread</td>
<td>16 1/4&quot;</td>
<td>5 1/4&quot;</td>
</tr>
<tr>
<td>2/3 page</td>
<td>5 1/8&quot;</td>
<td>19 1/4&quot;</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>8&quot;</td>
<td>5 1/4&quot;</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>2 3/8&quot;</td>
<td>10 1/4&quot;</td>
</tr>
<tr>
<td>1/3 page square</td>
<td>5 1/8&quot;</td>
<td>5 1/4&quot;</td>
</tr>
<tr>
<td>1/4 page</td>
<td>4&quot;</td>
<td>5 1/4&quot;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Run of book (no-bleed)</th>
<th>width</th>
<th>depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>spread (gutter bleed)</td>
<td>15&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>full page</td>
<td>7&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>Jr. spread</td>
<td>14&quot;</td>
<td>4 5/8&quot;</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4 1/2&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>4 1/2&quot;</td>
<td>7 1/2&quot;</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3 5/8&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7&quot;</td>
<td>4 5/8&quot;</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2 1/8&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/3 page square</td>
<td>4 1/2&quot;</td>
<td>4 5/8&quot;</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3 5/8&quot;</td>
<td>4 5/8&quot;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Diagonal bleed ad (no bleed on diagonal edge)</th>
<th>width</th>
<th>depth</th>
<th>across</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 diagonal</td>
<td>8 1/8&quot;</td>
<td>10 1/4&quot;</td>
<td>13 1/4&quot;</td>
</tr>
</tbody>
</table>

### 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.

### 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 Jessica Kalef, 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: Jessica Kalef, Production Manager 2401 W. Big Beaver Rd., Suite 700, Troy, MI 48084 Phone: 248-786-1641 / Fax: 248-283-6571 Email: kalefj@bnpmedia.com

### 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.

For complete ad specifications, visit us online at securitymagazine.com or contact Jessica Kalef at (248) 786-1641, kalefj@bnpmedia.com.
securitymagazine.com
High-traffic Online Media

Now a BPA-audited website, securitymagazine.com generates 40,000+ impressions to more than 15,000 unique browsers each month. Make sure your brand influences every security leader who prefers to read their news online.

Skyscrapers
$1,150 net/month or $11,500 net/year
Specs: 120x600 pixels, 256 colors or less, 72 dpi .jpg or .gif. Max size 40K.

Sponsorships
$1,000 net/month or $10,000 net/year
Specs: 120x60 pixels, 256 colors or less, 72 dpi .jpg or .gif. Max size 40K.

Banners

<table>
<thead>
<tr>
<th>Per Month</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top (Rotating)</td>
<td>$1,200 net</td>
</tr>
<tr>
<td>Bottom (Rotating)</td>
<td>$800 net</td>
</tr>
</tbody>
</table>

Specs: 468x60 pixels, 256 colors or less, 72 dpi .jpg or .gif. Max size 40K.

Generate brand awareness, leads and clicks by targeting executives online.


Product of the Week: High-visibility product placement on our home page. Includes a landing page for listing even more product detail.

Page Peel Ad: Your corner ad grabs attention and provides more detail as it “peels” across the page.

Countdown Clock: Your logo appears on a special home page clock that counts down to your event or product launch.

Extended Banner Ad: Your ad appears as a banner and “expands” with additional content.

Floating Ad: Your animated ad “floats” over the page and comes to rest as a banner or skyscraper ad.

Podcast Sponsorship: Your single or series audio ad made available on our home page. Includes deployment to our eNews or subscriber audience.

White Paper Sponsorship: Your expert white paper made available on our site. Includes deployment to our eNews or subscriber audience.

Microsites & Showrooms: Your products and services listed in a dedicated page on securitymagazine.com.

SecurityTV: Your single or series video ad displayed on our home page. May also deploy to our eNews or subscriber audience.

Need rates and ad specs? Contact your regional sales manager. Or visit portfolio.bnpmedia.com to see all available rich media advertising opportunities.

* BPA Interactive, average July-December 2009.
eNewsletters, Webinars & Digital Media

Security managers trust digital media for industry news and education—make sure they see your brand.

Security eNewsletters
Written by Security editors, our popular twice-monthly eNewsletters reach 100% opt-in circulations for high engagement and readership. Video and live polling are available!

Security eNewsletter
- 19,000 opt-in subscribers'
- 16.6% open rate'
- 3.32% click-through rate'

Today's Systems Integrator eNewsletter
- 24,000 opt-in subscribers'
- 17.5% open rate'
- 2.92% click-through rate'

Custom eNewsletter
- 15,000 average distribution'
- 15.35% average open rate'
- 2.35% average click-through rate'
Collect clicks and leads as your custom message is distributed to Security subscribers with e-mail addresses.

Webinar Sponsorships
Educate Customers | Build Brands | Generate Sales Opportunities

Security and BNP Media Events are generating an average 600 contacts per Webinar. Security manages all the promotion, registration and Webinar details. As a sponsor, all you have to do is sit back and enjoy the results:
- Registration list providing high quality sales prospects
- Sole sponsorship - you choose the content/speakers/date and Security will market and execute your event
- Credibility with customers/prospects
- Extended reach with on-demand viewing
- Brand building and unmatched exposure
- Educate your customers/prospects
- No travel costs associated with sales calls

A Security Webinar Sponsorship package will net you more than 100,000 impressions from print, online and digital media.* Contact your regional sales rep for pricing and topic details.


Banners (468x60 pixels)
- Top $125/M
- Middle $100/M
- Bottom $75/M

Tiles (125x125 pixels)
- Top $130/M
- Second-Fifth $85/M
- Sixth and below $70/M

Advertorial Text Box
- Ten-word headline and up to 250 text characters.
- Top $100/M
- Middle $85/M
- Bottom $70/M

specs: Max size 40K. 256 colors or less, 72 dpi .jpg or .gif.

* Publisher's own data.
Lead-generating, High-visibility Webinars!

Sponsorship Opportunities
Engage your target audience in a “live” 60- minute Web seminar 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.

Sponsorship Benefits
• Build your brand. Demonstrate your expertise.
• Gain quality sales leads — all participants must register to view program and you receive the leads (includes name, company, title, address, phone, email). Reporting link is active for 12 months!

Your logo will prominently appear as the sponsor on all Webinar promotions including:
• 1 minute sponsor promotion at the beginning of the Webinar
• Sponsor logo and link on event registration page and audience viewing console
• Advertisement promoting your webinar in Security print issue
• Promotion in Security bi-weekly e-newsletter
• Banner ad promotion on securitymagazine.com
• Email blast promotion to Security subscription base (plus, you can target specific markets)
• Final program will be posted on securitymagazine.com for an entire year!

Each event offers an exclusive sponsorship opportunity for only $8,500 net.

New! Co-sponsored Editorial Webinars
Sponsor your product category to generate leads from these key Security editorial Webinars:

** Recent Results: **
<table>
<thead>
<tr>
<th>Event Title</th>
<th>Registrants</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Future of Security Technology Forum</td>
<td>817</td>
</tr>
<tr>
<td>Why Intelligent Storage in the Camera will Transform IP Surveillance</td>
<td>822</td>
</tr>
<tr>
<td>Blended Video - Winning Evolution in the Downturn</td>
<td>730</td>
</tr>
</tbody>
</table>

*Publisher’s own data

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

Event date: November 2010!

Event date: December 2010!
Contact us for rates, product categories and sponsorship details.

SecurityTV
Your 2-minute video streams live on Security’s website to demonstrate new products, services or ideas. Supply your own video or sponsor an educational series presented by the Security editorial team.

SecurityTV Rates:
$100 net per day with supplied video. Contact your sales rep for details on higher frequencies and custom video production. Video specifications will be provided upon request.

Rich Media Advertising
Security offers a variety of enhanced online advertising options that will take your ad program to the next level. For details, specifications and a full menu of Web opportunities visit portfolio.bnpmedia.com. For custom rich media ad rates, please contact your regional sales representative.

Page Peel
Displays as a teaser on the top right corner of the homepage and peels back to display full ad and animation when a user hovers their mouse over the area.
Specs: 150 x 150 pixels (600 x 600 total animation stage), 30 seconds maximum, 72dpi, SWF (Adobe Flash)

Floating Ad
Appears to float above page content when site is accessed. Ad will dissolve into standard banner (below search bar) once animation cycle is complete.
Specs: 468 x 60 pixels for banner (size during animation stage will vary), 30 seconds maximum, 72 dpi, SWF (Adobe Flash)

Expandable Banner
Appears as a standard banner (below search bar) and expands below to reveal more information or animation when hovered over.
Specs: 468 x 60 pixels (468x400 during animation stage), 30 seconds maximum, 72dpi, SWF (Adobe Flash)

Expandable Skyscraper
Appears as a standard skyscraper expands to the left to reveal more information or animation when hovered over.
Specs: 120 x 60 pixels ( 300 x 600 during animation stage), 30 seconds maximum, 72dpi, SWF (Adobe Flash)

Security Podcast Sponsorships
Security editors record and post the new Security Podcast series featuring the week’s top five stories in less than 2 minutes! This incredibly valuable and powerful tool allows busy security executives to hear your message while commuting, exercising or working.
Podcast subscribers receive the latest edition via e-mail. Plus the Podcast is posted on our website and the link is included in our eNewsletters maximizing distribution to a broad audience.

Security Podcast Sponsorships
Podcast Rates:
1x $500 net
4x (monthly) $1,800 net
12x (Once a Month) $5,000 net

Advertisers can sponsor an individual Podcast or a series.
Powerful Face-to-Face, Networking and Selling Events!

November 9-10, Roosevelt Hotel, New York City

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.

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.

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 a Security 500 sponsor, you’ll receive:
• Logo on attendee promotions including:
  - 6 Security print ads
  - 13 eNews editions
  - Button ad on securitymagazine.com/500
• Logo on all conference signage
• Logo and 50-word attendee program description
• 1/2-page profile published in the November Security 500 issue. Appears online for six months.
• Two attendee registrations ($445 value)

For more information contact your regional sales representative. Or contact Becky Reed at (440) 286-4900, becky@sjandco.com.

February 7-10, 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.

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
Lead-generating 2011 Buyers Guide!


**Triple your product exposure with our enhanced PRINT, Digital & Online Directory**

All complete listings will be posted in the online directory for FREE, with company name in print.

For a nominal fee of only $39 you can ensure your complete company contact information and product listings are included in the NEW print edition with up to 10 product listings which will be sent to Security’s 35,006 subscribers!*

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.

**NEW! PREMIUM PLUS LISTING**

Buyers Guide Sponsorship & Lead Package

Includes Premium Listing, PLUS inclusion in our Request for Proposal program (Leads!) and your choice of one of the following options:
- Video
- 5 Product Specific Banner Ads
- Tile Ad
  (Additional options may be purchased – ask your sales rep for details.)

**Go Premium for 2011!**

**Premium Package**

2011 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
- Optional online video posting!

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

For Listing Enhancement details, please contact:

Dawn Weber
Security Magazine
Ph: (248) 786-1661
Fax: (248) 883-6534
weberd@bnmedia.com

securitymagazine.com/buyersguide

*December 2009 BPA Circulation Statement
Classified and Marketing Services

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 35,006 management subscribers!

- Help Wanted
- Software
- For Sale/Rent
- Business Opportunities
- Repairs
- Dealer Services

Run your Classified Ad for as little as $200 net per column inch! Contact Heidi Fusaro at (630) 694-4026 or fusaroh@bnpmedia.com for more details.

Special positioning is $150 additional where available. Color is $150 additional where available. Place your Classified Ad online as low as $50 per week! Contact Heidi for details.

Marketing Services

Custom Media Division—Personalized Media Solutions

Are you thinking of starting your own magazine, Web site, or eNewsletter? Creating a video, coffee table book or Webinar? Let us do the work for you, from start to finish. Our Custom Media Division combines media experts with Security’s readership. Let us partner with you to produce a powerful media package that showcases your message in the marketplace. Contact Steve Beyer at 630-699-7625 or e-mail buyers@bnpmedia.com. http://custommedia.bnpmedia.com

Clear Seas Research—Making the Complex Clear

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. Clear Seas Research will help your business grow and succeed in today’s marketplace through use of brand assessment & management, customer satisfaction, marketing effectiveness, product market positioning and price optimization tools. For more information contact Beth Surowiec at 248-786-1619 or surowiecb@clearseasresearch.com. www.clearseasresearch.com

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 35,006* 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 securymagazine.com with a LIVE link to your site or program page reaching 15,000+” unique browsers!

Digital eBlast to 19,000”* eNewsletter opt-in subscriber list, which includes your listing and live link.

Rate: $2,250 net
Contact Heidi Fusaro for details!

List Rental

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:

Robert Liska for postal inquiries at: 845-731-2726
robert.liska@edithroman.com

Shawn Kingston for email inquiries at: 845-731-3828
shawn.kingston@epostdirect.com

To view datacards for all lists or to get more information on list rental, please visit http://bnp.edithroman.com.

Reprints & ePrints

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.