



# e-newsletters

In the rapidly changing security product technology market, buyers can't afford to miss a headline. That's why thousands of security products decision makers subscribe to each of the *Security Products* Group e-newsletters. Covering the hottest topics in the industry and targeting the high growth areas of security purchasing, these timely, effective e-mail vehicles deliver your message directly to the inboxes of security professionals, dealers, integrators and IT managers who drive today's converging security market.

**Sign up for 6 months or more and get a 10% discount.**

## Security Products e-news

Delivered twice weekly, this newsletter is sent to more than 50,000\* potential security buyers. Each issue provides essential industry news and product information to these important decision makers.



### Rates Per Issue

468x60 Banner	\$950 (2 positions)
160x600 Skyscraper	\$750 (1 position)
New Product Spot	\$800 (4 positions)
Sponsored Text Link	\$250 (3 positions)
Custom Single Issue Exclusive Sponsorship	\$2,450

## Dealer Strategies e-news

This business solutions newsletter is sent to more than 10,000\* security systems integrators, installers and dealers. Delivered twice per month, each issue features business solutions, sales and marketing tips, installation tips, manufacturer new product and technology updates, dealer opportunities and hot market niches, plus much more.

### Rates Per Issue

468x60 Banner	\$700 (1 position)
160x120 Button	\$550 (1 position)
160x600 Skyscraper	\$650 (1 position)
New Product Spot	\$600 (3 positions)
Sponsored Text Link	\$250 (3 positions)
Custom Single Issue Exclusive Sponsorship	\$1,550

## Identity Management Products e-news

Targeting 27,000\* security professionals and corporate IT managers, once per month, this e-news focuses on topics such as smart cards, biometrics, access control systems, network security, ID cards and corporate information security.



### Rates Per Issue

468x60 Banner	\$800 (1 position)
160x120 Button	\$650 (1 position)
160x600 Skyscraper	\$650 (1 position)
New Product Spot	\$700 (1 position)
Sponsored Text Link	\$200 (1 position)
Custom Single Issue Exclusive Sponsorship	\$2,050

## Urban Area Security e-news

This targeted e-news reaches more than 10,000\* security, safety and environmental control professionals located in the 100 most populated areas of the United States. These are the areas targeted by the Department of Homeland Security to receive \$765 million in direct funding for high threat urban areas. Each issue is delivered once per month to these key decision makers in such highly populated locations as schools, hospitals, banks, government locations, retail, and industrial and utilities facilities.



### Rates Per Issue

468x60 Banner	\$750 (1 position)
120x60 Button	\$600 (1 position)
New Product Spot	\$650 (1 position)
Sponsored Text Link	\$200 (1 position)
Custom Single Issue Exclusive Sponsorship	\$1,800

\* Publisher's Own Data



### Network-Centric Security e-news

As security systems become more network-centric, integrators, end users, installers, contractors and IT professionals are turning to this informative e-newsletter for knowledge and expertise. Reach 30,000\* buyers, including 10,000\* IT professionals, twice a month.



**Rates Per Issue**

468x60 Banner	\$800 (1 position)
160x120 Button	\$650 (2 positions)
New Product Spot	\$700 (3 positions)
Sponsored Text Link	\$250 (3 positions)
Custom Single Issue Exclusive Sponsorship	\$2,050

### Campus and K-12 School Security e-news

These monthly newsletters will be sent to security decision makers at both K-12 and higher education campuses and dealers and integrators who sell to the school facility market.



Co-produced with our sister publications *T.H.E. Journal* and *Campus Technology*, each edition will focus on both physical and digital security issues and related industry and product news and updates.

**Rates Per Issue**

Campus Security:	
728x90 Banner	\$2,300 (2 positions)
336x280 Banner	\$2,300 (1 position)
Product Ad	\$1,500 (4 positions)
K-12 School Security:	
728x90 Banner	\$2,500 (2 positions)
336x280 Banner	\$2,500 (1 position)
Product Ad	\$1,500 (4 positions)

### Security Products 2008 Show Updates e-newsletter

**Target Your Trade Show Dollars!**

*Security Products* Magazine can help your company market your presence at the top industry tradeshow, increasing awareness, driving more traffic to your booth, and supplying leads to you after the show!

Each Show Updates e-newsletter will be delivered to 50,000\* or more security professionals before, during and after the show.

The editors of *Security Products* will be offering daily updates as to the happenings around the show as well as their insights and observations regarding the “buzz” at the show.

Target these shows by securing your position in one or all of the following Show Updates e-newsletters: **ISC WEST • ISC EAST • ASIS**

LIMITED SPACE AVAILABLE — Each newsletter is limited to 5 sponsors. Each sponsor will receive a selected ad size and location based on availability and preference. Each e-newsletter will be delivered approximately two weeks before the show, one week before the show, two days of the show and one week after the show, giving your message maximum exposure.

**Ad Sizes and Rates (Per Show)**

Page 1 —	
Top Banner — 468x60	\$2,850
Left Hand Box — 125x161	\$2,600
Large Right Hand Box — 215x261	\$3,950
Page 2 —	
Left Hand Box — 125x120	\$1,600
Right Hand Box — 215x120	\$2,100
BONUS: Each sponsor gets a product announcement with photo on one of the delivery dates. The largest ad sponsor gets first choice of day of new product announcement delivery.	
Single Issue “Exclusive” Sponsorship	\$10,000

Contact your Media Sales Consultant for more information and a list of additional shows that may be added!

\*Publisher’s Own Data