

More Opportunities

E-Products

Security Products offers clients an extensive array of custom online vehicles including personalized microsites, HTML and PDF postings, single sponsored e-newsletters and audio/visual programs. Our custom media team will work hand-in-hand with clients to develop unique, made-to-order online solutions that generate leads and deliver results.

Events and Seminars

From program development to attendee acquisition, Security Products' event team will work with you to create a customized program that reinforces brand leadership, facilitates an environment for networking and delivers targeted customer leads. So whether it is a sponsored panel at an industry event or tradeshow, roundtable discussion, an executive forum for buyers and sellers or an industry road show, we can help you develop a successful, informative and educational event designed for security professionals.

Ad Readership Studies

Security Products offers ad readership studies for all 1/2 page or larger advertisers in our January, April, July and November issues. These comprehensive studies measure the effectiveness of your ad creative and the impact your marketing program is having on our audience.

Custom Research

Security Products media group provides a wide range of research opportunities for advertisers interested in brand awareness studies, category specific research, client specific research, or security industry buying plans and trends. Our desire is to provide market information that is accurate and timely so that you can design the most effective integrated program to reach your best prospects. Ask your media consultant about custom research opportunities. Online and traditional formats are available.



2009 Annual Buyer's Guide

The Security Products 2009 Annual Buyer's Guide is the security industry's resource for year-round product and service purchasing decisions. Published in December of 2008, listings include company names, services provided, contact info, and can also include bold listings and logos.

List Rentals

The Security Products and CPM Group subscriber mailing lists are available for rental. To view our datacards, please visit www.meritdirect.com/1105. For more information, please contact MeritDirect, Attn: Elizabeth Jackson, 847-492-1350, ext. 18, ejackson@meritdirect.com.

Online Industry Directory

www.securityproductsindustrydirectory.com
The Security Products Online Industry Directory is a leading online resource for suppliers and end users of security products and systems. The Industry Directory is the security industry's online yellow pages, consisting of categories such as access control, sensors, detectors, intrusion alarms and monitoring, perimeter protection, control panels, DVR, computer alarm software, card readers, ID badges, Smart Cards, biometrics and network security. For more information or to place a listing, call MediaBrains at 1-866-627-2467.

Classified Advertising

Big things come in small packages. So whether you are looking to recruit the best in the business or you want to buy or sell products and services, Security Products magazine's print and online classified ads are designed to increase your response rate.

GENERAL (Boxed Display) rates per schedule

Size	1x	3x	6x	12x
1 inch	\$239	\$672	\$1,279	\$2,303
2 inch	\$485	\$1,354	\$2,559	\$4,606
3 inch	\$725	\$2,020	\$3,914	\$6,908
4 inch	\$965	\$2,691	\$5,212	\$9,210

Color Charges: \$75 Each Color (Additional)

HOT SPOTS (33/8 w x 31/8 h) rates per issue

	1x	3x	6x	12x
B&W	\$986	\$959	\$933	\$907
4-color	\$1,365	\$1,242	\$1,220	\$1,173