

Security Products

www.secprodonline.com

Media Planner 2008

SECURING THE CAMPUS

A SPECIAL SUPPLEMENT TO SECURITY TODAY AND SECURE

SECURE... AT THE UNIVERSITY OF TEXAS AT AUSTIN

Security Products

REEL LARS II

MONITORING SELECTION GUIDE

Security Products

What's New

What's New in Security Products

What's New in Security Products

What's New in Security Products

network centric Security August 2007

WHERE PHYSICAL SECURITY & IT WORLDS COLLIDE

CHANGING CHANNELS
Convergence writes new rule for distributors **18**

OPEN BUT SECURE
One high school's lessons with IP Video **24**

PLUS
Biometrics at Heathrow Airport **8**

Surprised By Storage
Heres video poses challenges for IT **12**

- Suppliers
- End Users
- IT Decision Makers
- International

The Complete Marketplace

Security Products 10th Anniversary

www.secprodonline.com

The Integrated Product Newsmagazine for Security Professionals SEPTEMBER 2007

IP Speed Dome
Vandal-resistant
UNAXIS' latest line of mini-IP speed-dome cameras...
Circle 330 on card, or respond at www.secprodonline.com

Software
For business analytics
ManyNet's business analytics software delivers the intelligence...
Circle 324 on card, or respond at www.secprodonline.com

Integration Unit
Includes video, data and power integration
Alomax's new Hubway Active series transmits video and RS-422/485 data via active video...
Circle 326 on card, or respond at www.secprodonline.com

Surveillance Line
Latest compression
Technologic's SCW offers a complete line of industrial-grade...
Circle 328 on card, or respond at www.secprodonline.com

Display System
Full security monitoring
CIBC's Public Display System is designed to give the user full security monitoring...
Circle 324 on card, or respond at www.secprodonline.com

Electronic Pallets
High-security
CyberLock brings electronic access control and an audit trail to public...
Circle 328 on card, or respond at www.secprodonline.com

Network Camera
Progressive scan
The AXIS 211W is a wireless network camera designed for optimal flexibility...
Circle 328 on card, or respond at www.secprodonline.com

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Solves any setting the grounds for effective emergency response...
By Samuel Shiner

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DVRs
Evaluating new DVR technologies...
By Cynthia Pappas

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Critical Infrastructure Security

THE TURNING POINT
Cargo terminal ditches analog-based system for newer networked video solution

By Marisa McDonagh

Critical infrastructure operations, including airports, are becoming increasingly dependent on networked video surveillance...
Circle 328 on card, or respond at www.secprodonline.com

The Integrated Product Newsmagazine for Security Professionals

Security Products

Your Integrated Media Solution

Security Products is the leading industry media brand for the global security marketplace. Our print, digital, event, custom media and research products integrate coverage for both physical and IT security as these functions are in the process of convergence. The *Security Products* brand is your best integrated media platform serving the product and new technology needs of the entire security product buying team — suppliers and end users. This makes *Security Products* the smartest marketing partner for today's security product and service marketers.

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One Rapidly Growing, Dynamic Marketplace

The global market for private security products and systems is forecast to advance 8.0 percent annually through 2010, reaching \$85 billion.***

Suppliers + End Users + IT Decision Makers + International = The Complete Marketplace**

Suppliers

More than 30,000* suppliers, installers, distributors, consultants and manufacturing rep firms subscribe to *Security Products* magazine. These are companies who are buying, selling and installing security products and services.

End Users

Security Products reaches more than 39,000* end users in industrial, retail, institutional and government sectors. These security professionals turn to *Security Products* for practical information on products and new technology.

IT Decision Makers**

In 2008, each issue of *Security Products* will be made available to more key IT decision makers. These are the most important IT managers who are making the decisions regarding security convergence.

International**

In addition to our print version of *Security Products*, international security professionals can now get copies of each issue via our new digital format. More security products marketers are looking to some of the most lucrative international markets such as Mexico, Europe, China and Canada.

Security Products is a member of BPA, Worldwide. To review *Security Products'* current BPA Statement online, visit the BPA Web site at www.bpaww.com, in the Security Category of the Business Magazine Section.



*BPA Worldwide June 2007
 **Publisher's Own Data
 ***Freedonia Group, Inc.



THE COMPLETE MARKETPLACE

Suppliers of Security Products and Systems*

Security Installing Dealer/Security Installing Dealer with Central Station Service/Security Service Installation Firm/Systems Integrators	23,671
Security Product Distributor	2,715
Security Consultants	2,916
Manufacturer's Rep Firm	1,341
TOTAL	30,643

End Users of Security Products and Systems*

Industrial or Manufacturing Companies	15,586
Retailing Companies and Service Companies (Financial, Utilities, Builders, Transportation)	8,908
Institutional Facilities (Health Care, Education, Lodging, Entertainment, Sports)	4,527
Government/Military	10,436
TOTAL	39,457

GRAND TOTAL 70,100



One Comprehensive Print Magazine

Security Products is the marketing partner that you can depend on to help generate leads and increase sales. Published 12x per year, each issue reaches the largest number of suppliers and end users. Our integrated approach offers your company endless opportunities to put your message in front of your best customers and prospects.

Security professionals turn first to *Security Products* for new products, new technology and practical information regarding the integration of these products into the new convergent security systems.**

Security Products is the only integrated product magazine reaching the entire security market. In fact, from the October 2006 issue thru the September 2007 issue, more than 1,000 products have been displayed on the printed pages of *Security Products* magazine, plus many more via our e-newsletters and Web sites. *Security Products* is the one invaluable resource for security professionals who have the ultimate buying responsibility for security products and services.***

Circulation/Reach

By partnering with *Security Products*, you have made the best choice to reach the most potential buyers in the security industry.

Delivering Buyers and Specifiers Across all Functions and Segments of Security Decision Making***

Security Products reaches more than 70,000* security professionals, many of whom make buying decisions for both physical and IT security products and services. Plus, each issue is digitally transmitted to more than 6,500*** international security professionals.

Subscribers Who Recommend, Select or Buy Products*

CCTV Equipment/Video Systems & Surveillance	27,000
Access Control	25,630
Sensors/Detectors	22,155
Intrusion Alarm & Monitoring	21,742
Fire & Safety Protection	21,197
Batteries/Power Supplies	19,680
Outdoor/Perimeter Protection	19,424
Digital Video Recorders (DVR)	17,495
Control Panels/Annunciators	17,463
Training	17,188
Card Reader Systems	15,667
Computer Alarm Software/Software	15,455
Emergency Response Products/Services	15,430
Integrated Systems	15,333
Communication Equipment	14,459
Identification Products/ID Badges/Smart Cards	13,790
Security Consultants	10,457
Cable/Telephone Services	9,455
Biometrics	8,721
Home Automation/Sound Equipment/Theatre	8,476
Security Guard Services	8,271
Supplies & Dealer Services	8,014
IT/Network Security	7,862

* BPA Worldwide June 2007 Circulation Statement
 ** Baxter Research, June 2007 Ad Readership Study
 ***Publisher's Own Data

The Best-Read Security Publication

According to the Baxter Research June 2007 AdView Report, *Security Products* is read by more security professionals than any other magazine in the market!

Security Products experiences a 1.9 pass-along among our 70,000* subscribers, meaning that a combined average total of 133,000 professionals see each issue!**

Of those surveyed**

69% said they regularly read *Security Products*.

28% said they regularly read *Security*.

26% said they regularly read *Security Management*.

21% said they regularly read *Security Dealer*.

20% said they regularly read *Security Systems News*.

Dedicated and Devoted Subscribers**

Security Products has loyal subscribers who depend on the publication for integrated coverage of new products and practical solutions for security professionals. In fact, the June 2007 Baxter Adview Report found that:

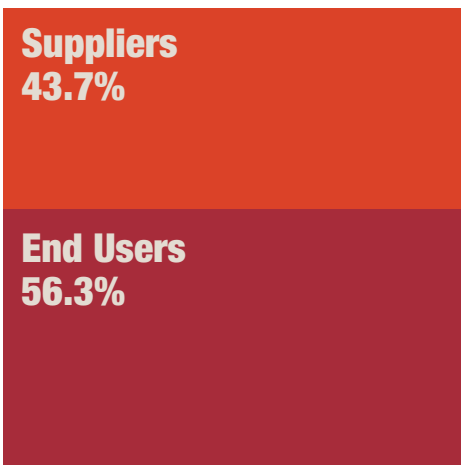
69% of subscribers read the publication regularly (3 out of 4 issues)

From the October 2006 issue through the September 2007 issue, *Security Products* has averaged a whopping **83 new products per issue**, making it the magazine of choice when it comes to new product and new technology information!

Industry Breakout *

■ Suppliers — 30,643

■ End Users — 39,457



One Book, One Buy

Today's security products marketers are faced with requirements to deliver measurable ROI from their marketing investments. At the same time, the need to reach the complete marketplace of an ever expanding set of decision makers is a priority.

Security Products is the one choice for security products marketers to efficiently and effectively reach security products decision makers.

- An extensive portfolio of print and online products
- Comprehensive coverage of physical and IT security products and issues that matter the most to security products decision makers
- Reach the complete marketplace — suppliers, end-users, IT, international
- The largest circulation of any security publication
- Multiple buying responsibilities for security products and services
- "E-Response Lead Service" providing additional leads on a more timely basis
- The best read security publication
- The only product focused tabloid magazine in the market
- Dedicated and devoted subscribers

We make it easy—one book, one buy! That makes *Security Products* your one choice to reach your best prospects and customers.

* BPA Worldwide June 2007 Circulation Statement

** Baxter Research, June 2007 Ad Readership Study



Network-Centric Security

As security systems become more network-centric, integrators, end users, installers, contractors and IT professionals are turning to *Network-Centric Security*, a bimonthly supplement to *Security Products*. *Network-Centric Security* provides buyers with knowledge and expertise to navigate this shift, improving their professional, and in the case of installers and distributors, their competitive positions. *Network-Centric Security* covers security as users now see it—as a strategic business process. The timely publication reaches more than 50,000* professionals in the banking, retail, industrial, gaming, educational, and public market segments.

Network-Centric Security is the media sponsor for the 2008 IPUserGroup IP-in-Action LIVE events.

For more information go to secproonline.com.



Rates

	1X	3X	6x
Full page	\$6,200	\$5,900	\$5,300
1/2 page	\$4,420	\$4,120	\$3,530

Special positions 10% premium. All prices quoted gross. Rates include 4-color.

Network-Centric Security 2008 Editorial Calendar

February (Ad close: 12/28, Materials: 1/4)

- Video and IT Integration
- Trends in Channel Partnering
- RFID in Security

April (Ad close: 2/28, Materials: 3/4)

- Business Continuity and Contingency Planning
- Incident Detection and Management
- Remote Surveillance, Monitoring and Access Control

June (Ad close: 4/29, Materials: 5/2)

- Security and Building Systems Integration
- Networked Health Care Security
- Using Wireless Technology and Networks

August (Ad close: 6/27, Materials: 7/2)

- Biometrics and other ID Technology
- Government Security Integration: The New Rules
- IP Video Management and Storage

October (Ad close: 8/28, Materials: 9/3)

- Enterprise Risk Management
- Web and IP-based Mass Notification Systems
- Urban Security Networks

December (Ad close: 10/28, Materials: 11/11)

- Designing Open Standards-Based Systems
- Access Management and Control
- IP Video

For show coverage &/or distribution, see Editorial Calendar on pages 10-11.

*Publisher's Own Data



The CPM Group

The CPM Group has provided the business continuity professionals (BCP) market with more than 12 years of continuous service. *Security Products* added the CPM Group to its array of products in 2007.

CPM integrates the online, conferencing, and list rental mediums to provide advertisers with direct access to the decision makers in the business continuity marketplace. Each of these outlets was created with a single purpose: to help companies sell their products and services, while providing a maximum return on investment. As the leader in Global Business Continuity, the CPM Group directly targets your primary customers and prospects. Relevant and topical content online and at our conferences ensures reader interest, retention, and response.

CPM-Global Assurance e-newsletter

CPM-Global Assurance is the one resource that offers it all: analysis, best practices, advice and the contingency planning news. This monthly e-newsletter provides you with in-depth articles authored by the industry's best, case studies, white papers, Q&As, national and international news and product and service offerings.



Global Assurance e-news

(Published monthly; each page is 8 1/2 x 11.)

	1x	6x	12x
Page Ad	\$1,200	\$950	\$800
1/2 page Ad	\$800	\$650	\$500

CPM Online

With its newly redesigned Web site, www.ContingencyPlanning.com averages more than 79,000* page views from more than 24,000* unique visitors per month (Average for months 01/07 - 09/07). With our robust online community and extensive knowledge base, ContingencyPlanning.com provides advertisers with an opportunity to communicate directly with targeted sales prospects. We have many Web-based marketing products, such as e-newsletter sponsorships, e-blasts, Webinars, blogs, case studies and white papers, that allow you to target specific industry sectors with laser-like focus while providing an integrated online advertising solution.

CPM online (monthly)

728x90	\$800
160x180	\$400
120x60	\$350
160x600	\$600
468x60	\$600
336x280	\$750
Text Links	\$200

CPM Industry Insider

The CPM Industry Insider is a great way to stay abreast of the important issues making industry headlines. This monthly e-newsletter offers a quick read of the most important news stories of the month.

CPM Insider e-news (Published monthly)

Top Banner 468x60	\$600
Middle Banner 468x60	\$500
Bottom Banner 468x60	\$400

*Publisher's Own Data



CPM Conferences



In addition to business continuity, the CPM Conference and Exhibition's broad reach includes emergency management, security, business resiliency and IT disaster recovery. CPM has identified a new paradigm: Today's BC professional must understand the strategic value of business continuity, emergency management, and security. By adding more coverage for emergency management and security, CPM bridges the gap among these similar fields and enlarges the scope of targeted attendees. The government, banking and finance, retail, education, insurance, industrial and utilities segments also are covered.

Interactive conference sessions, expanded workshops, an innovative exhibit hall, and effective networking events make the CPM Conference and Exhibition a valuable resource for all BC professionals. Two conferences—CPM West in the spring and CPM East in the fall—cover all your needs.

For complete information visit www.ContingencyPlanningExpo.com.



Special Sections and Selection Guide Supplements

Security Products provides the most comprehensive, targeted coverage of some of the hottest areas of the security marketplace. These special emphasis forums are the ideal medium for security product marketers wanting to reach their best prospects.

Special Sections

HOMELAND SECURITY – Published in every issue of *Security Products* magazine, this section focuses on the issues of homeland protection and urban area security. Advertisers who are marketing urban security or homeland protection products and services can include their messages in this specially focused section reaching key security decision makers in government and highly populated areas.

The Integrated Home

Host of opportunities exist for security dealers looking into whole-home integration

By Coleen Starns

THE NEW WORLD

Gone are the days when a home security system was just a collection of bells and whistles. Today, the security industry has been looking for ways to integrate its products with other home systems, such as energy management, entertainment, and more. The idea is to create a seamless, integrated home environment that can be controlled from a single interface. This is the future of home security, and it's happening now.

Security products are being integrated with other home systems, such as energy management, entertainment, and more. The idea is to create a seamless, integrated home environment that can be controlled from a single interface. This is the future of home security, and it's happening now.

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THE INTEGRATED HOME – Security products suppliers and integrators are quickly realizing this hot area for product and revenue growth. This section is seen by dealers and integrators who cater to the residential custom electronic market. Security marketers can take advantage of this targeted section with an advertisement or sponsorship.

FIRE - WARNING AND DETECTION –

This new section will appear in the March and July issues. Suppliers who provide fire and smoke detection products and warning systems will be highlighted in a Fire Protection focused editorial environment that will provide readers with solutions to their fire protection challenges.

Selection Guide Supplements

Contact your Media Consultant for advertising rates and specifications.

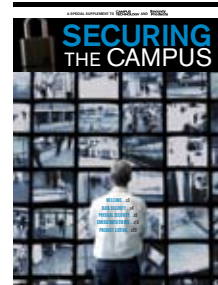
NETWORK-CENTRIC SECURITY – This 6x publication provides exclusive editorial on the integration of physical security and IT. Each edition includes news, updates, features and new technology. Plus, each edition targets selected end-users, dealers, integrators and IT decision makers and features show-related coverage!



MONITORING

– Planned for 3x in 2008, this special publication will provide dealers and integrators with the latest industry news, updates, products and services.

Monitoring advertisers also can sponsor the publication. Each edition will include bonus circulation at an industry trade show. Scheduled issue dates are January, May and August.



SCHOOL SECURITY

– Published in July and October, this targeted supplement offers advertisers the perfect venue to reach decision makers responsible for school security.

Bonus distribution at the Campus Technology Conference and Florida Educational Technology Conference.

GAMING SECURITY – Published with the November issue, this targeted selection guide will reach both professionals who are responsible for casino security and suppliers who sell to the gaming industry. Advertisers will receive bonus circulation at the 2008 Global Gaming Expo in Las Vegas.

CASE STUDIES – This special reference publication will feature recent case studies from security product companies. Each profiled company will receive a full-page ad placed adjacent to their full-page case study. Security professionals will receive this publication with the September issue of *Security Products*. There will be bonus circulation at the 2008 ASIS International Conference in Atlanta.

LOCKS, HARDWARE AND DOOR ENTRY

– Locks, Hardware and Door Entry will be published twice in 2008; once in March in conjunction with ISC West, and then again in September, in conjunction with ASIS International, where we will highlight mature and emerging markets by focusing on door opening solutions that fit the rapidly growing global market.



Webinars

Budget constraints and increasingly hectic work schedules can often prohibit today's security decision makers from physically attending seminars, conferences and expositions. Instead, it is important that today's security product and service vendors seek innovative and cost effective ways to disseminate information and engage prospects and clients in a timely manner to spotlight new technologies, product launches, strategic partnerships and more.

That's why *Security Products* magazine and Web site offer a turnkey Webinar solution that allows security products marketers to tap into our expertise and expansive market reach and drive valuable customer leads.

Webinar 101

The unique presentation of a Webinar forum allows clients to deliver information and engage participants in a timely, cost effective manner. Whether at home, or on the road, participants can view presentations through their Web browsers while simultaneously listening to the audio. Discussions can take place in real time and your audience of security buyers are encouraged to interact with presenters in an open dialogue.

Sponsorship

\$10,000 net (Basic Package)

- Registration development and collection
- Comprehensive event promotion
- E-blasts to our 50,000* targeted *Security Products* e-news subscribers
- Reminder e-mails prior to Webinar
- E-newsletter sponsorships (includes 150 X 150 image, linking URL and up to 80 words of promotional text)
- 30-day Webinar registration link on secprodonline.com's home page
- Creation of custom-designed user interface
- Audio delivery and presentation coordination
- Optional real-time polling and Q&A during the presentation
- Post-event participant data and complete contact info
- Three-month online archiving for on-demand use

For more information on how to schedule or develop a Webinar to meet your marketing needs, please contact your *Security Products* Media Consultant.





Ad Sizes

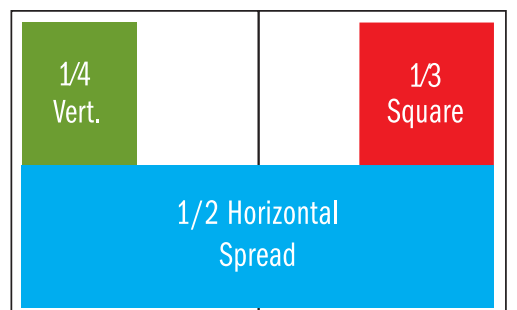
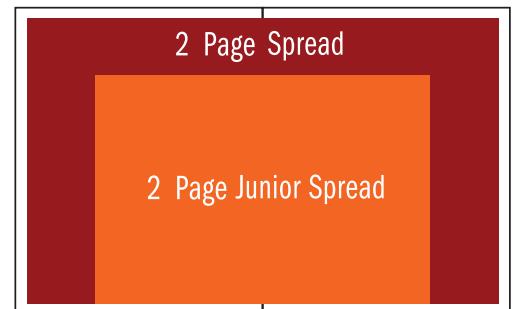
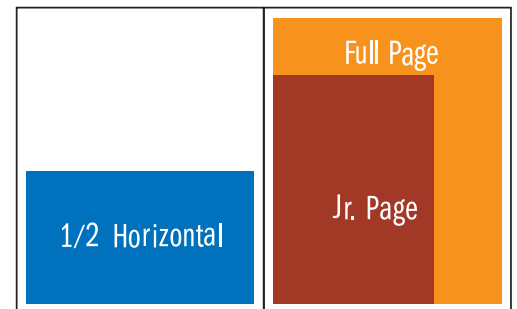
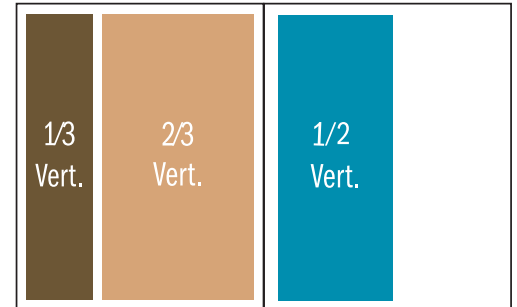
Effective April 2008

TRIM SIZE: 10 1/4" x 12 1/4"

BLEED SIZE: 10 1/2" x 12 1/2"

AD SIZE	BLEED SIZE	LIVE SIZE
■ 2 Page Spread	20 3/4" x 12 1/2"	19 1/2" x 11 1/4"
■ 2 Page Junior Spread	n/a	14 3/4" x 9"
■ 1/2 Page Horizontal Spread	n/a	19 1/2" x 5 1/2"
■ Full Page	10 1/2" x 12 1/2"	9 1/4" x 11 1/4"
■ 2/3 Page, Vertical	n/a	6" x 11 1/4"
■ Junior Page	n/a	6 7/8" x 9"
■ 1/2 Page Horizontal	n/a	9 1/4" x 5 1/2"
■ 1/2 Page Vertical	n/a	4 1/2" x 11 1/4"
■ 1/3 Page Vertical	n/a	2 7/8" x 11 1/4"
■ 1/3 Page Square	n/a	6" x 5 1/2"
■ 1/4 Page Vertical	n/a	4 1/2" x 5 1/2"

All bleed dimensions include 1/8" bleed for trim. For bleed ads, please keep live copy 1/4" from trim and crop marks. CMYK, 4-color process printing only. For PMS ink color availability, contact your Sales Representative.



Digital Ad Specs

The following specifications are for the purpose of controlling the quality of magazine printing on high-speed web presses. All requirements are based on Specifications for Web Offset Publications (SWOP). Any deviation from these specifications may result in less desirable printed results.

MEDIA SHIPPING (not including pre-printed inserts)

Digital files should be provided on the following media: Macintosh formatted 100MB or 250MB Zip or CD-ROM. Please label media with the magazine name, issue date and advertiser name. Include a laser of the media directory with all contents. Ads requiring work to be done by the Publisher will incur an additional charge. Media and advertising materials are kept by the Publisher for one year then destroyed. Return material requests must be made in writing and are shipped C.O.D.

Send Materials To:

Security Products Attn: Production Coordinator
9121 Oakdale Avenue, Suite 101
Chatsworth, CA 91311
Phone: 818-734-1520 x233 Fax: 818-734-1528
Email: spadproduction@1105Media.com

Media, files and proofs should be securely packed and shipped. Contents of the package should be identified on the outside as to publication date and type of material contained within. Please include the magazine name and issue date on all packages.

FILE FORMAT

We support files generated by Adobe Acrobat using the 1105Media Print Driver and 1105Media Job Option Settings for Distiller, with specifications as listed below. Download printer driver & distiller settings from our Web site at: <http://www.1105media.com/services/DigitalAdRes.aspx>

In order to generate printable PDFs, it is important that the native file (QuarkXPress, Adobe InDesign or Pagemaker) is prepared accordingly.

Preparing native files for printable PDFs:

- Multiple pages need to be submitted as single page files
- Set bleeds 1/8" beyond trim
- All images/scans must be in CMYK mode, 300 dpi resolution
- Use Postscript (Type 1) fonts only. No True Type, Windows/PC or custom fonts accepted unless converted to outlines.
- DO NOT use stylized fonts
- Embed all fonts
- Rules should be .25 point or thicker
- All elements must be placed at 100% size
- Avoid rotation and cropping of images in layout program
- Do not nest EPS files in other EPS files
- Four-color solids should not exceed SWOP density of 280%

Preparing a PDF file (Preferred format):

- Use 1105Media PPD Print Driver

- Use 1105Media Job Option Settings for Distiller
- Set crop marks with a 12 point offset
- PDF file needs to be 1 inch larger than trim size of magazine and include crop marks

Preparing an EPS file (Optional alternative format):

- EPS file formats from Adobe Illustrator, Adobe Photoshop or Macromedia Freehand must be a high resolution CMYK EPS file, layers flattened with fonts converted to outlines or paths.

PROOFS

Provide two digital color proofs at 100% size, created from the supplied digital file, on a contract-quality, digital halftone proofing system in accordance with SWOP web coated standards (AGFA Pressmatch, Kodak Approval, DuPont Waterproof, etc.).

Laser or inkjet proofs are not considered accurate in color and are supplied for content confirmation only. If supplied, the Publisher is not responsible for color variances between the digital file and final color reproduction.

IMPORTANT NOTE: If proofs are not supplied, the Publisher reserves the right to have them made at the Advertiser's expense, and make-goods due to reproduction quality will not be honored.

FTP FILE AND UPLOAD INFORMATION

Name your files with the magazine name, issue date and project name. All uploads should be followed by either a confirmation phone call or e-mail message to your Production Coordinator to verify the file has been sent.

It is important that the uploaded file is placed in the designated /1105 external/production/Security_Products/ directory for expedient access.

Host: <ftp://ads.1105media.com/> To Upload with FTP Client (Fetch, Transmit, CyberDuck, etc.)

User ID: 1105user Password: 1105pass

Publication Directories

Host: <ftp://1105user@ads.1105media.com/> To Upload with Internet Explorer 6 (or earlier version)

Password: 1105pass

Publication Directories

DIGITAL ADVERTISING RESOURCES

1105Media Media Kits and Ad Specifications

<http://www.1105media.com/services/DigitalAdRes.aspx>

Digital Distribution of Advertising for Publications (DDAP)

<http://www.ddap.org>

Specifications Web Offset Publications (SWOP)

<http://www.swop.org> <http://www.swop.org/certification.html>

Adobe Acrobat

<http://www.adobe.com/products/acrobat/main.html>



Editorial Calendar 2008

Issue	Features	Problem Solvers	Highlight	Spotlight
JANUARY Ad close: 11/29/07 Materials: 12/4/07	Utility Security Airport Security School Security	Biometrics ID Cards	Correctional Facility Security Banking Security	IP Video/Analytics
FEBRUARY Ad close: 1/7/08 Materials: 1/10/08	Employee Safety (Fire) Residential Security IT Security	Locks Security Software	Fire and Emergency Response	DVRs Distribution Lists
MARCH Ad close: 2/4/08 Materials: 2/7/08	Casino Security, Biometrics, Remote Monitoring, IP Video Surveillance, Border Security	Cameras, Access Control, Urban Area Security Products, Safes, Shredders/Vaults	Retail Security RFID Systems Integrators	Airport Security Cargo Security
APRIL Ad close: 3/5/08 Materials: 3/10/08	Perimeter Security Fire/Life Safety Government Building Security IT Security	Emergency Preparedness and Response Fire/Warning Systems	Cameras School Security	CCTV Distribution Lists
MAY Ad close: 4/3/08 Materials: 4/8/08	Multi-Campus Facility Security Banking Security Fire Safety Business Continuity	SIA Showcase Control Panels	Access Control Arena/Venue Security	Hospital Security
JUNE Ad close: 5/5/08 Materials: 5/8/08	Wireless Communications Access Control Hospital Security	Asset Tracking/RFID Metal/Explosive Detectors	Building Automation	International Security Distribution Lists
JULY Ad close: 6/4/08 Materials: 6/9/08	IT Security Transportation Security Thermal Imaging	Access Control International Pavillion	Airport Security	Verified Response DVRs
AUGUST Ad close: 7/3/08 Materials: 7/9/08	Biometrics/Identification Smart Cards IP Surveillance Perimeter Security	CCTV Components Emergency Communications	Hospital Security Fire Warning Systems	Cameras Distribution Lists
SEPTEMBER Ad close: 8/6/08 Materials: 8/11/08	Multi-Campus Facility Security; Airport Security; Maritime Security; Emergency Communication; IT Security Security Industry Roundtable	Wireless Devices Cameras	Courthouse Security Monument Security Systems Integrators	CCTV Identity Management Products
OCTOBER Ad close: 9/4/08 Materials: 9/9/08	Multi-National Facility Security Wireless Technology Remote Monitoring Corporate Information Security	Motion Detectors Control Panels	Cargo Security School Security	DVRs Business Continuity Distribution Lists
NOVEMBER Ad close: 10/7/08 Materials: 10/10/08	Business Continuity/Disaster Recovery Asset Management Casino Security Security Products Award Winners	DVRs/NVRs Installation Hardware	Retail Security School Security	Access Control
DECEMBER Ad close: 11/3/08 Materials: 11/11/08	ANNUAL BUYER'S GUIDE ISSUE IT Security Facility Security	Readers' Choice	Utility Security Event Security	Cameras

Award Winning Editorial

Security Products magazine is a four-time winner for Design and Editorial Excellence as presented by the American Society of Business Press Editors.

Special Sections	Supplements	Show Coverage &/or Bonus Distribution	• Advertiser Bonus	
Homeland Security: Government Purchasing Procedures	Monitoring	Florida Educational Technology Conference (FETC), Orlando, Jan. 22-25	Ad Readership Study	JAN.
Homeland Security: ID Credentialing The Integrated Home: Installation/AV Security	Network-Centric Security	Industrial Fire, Safety and Security Expo, Houston, Feb. 6-8; IP-in-Action LIVE, Orlando, Feb. 12	Company Profile for Jr. page and larger advertisers who advertise in both the January and February issues	FEB.
Homeland Security: Transportation Security Fire - Warning and Detection	Locks, Hardware and Door Entry	Electronic House Expo, Orlando, March 11-15; Redmond Tech Mentor Conference, Orlando, March 31-April 4; FOSE, Washington, D.C., April 1-3; ISC West, Las Vegas, April 2-4	ISC West Product Showcase	MAR.
Homeland Security: Terrorism The Integrated Home: AV Technology	Network-Centric Security	RSA, San Francisco, Apr. 7-11; GOVSEC, Wash., D.C., Apr. 23-24; Continuity Insights, New Orleans, May 5-6; IP-in-Action LIVE, Wash., D.C., May 12; IFSEC, Birmingham, UK, May 12-15	Ad Readership Study	APR.
Homeland Security: Port Security	Monitoring	PSA, St. Charles, IL, May 5-9; CTST, Orlando, May 13-15; CPM West, Las Vegas, May 20-22; Beijing Int. Ex. (CIPATE), China; NFPA, Las Vegas, June 2-6	Jr. page or larger advertisers receive a FREE Web site showcase	MAY
Homeland Security: Security Critical Infrastructure The Integrated Home: Fire Controls/ Smoke Detectors	Network-Centric Security	ASSE, Las Vegas, June 9-12; NRF, Orlando, June 23-25; Electronic Security Expo, Nashville, June 25-27; International Assoc. for Healthcare Security & Safety, Vancouver, B.C., June 29-July 2	Company Profile for Jr. page and larger advertisers who advertise in both the May and June issues	JUN.
Homeland Security: Utility Security Fire - Warning and Detection	Campus Security	AFSE, Miami Beach, July 29-31; Campus Technology Conference, Boston, July 28-31	Ad Readership Study	JUL.
Homeland Security: Natural Disasters The Integrated Home: Home Theater Trends	Network-Centric Security Monitoring	Midwest Security and Police Expo, Rosemont, IL, Aug. 12-13; IP-in-Action LIVE, Chicago, Aug. 12; CEDIA, Denver, Sept. 3-7; Las Americas Security Show, Mexico City, Sept. 9-11	Jr. page or larger advertisers receive a FREE Web site showcase	AUG.
Homeland Security: Border Security	Case Studies Locks, Hardware and Door Entry	ASIS International, Atlanta, Sept. 15-18 National Safety Council Expo, Anaheim, Sept. 22-24	ASIS Product Showcase	SEP.
Homeland Security: Securing Government Infrastructures The Integrated Home: Lighting Controls	Network-Centric Security School Security	FL Ed Tech Conf, San Jose, Oct. 13-17; Security Canada, Toronto, Oct. 21-23; ISC East, New York, Oct. 28-29; CPM East; EH Expo, Long Beach, Nov. 4-7; IP-in-Action LIVE, San Francisco, Nov. 18	ISC East Product Showcase	OCT.
Homeland Security: Fire and Emergency Response	Gaming Security	Global Gaming Expo, Las Vegas, Nov. 18-20; Campus Technology Fall Conference, San Francisco, December	Ad Readership Study	NOV.
Homeland Security: Border Protection The Integrated Home: Perimeter Security	Network-Centric Security	Most 2009 Security Industry Trade Shows including - ISC West, ISC East and ASIS	Jr. page or larger advertisers in the October, November and December issues receive one FREE Jr. page ad in the 2009 Buyer's Guide and one FREE Company Profile	DEC.



Advertising Agreement and Insertion Regulations

- A. Advertising is subject to acceptance by the publisher as to character, layout, text and content. The publisher reserves the right to reject or cancel advertising that is not in keeping with the publication's standards.
- B. Advertisers and advertising agencies assume all liability for all content (including text, illustrations, representation, copyright, etc.) of advertisements printed and also assume total responsibility for any claims arising therefrom against the publisher.
- C. Advertisements are accepted upon the representation that advertisers have all the rights necessary to publish the contents thereof. Advertisements must be factual, not misleading and should not misrepresent any competing product or service or make an unfair, incomplete comparison.
- D. Any attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with any copy that in the publisher's opinion resembles editorial material.
- E. Conditions, other than rates, are subject to change by the publisher without notice.
- F. Positioning of advertisements is at the discretion of the publisher unless agreed to in writing by the publisher.
- G. The publisher shall have no liability for errors or omissions in key numbers, reader inquiry numbers or advertisers' index.
- H. Advertisements not received by space closing date will not be entitled to revisions or approval by the advertiser or its agency.
- I. Cancellations or changes in orders may not be made by the advertiser or its agency after closing date.
- J. The advertiser is liable for any costs (design fees, setups, additions or alterations to advertisements, logos, color, film, reprints, etc.) incurred in the preparation of its advertisement.
- K. All insertion orders are accepted subject to the provisions of the current rate card. Proposals or requests for advertisements based on reciprocal dealings will not be accepted. The publisher's suppliers, resellers or sales agents are cautioned that solicitation by the publisher's agents on any agents on any other basis is unauthorized.
- L. Cancellation of space reservations for any reason will result in a short-rate based on past and subsequent insertions to reflect actual space used at the earned frequency rate.
- M. The publisher shall not be liable for any costs or damages if it fails to publish an advertisement.
- N. The publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- O. No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing.
- P. The publisher is not liable for delays in delivery or nondelivery in the event of act of God, action of governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of the publisher affecting production or delivery in any manner.
- Q. Advertisers agree that the publisher has no obligation to maintain the confidentiality of submitted material until the publication date, and although the publisher may, at the advertiser's request, adopt procedures to restrict dissemination of submitted material to lesson risk of disclosure, the publisher has no liability for its failure to do so.
- R. As used in this section titled "General conditions," the term "publisher" shall refer to 1105 Media, Inc.
- S. Governing law, attorney's fees: This agreement shall be governed by the laws of the state of California. Any controversy or claim arising out of or relating to this agreement or the breach thereof will be settled by binding arbitration, which shall be conducted in accordance with the rules of the American Arbitration Association. There shall be one arbitrator in any such proceeding. Judgment upon the award rendered by the arbitrator may be entered in any court having jurisdiction thereof. The place of arbitration shall be Los Angeles County, CA. Should either party commence arbitration to enforce or interpret this agreement, the arbitrator shall have the discretion to award the prevailing party reasonable attorney fee.





Display Advertising Rates

Black & White	1X	3X	6X	9X	12X	18X	24X	36X	48X
2 Page Spread	\$15,271	\$14,516	\$13,952	\$13,610	\$13,300	\$12,544	\$11,851	\$11,137	\$10,469
2 Page Junior Spread	\$12,317	\$11,752	\$11,230	\$10,914	\$10,676	\$10,076	\$9,522	\$8,948	\$8,409
1/2 Page Horizontal Spread	\$10,359	\$9,884	\$9,455	\$9,203	\$8,960	\$8,485	\$8,012	\$7,546	\$7,088
Full Page	\$8,435	\$8,021	\$7,706	\$7,519	\$7,343	\$6,929	\$6,552	\$6,163	\$5,791
2/3 Page, Vertical	\$7,469	\$7,098	\$6,791	\$6,598	\$6,449	\$6,085	\$5,755	\$5,413	\$5,083
Junior Page	\$6,790	\$6,453	\$6,174	\$5,998	\$5,863	\$5,532	\$5,232	\$4,921	\$4,621
1/2 Page, Horizontal or Vertical	\$5,755	\$5,491	\$5,253	\$5,113	\$4,978	\$4,714	\$4,451	\$4,192	\$3,938
1/3 Page, Vertical or Square	\$3,922	\$3,746	\$3,607	\$3,534	\$3,457	\$3,265	\$3,131	\$2,991	\$2,861
1/4 Page, Vertical	\$3,389	\$3,204	\$3,060	\$2,999	\$2,938	\$2,767	\$2,623	\$2,466	\$2,323

Color Charges	4 Color
2 Page Spread	\$3,079
2 Page Junior Spread	\$3,079
1/2 Page Horizontal Spread	\$2,400
Full Page	\$1,925
2/3 Page, Vertical	\$1,925
Junior Page	\$1,925
1/2 Page, Horizontal or Vertical	\$1,925
1/3 Page, Vertical or Square	\$957
1/4 Page Vertical	\$957

Company Profile	\$1,682
Web Site Showcase	\$854

Effective April 2008



A Dynamic Platform of Online Marketing Opportunities

Security Products offers an array of dynamic, online programs that deliver measurable marketing results. Our interactive offerings provide ideal forums for generating leads, driving traffic to your Web site and positioning your brand as a market leader.

www.secprodonline.com

The Essential Online Resource for Smart Security Product Marketers

Security Products reaches industry professionals at their desktops daily. Our secprodonline.com Web site, our weekly and monthly targeted e-newsletters and our custom lead generating webinar programs offer online opportunities that can connect you to security product decision makers in the global security market!

This comprehensive Web site offers information and tools that security product decision makers can use to achieve the best results.

Hot Topics

These separate, “microsites” covering Access Control/Identity Management, Business Continuity, Convergence, CCTV, Dealers and Integrators, Fire Protection/Life Safety, Government, Guard Services, Homeland/Urban Area, IT/Corporate Info, Integrated Home, International and Monitoring offer options for the savvy online marketer to target their best prospects.

- Daily breaking news
- Industry associations
- Current and past Security Products magazine issues
- Searchable archives
- Features and columns
- Product updates and technology news
- Industry research
- Vendor catalogs
- White paper library
- Industry events
- Webinars
- Blogs
- Industry directory
- Case studies

Large Loyal Audience*

- Monthly Page Views - 127,000
- Monthly Visitors- 43,000
- Average Visit Length - 11 minutes



*WebTrends August 2007



Online Pricing

Banners

728x90 Leaderboard – 4 sponsors	
Print advertiser rate:	\$1,200 net/month
Standard rate:	\$1,500 net/month

468x60 Banner – 4 sponsors (Middle and Bottom home page only)	
Print advertiser rate:	\$800 net/month
Standard rate:	\$1,050 net/month

160x600 Skyscraper – 4 sponsors	
Print advertiser rate:	\$900 net/month
Standard rate:	\$1,200 net/month

336x280 Box Unit – 4 sponsors	
Print advertiser rate:	\$1,000 net/month
Standard rate:	\$1,300 net/month

120x60 Small Button Left Hand Column – 1 sponsor per position	
Print advertiser rate:	\$850 net/month
Standard rate:	\$1,000 net/month

160x120 Button Right Hand Column – 2 sponsors	
Print advertiser rate:	\$600 net/month
Standard rate:	\$750 net/month

Homepage New Products - 100x100 image, 50-60 words text, URL	
Print advertiser rate:	\$750 net/month
Standard rate:	\$850 net/month



Special Sections

Sponsored Text Links	
Print advertiser rate:	\$250 net/month
Standard rate:	\$300 net/month

336x280 Embedded Targeted Ad - Banner on specific targeted story	
Print advertiser rate:	\$1,500 net/month
Standard rate:	\$1,900 net/month

Hot Topic Area Sponsorship - Sole Sponsorship, 468x60 on Topic Main Page	
Print advertiser rate:	\$1,000 net/month
Standard rate:	\$1,300 net/month

Exclusive Product Category Sponsorship Includes linkable "Sponsored by" on main page, 468x60 at top of Specific Category page, and first product listing, 200x200 image and linkable URL	
Print advertiser rate:	\$500 net/month
Standard rate:	\$700 net/month

White Paper Hosting Listing includes: white paper title, company name, brief abstract, and link to white paper	
Print advertiser rate:	\$700 net/month or \$1,000 net/year
Standard rate:	\$900 net/month or \$1,200 net/year

Vendor Catalog Listing Listing includes: company name (linked), 60-80 word description, 130x170 catalog cover image	
Print advertiser rate:	\$800 net/month
Standard rate:	\$950 net/month

Webinars	\$10,000 net (Basic Package)
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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



Targeted Custom Media Program Designed for Your Unique Marketing Needs

Custom Media is a rapidly growing and robust marketing communications strategy. It offers a dedicated environment in which marketers can manage and control editorial content and deliver strategic messaging that shapes the perceptions and buying behavior of prospects and customers.

Custom Media includes a wide array of print, online and event product offerings which are uniquely tailored to meet clients' specific marketing needs and objectives. The customized approach allows clients to create strategic, high-impact marketing tools that promote brand leadership and delivers compelling content to a targeted audience.

CUSTOM MEDIA: An Integral Component of High Impact Marketing Campaigns

Custom Media Offerings

Security Products Media Group provides marketers with a comprehensive portfolio of cost-effective custom media programs to enhance their integrated marketing strategies. Our staff works closely with clients to produce dynamic, customized products that reach and impact targeted decision makers.

Print Products

Content-Based Inserts, Supplements and White Papers

(single and multi-sponsor projects.)

Marketers can communicate targeted strategic messaging to security buyers on their market position, industry partnerships, agency implementations, government contracts, products, technologies and solutions within content-based custom inserts, supplements and white papers.

Magazines and Catalogs

Security Products custom media team can help marketers create topic specific or multi-faceted corporate magazines, as well as solutions catalogs, for distribution to our qualified circulation of 70,000** subscribers.

Template-Based Print Series

(Contact Your Media Consultant for Rates and Specifications)

Security Products offers several new template-based custom media products that allow marketers to reinforce their position of security market leadership.



Format Options

- One Page w/one page of custom editorial
- Two Pages w/two pages of custom editorial
- Four Pages w/four pages of custom editorial

Each Template-Based Custom Insert is available on a monthly basis, one per issue- so each is an exclusive opportunity per issue. Contact your *Security Products* Media Consultant for rates and specs to reserve your exclusive placement. (Online components are available for all template-based custom media product offerings.)

**BPA Worldwide June 2007 Circulation Statement

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



Security Products: Your Best Marketing Partner

Security Products is committed to delivering the best coverage of both physical and IT security products and issues for our subscribers. We also continue to innovate and invest in our integrated media platform to provide security product and service vendors with the smartest, most cost effective solutions for reaching and impacting security product buyers and decision makers.

With an expanded portfolio of product offerings, *Security Products* now provides more options for advertisers to deliver strategic marketing messages across multiple platforms, throughout the year. That makes *Security Products* an even better marketing partner for 2008 and beyond.

Drive security product sales and reinforce your position of market leadership in print, online and face to face with *Security Products*—the best marketing partner for today's savviest security product vendors.

"I use the information to research and stay ahead of the competition and to stay on top of technology. If there is something new, I get additional information from the manufacturer, to learn more. If the security trends are moving in a specific area and in a specific demographic, I use this information in sales reports to our executive staff." — Brian Gordon, international sales manager, Doorking.

"*Security Products* magazine is a valuable tool for me. The articles help me understand the processes involved in establishing the security systems desired and required, such as CCTV systems, intrusion alarms, mass notification systems for evacuations or warnings, and access control and using the appropriate medium for our facilities." — Ralph Anderson, director of campus security, Bellevue Baptist Church, Cordova, Tenn.

"Your newsmagazine provides a great source of reference. First, your articles help keep me updated on security around the country and what the latest trends are. Second, you provide tools of the trade in security, including cameras, keys and other options useable to help in providing a security facility." — James L. Davis, manager of training and security, Carleton Life Support Systems, Davenport, Iowa.

"*Security Products* magazine is the security industry's go to publication for information on new technologies and products. It has successfully filled a very specific niche in the market for information on the trends and applications that are redefining the security industry with well conceived and delivered editorial content." — Vince Galdi, President, LRG Marketing Communications, Inc.

"*Security Products* is useful in that it permits me to see new products and understand emerging issues, all in one package." — Michael Haight, Security Chief Securitas, Mansfield, Ohio





Security Products

- Targeting New Markets
- Reaching New Prospects
- Maximizing Ad Investments