

# SECURITY SYSTEMS NEWS

## Remarketing with SSN!

In this uncertain time with many people working from home, it's important that you spend your advertising dollars wisely and where you're certain you'll be seen.

Partner with *Security Systems News* on an actively managed remarketing campaign. Your ads will be served to our audience, your best prospects, where they are on the web—reading their news, looking up the weather, checking out social media and more!

The screenshot shows the New York Times homepage with a grey oval overlay on the left containing the text "SSN remarketing ad!" and a red arrow pointing to a StarLink advertisement. The StarLink ad reads: "Don't Let 3G/CDMA Sunsets Kill Your Accounts! Tradeup to StarLink LTE for Any Panel or FACP & Save \$100 or Get Top Radios FREE". Below the ad is the New York Times masthead with navigation links for various sections like World, U.S., Politics, Business, Opinion, Tech, Science, Health, Sports, Arts, Books, Style, Food, Travel, Magazine, T Magazine, Real Estate, and Video. A redaction box covers the main headline area. Below the redaction, there are three article teasers: "Listen to 'Still Processing'", "'On Tech With Shira Ovide'", and "Listen to 'The Argument'". To the right of these teasers is a stock market summary showing S&P 500, Dow, and Nasdaq indices. Below the teasers is a large headline: "U.S. Jobless Claims Soared to a Stunning 6.6 Million Last Week". Under this headline is a bar chart showing "Initial jobless claims" with a value of 6,648,000. To the right of the chart are two small images with captions: "A Widening Toll on Jobs: 'This Thing Is Going to Come for Us All'" and "Claiming Cure, 'Simple Country Doctor' Becomes a Right-Wing Star".

**Cost: \$2,000 net per month for 50,000 guaranteed impressions**

### Audience Selection:

**Option 1:** Top 100 – Your ads are served to our audience on the Top 100 websites as rated by Google analytics

**Option 2:** The social side – Your ads are served to our audience on Facebook, Instagram and trusted partner sites

**Contact your sales rep to sign up today!**

**Western States & Western Canada**

Sarah Flanagan  
Publisher  
M: 207-319-6967  
sflanagan@securitysystemsnews.com

**New England States; Midwest & Eastern States, Eastern Canada, International**

Brad Durost  
Regional Sales Manager  
M: 207-776-4042  
bdurost@securitysystemsnews.com