

2021

SECURITY SYSTEMS NEWS

— THE SECURITY INDUSTRY'S MOST TRUSTED NEWS SOURCE —

media
kit



Right Message. Right Audience. Right Time.

www.securitysystemsnews.com

Intro

Dear Security Industry Marketer,

We are pleased to present the 2021 Media Kit for *Security Systems News* (SSN). SSN is the security industry's most trusted news source and provides the latest business and technology news to our readers.

SSN's strong portfolio offers our subscribers a variety of vehicles to receive the news. Whether it's the monthly print issues, our new website, the weekly Newswire, webcasts or face-to-face events, SSN has become the go-to source for the latest happenings in the industry.

We're here to give you the best value for your marketing dollar. Let us help you build your strategy and campaign that accomplishes your marketing goals. We look forward to working with you! Give us a call or email us today!



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New Product Submissions

In order to have your new product considered, please submit a photo, a description and the three most important features to Cath Daggett at cdaggett@securitysystemsnews.com. Put "new product" in the subject line of your email.

Contact your sales manager for custom marketing proposals and all pricing.

Home Office: United Publications • 106 Lafayette Street • PO Box 995 • Yarmouth, ME 04096 • 207-846-0600



Qualified
Circulation

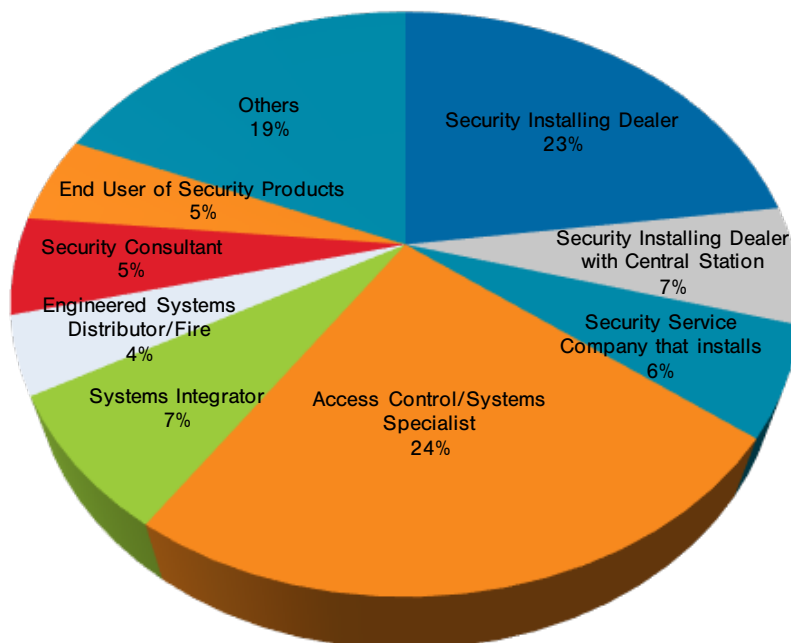
The most savvy integrators and installers in the industry—those companies you want as your customers—read *Security Systems News*. Our monthly print and digital editions reach more than **24,000 qualified professionals**.

24,260 Qualified monthly
issue subscribers

17,752 Management+ level

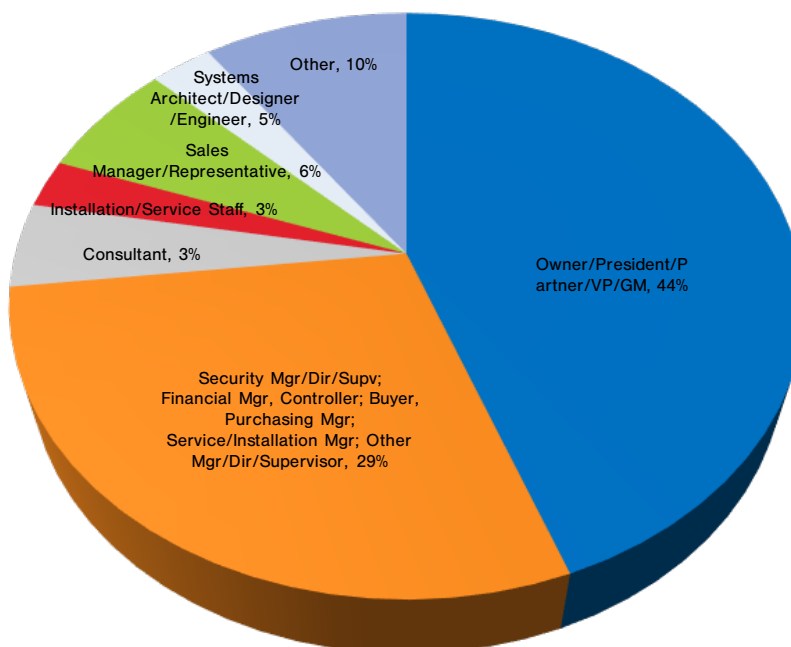
Subscribers by Business

- Security Installing Dealer - 5,548
- Security Installing Dealer with Central Station - 1,579
- Security Service Company that installs - 1,455
- Access Control/Systems Specialist - 5,835
- Central Station Service (non-installing) - 439
- Utility/Telecom/Cable/Communications - 520
- Systems Integrator - 1,811
- Security Product Distributor - 501
- Engineered Systems Distributor/Fire - 1,035
- Security Consultant - 1,300
- Government/Military - 457
- End User of Security Products - 1,178
- Security Product/Components Manufacturer - 871
- Manufacturer's Representative - 399
- Computer Integrated Systems Design - 740
- Security Systems Reseller - 386
- IT Reseller - 194
- Others allied to the field - 12



Subscribers by Job Title

- Owner/President/Partner/VP/
General Manager - 10,758
- Security Mgr/Dir/Supv; Financial Mgr, Controller;
Buyer, Purchasing Mgr; Service/Installation Mgr;
Other Mgr/Dir/Supervisor - 6,994
- Systems Architect/Designer/Engineer - 1,131
- Installation/Service Staff - 646
- Sales Manager/Representative - 1,611
- Consultant - 726
- Other - 2,394



*Note: All data is Publisher's Own Data as of May 2020

Audience

Target the right prospects through
Security Systems News' engaged audience

Our United Audience Database (UAD) tracks and collects data on security professionals as they engage with our news. We know who your prospects are, what they do and what information they are seeking. This means we know how to help you reach and connect with them. With *Security Systems News*, you can be sure you are hitting your target audience.

Our audience consists of:



e-news 29,942



print 24,260



webcasts 6,144



conferences 750



51,959 Unique Security Professionals

Installing/Specifying Companies **23,658**

Management **25,324**

List Rentals

Reach *Security Systems News'* audience with your own e-mail or direct mail piece. For e-mail rentals, contact your SSN sales rep. For postal mailings, contact Mike Rovello at Infogroup. Phone: 402-836-5639 | email: mike.rovello@infogroup.com

*Note: All data is Publisher's Own Data as of May 2020

Monthly Issue

Connect with 24,000+ security professionals through our monthly issue. Display advertising is an essential component of your integrated marketing campaigns.

Advertising opportunities include:

Display Ads / Inserts / Wraps + Tips

The foundation of any marketing campaign. Get your message seen in the pages of *Security Systems News*.

Marketplace Ads

Ads in this targeted section enable you to influence thousands of readers without breaking your budget.

Coverage

Commercial & Systems Integrators

News on the companies doing the most progressive and complicated work in the security industry. Large or small, these companies are working with new technologies to provide solutions to increasingly difficult problems.

Residential Systems

Where the public meets the industry to protect family and home.

Monitoring

Following the evolution of monitoring, from video verification to two-way medical monitoring. Keeping you up to date on who's offering what and who's working with whom.

Suppliers

News on manufacturers and distributors—including mergers, acquisitions, new products, new CEOs and everything else that affects the way installers and integrators win and retain business.

[illegible]

Calendar

Editorial Calendar

Issue	Market Trends	Product Spotlight	Special Features	Bonus Distribution	Ad Close*	Materials Due
JANUARY	Video Surveillance / Cameras	SOC / Security-as-a-Service	End User Spotlight		Dec. 11	Dec. 15
FEBRUARY	Biometrics	Cloud	Emerging Technologies		Jan. 8	Jan. 13
MARCH	Wireless / Mobile Access	Locking Systems	Mobile Apps	ISC West, Mar 23-26	Feb. 9	Feb. 12
APRIL	Cloud-based solutions	Mobile Apps	Cameras/ Video Technology	PSA Tech, May 3-6	Mar. 10	Mar. 15
MAY	PERS / mPERS	Smart Home / Home Automation	Robotics		Apr. 9	Apr. 14
JUNE	Access Control / Locking Systems	Megapixel Cameras	Digital Sourcebook: Monitoring	ESX, June 15-18	May 10	May 13
JULY	Residential Systems / Home Automation	NVRs / DVRs	Managed Services / Cloud		Jun. 9	Jun. 14
AUGUST	Video Monitoring / VMS / Analytics	Biometrics	Cybersecurity		Jul. 8	Jul. 12
SEPTEMBER	Security-as-a-Service	IP Cameras	Software; Digital Sourcebook: Cloud	GSX, Sept. 27-29	Aug. 11	Aug. 16
OCTOBER	Outdoor and Perimeter Security	Video Analytics	Artificial Intelligence / Machine Learning		Sep. 9	Sep. 14
NOVEMBER	Managed Services/ Cloud-based Solutions	VMS	"40 under 40" winners: End users, Integrators & Consultants	ISC East	Oct. 8	Oct. 13
DECEMBER	Cybersecurity	Intrusion	Women in Security		Nov. 11	Nov. 16

*Subject to change.



Reach an even wider audience

SSN Digital Edition

This fully-interactive version of the newspaper has customizable features and allows users to access complete issues of *Security Systems News* at any time on the web. Each month, an email linking to the Digital Edition is sent to *Security Systems News*' engaged subscribers. Your exclusive monthly sponsorship allows you to influence decision makers as they read their news online.

Exclusive Monthly Sponsor receives:

- Ad in the announcement email broadcast sent to more than 25,000 subscribers
- Full page ad on the landing page
- Extended exposure through archived edition

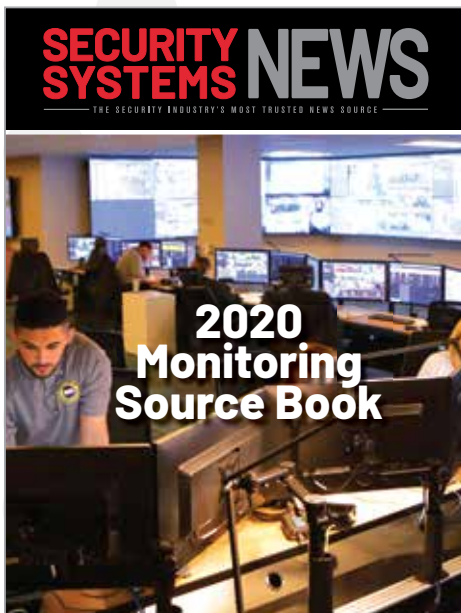


Targeted Publications

Reach buyers interested in your products

Source Books

These targeted resources provide installers and integrators with all the information they need to keep pace with the monitoring and cloud markets. Sponsorship allows you to show these buyers how your solutions fit their needs.



JUNE:
Monitoring Source Book



SEPTEMBER:
Cloud Source Book

Gold Sponsor:

- Back cover ad
- Sponsor page in digital edition
- Banner ad in the digital edition email
- And all perks

ONLY ONE POSITION AVAILABLE

Silver Sponsors:

- Cover II or III ad
- And all perks

TWO POSITIONS AVAILABLE

Basic Sponsors:

- Full page ad
- And all perks

Sponsorship Perks:

- Profile page adjacent to your ad
- Logo on the front cover
- Logo in the digital edition email

Interested in sponsoring Source Books on other topics? Contact your sales representative.

Cost-effective brand awareness

www.securitysystemsnews.com

Our new, mobile-friendly website reports the news as it happens for the entire industry. Make sure your ad is seen as decision makers access news vital to their success. Ad positions available: Pop Up, Billboard, Poster, Leaderboard, Sticky Footer.



Site features include:

- Top news stories
- Videos
- Podcasts
- Webcasts
- Blogs
- NewsPolls
- Event calendar
- And more!

Web Remarketing

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!

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



Email Newsletters

Sponsor these popular, targeted e-newsletters

SSN Newswire

Sent weekly to: 9,536

Our extremely popular weekly broadcast email keeps readers fully informed with breaking news and relevant stories crucial to the industry. Multiple banner ads available.

SSN Newswire Native Advertising

Provide your own story to be posted on our website and sent out as part of our weekly newswire.

SSN Breaking Newswire

Sent to: 9,536

Be connected with the hottest news. Sponsoring the SSN Breaking Newswire allows you to engage readers as they access vital news, as soon as it happens. Exclusive sponsorship.

SSN top5 Monitoring, Commercial Integration, Moneyline, Residential, Access Control

Sent monthly to:

MONITORING – 8,837 COMMERCIAL INT. – 8,895 MONEYLINE – 7,475 RESIDENTIAL – 8,560 ACCESS CONTROL— 9,633

These emails keep readers up-to-date with the top stories they may have missed in their specific field. It also gives you an opportunity to target your message directly to prospects with an interest in your product and/or service. Two banner ads available per email.

SSN Most Read

Sent monthly to: 9,536

SSN Most Read provides subscribers links to the most read stories on securitysystemsnews.com, keeping them up-to-date on news they may have missed. Two banner ads available.

SSN Editor's Picks

Sent monthly to: 9,536

Monthly e-newsletter comprised of trending news stories selected by the editors, with links to related stories and background information. Sponsoring gives you an opportunity to target your prospects, as they read news hand-picked by our trusted editors. Two banner ads available.

SSN Newspoll

Sent monthly to: 8,259

Monthly email asking security professionals to weigh in on a current topic. Two banner ads available.

Direct
email

Reach prospective buyers

Brand Spotlight

Brand Spotlight is your opportunity to reach a large portion of the SSN audience and drive traffic to your website. Just send us your logo, an image, headline and up to 200 words of copy with your URL and we will design a custom email for you that is sent to an Nth select of our audience. This is an affordable way to increase your website traffic. Choose to reach 5K, 10K or 15K emails!



SOLUTIONS AT A GLANCE Sent monthly to: 18,773

Security Showcase is an email broadcast that presents security product solutions to an audience of integrators, dealers and end users. Showcasing your product is an extremely cost-effective way to build product and brand awareness.



Packages

eMedia Advertising Packages

Save money with our bundled options

We've compiled three high impact eMedia packages that give you a significant savings versus the a la carte pricing. Choose from one of the options below and get your marketing program started!

Basic Package

- Three months poster ad on website
- Two Primary Newswire sponsorships
- Two Secondary Newswire sponsorships
- Three Security Showcase ads

Premium Package

- Six months poster ad on website
- Three Primary Newswire sponsorships
- Three Secondary Newswire sponsorships
- Brand Spotlight email to 8,000 names
- Four Security Showcase ads

Deluxe Package

- Twelve months poster ad on website
- Six Primary Newswire sponsorships
- Six Secondary Newswire sponsorships
- Two Brand Spotlight emails to 8,000 names
- Six Security Showcase ads

Interested in adding print ads to these packages?

Contact your sales rep for options!



Podcasts

Influence customers with content

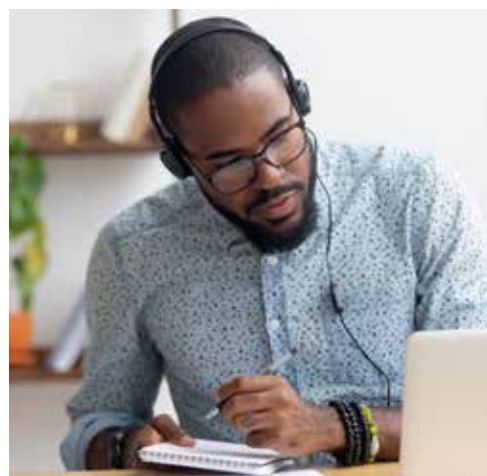
SSN PODCAST

Partner with *Security Systems News* on a lead-generating podcast. Our podcasts are designed to be 10-15 minutes to fit into our subscribers' busy lives. Introductory and closing statements made by our presenter will include a short description of your company.

Sponsor an editorially developed podcast or create one with your own presenter. We handle all the details from marketing and administration to technology and reporting.

Sponsors Receive:

- Qualified leads
- Logo on landing page
- Ad on email promotion (one email for editorially developed/two for sponsor developed)
- Poster ad on landing page for 30 days
- Podcast listed in archives



Webcasts

Showcase your company as a topic expert



Partner with *Security Systems News* on a lead-generation webcast. Security Webcasts provide valuable industry knowledge to an engaged audience. Sponsorship gives you the opportunity to position your company as a thought leader. Sponsor one of our editorially designed webcasts or create your own. We handle all the details from marketing and administration to technology and reporting.

Receive:

- Qualified leads from our engaged audience
- Complete project management
- Three custom questions on registration page
- The opportunity to educate decision makers about your value proposition
- Enhanced credibility by teaming with SSN
- One print ad
- Four e-mail broadcasts to a targeted audience
- One Security Showcase ad
- One Poster ad on SecuritySystemsNews.com
- Listed on Webcast tab on SecuritySystemsNews.com
- Email broadcast template provided to you to promote to your own customer base

Marketing efforts include:



Emerging Technology Webcast Series

Sponsor a SIA webcast and position your organization as a technology thought leader. Basic and exclusive sponsorships available.

Contact: Marc Benson, mbenson@securityindustryassociation.org



Content

Our marketing and editorial teams do the legwork for you

Content Marketing White Paper

Show your expertise and generate leads with a white paper. You send us your white paper and we do the heavy lifting. You get the contact info for every person who downloads your white paper, plus the option to ask up to three multiple-choice questions on the form. After the promotional cycle, we will keep your white paper available on our resources tab (no download tracking available post campaign).



Month long marketing efforts include:

- Dedicated email sent to 8,000 selected subscribers
- Poster ad on our website (designed by us)
- One newswire ad (designed by us)

Sponsored Content

Sponsored content gives you credibility by being aligned with the most trusted source of industry news and providing your target audience with content that is beneficial to them. A contributing editor will conduct interviews and write a story on the topic of your choice, and we'll promote it to our audience.

Marketing efforts include:

- Logo and story featured on the sponsored content section of our home page for 30 days
- Logo and story listed in the sponsored content section of our website
- One dedicated email sent to 2,000 selected subscribers (clicks provided)
- Ad above the footer of the newswire for four weeks

Print Specs

Submission Policies:

- All files must be submitted "print ready."
- Any file manipulation and/or repair is a billable service.
- Publisher will not be held responsible for errors when files are not submitted in accordance with our specifications.

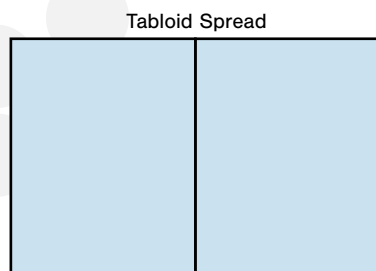
Accepted formats:

PDF/X-1A

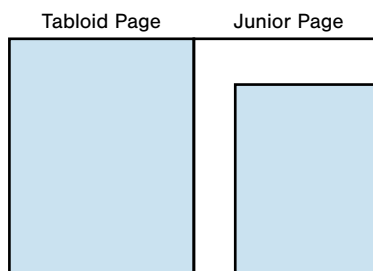
- Strongly preferred format.
- Use the Overprint Preview feature in Acrobat to verify that your PDF will print properly before sending.

Tiff or EPS

- Resolution is 300 dpi.
- CMYK channels only.

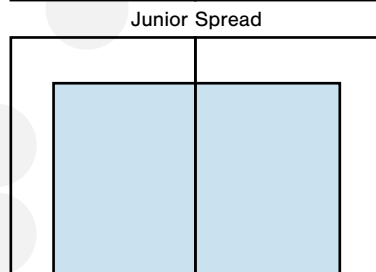


Tabloid Spread

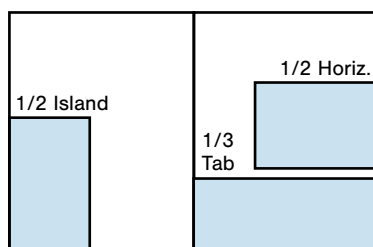


Tabloid Page

Junior Page



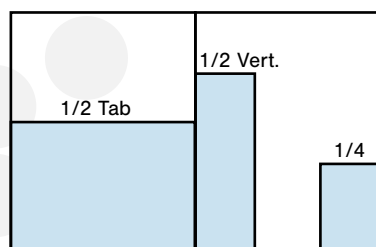
Junior Spread



1/2 Island

1/3 Tab

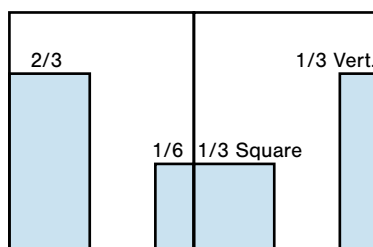
1/2 Horiz.



1/2 Tab

1/2 Vert.

1/4



2/3

1/6

1/3 Square

1/3 Vert.

Dimensions:

	inches		millimeters	
	Width	Height	Width	Height
TAB PAGE:				
Bleed	10 ⁷ / ₈	13 ⁷ / ₈	276	352
Trim	10 ⁵ / ₈	13 ⁵ / ₈	270	346
HALF TAB:				
Bleed	10 ⁷ / ₈	7 ¹ / ₂	276	191
Trim	10 ⁵ / ₈	7 ¹ / ₄	270	184
JUNIOR PAGE:				
Bleed	8 ³ / ₈	11 ¹ / ₈	213	283
Trim	8 ¹ / ₈	10 ⁷ / ₈	206	276

	inches		millimeters	
	Width	Height	Width	Height
TAB SPREAD:				
Bleed	21 ¹ / ₂	13 ⁷ / ₈	546	352
Trim	21 ¹ / ₄	13 ⁵ / ₈	540	346
JUNIOR SPREAD:				
Bleed	16 ¹ / ₂	11 ¹ / ₈	419	283
Trim	16 ¹ / ₄	10 ⁷ / ₈	413	276

	inches		millimeters	
	Width	Height	Width	Height
FRACTIONALS:				
2/3 Page	4 ⁹ / ₁₆	10	116	254
1/2 Island	4 ⁹ / ₁₆	7 ¹ / ₂	116	191
1/2 Horiz.	7	4 ⁷ / ₈	178	124
1/2 Vert.	3 ³ / ₈	10	86	254
1/3 Tab	9 ⁵ / ₈	3	245	76
1/3 Sq.	4 ⁹ / ₁₆	4 ⁷ / ₈	116	124
1/3 Vert.	2 ³ / ₁₆	10	56	254
1/4 Page	3 ³ / ₈	4 ⁷ / ₈	86	124
1/6 Page	2 ³ / ₁₆	4 ⁷ / ₈	56	124
Marketplace	3	3	76	76

FTP instructions

Digital files may be uploaded to our FTP site. You must have an FTP client to access the site. Mac users can use Fetch, PC users can use Smart FTP, etc.

host: ftp.unitedpublications.com

username: production

password: 8sh2Gdi8

Once uploaded, please email:

ldubois@unitedpublications.com

by email

Please send advertising materials to:

Lise Dubois, Production Director

Security Systems News

ldubois@unitedpublications.com

207-846-0600 x214

e-Media Specs

Website Ads

- Billboard: 970 x 250 pixels
- Pop up: 500 x 500 pixels
- Leaderboard: 728 x 90 pixels
- Poster: 300 x 250 pixels
- Sticky footer: 970 x 90 pixels

File specifications:

GIF/JPG/3rd party tags:

- Max file size: 50K.
- Fifteen second animation limit, max of three loops.

Web Remarketing Ads

- Top 100 sites: 300 x 250, 320 x 100 and 728 x 90 pixels and URL
- Social Media sites: 1080 x 1080 pixel high-res image, approx 25 character headline, 30 characters describing what's on your landing page, 20 words or less of ad copy and URL

[†]We are not responsible for the inability to track click throughs of ads not designed to our specifications.

^{*}Although we try to accommodate the click through tracking of 3rd party tags, we do not guarantee it.

Newswire Ads

- 640 x 90 pixels GIF or JPG, max file size of 50K and URL.
- Text ad: 50-words of copy and URL.

Native Newswire Ads

- Headline
- Up to 600 word story

Optional:

- By line
- Photo
- Link to a resource (ie. white paper)

Top 5/Most Read/Editor's Picks/Newspoll Ads

- 640 x 90 pixels GIF or JPG, max file size of 50K and URL.

Digital Edition

- DE Sponsor 640 x 90 pixels JPG and URL, and tab size ad adjacent digital cover of publication.

Video

Video Posting:

- Less than 5 minute video: 320 x 180 pixels, .flv file
- Files should be uploaded to ftp site.

Showcase Ads

- 60-words of copy, a short headline and URL.
- 100 x 100 pixel image in static GIF or JPG format.

Brand spotlight:

- 600 pixel wide GIF or JPG image
- Company logo
- Headline
- Up to 200 words of copy
- URL
- Subject line

FTP instructions

Digital files may be uploaded to our FTP site. You must have an FTP client to access the site. Mac users can use Fetch, PC users can use Smart FTP, etc.

host: [ftp.unitedpublications.com](ftp://ftp.unitedpublications.com)

username: production

password: 8sh2Gdi8

Include:

File name

Advertiser name

Issue date

Once uploaded, please email:

ldubois@unitedpublications.com

pmacijauskas@unitedpublications.com

send e-materials to

cdaggett@securitysystemsnews.com

pmacijauskas@unitedpublications.com

Questions, contact:

Peter Macijauskas

e-Media Manager

207-846-0600 x282

file manipulation

Any manipulation work that needs to be done to submitted digital files will be billable at \$175/hour, with a one-hour minimum charge.

NOTE: We strongly advise against using redirect/shortened URLs for your email ads. If you choose to do so, we cannot provide you with click throughs.

Policies

PUBLISHER'S POLICIES:

Publisher reserves 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. All advertising contracts accepted are subject to change in rate upon notice from the publisher. Contracts may be canceled at the time the change in rate becomes effective without incurring a short rate, provided the contract rate has been earned up to the date of cancellation. The publisher reserves the right to reject any advertisement. The advertiser agrees to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch, or words protected by copyright or registered trademark. If the publisher determines that an advertisement simulates editorial, it must carry the word ADVERTISEMENT at the top. The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of the publisher affecting production or delivery in any manner. Full ad price will be charged for any cancellations made after published closing date. Contract advertisers will be short-rated to the appropriate rate if the number of ads upon which the rate was based are not placed within a 12-month period beginning with the month of the first contracted insertion.

DISCOUNTS

A 2% cash discount is given to companies that pay within 10 days of invoice date. A 1.5% finance charge will be added each month to all outstanding invoices over 30 days plus all costs of collections.

CREDIT TERMS

First-time advertisers must prepay. To establish credit for billing on subsequent insertions, advertisers and/or agencies must submit a credit application with the first insertion order. Invoices are payable upon receipt.

United Publications, P.O. Box 995, 106 Lafayette Street,
Yarmouth, ME 04096