

SECURITY SYSTEMS NEWS

**Right Message.
Right Audience.
Right Time.**



2019 media kit • www.securitysystemsnews.com

INTRO

Dear Security Industry Marketer,

We are pleased to present the 2019 Media Kit for *Security Systems News* (SSN). SSN is the “newspaper of record” for the industry 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 be the monthly print edition, the weekly Newswires, the Top5 newsletters, webcasts or our presence at trade 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 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!



Rick Rector

What our advertisers have to say about us:

“

“Speco Technologies prides itself on bringing new and unique products and services to the security industry. We regard SSN as a preferred media partner that can effectively deliver our message through any form of media to their high-end clientele. SSN takes the time to understand how our company is different from the competition and assists us with developing a complete marketing program from the ground up each year that is specifically tailored to the ever-changing markets we serve. We are incredibly pleased with their forward-thinking ideas and have benefitted greatly from their support.”

- T.J. Dixon, Speco Technologies

”



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

Qualified Circulation

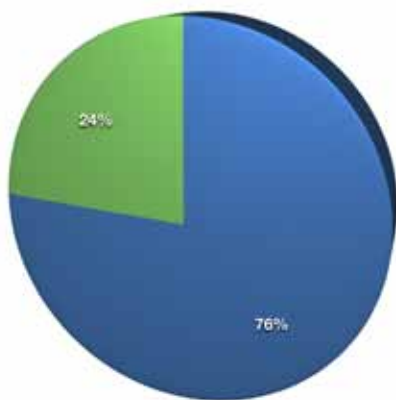
**QUALIFIED
CIRCULATION**

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

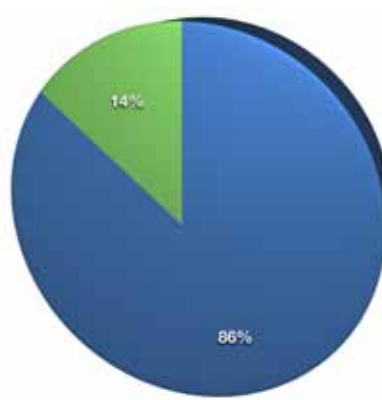
68% Qualified within
1 year

100% Individuals by name,
title and/or company

Business



Function



76% Installing /Specifying Companies

86% Executive/Purchasing/General
Management

24% Other Security Professionals

14% Installation/Service Staff, Consultant,
Other



BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

Business Description	Non-Paid		JOB TITLE							Total Qualified Unduplicated* Percent	
	Print	Digital	Owner/President/ Partner/VP/ Mgr.	Gen. Service/Installation Mgr; Other Mgr/Dir/Supervisor	Systems Architect/Designer/Engineer	Installation/ Service Staff	Sales Manager/ Representative	Consultant	Other Title		
Security Installing Dealer; Security Installing Dealer with Central Station; Security Service Company that installs	10,643	2,126	7,455	2,285	208	345	1,075	168	96	11,632	48.0%
Systems Integrator; Computer Integrated Systems Design; Access Control/Systems Specialist; Engineered Systems Distributor/Fire	6,191	1,317	3,889	1,503	316	274	711	137	76	6,906	28.5%
Subtotal	16,834	3,443	11,344	3,788	524	619	1,786	305	172	18,538	76.4%
Central Station Service (non-installing)	332	159	155	158	11	9	60	17	4	414	1.7%
Security Product Distributor; Security Systems Reseller; IT Reseller	780	306	427	196	31	18	196	42	4	914	3.8%
Government/Military; Utility/Telecom/Cable/Communications	1,166	286	510	578	49	80	65	25	24	1,331	5.5%
Security Consultant	807	529	568	123	39	34	66	232	4	1,066	4.4%
Security Product/Components Manufacturer	452	351	239	169	34	22	116	56	6	642	2.6%
Manufacturer's Representative	244	152	116	48	9	4	86	42	4	309	1.3%
End User of Security Products	794	437	321	517	38	44	41	44	31	1,036	4.3%
Total Qualified Circulation	21,409	5,663	13,680	5,577	735	830	2,416	763	249	24,250	100.0%

All Data is Publisher's Own Data, November 2018

* Combined print and digital may not equal Total Qualified Unduplicated

Source: June 2018 Publisher's Statement by Stamats Data Management

You pick your audience



Target the right prospects through *Security Systems News'* engaged audience

Focus by Security Showcase is a dedicated broadcast email that delivers your custom message to an audience of your choice. This unique opportunity allows you to reach security professionals with buying power, without other advertisers' materials in the email. Drill down into our extensive audience to target exactly who you want to reach.

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 both demographic and behavioral selections available, you can be sure you are hitting your target audience.

Focus email options:

DIRECT HIT: email to 500 names with both demographic and behavioral selects

TARGETED: email to 1,000 names with demographic selects only

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

Our audience consists of:



enews 25,507



print 24,250



webcasts 5,749



56,056 Unique Security professionals

Installing/Specifying Companies **26,113**

Management **27,400**

Broadest Reach

Print Issue

Connect with 24,000+ security professionals through the monthly print edition. Print advertising is an essential component of your integrated marketing campaigns.

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.

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.

Drive booth traffic

Official ISC West Must-See Product Guide

Reach ISC West attendees

This product guide lists hundreds of products by category and serves as a road map for attendees as they navigate ISC West. Make sure they know about your product by purchasing an enhanced listing or advertisement! The product guide is distributed in print, as well as a digital edition.

Officially sanctioned by ISC West!



Editorial Calendar

CALENDAR

Issue	Market Trends	Product Spotlight	Special Features	Bonus Distribution	Ad Close*	Materials Due
JANUARY	Video Surveillance/4K	PSIM/SOC	End User Spotlight		Dec 11	Dec 14
FEBRUARY	Biometrics	Cloud	Emerging Technologies	TechSec	Jan 9	Jan 14
MARCH	Wireless/ Mobile Access	Locking Systems	Mobile Apps	PSA Tech	Feb 8	Feb 13
APRIL	Cloud	Mobile Apps	Cameras/Video Technology	ISC West	Mar 8	Mar 13
MAY	PERS/mPERS	Smart Home/Home Automation	Robotics		Apr 8	Apr 11
JUNE	Access Control/Lock-ing Systems	Megapixel Cameras	Digital Sourcebook: Monitoring	ESX	May 9	May 14
JULY	Residential Systems/ Home Automation	NVRs/DVRs	Managed Services/ Cloud		Jun 10	Jun 13
AUGUST	Video Monitoring/VMS/ Analytics	Biometrics	Cybersecurity		Jul 9	Jul 12
SEPTEMBER	Software	IP Cameras	Software; Digital Sourcebook: Mobile Access	GSX; Cloud+	Aug 8	Aug 12
OCTOBER	Outdoor and Perimeter Security	Video Analytics	AI/ML		Sep 10	Sep 13
NOVEMBER	Managed Services/ Cloud-based Solutions	VMS	"20 under 40" winners: End users, Integrators & Consultants	ISC East	Oct 9	Oct 15
DECEMBER	Power Management	Intrusion	Women in Security		Nov 8	Nov 13

*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:

- HTML or text ad in the announcement email broadcast sent to more than 24,000 subscribers
- Full page ad on the landing page
- Extended exposure through archived edition

Other advertising opportunities:

- Skyscraper ad - 160 x 600 pixels with URL
- Custom tabs for inserts
- Custom size ads on landing page

**Averaging 10,200
page views per
issue!**



Reach buyers interested in your products

Digital Source Books

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



JUNE: **Monitoring Source Book**

- In-depth articles on emerging trends
- Buyers guide grid that contains ONLY sponsors' information
- Intelligence page: Things to know, What's happening, FAQs and more
- Social page: A page dedicated to your social media links
- Profile Pages: Detailed information about sponsoring companies



SEPTEMBER **Mobile Access Source Book**

Sponsorships

Basic Sponsor:

Full Page Ad
Inclusion in the following section:
■ Buyers guide grid

Bronze Sponsor:

Full Page Ad
Profile page (adjacent to the ad)
Inclusion in the following sections:
■ Buyers guide grid
■ Intelligence page
■ Social page

Silver Sponsor:

Full Page Ad
Profile page (adjacent to the ad)
Inclusion in the following sections:
■ Buyers guide grid
■ Intelligence page
■ Social page

TWO
POSITIONS
AVAILABLE

PLUS:

Sponsor #1 - Additional Full Page Ad on Front Inside Cover
Sponsor #2 - Additional Full Page Ad on Back Cover
Both sponsors get logo included in digital edition deployment email with lead generation

Gold Sponsor:

Full Page Ad
Profile page (adjacent to the ad)
Inclusion in the following sections:
■ Buyers guide grid
■ Intelligence page
■ Social page

ONLY ONE
POSITION
AVAILABLE

PLUS:

- Full Page Ad positioned adjacent to the Front cover
- Banner ad in the digital edition deployment email with lead generation

Cost-effective brand awareness

.COM

LEADER 728X90

MINI LEADER 245X90

TOP POSTER 300X250

POSTER 300X250

POSTER 300X250

BOTTOM LEADER 728X90

BOTTOM MINI LEADER 245X90

www.
securitysystemsnews
.com

Our popular website reports the news as it happens for the entire industry. Your prospects visit on a daily basis. Make sure your ad is seen by decision makers as they access critical information vital to their success.

Avg. Monthly Visits 21,843

Avg. Monthly Unique Visits 12,799

** 2018 data*

Site features include:

- Top news stories
- Market news
- Webcast library
- Industry blogs
- NewsPolls
- Events calendar
- Products
- And more!

Lead generation

Generate leads and reinforce your brand by sponsoring these popular, targeted e-newsletters. Our lists are managed to ensure the emails go to SSN subscribers who engage with us.

ssn newswire **Sent weekly to: 10,600**

Our extremely popular weekly broadcast email keeps readers fully informed with breaking news and relevant stories crucial to the industry. Two sponsorships available: Primary and Secondary Ads can be graphic or text and are clickable to your provided link.



ssn newswire **BREAKING NEWSWIRE** **Sent to: 10,600**

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. The package includes exclusive sponsorship of five editions.

top 5 **S Monitoring | Commercial Integration | Moneyline | Residential | Access Control**

Sent monthly to:

MONITORING - 10,000 COMMERCIAL INT. - 10,000 MONEYLINE - 8,500 RESIDENTIAL - 10,000 ACCESS CONTROL - 11,500

The Top 5 monthly e-newsletters focus specifically on stories in the Commercial Integration, Monitoring, Residential, Finance and Access Control arenas. These emails keep readers up-to-date on 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 ad positions available per email: Skyscraper ad and text only ad.

security showcase

SOLUTIONS AT A GLANCE **Sent bi-monthly to: 22,000**

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 generate leads and build product awareness.

Showcase your company as a topic expert

WEBCASTS



SECURITY SYSTEMS NEWS

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

Marketing efforts include:

- One print ad relating to Webcast topic
- Four e-mail broadcasts to a targeted audience
- One Security Showcase ad
- One Poster ad on SecuritySystemsNews.com
- Listed under Webcast tab on SecuritySystemsNews.com

Our webcast series includes:



Emerging Technology Webcast Series

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



Face-to-face interaction with potential customers

Conferences

TechSec Solutions new technology conference

February 25-26, 2019
Delray Beach Marriott, FL
www.techsecsolutions.com

Align your brand with this cutting edge business forum. TechSec Solutions New Technology Conference attracts high level security end users, integrators, installers, consultants and other security professionals to discuss security technologies. This two-day premier event has come to be the industry's "thinking conference." Techsec Solutions delivers high caliber education on emerging technologies, presented by the industry's most respected thought leaders and the editorial team at *Security Systems News*.



SEPTEMBER 5-6, 2018
DELRAY BEACH, FL
WWW.SSNCLOUDPLUS.COM

Cloud+ is the industry's only cloud-centric security event! Top security professionals attend to discuss challenges and opportunities available in the cloud and learn how the cloud can enhance how they do business in the physical security market. Our technology showcase is the **ONLY** place that features leading cloud companies side by side! Make sure your company's solutions are seen by sponsoring or exhibiting.

Sponsorship packages available

Our event sponsorship packages give you an integrated marketing approach—incorporating onsite branding, e-media messaging and print advertising—all for one set price.

For more information, contact:

Rick Rector, Publisher
207-846-0600 x267
rrector@securitysystemsnews.com



Our marketing and editorial teams do the legwork for you

SERVICES

Marketing & Content Services

PRODUCT / SERVICE	DESCRIPTION
NATIVE ADVERTISING	Combine a page of related stories written by a contributing editor with a full page ad for your products.
POST-SHOW MARKETING CAMPAIGNS	Match your leads with our extensive database to enhance the sales process.
VIDEOGRAPHY	We offer complete video services, including filming, editing and marketing, particularly at industry shows.
WHITE PAPER AND CASE STUDY POSTINGS	Show your thought leadership and gather leads.
MICROSITES	Custom, dedicated web page within securitysystemsnews.com.
BLOGGING	Become a thought leader with content from our contributing editors.
DATA APPENDING	Need more info on your prospects? Let us fill in the gaps with enhanced demographic and behavioral information from our extensive audience database.



Print Specs

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.

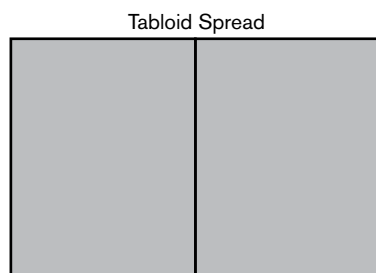
Accepted formats:

PDF/X-1A

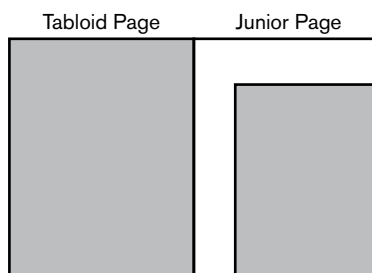
- **Strongly preferred format.**
- Use the Overprint Preview feature in Acrobat to verify that your PDF will print properly before sending.

Tiff or EPS

- Resolution is 300 dpi.
- CMYK channels only.

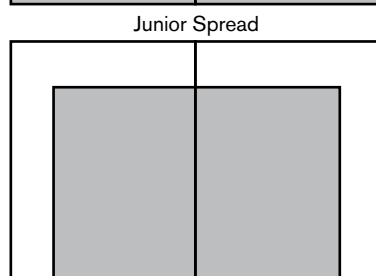


Tabloid Spread

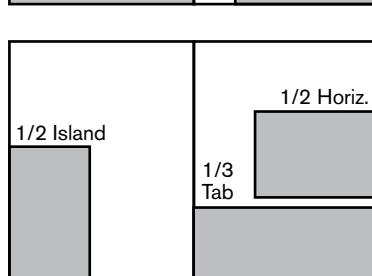


Tabloid Page

Junior Page



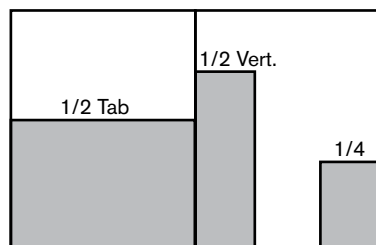
Junior Spread



1/2 Island

1/2 Horiz.

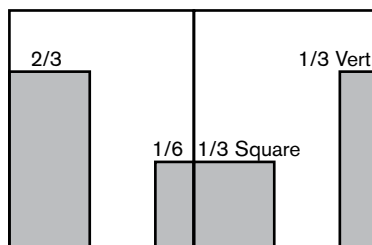
1/3 Tab



1/2 Tab

1/2 Vert.

1/4



1/6

1/3 Square

1/3 Vert.

Dimensions:

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

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

	inches		millimeters	
	Width	Height	Width	Height
FRACTIONALS:				
2/3 Page	4 $\frac{9}{16}$	10	116	254
1/2 Island	4 $\frac{9}{16}$	7 $\frac{1}{2}$	116	191
1/2 Horiz.	7	4 $\frac{7}{8}$	178	124
1/2 Vert.	3 $\frac{3}{8}$	10	86	254
1/3 Tab	9 $\frac{5}{8}$	3	245	76
1/3 Sq.	4 $\frac{9}{16}$	4 $\frac{7}{8}$	116	124
1/3 Vert.	2 $\frac{3}{16}$	10	56	254
1/4 Page	3 $\frac{3}{8}$	4 $\frac{7}{8}$	86	124
1/6 Page	2 $\frac{3}{16}$	4 $\frac{7}{8}$	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.securitysystemsnews.com
username: production
password: 8sh2Gdi8

Include:
File name
Advertiser name
Issue date

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

- Pop-ups: 300 x 250 pixels
550 x 480 pixels
- Leaderboard: 728 x 90 pixels
- Mini Leaderboard: 245 x 90 pixels
- Poster: 300 x 250 pixels

File specifications:

GIF/JPG/3rd party tags:

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

FLASH:

- Max file size: 80K.
- Fifteen second animation limit, max of three loops.
- Flash files must contain the click TAG variable to track click-throughs correctly[†]. See Adobe's official guide on how to set up a Flash file using the clickTAG variable at: (http://www.adobe.com/resources/richmedia/track ing/designers_guide). A hard-coded URL link is also acceptable for non-third party tag ads*. The SWF file also needs to include a target of "_blank".

[†]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.

Showcase Ads

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

Focus

- 640 pixel wide GIF or JPG image and URL. (Whole image will be clickable to destination URL.).
- Subject line.
- or -
- A table-based HTML file with a width of 640 pixels.
- All graphics must be hosted on your server and have absolute file paths.
- Subject line.

Top 5 Ads

- Skyscraper: 140 x 525 pixels GIF or JPG and URL.
- Text ad: Headline and up to 40 words of copy.

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

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.securitysystemsnews.com](ftp://ftp.securitysystemsnews.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

Video

SSN News TV

Site Sponsor:

- Logo for TV Player: 72 dpi GIF or JPG.
- Logo for pre and post roll: 72 dpi JPG.
- Poster ad: 300 x 250 pixels GIF or JPG.

Video Posting:

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

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.

UNITED PUBLICATIONS FAIR PRICING POLICY

At United Publications, parent company of *Security Systems News*, we believe that every customer should receive outstanding value for their marketing dollars.

The most important value we can provide is to publish news that commands close readership by your customers and prospects. We work hard to ensure that we provide our audience with unique and well-crafted products.

Our goal is to provide you with highly cost-efficient communication vehicles that reach your customers and prospects, across all media channels.

We believe that volume customers deserve volume discounts. That's why we reward them with generous frequency discounts built right into our rate structure.

Our guarantee to all United Publications customers is: No one will buy at a lower price, unless they run a larger schedule. You can be assured that you are getting the lowest price available for your marketing program.

We think that's the fair way to conduct business. We're confident you will agree.



James G. Taliaferro



Rick Rector

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.

AGENCY COMMISSIONS AND DISCOUNTS

A 15% agency discount is given to recognized agencies on space only if paid within 30 days of invoice date. Production charges are non-commissionable. 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, Inc. P.O. Box 998, 106 Lafayette Street, Yarmouth, ME 04096