



The Voice of the Channel
sdi SECURITY DEALER & INTEGRATOR

2013 PLANNING GUIDE

Engagement. Redefined.

Redefining Engagement for a Marketing Advantage



When it comes to establishing a marketing roadmap, the overall theme is usually simple — engage your clients and then motivate them to purchase. The basics are engagement and lead generation.

Sounds easy enough, doesn't it? Even in the highly charged world of expanding digital options that include social media, mobile devices, print and interactive media, the most difficult tasks are quantifying your program and qualifying your leads.

Thanks to Cygnus Security Media Group, those tasks just became easily attainable — with the most dynamic marketing support program in security media, Cygnus Analytics.

Today, smart marketers are looking beyond traditional lead generation and “clicks” in search of new ways to manage and qualify sales leads. Cygnus Analytics offers marketers insight into the performance of their outbound message by combining qualified analytics and sophisticated data intelligence. The tool provides an overall view of a marketing program, offering new ways to target prospects that are engaged, qualified and most likely to purchase. We call it “Intention-Driven Marketing.”

In a survey of more than 250 marketing clients and advertising agencies completed in Sept. 2012, more than 72% of security marketers told us that their company's primary lead goals heading into 2013 were to generate more leads of higher quality, even if the overall quantity was less. Some one-third of respondents want to target their message to specific business titles and/or vertical markets.

As for primary marketing objectives in 2013, nearly 26% of client marketers and agencies say they are looking to engage their customers and prospects and then provide analysis of that engagement; while 21% say the main objective is to generate sales-ready leads.

These were just a few of the many insights we learned from this ground-breaking survey (which will be available to contract advertisers) to support the premise that Cygnus Security Media Group has the most unique program to help you meet ALL your 2013 marketing objectives, in print and online.

As group publisher, I challenge you to engage with our sales team to learn more about our one-of-a-kind engagement and lead-generation solutions. In more than 25 years in the security publishing industry I have never been more excited — these tools are truly game changers.

Steve Lasky
Steve Lasky
 Group Publisher
 Security Dealer & Integrator



CYGNUS ANALYTICS

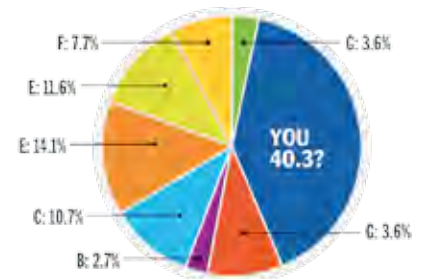
Data driven. Results focused.

Engagement Report

The only tool of its kind designed to measure the effectiveness of your digital communication strategies.

Your Content
 21,055 Visits
 33,896 Page Visits
 1.61 Pages/Visit
 277 Total Content

Companies Like You
 4,462 Visits
 7,058 Page Views
 1.58 Pages/Visit
 101 Total Content



Most companies today are looking for quantifiable ways to measure the return on their online exposure — particularly when it comes to how digital presence boosts awareness of your products, communicates your unique selling benefits, and motivates prospective clients to make a purchase.

Discover How Leading Security Professionals Are Seeing Your Marketing Message and How You Rank Next To Your Competitors

An Engagement Report is designed to help you measure the exposure and consumption of all your company information located on SecurityInfoWatch.com, including:

- News coverage
- Buyer's Guide
- Videos
- Blog posts
- Article mentions
- Webcasts
- Press releases
- White papers
- Podcasts

Get Detailed Statistics on:

- The **VOLUME** of your outbound communications strategy
- Your **EXPOSURE** vs. your competitors
- Audience **ENGAGEMENT** by market segments & titles



Social Media Integration

Nothing shows how fast the world is changing as social media. Integrating social media into a marketing campaign across a network of communication channels is essential to getting your message out. Turning that message into qualified leads is the core of our Social Media Integration Program, which takes social media analytics and complements it with research in a trackable turnkey format. Now, you can dial into the key individuals that are keeping your message alive.



Real-Time Lead Tracking



Leads from each channel can be identified separately; then prompted to respond to proprietary research questions that you supply; then they can be appended with demographics from our Cygnus Analytics database and scored for their involvement with our brands.

Boost the quality and quantity of leads from direct marketing programs, including: direct mail, catalog mailings, postcards, ride-alongs, custom e-blasts, custom landing pages and Personal URLs (PURLs).

Also Available:

Profiler Lead Program

Who are your customers? On the surface it may be easy to categorize them into a neat little package. The Cygnus 'Profiler' Program helps fill in the blanks on your potential customer resulting in a highly qualified, engaged sales lead. Leave the detective work to us and let the Cygnus 'profiler' program give you a more compelling and complete picture of your customers.

Lead Enrichment Program

Have a lot of sales leads but don't have the time to do anything with them? Cygnus can help by developing an integrated media program to evolve your prospects and identify the potential buyers. This approach to nurturing those sales leads will build your brand and keep you 'top of mind' with your customers.



Buyers Guide Express Video

Want leads? Then you need something to generate customer interest. Content is king, but the interface trumps it. Your hot product may be the latest and greatest, with images to prove it, but will that engage customers? Our Buyers Guide Express Video provides a cost-effective method for you to transform your product listings into vibrant video visuals that customers can't help but stop and view.



Print PLUS Program

Bring print to life by combining print ads with turnkey product video and watermark technology. Each print ad can be "video enabled" with technology that makes a video immediately viewable with any smartphone device.

Cygnus and SD&I Make Lead Generation Dynamic

CLIENT BENEFITS

- Higher quality leads
- Increased conversion rates
- Brand engagement measurement
- Shortened sales cycle
- Increased sales





THE SD&I AUDIENCE: The Decision-Makers Read *Security Dealer & Integrator***

When it comes to reaching your clients and potential customers, *SD&I* has the most impressive reach. With 28,005 BPA audited subscribers* and nearly 25,000 non-audited digital audience monthly, *SD&I* can maximize your brand by hitting more than 53,000 sets of eyes.**

SD&I penetrates the three main sectors of the channel market. It is “The Voice of the Channel.” So who is that audience and what challenges are they facing?

THE ALARM DEALER: Alarm dealers are increasingly facing new challenges from competitors who include companies such as AT&T entering the market. Technology is going wireless (easier to install, less labor) and becoming more focused on energy management and home controls.

THE MONITORING PROVIDER: Monitoring is becoming more and more consolidated toward a list of the “top 20” companies. This audience segment has been hit by increasingly complex and expensive technologies and expectations of redundancy which require greater capital investments. Thus, there has been little growth in the number of new monitoring firms due to increased barriers to entry. At the same time it has meant that these firms have become more valuable and focused on the services they offer their customers.








THE SYSTEMS INTEGRATOR: The systems integrator market formerly was a niche service; however increases in the level of technology and the continued move to convergence of various system disciplines have required more services from systems integrators. IT integrators that formerly sold corporate IT systems (like IP phone systems) have moved into this space. To be successful, an integrator needs to be both network savvy and able to work at the IT level. Systems integrators are also moving their business models more toward an RMR model focusing not just on hardware but on services.

Many integrators are embracing this shifting technology paradigm, but in recent research some 87% said that they found learning about new technology and keeping up with new technology extremely challenging.+



* June 2012 BPA Circulation Statement
** Publisher's own data
+2012 September Subscriber Survey

Why Partner with *SD&I*?

-  *SD&I* magazine is the publication for decision makers. **82%** of our audience are either Executive Management or General Management titles. **13%** of the *SD&I* audience are strong influencers** like Sales Managers, Systems Architects, Designers, Engineers or Consultants.**
-  The largest dealer/integrator circulation of all U.S. security publications when combining *SD&I*'s audited print circulation and its non-audited digital reach — **more than 53,000**. ***
-  **75%** of respondents to a September 2012 reader survey said *SD&I* was their preferred security trade publication.+
-  **80%** either agree or strongly agree that *SD&I* provides the information that helps them do their job better.+
-  A balanced circulation that is **100%** qualified and **80%** one-year names.*
-  **88%** agree or strongly agree that they find the content in *SD&I* timely, **82%** consider *SD&I* a trusted source and nearly **80%** find it engaging.+
-  **89%** rate *SD&I*'s coverage of new products good to excellent.+

* June 2012 BPA Circulation Statement
** Publisher's own data
+ Sept. 2012 *SD&I* Reader Survey

*** Based on June 2012 BPA Circulation Statement: Qualified audience (28,005), combined with non-audited digital audience from Publisher's own data

Key Executive Title Demographics*

* (2012 June BPA Circulation Statement. Total Qualified = 28,005)



66.8%
Executive
Management



15.2%
General
Management



6.7%
Systems Architect/
Designer/Engineer/
Consultant

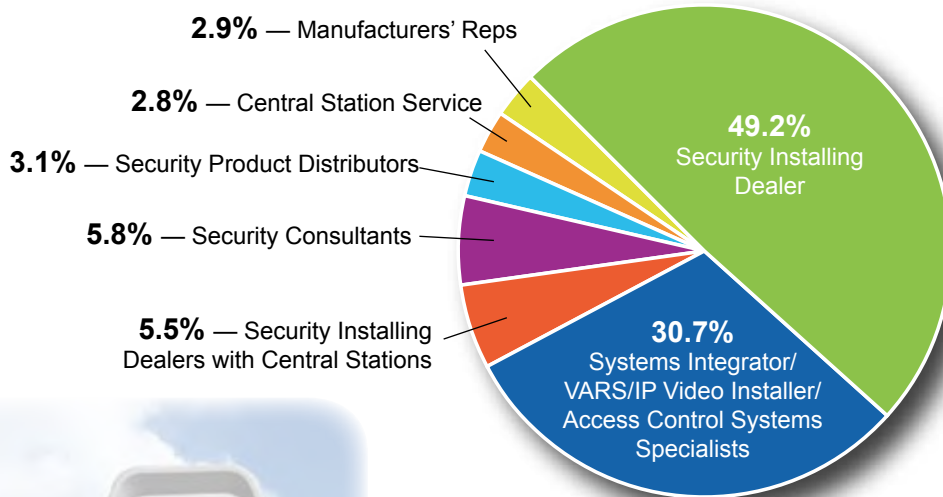


6.3%
Sales Manager/
Representative



5%
Installation
Service/Staff

Penetrating ALL the Key Business Markets**



**2012 June BPA Circulation Statement. Total Qualified = 28,005

Do you regularly use SecurityInfoWatch.com+?

- YES** for technology and new product information **25%**
- YES** to research security topics affecting my business **21%**
- YES** for daily industry news and crime news **12%**
- YES** to read SD&I magazine online **10%**
- YES** for SIW discussion forums **4%**



+Findings based on a reader survey conducted to 19,500 SD&I email audience in September 2012



2013 Editorial Calendar

Month	Special Focus	Product Showcase	Intrusion Detection	Video Surveillance	Access Control & Identity	IT/Networking	RMR	Bonus	Closing Date
January	The Wireless Issue	Wireless, cellular, alarm communicators	Wireless intrusion	Wireless video transmission	Wireless access control	Wireless networking and backhaul	New avenues of RMR	BICS/Barnes Buchanan/ IWCE 2013	12/8/12
February	Healthcare	Video storage	Testing and commissioning alarm systems	Advanced imaging and analytics	Regulations and compliance	Networking basics	How to build a monitoring/command center	ESI Leadership Summit	1/5/13
March Bonus Publication: 2013 GUIDE TO VIDEO SURVEILLANCE & ONVIF/PSIA PRODUCTS GUIDE, a cooperative supplement with Security Technology Executive (Total Audience Reach is 80,000).									
March	Industrial and critical infrastructure	Thermal, infrared, night vision video	Outdoor detection	Setting up infrared/thermal surveillance	Selling biometrics	From DVRs and NVRs to virtual storage	The right way to buy accounts		2/7/13
April	The Fast50 Issue	VMS/PSIM	Complying with low voltage rules and regulations	VMS trends & advancements	Access control migration	Determining camera bandwidth	When to cut a customer	ISC West/ PSA-TEC BOMA	3/8/13
May	Cities/ Municipalities	Fire and smoke detection	NFPA 72: The 2013 Fire Alarm & Signaling Code	Megapixels & HD	Working the 1-4 door access market	The value of IT certifications	Service and maintenance contracts	NFPA IFSEC	4/6/13
May Bonus Publication: THE BIG BOOK — THE SECURITY INDUSTRY'S PRODUCT GUIDE, a cooperative Cygnus Security Media Group supplement (Total Audience Reach 92,000).									
June	The Monitoring Issue	IP, megapixel and HD cameras	How new technologies are decreasing false alarms	Remote video storage	Phones for access control: NFC and Bluetooth solutions	Setting up an in-house IT networking service staff	Make it sticky: Cultivating monitored accounts	ESX	5/7/13
July	Retail	Retail systems	Selling small business security	Integrating video with retail POS	How to upsell retail customers	Encryption	Build value and services		6/9/13
July Bonus Publication: ACCESS CONTROL SOLUTIONS, a cooperative Cygnus Security Media Group supplement (Total Audience Reach is 92,000).									
August	The Hosted Services Issue	Analytics	Motion video and analytics	New ways to generate RMR from video	Hosted access control	PoE and your network	How to start a hosted video service	CEDIA	7/7/13
August Bonus Publication: THE EXECUTIVE'S GUIDE TO SYSTEMS INTEGRATORS, a cooperative supplement with Security Technology Executive (Total Audience Reach is 80,000).									
September	Education: K-12 & higher education	Mass notification and emergency communication	Solutions selling to education	New trends in hybrid video solutions	One card credentials	Selling software licenses	Dealer Web portals	ASIS	8/9/13
October	Parking and vehicle controls	Parking solutions: LPR, video, gates, access control	What's after 2G?—cellular and other technologies	Imaging issues and technologies	Access control for parking facilities	A secured network: firewalls & other controls	Choosing a 3rd party central station service provider	ISC East	9/9/13
November	Government/ Homeland Security/GSA	Infrastructure/ cabling	Integrating audio and listen-in technologies	Covert surveillance	User roles & user management for access systems	Network cabling trends	Government service contracts	Secured Cities	10/8/13
November/December Bonus Publication: THE BIG BOOK — THE SECURITY INDUSTRY'S PRODUCT GUIDE, a cooperative Cygnus Security Media Group supplement (Total Audience Reach is 92,000).									
December	The Residential Issue	Best products for residential customers	Residential buying trends	Mobile video and apps	Integrating home HVAC controls and energy management	Common network installation problems and how to avoid them	Dealer loyalty programs		11/8/13

IN EVERY ISSUE

Fire & Life Safety: Greg Kessinger, SD&I's longest continuing running columnist in each issue presents the latest topics and answers the questions systems integrators, dealers and fire contractors need to know on fire protection and detection, codes and standards.
Legal Watch: Eric Pritchard Esq., attorney with Kleinbard Bell and Brecker in Philadelphia tackles the issues systems integrators and dealers come across every day, from contracts and ESOPs, to catching criminals.

Insider Intelligence: Bill Bozeman, chief executive officer and president of PSA Security Network, brings his frank insights and business acumen to the pages of SD&I magazine.
Industry News: Powered by SecurityInfoWatch.com, delivering news for security dealers and integrators.

Meet the Editors & Columnists



Deborah L. O'Mara, Editor in Chief

Deborah L. O'Mara is an award-winning journalist and photographer and the editor of *Security Dealer & Integrator* magazine. She is a veteran of the burglar and fire alarm industry and was instrumental in the 2010 total revamp and redesign of the 33-year-old *SD&I* magazine. O'Mara is also a lead judge with the Security Industry Association's New Product Showcase and a founding committee member of the Women's Security Council.



Greg Kessinger, SET, CFPS, IMSA

Greg Kessinger is *SD&I's* long-time fire and life safety expert — authoring one of the longest continuously published fire alarm columns. He is well versed on new fire codes and provisions and regulations within the fire systems industry. Kessinger was a 2007 recipient of the Electronic Security Association's (ESA) Sara E. Jackson Memorial Award recognizing his work as the past chairperson of the Fire and Life-Safety Committee for ESA.



Bill Bozeman, CPP, CHS

Bill Bozeman is president and CEO of PSA Security Network®, the world's largest electronic security cooperative. Bozeman has some 28 years of experience in the security systems integration business and has been successful in both corporate and entrepreneurial environments.



Eric Pritchard

Eric Pritchard is *SD&I's* legal columnist and a partner in Kleinbard Bell & Brecker LLP, Philadelphia, a boutique commercial law firm with a national practice in the electronic security and life safety industries. Pritchard co-chairs the Electronic Security Group at Kleinbard. He has been representing electronic security and life safety providers throughout the U.S. for nearly 20 years.



Curt Harler

Curt Harler is a Cleveland-based freelance writer specializing in both physical and computer network security. In addition to security topics, he writes about sports turf and agriculture; recycling and environmental issues; and authors white papers for corporations and executive clients.

Targeted 'Must Read' Editorial

As The Voice of the Channel, *SD&I* hits on the topics systems integrators and alarm dealers need to know to do business better. Each of our 12 issues in 2013 will focus on a technology or a vertical market, including:

- January: **The Wireless issue**
- February: **Healthcare**
- March: **Industrial and critical infrastructure**
- April: **The Fast50 issue**
- May: **Cities/Municipalities**
- June: **The Monitoring issue**
- July: **Retail**
- August: **The Hosted services issue**
- September: **Education—K-12 & higher education**
- October: **Parking and vehicle controls**
- November: **Government/Homeland Security/GSA**
- December: **The Residential issue**

2013 Bonus Publications

The Executive's Guide to Systems Integrators

This August bonus in *Security Dealer & Integrator* and *STE* is devoted to the systems integrator and their relationship with the end-user. Distributed to more than 90,000* security professionals in print and digital formats, popular features of the EGSI include the EGSI of the "Partner Finder" — a state-by-state integrator contact directory; and success stories from *SD&I's* **Fast50** list of top integrators featured in April.



Technology-Specific Publications

Expand your audience reach with technology-specific publications from *SD&I*, along with sister publications *STE* and *Locksmith Ledger*. The **2013 Guide to Video Surveillance** publishes in March, and will feature an ONVIF and PSIA products guide. **Access Control Trends & Technology** will be distributed to the entire Cygnus Security print/digital audience of more than 92,000* in July.





Trusted Content + Engaged Audience = The Security Industry's No. 1 Website



SecurityInfoWatch.com is the gold standard for the physical security industry, and leads all U.S. and North American websites in the physical security industry in unique monthly visitors.

Founded in 2004, SecurityInfoWatch.com provides breaking industry news, product information, thought-provoking technology analysis, webinars and active discussion forums. Users come to SecurityInfoWatch.com to find product information, educate themselves and engage with their peers. Because we capture visitor registration information, SecurityInfoWatch.com can provide you exclusive opportunities to generate leads, reach vertical niches, and geo-target your message — as well as give you broad, industry-leading exposure for brand building and awareness.

About the Audience:

Primary audiences who visit SecurityInfoWatch.com include the following*:

- Security Directors, Facility Directors, C-Level readership
- Security Dealers and Installers
- Systems Integrators
- Specifying Systems Design Consultants
- IT/MIS Directors

Official Site: SIW is the official online home for our industry-leading publications, *Security Technology Executive* and *Security Dealer & Integrator*.

Site Metrics*

Monthly Visits:	103,358
Unique Monthly Visitors:	85,675
Monthly Page Views:	204,649

SecurityInfoWatch.com receives more traffic than any other security Web portal in the North American industry*

Here is how SecurityInfoWatch.com offers advertisers a variety of opportunities to take your message to your core markets:

- **Display Ads:** Rotating and fixed ads on home or interior pages.
- **Market/Product Section Sponsorships:** 20 unique vertical market/product sections.
- **eNewsletters:** Exclusive sponsorships so your message does not fight for attention.
- **Webcasts:** Both editorially driven (multiple sponsors) and custom sole-sponsored programs.
- **Whitepaper Program:** Readers register to download your whitepaper or case study. Must be compelling content. Promoted through dedicated eblast.
- **Podcasts:** SIW Radio is now offering sponsorship opportunities to leading companies.
- **Buyers Guide Enhanced Listings:** Fixed Ad Banners as well as Featured company listings.
- **Video Network:** Highlight your video content and channel sponsorships.
- **Customized Email Campaigns:** Send your content to our 100% opt-in email lists.

To learn more about integrating these programs into your marketing strategies, contact your Cygnus Security Media sales representative

*As measured by independent sites Alexa.com, TrafficEstimate.com and Compete.com

2013 SecurityInfowatch Ad Guide

Homepage	Rotating Leaderboard
	Upper Square 300 x 250
	Skyscraper 160 x 600
	Small banner 120 x 90
	Lower Square 300 x 250
	Lower 728 x 90
Page peel	
Welcome Page	550 x 480 on Homepage and ROS (1x per user per hour)
Audience Sections	Executive, Dealer, Integrator, or Manufacturer section sponsorship
	Skyscraper 160 x 600
	First & Second Button 120 x 90
	Lower Square 300 x 250
	Lower 728 x 90
Product & Market Sections	Product or Market Sponsorship (728 x 90 and 300 x 250)
	Skyscraper 160 x 600
	First & Second Button 120 x 90
	Lower Square 300 x 250
	Lower 728 x 90
eNewsletters	EventWatch (Monthly to both audiences)
	FrontLine (Monthly rate - sent weekly to End Users)
	Markets & Systems (Monthly rate - sent weekly to Dealers/ Integrators)
	Weekly Wrap-Up (Monthly rate - includes 4 newsletters)
	ProductWatch (Monthly) - Per Spot
Whitepaper Program - eblast and registration page promoting client whitepaper or case study. Must be compelling content. Minimum of 2 eblasts per program.	
Online Buyers Guide	Tier I: Category Sponsorship
	Tier II: Subcategory Sponsorship
	Tier III: Featured Company Listing
Show Daily Sponsor	Available for ISC West, ASIS, IFSEC, ISC East and ESX
Sole-sponsored eMail	E-mail Blasts — Entire list (End Users and Dealers)
	E-mail Blasts — Dealer/Distributor Group only
	E-mail Blasts — End User/Integrator Group Only
Magazine iPad apps	Sole sponsored or limited to 2 exclusive co-sponsors only
	Custom iPad apps: see your sales manager
Video	Featured Video Program: Bronze (1 time)
	Silver (4 times per year)
	Gold (6 times per year)
	Express Video — Standard
Webinars	Sole sponsored
	Co-sponsored (up to 3 co-sponsors permitted)
Mobile SIW	
Podcasts	Monthly Sponsorship
Wallpaper	Weekly or 2 consecutive weeks



The Home Page



Featured Video Page



Security Frontline eNewsletter

Marketing Value-Added Incentives for 2013

The Six-Pack: Quick Value for NEW Advertisers

First-Time Advertiser Opportunities

NEW ADVERTISER INCENTIVE

#1 — Run at least two Full Page print ads or three Half Page ads in the 1st or 2nd quarter in SD&I and receive an opportunity to place TWO regular BIG BOOK product listings in the MAY BIG BOOK at no charge. The BIG BOOK, published in May and Dec. is the one product-only tabloid in the industry — nothing but products! — **Value \$1,600**

NEW ADVERTISER INCENTIVE #2 — Run at least two Full Page print ads or three Half Page ads in the 3rd or 4th quarter in SD&I and receive an opportunity to place TWO regular BIG BOOK product listings in the DECEMBER BIG BOOK at no charge — **Value \$1,600**

NEW ADVERTISER INCENTIVE #3 — Run a minimum of three Full Page print ads or four Half Page ads in the 1st or 2nd quarter in SD&I and receive an opportunity to place One Front Cover ¼ page Enhanced listing and One regular BIG BOOK product listing in the MAY BIG BOOK at no charge and a one-time custom e-blast to our SD&I audience — **Total Value — \$5,700**

NEW ADVERTISER INCENTIVE #4 — Run a minimum of three Full Page print ads or four Half Page ads in the 3rd or 4th quarter in SD&I and receive an opportunity to place One Front Cover ¼ page Enhanced listing and One regular BIG BOOK product listing in the DECEMBER BIG BOOK at no charge and a one-time custom e-blast to our SD&I audience — **Total Value — \$5,700**

NEW ADVERTISER INCENTIVE #5 — Buy one e-blast and one Full Page or two Half Page ads in SD&I in the January, February and/or March issues and a one-time custom e-blast to our SD&I audience — **Total Value — \$2,950**

NEW ADVERTISER INCENTIVE #6 — Run a minimum of three Full Page print ads or four Half Page ads in the 1st or 2nd quarter in SD&I and receive an opportunity to place a Two-Page Spread advertorial in the March or April issues for the price of a single page less 15% — **Value — \$5,500**



SD&I Fast50: Your Reach to America's Fastest Growing Systems Integrators

SD&I magazine's new Fast50 accolades is a best practices and ranking program, the only one of its kind in the industry. Fast50 is your connection to the movers and shakers in the systems integration landscape—upwardly mobile contractors who embrace, and purchase, new technologies and services.

Here's what Fast50 brings to the table:

- A viable and nationally recognized program with industry wide support that includes ISC West (Reed); the Security Industry Association; and the California Alarm Association.
- Exposure at a main-stage, ISC West 2013 awards event, in the pages of SD&I magazine and online at www.securityinfowatch.com.
- Additional, cross-promotional coverage in sister publication *Security Technology Executive* magazine and the 2013 *Executive's Guide to Systems Integrators*, chronicling the Fast50.



You can leverage the power of Fast50 and America's fastest growing systems integrators in a number of ways, including tiered levels of sponsorship of the event and awards at ISC West as well as congratulatory ads in the April issue of SD&I magazine.

Contact your sales representative for more information.

GET READY TO ENTER FAST50 in December 2012 at: <http://www.securityinfowatch.com/magazine/secu/fast50awards>. For more information on the program contact deborah.omara@cygnus.com.



**Baltimore
November 2013**

Co-located with:



Four conferences for the price of one!

This unique two-day event is dedicated to the design, financing and implementation of municipal, mass transit and healthcare facilities security systems.

Join the co-location of these powerful events to meet those buyers influential in implementing public and private security systems today.

Sponsorship and exhibitor programs are available. For more information, contact Erica Finger at 800-547-7377 ext. 1324 or Erica.Finger@SecuredCities.com.

Special pricing for advertisers!

“Secured Cities conference offers municipal and law enforcement officials the opportunity to meet today’s strategic technological practitioners and vendors for tomorrow’s public safety.”

*Lieutenant Samuel Hood III,
Baltimore Police Dept.*

*Citiwatch – Director of Law Enforcement Operations
Baltimore City CCTV Camera Surveillance System*

2013 Print Advertising Rates

Four Color Display Rates

	1x	6x	12x
Full Page	\$4,305	\$3,615	\$3,315
Jr. Spd	\$4,300	\$3,610	\$3,310
two-third	\$3,315	\$2,785	\$2,555
1/2 island	\$2,800	\$2,350	\$2,155
half page	\$2,540	\$2,135	\$1,955
one-third	\$1,900	\$1,550	\$1,485
one-fourth	\$1,335	\$1,125	\$1,030
one-sixth	\$950	\$795	\$730

Covers

Back Cover	\$5,550
Inside Front	\$5,000
Inside Back	\$4,495

Cover rates include space, color and premium charges



The BIG BOOK

Full Product Tab Published in May & December 2013

Basic listings will provide:

- 125-word product description
- one digital product image
- company URL

Rate — \$750.

Clients can add up to 3 additional basic showcases for just \$250 each.

Enhanced listings will provide:

- Highlight box around your product
- Company logo
- company URL
- 225 words of descriptive text
- one digital product image

Rate — \$1,250.

Clients can add up to 3 additional enhanced showcases for just \$350 each.

Ad Rates & Other Product Placement Details

Full Page: \$3,000	1/2 Page: \$1,750
Junior Tab Page: \$2,500	1/3 Page: \$1,375
2/3 Page: \$2,000	1/4 Page: \$950

- Front cover product showcase positions are limited to 4 products. \$2,000 each.
- Clients advertising in the BIG BOOK with a 1/2-page or more will receive a free basic listing or can upgrade to an enhanced for just \$250.
- Contract advertisers of 4X or greater in Security Technology Executive, Security Dealer & Integrator, and Locksmith Ledger will receive a 25% discount on ads of the same size in the BIG BOOK (25% discount will be based on the magazine contracting the bulk of your 2013 spend).

Mechanical Specifications

Live Area

Essential elements should be kept 3/8" from outside edges, 1/2" in from the gutter.

PDF is the preferred format for file submission

Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly.

Accepted native page file formats

InDesign, QuarkXPress, Adobe Illustrator, Macromedia, Freehand 9 and Adobe Photoshop (older versions also may be accepted).

Page file printouts

- Note special instructions directly on your provided laser proof.
- If fifth or spot colors (actual PMS color) are to be used, they should be clearly indicated.

Questions regarding ad materials

Tina Kennedy, Production Manager

Phone: (631) 963-6253 • Fax: (631) 845-2741

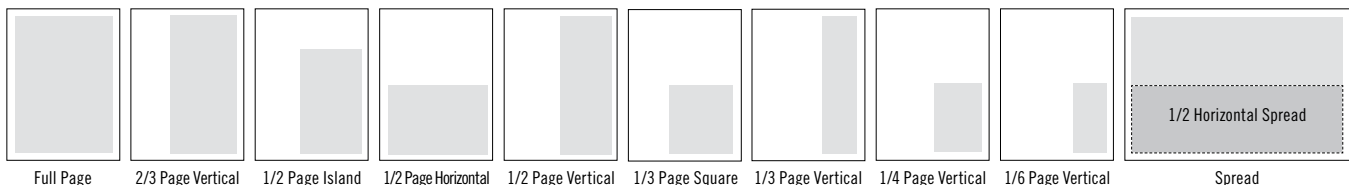
tina.kennedy@cygnus.com

FTP Digital File Transfer

- Go to: <http://webftp.cygnuspub.com>
- Type in Tina Kennedy
- Fill in your name, subject, email address and message
- Press the browse button to attach a single file or compressed folder from your computer
- Hit "continue"

Mechanical Requirements

Page Unit	Width	Depth	Bleed	Trim Size
Full Page	7"	10"	8.125 x 11"	7.875 x 10.75"
2/3 Page	4.625"	10"		
1/2 Page Island	4.625"	7.375"		
1/2 Page Horizontal	7"	4.875"		
1/2 Page Vertical	3.375"	10"		
1/3 Page Square	4.625"	4.875"		
1/3 Page Vertical	2.25"	10"		
1/3 Page Horizontal	7"	3.25"		
1/4 Page Vertical	3.375"	4.875"		
1/4 Page Horizontal	7"	2.5"		
1/6 Page Vertical	2.25"	4.875"		
1/2 Page Horizontal Spd	14.75"	4.875"	16 x 5.625"	15.75 x 5.5"
2 Page Spd	14.75"	10"	16 x 11"	15.75 x 10.75"



CYGNUS SECURITY MEDIA

A member of the Cygnus Security Media Group

Security Dealer & Integrator • Security Technology Executive • SecurityInfoWatch.com

Locksmith Ledger International • LocksmithLedger.com • Secured Cities • Secured Campus

Secured Transit • Secured Healthcare



Contact Info

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