



SECURITY TECHNOLOGY **EXECUTIVE**

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. A third of you want to target your 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
Group Publisher/Editor-in-Chief
Security Technology Executive



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 & STE Make Lead Generation Dynamic






CLIENT BENEFITS

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





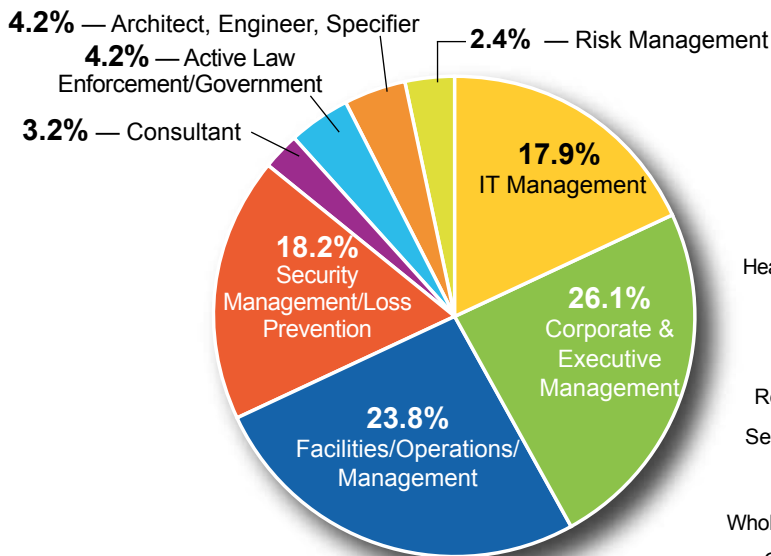
Security Technology Executive Is Your Pipeline To Decision-Makers

-  The largest end-user circulation among all U.S. security publications – **38,737 (based on combined print & digital audience)***
-  More IT management titles in our audience than ANY other security magazine – **6,954 (17.9% of STE’s total qualified circulation)***
-  Full publication distribution includes more than **14,000 non-audited end-user digital editions – Total combined circulation is more than 52,000!****
-  **88.4%** of the STE audience is executive titles – they are the **decision-makers!***
-  A balanced audited circulation that is **100%** qualified by business and title.*

*(Combined print & digital editions, June 2012 BPA Circulation Statements. Comparison based on June 2012 BPA circulation statements of STE and Security magazines; Security Products and Security Management magazines have been omitted from this comparison as their June 2012 circulation statements were not available at press time. BPA audits data, but doesn't rank that data.)

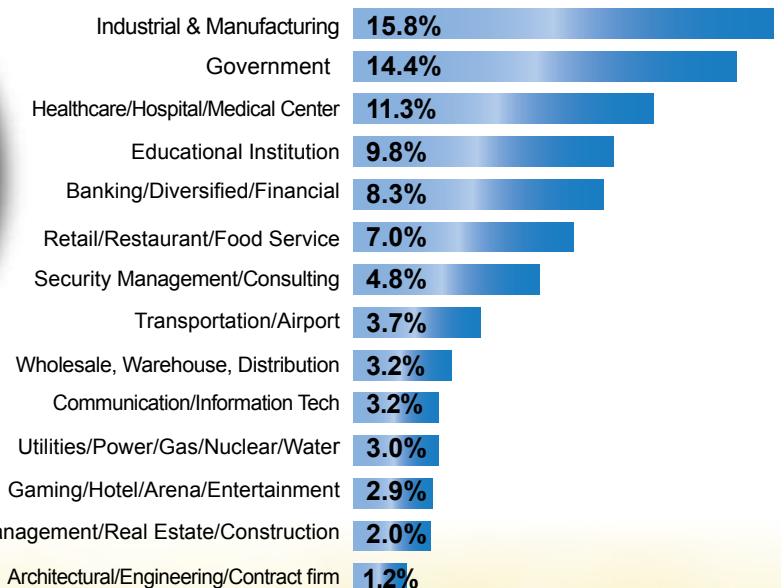
** (Publisher's own statement)

Key Executive Title Demographics***



***38,737 total qualified circulation, June 2012 BPA Circulation Statement

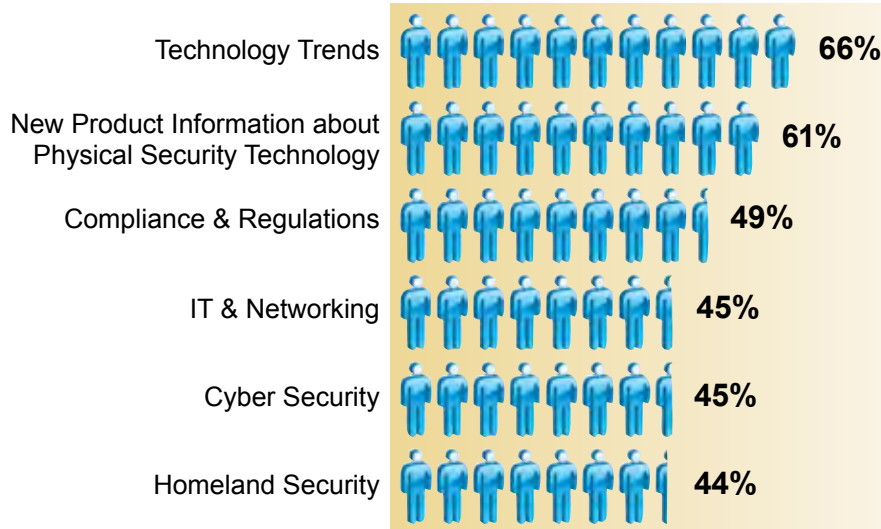
Penetrating ALL the Key Vertical Markets*



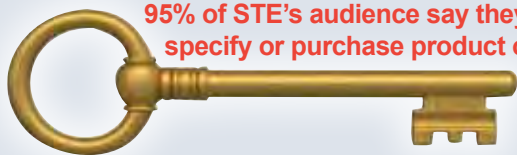
* 38,737 total qualified circulation, June 2012 BPA Circulation Statement

Reader Survey Reveals an Engaged and Savvy Audience*

What are the top 6 most important areas of interest for you as a user?



STE Reader Survey: Key Findings



95% of STE's audience say they either recommend, specify or purchase product or security services

- 76% agree that STE is their "preferred" security trade publication.
- 71% agree or strongly agree that STE is the one magazine they find most helpful in providing valuable information to perform better in their jobs.
- 92% of respondents say they will either be spending more or at the same levels in 2013 for security products and services.
- 62% say they prefer to read STE in print-and-mailed format.
- 34% say they prefer to read STE as an online digital flipbook.
- 73% are aware of and regularly use SecurityInfoWatch.com, the publication's website.

91%	of the STE audience agree or strongly agree that the editorial content is timely.
83%	of the STE audience agree or strongly agree that the editorial content is engaging.
88%	of the STE audience agree or strongly agree that the magazine is a trusted source.
77%	say they go directly to a vendor's website for more information after seeing a security product in the magazine.
37%	say they go directly to SecurityInfoWatch.com for more information after seeing a security product in the magazine.



Do you regularly use SecurityInfoWatch.com?

- YES for technology and new product information 39%
- YES to research security topics affecting my business 37%
- YES for daily industry news and crime news 22%
- YES to read STE magazine online 17%
- YES for SIW discussion forums 5%



*Findings based on a reader survey sent to 19,500 STE email opt-in audience in September 2012.

SECURITY TECHNOLOGY EXECUTIVE 2013 Editorial Calendar

Month	Special Focus	Feature	Feature	Product Focus	Video Surveillance	Access & Identity	IT/Networking	Bonus Distribution	Closing Date
January/February	Corporate / Industrial	Executive Protection and the Traveling Employee	Protecting critical infrastructure, including remote, unmanned facilities	Access Control	Lighting for surveillance	Card issuance strategies	How Physical & IT Security Can Work Together	BICSI	1/7/13
March	Retail & Loss Prevention	ORC & Loss Prevention strategies	Supply chain risk management & security	IP/Network Video	Hosted video	Hosted/managed access control	Data center protection		2/11/13
March Bonus Publication: 2013 GUIDE TO VIDEO SURVEILLANCE & ONVIF/PSIA PRODUCTS GUIDE, a cooperative supplement with Security Dealer & Integrator (Total Audience Reach is 80,000**).									
April	ISC West issue	Designing a security operations center (SOC)	Guard services: Force usage policies	New Products from ISC West	HD & Megapixel	Biometrics	Acceptance Testing	ISC-West BOMA	3/11/13
May	Healthcare	Workplace violence mitigation	Asset tracking & management strategies	Door Hardware	VMS in action	Egress and code compliance	Network troubleshooting	IFSEC	4/11/13
May Bonus Publication: THE BIG BOOK—THE SECURITY INDUSTRY'S PRODUCT GUIDE, a cooperative Cygnus Security Group supplement (Total Audience Reach 92,000**).									
June/July	Government/ Homeland Security	CFATS	PSIM & Airport/ Transit security	Biometrics	Municipal video surveillance	TWIC/FIPS-201	Denial of Service attacks		6/10/13
July Bonus Publication: ACCESS CONTROL SOLUTIONS, a cooperative Cygnus Security Group supplement (Total Audience Reach is 92,000**).									
August	Education	Emergency Planning & Response strategies	Background Checks	Emergency Communications & Mass Notification	Video Transmission & Wireless	NFC on Campus	Advanced Persistent Threats (APT)		7/11/13
August Bonus Publication: THE EXECUTIVE'S GUIDE TO SYSTEMS INTEGRATORS, a cooperative supplement with Security Dealer & Integrator (Total Audience Reach is 80,000**).									
September	ASIS issue	Global facility security	Protecting your IP-based security systems	ASIS PRODUCT PREVIEW	Migrating from analog to IP	IP access control	Cloud Security	ASIS 2013	8/11/13
October	Financial/ Banking	Enterprise Security Risk Management (ESRM)	Video Quality for Evidence	Video Storage	Video storage strategies	Identity & Access Management (IAM)	Penetration Testing	ISC East	9/12/13
November/December	The Innovation Awards issue: Presenting the 2013 STE Security Innovation Awards	Guard force management trends	Security jobs forecast	Fire, Perimeter Security, Intrusion Detection, LPR, Vehicular	Video Analytics	Access control: sharing data & information	BYOD & mobile device security concerns		11/11/13
December Bonus Publication: THE BIG BOOK — THE SECURITY INDUSTRY'S PRODUCT GUIDE, a cooperative Cygnus Security Group supplement (Total Audience Reach is 92,000**).									

IN EVERY ISSUE

VERTICAL MARKET COVERAGE

STE will cover breaking news, trends and crime statistics in each of these six important vertical markets:

1. Corporate/Industrial
2. Retail
3. Healthcare
4. Education
5. Government
6. Banking

EXPERT COLUMNISTS

1. **Convergence Q&A** Longtime columnist Ray Bernard walks the blurring line between the physical and network security world.
2. **Tech Trends** Ray Coulombe takes a monthly look at the hottest, cutting-edge technologies in the market.
3. **Metrics for Success** George Campbell teaches security executives how to use hard numbers to justify the effectiveness of their departments.
4. **My Point of View** Editor/Group Publisher Steve Lasky on topics that matter to security executives.

CUTTING-EDGE NEW PRODUCTS & TECHNOLOGIES

STE's New Products section will cover different state-of-the-art technologies in each issue focusing on one or more of the following:

1. Video surveillance
2. Access control
3. Communications

SOCIAL MEDIA INTERACTION STE's new Final Word page gives readers the pulse of the industry on challenging topics through opinions and quotes gathered from our social media interactions on Twitter, Facebook, LinkedIn and the SecurityInfoWatch forums.

**Publisher's Own Statement

The Editors



Steve Lasky, Group Publisher, Editor-in-Chief

With more than 25 years covering the security industry under his belt, Steve has risen to “icon” status in the security industry community. He launched *Security Technology Executive* in 1992 and has overseen the magazine’s evolution from the beginning. He can be reached at steve.lasky@cygnus.com.



Paul Rothman, Managing Editor

Paul began covering the security industry in 2001; and since taking over the day-to-day magazine operations in 2007, Paul has overseen a redesign of the magazine, and has helped launch and produce successful supplements including the BIG BOOK. He can be reached at paul.rothman@cygnus.com.

Columnists



Ray Bernard, PSP, CHS-III, RBCS Inc.

Ray has been producing his popular “Convergence Q&A” column since 1998. In that time, he has guided our readers through the complicated world of security convergence and related technology deployment; and he has become recognized as one of the security industry’s top experts in that regard.



Ray Coulombe, principal consultant, Gilwell Technology Services

Ray’s monthly column, “Tech Trends” tackles some of the most interesting technologies coming to market in the security industry. An expert on physical security deployment, Ray takes an in-depth look at the latest and greatest the industry has to offer.



George Campbell, emeritus faculty, Security Executive Council

The security industry’s foremost expert on using metrics to convey security efforts, George’s monthly “Metrics for Success” column guides security executives in their quest to keep security top-of-mind in the C-Suite.



Kevin Beaver, CISSP, Principle Logic LLC

Kevin has been a regular *STE* contributor since 2007; and his monthly column, “Get with IT” is the bridge that connects IT security staff with their physical security counterparts. Kevin has published eight books on information security, and his expertise in this area is unmatched.

Targeted Bonus Distribution

Six of *STE*’s nine 2013 issues will be focused/themed on a specific vertical market. Each one of these targeted vertical issues will mail to a **bonus 2,500-person audience specific to that market.** *

- January/February issue: **Corporate/Industrial Bonus Audience**
- March issue: **Retail Bonus Audience**
- May issue: **Healthcare Bonus Audience**
- June/July issue: **Government Security Bonus Audience**
- August issue: **Education Bonus Audience**
- October issue: **Banking/Financial Bonus Audience**

2013 Bonus Publications



The Executive’s Guide to Systems Integrators

This August bonus in *STE* and *Security Dealer & Integrator* 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 “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 *STE*, along with sister publications *SD&I* 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.



The BIG BOOK

The only true product-only tabloid in the industry, the **BIG BOOK** will reach a combined circulation of more than 92,000* in May and December. Standard and enhanced showcase product listings are sectioned by a variety of technology categories.

*Publisher’s Own Statement



**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 E-Mail Campaigns:** Send your content to our 100% opt-in e-mail 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
Welcome Page	Page peel
	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
Product & Market Sections	Lower 728 x 90
	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
eNewsletters	Lower 728 x 90
	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 enewsletters)
Whitepaper Program - eblast and registration page promoting client whitepaper or case study. Must be compelling content. Minimum of 2 eblasts per program.	ProductWatch (Monthly) - Per Spot
	Tier I: Category Sponsorship
	Tier II: Subcategory Sponsorship
Online Buyers Guide	Tier III: Featured Company Listing
	Available for ISC West, ASIS, IFSEC, ISC East and ESX
	E-mail Blasts — Entire list (End Users and Dealers)
Show Daily Sponsor	E-mail Blasts — Dealer/Distributor Group only
	E-mail Blasts — End User/Integrator Group Only
	Sole sponsored or limited to 2 exclusive co-sponsors only
Magazine iPad apps	Custom iPad apps: see your sales manager
Video	Featured Video Program: Bronze (1 time)
	Silver (4 times per year)
	Gold (6 times per year)
Webinars	Express Video — Standard
	Sole sponsored
Mobile SIW	Co-sponsored (up to 3 co-sponsors permitted)
	Monthly Sponsorship
Podcasts	Weekly or 2 consecutive weeks
Wallpaper	



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 STE 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 STE 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 STE 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 STE 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 STE 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 STE audience — **Total Value — \$5,700**

NEW ADVERTISER INCENTIVE #5 — Buy one e-blast and one Full Page or two Half Page ads in STE in the January/February and/or March issues and a one-time custom e-blast to our STE 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 STE 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**

Got an impressive security project? Get recognized for it!

The 2013 STE Magazine Security Innovation Awards

STE, in partnership with the *Security Industry Association (SIA)* and *ISC East*, are honoring the most innovative security deployments our industry has to offer. Find out if your project ranks among the most unique and innovative in North America...and get well-deserved recognition at ISC East, the SIA Security Week Gala in October 2013, and in the November/December issue of STE. The awards recognize the collaborative efforts of the lead vendor, integrator (or consultant/engineer) and the end-user, and honor gold, silver and bronze winners.

Project submission criteria:

- Projects can come from any commercial, retail, institutional or government market.
- Submission can have multiple contributors (manufacturer, integrator and/or security professional), but the author should be a security representative from the end-user organization that ordered the project.
- The end-user in all submitted projects MUST be willing have the project featured (including photos) in Security Technology Executive, and on stage at the SIA Security Week Gala.

Entry Fees & Deadlines:

Aug. 9, 2013 — early bird entry deadline - \$249 (\$199 for SIA members)

Sept. 9, 2013 — late entry deadline \$399 (\$349 for SIA members)

\$50 each additional entry submitted from the same manufacturer or the same integrator or the same end-user.

Oct. 2013 — awards presented at SIA Security Week Gala and ISC East

Winners are recognized:

- Awards program dinner during SIA Security Week Gala
- ISC East 2013, New York City
- Feature in Nov/Dec issue of STE (and a cover story for gold winner)
- SecurityInfoWatch.com homepage

If you have questions about the awards program and/or how to enter, please contact STE managing editor Paul Rothman at paul.rothman@cygnus.com.

Entry details are also available year-round at

www.securityinfowatch.com/magazine/stec/innovationawards





**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	9x
Full Page	\$5,090	\$4,835	\$4,325
1/2 horizontal Spd	\$5,080	\$4,815	\$4,315
two-third	\$3,765	\$3,580	\$3,205
1/2 island	\$3,155	\$2,995	\$2,680
half page	\$3,060	\$2,905	\$2,600
one-third	\$2,470	\$2,295	\$1,975
one-fourth	\$1,850	\$1,680	\$1,350
one-sixth	\$1,295	\$995	\$850

Covers

Back Cover	\$6,925
Inside Front	\$6,520
Inside Back	\$6,095

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

Jane Pothlanski, Production Manager

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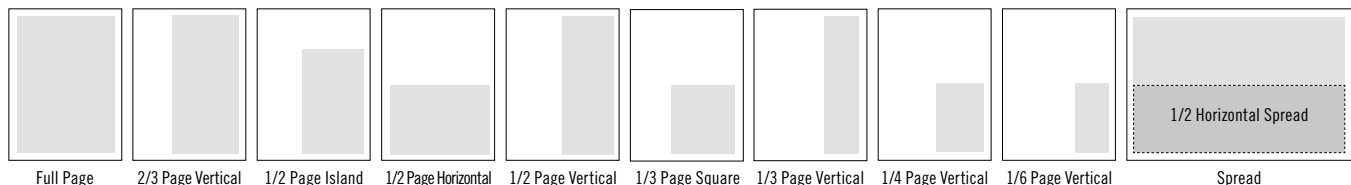
jane.pothlanski@cygnus.com

FTP Digital File Transfer

- Go to: <http://webftp.cygnuspub.com>
- Type in Jane Pothlanski
- Fill in your name, subject, e-mail 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"	9.875"	8.25 x 11.125	7.875 x 10.875
2/3 Page	4.5	9.875		
1/2 Page Island	4.5	7.375		
1/2 Page Horizontal	7	4.875		
1/2 Page Vertical	3.375	9.875		
1/3 Page Square	4.625	4.875		
1/3 Page Vertical	2.125	9.875		
1/4 Page Vertical	3.375	4.875		
1/6 Page Vertical	2.125	4.875		
1/2 Page Horizontal Spd	14	4.875	16.25 x 5.125	
2 Page Spd	14	9.875	16-1/4 x 11-1/8	16 x 10.875



CYGNUS SECURITY MEDIA

A member of the Cygnus Security Media Group

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

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

Secured Transit • Secured Healthcare

SECURITY TECHNOLOGY
EXECUTIVE

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