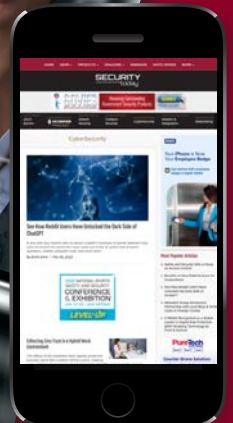


MEDIA PLANNER

Media for Security Suppliers,
End Users, and IT Decision Makers

Magazine | Website | eNews | Webinars
Podcasts | Custom Publishing



2023

Two Markets – One Buy

Your Integrated Media Solution

Security Today is the leading industry media brand for the global security marketplace. Our print, digital, event, custom media and research products integrate coverage for both physical and IT security as these functions are in the process of convergence. The *Security Today* brand is your best integrated media platform serving the product and new technology needs of the entire security product buying team — suppliers and end users. This makes *Security Today* the smartest marketing partner for today's security product and service marketers.

Online Statistics



58,297*

Security Today
monthly
average
pageviews



11,400,000*

Security Today
eNewsletters
sent per year



3,850+*

SecurityToday
webinar
registrants
per year



over 20K*

Twitter
followers for
@SecurToday &
@FredJones007
(Editor-in-Chief Ralph
Jensen's account)

Security Today's Circulation/Reach*

37,352 security professionals

By partnering with *Security Today*, you have made the best choice to reach the most potential buyers in the security industry — delivering buyers and specifiers across all functions and segments of security decision making, many who make buying decisions for both physical and IT security products and services.*

IT decision makers

Each issue of *Security Today* is distributed to key IT decision makers. These are the most important IT managers who are making the decisions regarding security convergence.

International

In addition to our print version of *Security Today*, international security professionals can get a copy of each issue via our digital format. More security products marketers are looking to some of the most lucrative international markets such as Mexico, Europe, China, Canada, Latin America, and the Pacific Rim.

Suppliers and End Users of Security Products and Systems*

Security Installing Dealer/Security Installing Dealer with Central Station Service/Security Service Installation Firm/Systems

Integrators	11,827
Security Consultants	2,981
Security Product Distributors	2,759
Manufacturer's Rep Firms	426
SUPPLIER TOTAL	17,993
Industrial or Manufacturing Companies	5,095
Government/Military	5,596
Retailing Companies, Service Companies and Others	4,246
Institutional Facilities	3,576
END USER TOTAL	19,259
GRAND TOTAL	37,252

Subscribers

These include companies that are buying, selling and installing security products and services, and security professionals that seek practical information on products and new technology.



*Media Owner's Own Data

Comprehensive, Solution-Driven Magazine

Security Today is the marketing partner that you can depend on to help generate leads and increase sales. Each issue reaches the largest number of suppliers and end users.* Our integrated approach offers your company endless opportunities to put your message in front of your best customers and prospects.

Security professionals turn first to *Security Today* for new products, new technology and practical information regarding the integration of these products into the new convergent security systems.**

Security Today is the only integrated magazine reaching the entire security market. *Security Today* is the one invaluable resource for security professionals who have the ultimate buying responsibility for security products and services.

Subscribers Who Recommend, Select or Buy Products*

Access Control	14,318
CCTV Equipment/Video Systems & Surveillance	11,5758
Sensors/Detectors	10,944
Intrusion Alarm & Monitoring	10,870
Batteries/Power Supplies	10,151
Wireless Technologies	9,946
Software	9,898
Training	9,779
IT/Network Security	9,320
Card Reader Systems	9,286
Outdoor/Perimeter Protection	9,229
Emergency Response Products/Services	9,125
Digital Video Recorders (DVR)	8,621
Fire & Safety Protection	8,534
Control Panels/Annunciators	8,671
IP Video Systems & Surveillance	7,573
Identification Products/ID Badges	7,376
Door Hardware/Locks	7,124
Communication Equipment	6,996
Biometrics	6,561
Video Management Systems	6,399
Security Consultants	5,937
IP Appliances	5,841
Business Continuity/Disaster Recovery Products/Services	5,723
Mobile Communications	5,356
Home Automation/Sound Equipment/Theatre	5,261
Cloud Storage	5,140
Integrated Systems	4,506
Security Guard Services	4,005
IP Video/Network-Centric Security	2,802
Cable/Telephone Services	2,070
Supplies & Dealer Services	1,670



Award-Winning Magazine

Security Today magazine is delivered to subscribers the way they prefer to receive it — print or digital. **The digital edition of *Security Today* magazine won an Ozzies Digital Honorable Mention Award in the Folio: Eddie and Ozzie Awards for B-to-B App/Digital Edition/Standalone Digital Magazine.**

Leader in Market Share and Ad Pages**

IMS Ad Tracking ranks *Security Today* as a leader in market share and ad pages.



As an Omeda client, *Security Today* provides high-quality and up-to-date audience data. You can feel confident you have chosen a provider who enables you to integrate all data sources, providing a 360-degree view of your audience.

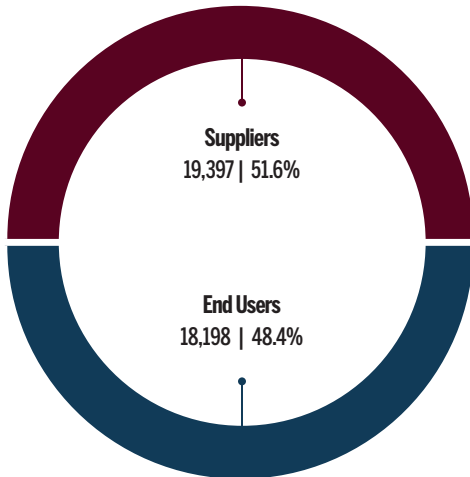
*Media Owner's Own Data

**IMS Ad Tracking – The Auditor, October 2022

Reach the Complete Marketplace

How *Security Today* Compares*

- Only publication to the marketplace for both suppliers (including dealers and integrators) and end users.
- Highest circulation in the security industry

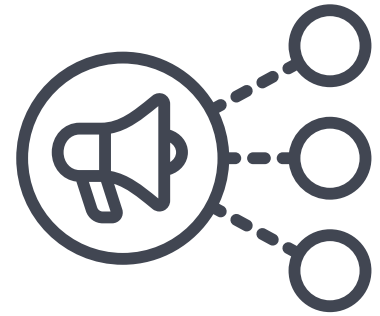


Dedicated & Devoted Subscribers**

Security Today has loyal subscribers who depend on the publication for integrated coverage of new products and practical solutions for security professionals. In fact, the July/August Baxter mediaView report found that:

readers became newly aware of a product/service after seeing an ad in <i>Security Today</i>	86%
read each issue 2 or more times	79%
said <i>Security Today</i> was important, very important, or a personal favorite	77%

Extensive Portfolio



Security Today is the one choice for security products marketers to efficiently and effectively reach security products decision makers.

- An extensive portfolio of print and online products/packages
- Comprehensive coverage of physical and IT security products and issues that matter the most to security products decision makers
- Reaches the complete marketplace — suppliers, end users, IT, international
- The largest circulation of any security publication
- Multiple buying responsibilities for security products and services

What *Security Today* Subscribers Are Saying**

“ Each issue provides important information that is used in the operation of my organization. — Owner

“ Brings new products to my business. — President

“ It helps me to keep abreast of new technologies, solutions, and ideas. — Senior Vice President

“ Reading *Security Today* keeps me informed with trends in the industry which complement my understanding of products available to meet or exceed project requirements. — Production Software Specialist

“ It provides insight on what’s going on with security technology trends, product capabilities, and protection concepts. — Senior Vice President



As an Omeda client, *Security Today* provides high-quality and up-to-date audience data. You can feel confident you have chosen a provider who enables you to integrate all data sources, providing a 360-degree view of your audience.

*Media Owner’s Own Data

**Baxter Research mediaView Pro

2023 Editorial Calendar

MARCH/APRIL

Ad close: 2/24/23

Materials due: 3/3/23

Features

- Airport Security
- Artificial Intelligence
- Cybersecurity
- Video Surveillance
- Perimeter Security
- Smart City (physical and cyber)
- Access Control
- Hospital Security
- Emerging Technologies
- Critical Infrastructure
- Locks & Hardware
- Banking Security

Show Coverage/ Bonus Distribution*

ISC West, Las Vegas, NV
March 29-31

PSA-TEC, Dallas, TX
May 1-4

MAY/JUNE

Ad close: 4/4/23

Materials due: 4/7/23

Features

- Mobile Apps
- Internet of Things
- Cybersecurity
- Perimeter Security
- Access Control
- Data Storage
- Casino Security
- Aerial (drones) Security
- Facility Security
- Biometrics
- Dealer/Integrator

JULY/AUGUST

Ad close: 6/30/23

Materials due: 7/5/23

Company Profile Issue

2023 Govies Winners

Features

- Sports Facility Security
- Transportation Security
- Doors, Locks, Hardware
- Cybersecurity
- Network Cameras
- Retail Security/Loss Prevention
- Deep Learning/Machine Learning
- Artificial Intelligence/Biometrics
- Audio within Security
- House of Worship Security
- Fire Safety
- Remote Guarding

Company Profile Bonus

All half-page or larger advertisers in BOTH July/August and September/October 2023 will receive a Company Profile of the same size as ad in July/August 2023 issue.

*If in-person event occurs

2023 Editorial Calendar

SEPTEMBER/ OCTOBER

Ad close: 8/9/23

Materials due: 8/10/23

Features

- Smart Cities
- Cybersecurity
- Cloud Security
- Emerging Technologies
- Multi-campus Security
- Emergency Communications
- IT Security
- Airport Security
- Security Operations Centers
- Border Protection
- Intelligent Video/Analytics
- Integrated Systems

Show Coverage/ Bonus Distribution*

GSX, Dallas, TX
September 11-13

ISC East, New York, NY
November 15-16

NOVEMBER/ DECEMBER

Ad close: 10/31/23

Materials due: 11/1/23

2023 New Product of the Year Winners

Features

- Trends and Growth 2024
- Product Analysis 2023
- AI at the Edge
- Access Control
- Utility Security
- Cybersecurity
- Retail Security



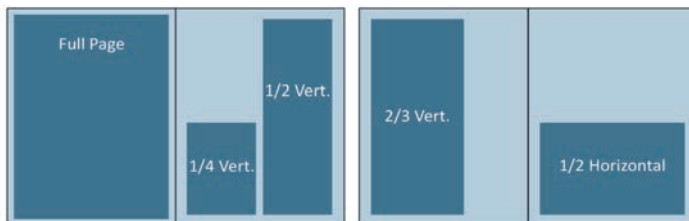
*If in-person event occurs

Magazine Ad Specs

Magazine Trim Size: 8 x 10 3/4 (all sizes are in inches)

	Non-Bleed	Bleed
Full Page	7 x 10	8 1/4 x 11
Spread	15 x 10	16 1/4 x 11
1/2 Horizontal Spread	15 x 4 5/8	16 1/4 x 5 5/8
2/3 Vertical	4 1/2 x 10	5 3/16 x 11
1/2 Island	4 1/2 x 7 1/2	5 3/16 x 8 3/8
1/2 Vertical	3 3/8 x 10	4 x 11
1/2 Horizontal	7 x 4 5/8	8 1/4 x 5 5/8
1/3 Vertical	2 1/8 x 10	2 7/8 x 11
1/3 Square	4 1/2 x 4 5/8	5 3/16 x 5 1/2
1/4 Vertical	3 3/8 x 4 5/8	4 x 5 1/2

Cover snipe and cover ad box also available. Contact us for specs.



For bleed ads, keep live copy 1/4" from trim. For spreads, we recommend keeping live copy 1/4" from the gutter on each side.

Acceptable File Formats

PDFs are strongly encouraged. Hi-res Illustrator EPS files are also accepted. Ads requiring work to be done by us will incur an additional charge. Ad materials are stored for one year and then deleted.

Preparing Native Files for Printable PDFs

Multiple pages need to be submitted as single page files. Artwork must be CMYK, minimum 300 dpi. Files must be flattened (no layers or transparencies). Set bleeds 1/8" beyond trim. DO NOT use stylized fonts. Embed all fonts. Overall density of CMYK colors cannot exceed 300%. Set trim marks with a 12-point offset so the marks don't overlap the bleed.

Preparing Native Files for Printable Illustrator EPS

Artwork must be CMYK, minimum 300 dpi. Files must be flattened (no layers). Set bleeds 1/8" beyond trim. Fonts must be embedded or converted to outlines. Overall density of CMYK colors cannot exceed 300%. Set trim marks so they don't overlap the bleed.

Submitting Digital Files

Use file names that include the magazine title, issue date, and project name. Ads can be submitted via FTP, a file-sharing service such as Dropbox, or an email to the Production Coordinator.

Uploading to FTP

It's important that the file is placed in the proper directory. All uploads should be followed by a confirmation phone call or email to the Production Coordinator.

Host: ftp://ads.1105media.com

User ID: 1105user

Password: 1105pass

Directory: /1105external/production/[magazine title]

Tip: You'll need file-sharing software to upload to FTP. One of the most user-friendly free programs for Mac and PC is FileZilla:

FileZilla Instructions

1. To install, go to <https://filezilla-project.org> and click on Download FileZilla Client.
2. Open FileZilla and enter Host, User Name, Password, and Port 21.
3. Click on the Quick Connect button at upper right.
4. In the Local Site window on the left, locate and click on the source folder containing the file to be uploaded. Your file will appear in the Filename window below.
5. In the window on the right, click on the 1105external folder, click on the production folder, and locate the folder for the magazine.
6. Select your file in the Filename window on the left, and drag it to the magazine folder on the right.

Proofs

If a proof is provided, it must be a SWOP proof created from the supplied digital file. A laserprint is not SWOP-quality and is not color-accurate. If a SWOP proof is not supplied, we are not responsible for variances between the digital file and final reproduction. Send proofs to:

Production Coordinator
Security Today, [issue date]
1105 Media, Inc.
6300 Canoga Avenue, Suite 1150
Woodland Hills, CA 91367

Additional Advertising Resources

<https://1105media.com/pages/ad-specs>

Website Positions - Newly Updated!

Our updated website offers the best positions for visibility of your products and solutions. The comprehensive site has information and tools that security product decision makers can use to achieve the best results. Relevant industry news, timely features, and a mobile-responsive design makes it simple for security professionals to find all the information they need in one place.

Banners

970x250 or 728x90 Leaderboard 8 sponsors
 300x600 Super Skyscraper 8 sponsors
 300x250 8 sponsors

Wallpaper

Take command of the screen with wallpaper—a pair of cohesive 152x600 banners positioned on the left and right sides of the *Security Today* website. The banners move down the screen as viewers scroll, for continuous impact. Repeat the same image on both sides, or submit two different banners with a cohesive look. Limited to 4 sponsors.

- Images can be in .jpg, .gif or .png format.
- If supplying two different images, please include “left” and “right” in file names. The images must have a cohesive look.

Embedded Article Banner

Capture the attention of security professionals while they are reading longer articles with this exclusive 640x480 run-of-site position.

Social Media Opportunities

Live From Sponsorship

Industry trade show social zone sponsorship including banner, social posts, live coverage and more.

Live From Listing/eNews Package

Includes brand/company description/trade show booth number on our Live From show page plus a 150x150 spot in the first show eNewsletter.

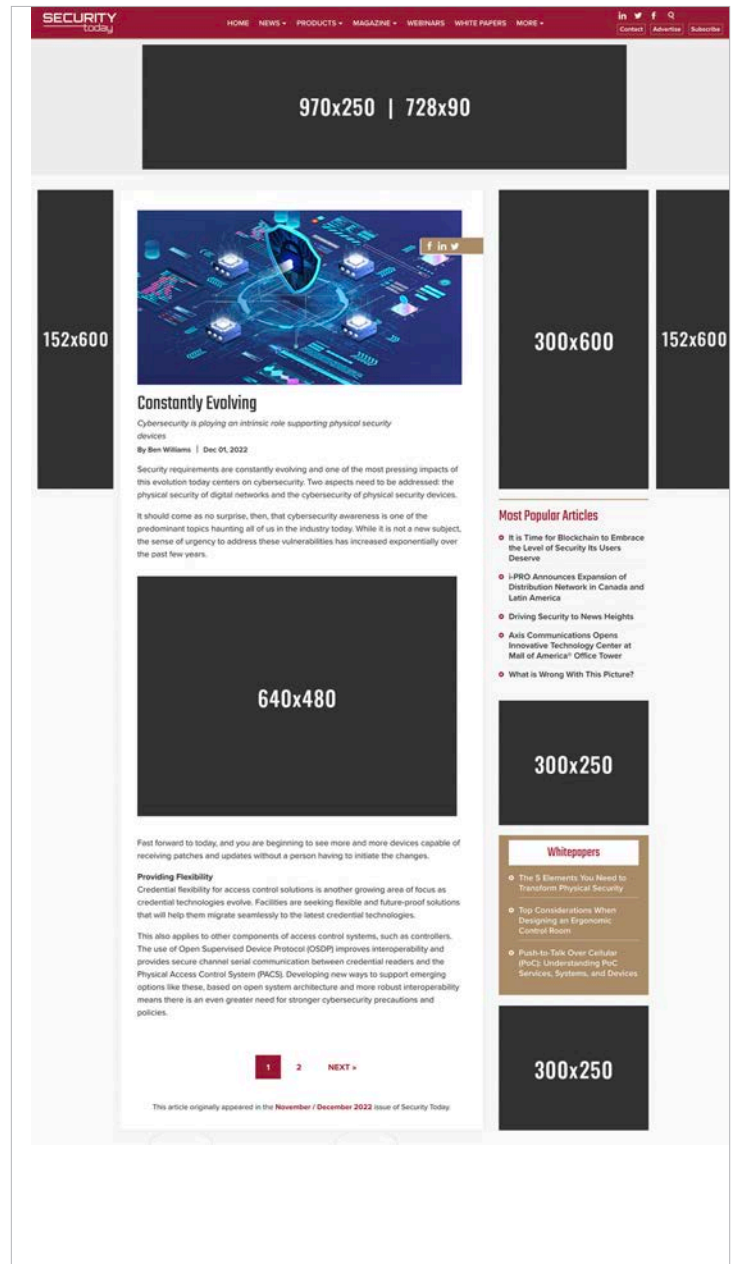
Package of 10 Sponsored Social Media Posts

Get out your company’s message anytime on our LinkedIn, Twitter or Facebook platforms.

 **Like us on Facebook:** facebook.com/SecurToday

 **Follow us on Twitter:** twitter.com/SecurToday

 **Find us on LinkedIn:** linkedin.com/company/security-today



Take advantage of our 53,807* average pageviews with 39,918* average monthly visits at securitytoday.com.

*Media Owner’s Own Data

Content Syndication

Secure Quality Decision Maker Leads

Leverage your existing marketing materials — whitepapers, case studies, research, reports, and more!

We will host your asset(s) and market with targeted email promotions to our engaged database to drive quality registrations to help fill your sales pipeline.

Our Content Syndication Program will feature your asset(s) in our Resources Library on our site and will offer a wide range of custom capabilities, including audience targeting, custom lead reporting and delivery.

Program Details and Benefits

Guaranteed Leads

100 guaranteed leads (minimum buy, but not limited to...)

Types of Business

Security Systems Consultants, Systems Integration, Casinos, Fire Alarm Systems, Fire Protection Equipment, Burglar Alarm Systems, Security Systems

Job Titles

Management, Security/Loss Prevention/Safety, IT/Network Security, Emergency Planning, Business Continuity/Disaster Recovery, Risk Management, Plant/Facility Operation, Installation, Consultant, Purchasing

Resources Library

All assets hosted in Resources Library for duration of campaign with dedicated landing page including asset title, summary and sponsor logo along with registration form

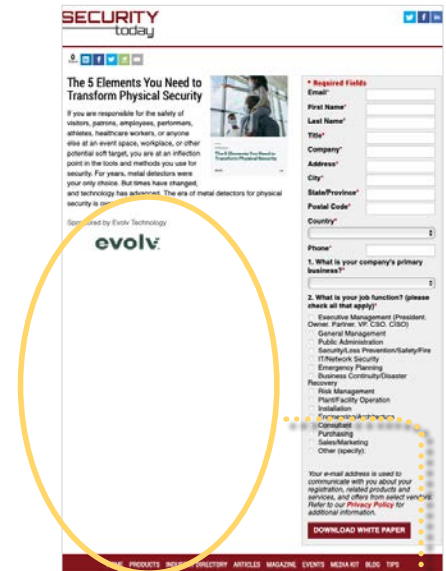
Email Promotion

Series of targeted email promotions, reaching our highly engaged database, to drive registrations to your asset(s) to reach your lead guarantee

Lead Delivery

Leads delivered weekly (custom delivery options available — ask your sales rep for details) including all of the following standard fields:

- Job Title
- Email
- First Name
- Last Name
- Company
- Full Address
- Phone



1

We host your asset in Resources Library with dedicated landing page

2

We promote your asset

3

We deliver your leads

Custom eBlasts

Share Your Message with our Audience

Share your messaging directly with our audience via your own HTML creative, from line, subject line and direct links to the most important marketing initiatives on your site. This custom eBlast program will help you build visibility, branding and awareness, as well as direct traffic to the destination of your choice. Audience targeting is available.

Key Features

- Direct branding and awareness opportunity to leverage our highly engaged audience to share your story
- Exclusive sponsorship featuring your HTML creative and linking directly to your marketing initiative on your site
- Custom targeting available – contact us for availability

1 Share your message with our audience

2 Utilize your existing HTML creative and provide direct links in the eLetter to your biggest marketing initiatives, company news, or product releases

Direct link

Direct link

Marketing initiative

Product release

Marketing initiative

Product release

Marketing initiative

Product release

Native Advertising on securitytoday.com

Put your Sponsored Content in Front of Thousands of Security Professionals

Now you can draw more attention to your brand by running sponsored content embedded in must-read securitytoday.com articles and on the home page.

Security professionals rely on securitytoday.com to keep up with important industry news and trends. Your Sponsored Content box on the home page will link to your provided article PLUS a 728x90 leaderboard and 300x250 banner ad. Your sponsored content will also be included in eNewsletters sent during the time period of the Native Campaign.

A maximum of two positions are available, and topics are exclusive. Make sure one or both spots are yours.

Contact us for rates.

Native Ad Requirements

- 1000-2000 word article
- High resolution article image greater than 1025px wide.
- 728X90 Banner image with link
- 300X250 Banner ad image with link

Due dates are 5 business days or one week before live date.

Increase your Impact

Ask about adding additional banner ads on our site or in our eNewsletters for even more impact.

The image shows a screenshot of the securitytoday.com website. At the top, there is a search bar and navigation links. Below the navigation, there is a large banner image of a man in a suit looking at a smartphone. The main content area features a sponsored article titled "Manage video and alarms with VSaaS" dated Mar 01, 2022. The article text discusses the benefits of VSaaS for security operations. To the right of the article, there is a 300x250 banner ad area.

728x90

SECURITY today

Advertise Contact Us Subscribe

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ISCW LIVE 2022 SECURPOD CYBERSECURITY CAMPUS SECURITY & LIFE SAFETY DEALERS & INTEGRATORS GOVERNMENT

SPONSORED

Manage video and alarms with VSaaS

Mar 01, 2022

Each year demand for video surveillance continues to grow, as organizations seek to increase the security and safety of people and property. Searching for a solution that scales with their operations while minimizing upfront investments is challenging for companies with many locations.

Video surveillance as a service (VSaaS) is an easily scalable solution that addresses those needs. It helps users to monitor, manage events, record, and replay video security footage from anywhere via the cloud. With VSaaS, cameras are the only hardware investment needed on-site, which benefits many businesses with space constraints or those that desire little to no equipment on premise. It also eliminates maintenance and decreases costly site visits for storage equipment and server upkeep.

Businesses can operate alarm management and cloud storage directly or outsource to a security operations center (SOC). When a user decides to outsource the alarm management, the service will relay all alarms and insights triggered by the system to the chosen SOC. The SOC can monitor all events across multiple sites 24/7 and deploy the appropriate measures for peace of mind.

Intelligent solutions that work around the clock

Instead of monitoring video footage 24/7, intelligent VSaaS offerings can alert when needed with artificial intelligence (AI) at the edge and in the cloud. Cameras with built-in video analytics – a form of AI – autonomously detect pre-defined situations and trigger the cloud-based alarm management service. If needed, the cloud service will alert users to take appropriate action. When implementing intelligent solutions, it is important that the video analytics is robust enough to minimize false alarms by differentiating between real security events and false triggers – such as snow, wind (moving trees), rain, hail, and water reflections – that can make video data more difficult to interpret.

Nevertheless, an actual alarm can still be unwanted based on customer requirements, which can result in high costs because some response is needed. With additional enhancements to VSaaS, an AI-based alarm verification service can help filter unwanted alerts to only detect true events. For example, an animal detected by the camera alongside a perimeter is a valid alert, but unimportant for perimeter security. An AI-based alarm verification service will filter such unwanted alerts. The advantages of the service are minimizing false alarms, reducing costs, and strengthening the reliability of the security application. This service makes it possible to tailor alerts to a customer's needs, filtering unwanted alarms, increasing

300x250

Live From ISC West and GSX

Team up with *Security Today*

Reach out to people who cannot attend these events, and let prospects know what is going on at your booth. Get your news and information out continuously before, during, and after ISC West and GSX.

Our social zone features aggregated content about and from the show and our Live From sponsors.

Live From Sponsor Package includes*:

- 728x90 leaderboard
- Wallpaper: (2) 152x600 banners in cohesive design
- Social media feeds featuring your posts, posts from *Security Today* editors, show posts, and more
- Promotion of social zone in *Security Today* eNews and on securitytoday.com
- Use of Live From logo to promote sponsorship
- Booth sign promoting your sponsorship
- Posts from *Security Today* editors about your company, products and booth, including in-booth video and posts during the show

Live From Dates:

- Live From ISC West 2023 will be live on securitytoday.com March 15 through April 12, 2023.
- Live From GSX 2023 will be live on securitytoday.com August 28 through September 25, 2023.

Live From Listing/eNews Package **NEW!**

Includes brand/company description/trade show booth number on our Live From show page plus a 150x150 spot in the first show eNewsletter.

Also available: Sponsored Post Package

Up to 10 sponsored posts — while Live From page is live or during your preferred timeframe

Live From is a winner of the Folio: Marketing Awards competition in the Use of Social Media category. These awards recognize the year's best in pioneering, inventive, and ultimately successful projects undertaken by the media industry's most innovative marketing professionals.

Limited sponsor packages available.

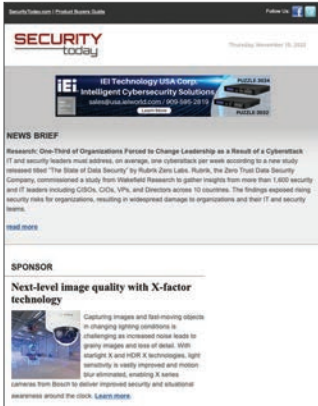
*Content may vary if event is virtual.



securitytoday.com/live



eNewsletters

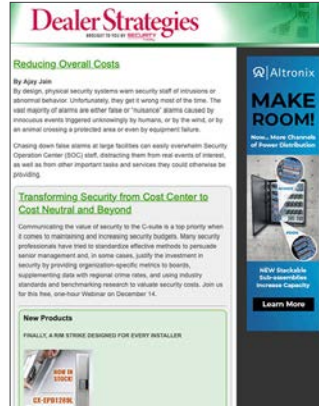


Security Today eNews

Delivered twice weekly, this newsletter is sent to more than 40,000* potential security buyers. Each issue provides essential industry news and product information to these important decision makers.

Sizes:

- eNews Info Center
- 180x300 Banner
- Sponsor Spots (2)
- 468x60 or 468x90 banner (Top or Bottom)
- 160x600 Skyscraper
- Product Placement Spot
- Sponsored Text Link
- Sole Sponsorship**



Dealer Strategies eNews

This business solutions newsletter is sent to more than 25,000* security systems integrators, installers and dealers. Delivered twice per month, each issue features business solutions, sales and marketing tips, installation tips, manufacturer new product and technology updates, dealer opportunities and hot market niches, plus much more.

Sizes:

- 468x60 or 468x90 banner (Top or Bottom)
- 180x300 Info Center
- 160x600 Skyscraper
- Sponsor Spots (2)
- Product Placement Spot
- Sole Sponsorship**



CyberSecured eNews

This informative monthly eNewsletter focuses on Internet of Things, Artificial Intelligence, Cloud Storage and more. Reach 30,000* buyers, including 10,000* IT professionals.

Sizes:

- 468x60 or 468x90 banner (Top or Bottom)
- 180x300 Info Center
- 160x600 Skyscraper
- Sponsor Spots (2)
- Product Placement Spot
- Sole Sponsorship**



GovSec eNews

This monthly eNewsletter examines how government entities across the nation are using physical security to meet their needs as well as delivering pertinent information on upcoming events and online conferences. Distribution is 20,000.*

Sizes:

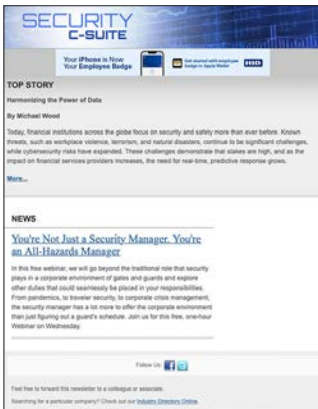
- 468x60 or 468x90 banner (Top or Bottom)
- 180x300 Info Center
- 150x150 Sponsor Spot
- 160x600 Skyscraper
- Sponsor Spots (2)
- Sole Sponsorship**

All scheduled eNewsletters are available as Sole Sponsored.

*Media Owner's Own Data

**Sole-sponsored eNewsletters have ad messaging from one sponsor, content created by Security Today.

eNewsletters



Security C-Suite eNews

Reach more than 20,000* end users with executive or general management job functions with this highly-targeted eNewsletter, which highlights some of most important news affecting the ever-changing security industry. The newsletter provides special insight into the industry, breaking industry news, tips, features from *Security Today* magazine, and much more.

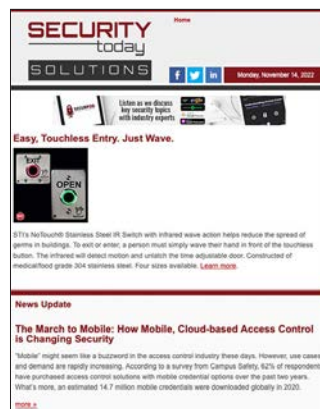
Sizes:

- 468x60 or 468x90 banner (Top or Bottom)
- 180x300 Info Center
- 160x600 Skyscraper
- Sponsor Spots (2)
- Product Placement Spot
- Sole Sponsorship**

All scheduled eNewsletters are available as Sole Sponsored.

*Media Owner's Own Data

**Sole-sponsored eNewsletters have ad messaging from one sponsor, content created by *Security Today*.



Security Today Solutions eNews

This monthly eNewsletter focuses on specific products and services for the security industry. Distribution: 40,000*

Sizes:

- Top Banner (includes 1 product spot)
- Product/Service Spot (150x150 + 40-60 words of text)

Multiple spot discount



Security Today eView

Send out your published *Security Today* article 2-3 weeks before it comes out in the magazine to generate early buzz and capture the attention of the industry. Or increase views of your own whitepaper with this extra way to promote it. Delivered to more than 40,000* potential security buyers. Includes 468x60 or 468x90 top and bottom banners and a 300x300 banner.

Event eNewsletters

Event Updates & Product Spotlights

We'll help you market your brand around the top industry events, increasing awareness, driving more traffic to you, and supplying leads to you after the event. Each Event Updates eNewsletter will be delivered to security professionals before, during and after the event. The editors will be offering daily updates on happenings around the event as well as their insights and observations regarding the event "buzz."

Target these shows by securing your position in one or more of our Show Updates eNewsletters: **ISC West - Security Today version** (distributed 5x to 40,000* security professionals), **ISC West - Dealer Strategies version** (distributed 3x to 25,000* security systems integrators, installers, and dealers), and **GSX** (distributed 5x to 40,000* security professionals).

LIMITED SPACE AVAILABLE —Each sponsor will receive a selected ad size and location based on availability and preference. For extra exposure, add Pre-Event and Post-Event Spotlight eNewsletters to your ISC West and GSX campaigns. The product-focused eNewsletter will be sent approximately one week before and one week after the events.

Event Updates eNewsletter 2023 Dates

ISC West - Security Today	ISC West - Dealer Strategies	GSX
March 22	March 17	September 6
March 29	March 24	September 12
March 30	March 31	September 13
March 31		September 14
April 5		September 19

Event Spotlight eNewsletter 2023 Dates

ISC West	GSX	ISC East
Pre-Event Spotlight - March 19	Pre-Event Spotlight - August 27	Pre-Event Spotlight - November 5
Post-Event Spotlight - April 9	Post-Event Spotlight - September 24	Post-Event Spotlight - November 27

Event Show Spotlight eNewsletter Ad Sizes

- Top Banner - 468 x 60 (exclusive)
 - Product Spot (150x150 + 40-60 words of text)
- Positions will be allocated on a first-come, first-served basis, so reserve your spots today.

Contact your Integrated Media Consultant for more information and a list of additional events that may be added.

*Media Owner's Own Data

**Sole-sponsored eNewsletters have ad messaging from one sponsor, content created by Security Today.



Banner Sizes (Sold per show)

- 180x300 Info Center
- Sponsor Spot
- 468x60 or 468x90 banner (Top or Bottom)
- 160x600 Skyscraper
- Sponsor Spots (2)
- Product Placement Spot
- Sole Sponsorship**

eNews 2023 Editorial Calendar

JANUARY

EDITION	SPECIAL FOCUS
January 4	CyberSecured
January 5	Security Today
January 7	Security Today
January 9	GovSec
January 10	Security Today
January 11	Dealer Strategies
January 12	Security Today
January 16	Security Today Solutions
January 17	Security Today
January 19	Security Today
January 23	Security C-Suite
January 24	Security Today
January 25	Dealer Strategies
January 26	Security Today
January 31	Security Today

FEBRUARY

EDITION	SPECIAL FOCUS
February 2	Security Today
February 6	GovSec
February 7	Security Today
February 8	Dealer Strategies
February 9	Security Today
February 13	CyberSecured
February 14	Security Today
February 15	Security Today Solutions
February 16	Security Today
February 21	Security Today
February 22	Dealer Strategies
February 23	Security Today
February 27	Security C-Suite
February 28	Security Today

MARCH

EDITION	SPECIAL FOCUS
March 2	Security Today
March 6	GovSec
March 7	Security Today
March 13	CyberSecured
March 9	Security Today
March 8	Dealer Strategies
March 14	Security Today
March 20	Security Today Solutions
March 16	Security Today
March 21	Security Today
March 27	Security C-Suite
March 23	Security Today
March 22	Dealer Strategies
March 28	Security Today
March 30	Security Today

APRIL

EDITION	SPECIAL FOCUS
April 3	CyberSecured
April 4	Security Today
April 5	GovSec
April 6	Security Today
April 10	Security Today Solutions
April 11	Security Today
April 12	Dealer Strategies
April 13	Security Today
April 17	Security C-Suite
April 18	Security Today
April 20	Security Today
April 25	Security Today
April 26	Dealer Strategies
April 27	Security Today

MAY

EDITION	SPECIAL FOCUS
May 1	CyberSecured
May 2	Security Today
May 3	GovSec
May 4	Security Today
May 8	Security Today Solutions
May 9	Security Today
May 10	Dealer Strategies
May 11	Security Today
May 16	Security Today
May 18	Security Today
May 22	Security C-Suite
May 23	Security Today
May 24	Dealer Strategies
May 25	Security Today
May 30	Security Today

JUNE

EDITION	SPECIAL FOCUS
June 1	Security Today
June 5	CyberSecured
June 6	Security Today
June 7	GovSec
June 8	Security Today
June 12	Security Today Solutions
June 13	Security Today
June 14	Dealer Strategies
June 15	Security Today
June 19	Security C-Suite
June 20	Security Today
June 22	Security Today
June 27	Security Today
June 28	Dealer Strategies
June 29	Security Today

eNews 2023 Editorial Calendar

JULY

EDITION	SPECIAL FOCUS
July 5	GovSec
July 6	Security Today
July 10	CyberSecured
July 11	Security Today
July 12	Dealer Strategies
July 13	Security Today
July 17	Security Today Solutions
July 18	Security Today
July 20	Security Today
July 24	Security C-Suite
July 25	Security Today
July 26	Dealer Strategies
July 27	Security Today

AUGUST

EDITION	SPECIAL FOCUS
August 1	Security Today
August 2	GovSec
August 3	Security Today
August 7	CyberSecured
August 8	Security Today
August 9	Dealer Strategies
August 10	Security Today
August 14	Security Today Solutions
August 15	Security Today
August 17	Security Today
August 21	Security C-Suite
August 22	Security Today
August 23	Dealer Strategies
August 24	Security Today
August 29	Security Today
August 31	Security Today

SEPTEMBER

EDITION	SPECIAL FOCUS
Sept. 5	Security Today
Sept. 6	GovSec
Sept. 7	Security Today
Sept. 11	Cyber Secured, Security Today Solutions
Sept. 12	Security Today
Sept. 13	Dealer Strategies
Sept. 14	Security Today
Sept. 18	Security C-Suite
Sept. 19	Security Today
Sept. 21	Security Today
Sept. 26	Security Today
Sept. 27	Dealer Strategies
Sept. 28	Security Today

OCTOBER

EDITION	SPECIAL FOCUS
October 2	CyberSecured
October 3	Security Today
October 4	GovSec
October 5	Security Today
October 9	Security Today Solutions
October 10	Security Today
October 11	Dealer Strategies
October 12	Security Today
October 16	Security C-Suite
October 17	Security Today
October 19	Security Today
October 24	Security Today
October 25	Dealer Strategies
October 26	Security Today
October 31	Security Today

NOVEMBER

EDITION	SPECIAL FOCUS
November 1	GovSec
November 2	Security Today
November 6	CyberSecured
November 7	Security Today
November 8	Dealer Strategies
November 9	Security Today
November 13	Security Today Solutions
November 14	Security Today
November 16	Security Today
November 20	Security C-Suite
November 21	Security Today
November 28	Security Today
November 29	Dealer Strategies
November 30	Security Today

DECEMBER

EDITION	SPECIAL FOCUS
December 4	CyberSecured
December 5	Security Today
December 6	GovSec
December 7	Security Today
December 11	Security Today Solutions
December 12	Security Today
December 13	Dealer Strategies
December 14	Security Today
December 18	Security C-Suite
December 19	Security Today
December 20	Dealer Strategies
December 21	Security Today

Custom Sponsored eNewsletters*

Get your message out to a targeted audience by sponsoring a custom *Security Today* eNewsletter. This opportunity is very popular with our advertisers due to the high number of leads generated. You provide banner ads and contribute content to add to our eNewsletter. We create the eNewsletter and send it to our list of targeted subscribers. Contact your Integrated Media Consultant for pricing and availability.

CAN-SPAM Requirements

Advertiser provides HTML file designed for viewing by various email clients and specific date preferred for launch.

To comply with CAN-SPAM, HTML must include:

- advertiser's physical address
- opt-out link
- Images must be hosted by client
- From line: [company name]
- Subject line
- email address for proofing contact(s)
- email addresses for seed list
- Signed List Rental Agreement
- Current suppression list or signed Suppression List Acknowledgement
- Dates cannot be guaranteed for broadcast until all materials and signed forms are received. Please allow a minimum of 2 weeks before requested date so that materials can be processed, lists can be pulled, proofs can be sent and approved.
- Creative will be reviewed and if problems are found, details will be sent to you for you to resolve. Corrections can be made and new HTML supplied. One additional test will be run that includes your changes.
- Final proof will be sent to you 24-48 hours prior to broadcast.

The screenshot shows a sample eNewsletter layout with several ad placements highlighted by red arrows and text boxes:

- Top Banner:** A large banner at the top right for Solink, with text "468x60 or 468x90 Top Banner, plus 468x60 or 468x90 Bottom Banner".
- 180x300 Banner:** A vertical banner on the right side of the news section, with text "180x300 Banner".
- Featured Product Spot:** A product spot below the 180x300 banner, with text "Featured Product Spot".
- Skyscraper:** A tall, narrow ad on the right side, with text "160x600 Skyscraper".

The newsletter content includes a "SPECIAL EDITION: CLOUD-BASED VIDEO SURVEILLANCE" sponsored by Solink, a "NEWS" section with articles like "7 Ways to Get More ROI Out of Video Surveillance" and "Solink Video Alarms Reduces False Alarms By 99%", and a "Partner with SOLINK" section.

Features

- Ad messaging from one sponsor
- Topic focus chosen by sponsor
- A section for content provided by sponsor
- Sent to your choice of targeted subscribers from:
 - *Security Today*
 - *Dealer Strategies*
 - *GovSec*
 - *CyberSecured*
 - *Campus Security & Life Safety*
 - *Security C-Suite*



*Custom sponsored eNewsletters are created by 1105 Media and use the *Security Today* eNewsletter template and ad specifications. Not all content can be provided by the sponsor.

Webinars

Your Powerful Tool for Generating Quality Sales Leads

Budget constraints and increasingly hectic work schedules can often prohibit today's security decision makers from physically attending seminars, conferences and expositions. Instead, it is important that today's security product and service vendors seek innovative and cost-effective ways to disseminate information and engage prospects and clients in a timely manner to spotlight new technologies, product launches, strategic partnerships and more.

That's why we offer a turnkey webinar solution that allows security products marketers to tap into our expertise and expansive market reach and drive valuable customer leads.

Vendor Webinars

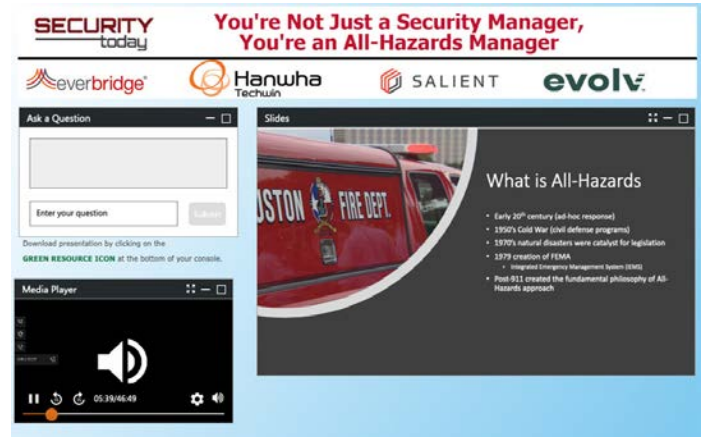
The unique presentation of a webinar forum allows clients to deliver information and engage participants in a timely, cost-effective manner. Whether at home or on the road, participants can view presentations through their web browsers while simultaneously listening to the audio. Discussions can take place in real time, and your audience of security buyers are encouraged to ask presenters questions. You provide the speaker, the topic, and the presentation and collect all the leads.

Editorial Webinars

In addition to single-sponsored customer-supplied webinars, *Security Today* offers the opportunity for companies to co-sponsor time-sensitive editorial topical webinars. This variation of the popular webinar medium allows a company to sponsor for a fraction of the cost of a sole-sponsored webinar. Plus, the webinar is promoted in the very same fashion as a sole-sponsored webinar.

NEW! Editorial Webinar Speaking Sponsorships

Enhance your editorial webinar sponsorship with a 10-minute speaking opportunity, positioning your organization as a thought leader in the industry and giving you the forum to showcase your products to our engaged audience.



Sponsorship Details:

- **Event Promotion and Visibility:** Registration development through targeted email promotions, eNewsletters and more
- **Branding:** Logo placement on event promotions, registration page, webinar dashboard and other event marketing materials
- **Presentation (optional):** 10-minute presentation (pre-recorded MP4 file or live) following editorial presentation
- **Event Reporting:** Comprehensive event reporting including all registrants, attendees, questions asked and any other pertinent engagement details

We've reached thousands of security professionals in the past year, including those with titles such as President, Director of Security, Safety & Security Manager, CEO, COO, Electrical Engineer, Project Manager, Operations Manager, and more.*

For more information on how to schedule or develop a webinar to meet your marketing needs, please contact us.

*Media Owner's Own Data

Podcast

An Engaging Way to Promote Your Business

SecurPod, the *Security Today* podcast, creates a marketing experience for your company and offers an insider's view into the security industry. Each podcast features a 20- to 30-minute conversation with Editor Ralph C. Jensen and an industry expert on a specific topic.

Sponsors of the podcast are mentioned at the beginning and end of the podcast, and a brief company marketing message is included in the episode.

SecurPods are marketed to our *Security Today* database and are promoted on our website and social media platforms as well as featured on Apple Podcasts, Google Podcasts, Stitcher, and Spotify.

Vendor Podcast Sponsorship

- Sole sponsorship of a podcast produced specifically for your company
- Sponsor named at beginning and end of podcast
- 30-second ad copy read in middle of podcast
- Inclusion on topic and direction of podcast episode
- Representative from your company heavily featured in podcast
- Mention in article about podcast being sponsored
- Inclusion in promotional eBlast to *Security Today* subscribers

NEW! Get Vendor Podcast leads with a Viewpoint

Take your podcast sponsorship even further with a Viewpoint, a graphically engaging PDF containing a Q&A version of the interview. The Viewpoint is a value-add extension for a vendor podcast that includes:

- Lead generation campaign (optional)
- (1) email promotion blast
- (1) set of remarketing banners
- (1) 300x250 website banner that will run for one month
- (2) 468x60 eNewsletter banners (scheduled based on availability)

Topical Podcast Sponsorship

- Your company name mentioned at beginning and end of podcast
- 30-second ad copy read during the podcast



The *Security Today* Audience Listens to Podcasts

We reached out to our *Security Today* audience, and 88%* of respondents said they listen to podcasts.

Podcasts Are the Way People Are Learning Now

Based on research gathered by smallbizgenious, podcasts are very popular, and listeners are engaged.

- 74% of podcast users listen to podcasts to learn something new. (Edison Research)
- 55% of US podcast listeners pay attention to podcast ads, which is 10% more than those who pay attention on the radio. (Business Insider)
- 54% of podcast customers say they think about buying advertised products (Convince & Convert)
- Brands that advertise products and services during business podcasts have a 14% lift in purchase intent. (Music Oomph)

*Media Owner's Own Data

Awards Programs — Earn Recognition for your Security Products

Security Today New Product of the Year

For 15 successful years, this award program has been honoring the outstanding product development achievements of security technology and solutions manufacturers whose products are considered particularly noteworthy in their ability to improve security. 2023 entries will be included in the September/October 2023 issue of *Security Today*. Winners will be highlighted online and in the November/December 2023 issue of *Security Today*.



Security Today Govies Government Security Awards

The Govies have been honoring outstanding government security products in a variety of categories since 2009. Platinum and Gold awards are given in this prestigious contest. Information on the 2023 program will be available at securitytoday.com in early 2023. Entries will be included in a magazine issue. Winners will be highlighted online and in a magazine issue.



CyberSecured Awards

This award program focuses on the network and other cybersecurity initiatives. Our goal is to bring to the forefront the numerous products that secure our world today. Information on the 2023 program will be available at securitytoday.com in Fall 2023. Winners will be highlighted on securitytoday.com and in CyberSecured eNews.



Secure Campus Awards

The Secure Campus Awards honor outstanding campus security services and products with Platinum and Gold awards. Information on the 2023 program will be available at campuslifesecurity.com in early 2023. Entries will be included in a magazine issue. Winners will be highlighted online and in a magazine issue.



Spaces4Learning New Product Awards

Focused on education facilities, this program honors the outstanding product development achievements of manufacturers and suppliers whose products or services are considered particularly noteworthy in helping to improve the learning environment. The program includes several security and safety categories. Information on the 2023 program will be available at spaces4learning.com in mid-2023. Entries will be included in a magazine issue. Winners will be highlighted online and in a magazine issue.



Winners of each award program will receive great benefits, such as:

- Award suitable for display
- Editorial coverage
- Recognition in magazine, website and eNews marketing and promotions
- Use of the award logo on all promotional materials related to winning product
- Inclusion in special winners section on website
- Special advertising rates and promotional opportunities

For more information on any 1105 Media awards program, please contact Susan May at smay@1105media.com.

Integrated Marketing Services



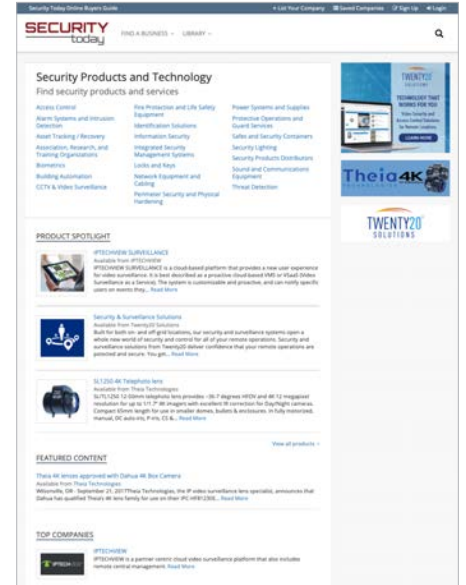
Belly Bands/Cover Tips

Make your brand the the first thing *Security Today* readers see by advertising your brand on a belly band or cover tip. Double the impact and direct readers inside the magazine issue for more information on your brand.



Cover Snipes

Direct readers to your ad inside *Security Today* magazine with a teaser ad on the cover of the issue.



Industry Directories

Add your company to the *Security Today* Industry Directory at buyersguide.securitytoday.com or the GovSec Industry Directory at governmentsecuritydirectory.com. For extra impact, upgrade with a Top Product listing, banner ad, and more.



An Xperience Too Critical to Miss!
Global Security Exchange (GSX) is a convergence of the industry and a place to enhance your career and learn how to better protect your assets in this ever-changing field.
Register today >>> GSX.org/Xperience

GSX
GLOBAL SECURITY EXCHANGE

300+ Education Sessions | 550+ Exhibitors | 20,000 Registered Attendees

*GSX is absolutely vital to building and maintaining relationships with vendors, technology experts, and other security professionals. These relationships, along with the technical information gained at the events, proved through the years and enable our business. I can't attend to most the events - it always pays for itself many times over.
Michael Oye, Lockheed Martin



Inserts/Outserts

Inserts and outserts are powerful advertising tools. Increase your visibility by taking advantage of these cost-effective advertising plans that build brand awareness and purchase intent. *Security Today* will work with you to create a customized piece that informs subscribers about trends, case studies, and products and services within your market. The insert appears within the publication, and the outsert is polybagged with it. Overruns are provided for your organization.

Reprints

Extend the shelf life of your message and generate additional interest through full-scale reproductions of articles and advertisements. For single article reprints (in minimum quantities of 250-500), e-prints, plaques and posters contact PARS International at parsintl.com/publisher/1105-media or 212-221-9595.

List Rental

Our subscriber mailing list is available for rental. Please contact us for more information.

Website Banner Ad Specs

1105 Media Ad Serving Platform is Google Ad Manager 360

(formerly DFP Premium)

Standard Image Files

Acceptable files include PNG, JPG, GIF (includes animated GIF). Maximum file size 80K.

Click-thru URL advertisers are responsible for maintaining a working URL., which must be supplied with image file. Click rates are not guaranteed.

HTML5

Acceptable up to 100K

Ad design and development guidance can be found here: <https://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/>

Third-party ad serving

We accept all third-party ad serving, but impressions are counted and invoices are issued based on our ad serving system, DoubleClick DFP. 15-20% impression tracking discrepancy may be expected. All formats will be considered and require extra processing time for testing and implementation. If possible, please submit a test third-party ad. When submitting third-party tags, please make sure they are secured (https).

Placement

Banners are run-of-site. Targeted ads are subject to availability. Contact your account representative for more information.

Special banner specifications

- Initial Load: The file size should be maximum 80.
- Subsequent Load: The file size should be between 70-80K
- Number of Subsequent Loads: 1-2 max
- In-banner Video: We can accommodate as long as it fits into max 80K file size.
- Special Frame Requirements: None, but must follow our specs & file size
- Max Animation Time: 10-15 seconds
- FPS (frames per second): 20-25 (max 30)
- Max Number of Loops: 3-5 times (or more if it fits into max 80K file size)
- Max Uninitiated Video Length: None if it fits into max 80K file size
- Concurrent Video/Animation: 25-30 seconds
- Audio Initiation After Expansion: User controlled with click
- Expandable Hotspot Limitation: No limitations

eNews Banner Ad Specs

Banner Sponsorship - 40K maximum file size

eNews Info Center - 300x250

Large Right Box - 300x250

Large Square - 300x300

Top - 468x60

Bottom - 468x60

Click-thru URL

New Product - 40K maximum file size

150x150 image (.jpg or .gif), Headline: 55 characters max,

Body text: 40-60 words, Click-thru URL

Headline

55 characters max, including spaces. If no headline is provided, the company name will show, as listed on the insertion order.

Click-thru URL

Advertisers are responsible for maintaining a working URL.

Click rates are not guaranteed.

URL should be limited to 250 characters.

Acceptable Files

Static GIF or JPG files

Please submit materials to Jennifer Slevin at jslevin@1105media.com. Phone: 818-814-5219

All website and eNews creative is due 5 business days prior to launch.

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