

SECURITY
MANAGEMENT

Empowering *Security Leaders* to Protect



Lives



Property



Data

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Because it's my responsibility

Over my 23-year tenure with *Security Management*, I have seen the security industry band together in times of need. I have witnessed the competition between solution providers produce astounding advancement in the industry. Through it all, it has been my honor and responsibility to ensure vendors' brands and solutions were front and center for our readers.

We have established a clear identity for *Security Management* and offered an environment conducive to a symbiotic relationship between you and our readers—influential and passionate security practitioners. I strive to connect each advertiser with the appropriate audience to increase engagement, value, and innovation throughout our community of security professionals.

To achieve this, I work with the most talented content producers, designers, and production staff to deliver a quality, timely product. I am continuously evaluating which products will serve the industry best. In short, it's my responsibility to empower our partners to help security leaders protect lives, property, and data.

A handwritten signature in black ink that reads "Nello Caramat".

Nello Caramat
Publisher



One of my great joys...

as editor-in-chief of *Security Management* is connecting our vendor partners with our membership community. With curated and focused content, the magazine works to highlight solutions and strives to make a real difference to our audience.

The magazine is committed to delivering high-quality content in the appropriate format—from webinars to live events to in-depth articles—when our readers need it, on any device. With the help of industry experts, we work to stay on top of the latest trends and address the challenges just over the horizon.

We know that our members have a higher mission—to keep their organizations, employees, and entire communities safe. We hope to contribute in some small way to that mission by making the world a safer place to live, work, and play.

A handwritten signature in black ink that reads "Teresa Anderson".

Teresa Anderson
Editor-in-Chief

Meet our readers

Security Management is the publication that influential security leaders rely on most for security-related information.



Lisa Dolan, CPP

*President
Securit*



Malcolm Reid, CPP

*Managing Director
Brison, LLC*



Matthew Porcelli, CPP

*Security Manager
Harvard Protection Services*



Ricky Davis

*President and Chief Executive Officer
RICE Security and Consulting*



Joe Olivarez

*Vice President, Global Security
Jacobs*



Angela J. Osborne, PCI

*Regional Director
Guidepost Solutions*



Brendan Monahan

*Associate Director
Novartis*



Eddie Sorrells, CPP, PSP, PCI

*Chief Operating Officer and General Counsel
DSI Security Services*



Elhadji Sarr, CPP

*Public Safety Director
Houston Methodist Hospital*

Meet our team

If you've got a leading-edge security story, forward your manuscript to smeditorial@asisonline.org, or follow the contact instructions below. Before you submit your article, check SecurityManagement.com for writer guidelines.



Teresa Anderson
Editor-In-Chief
teresa.anderson@asisonline.org



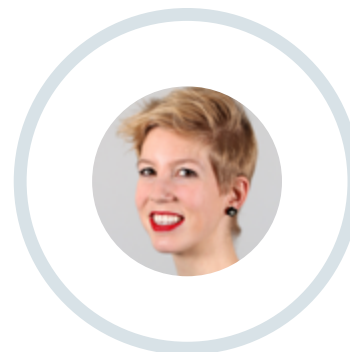
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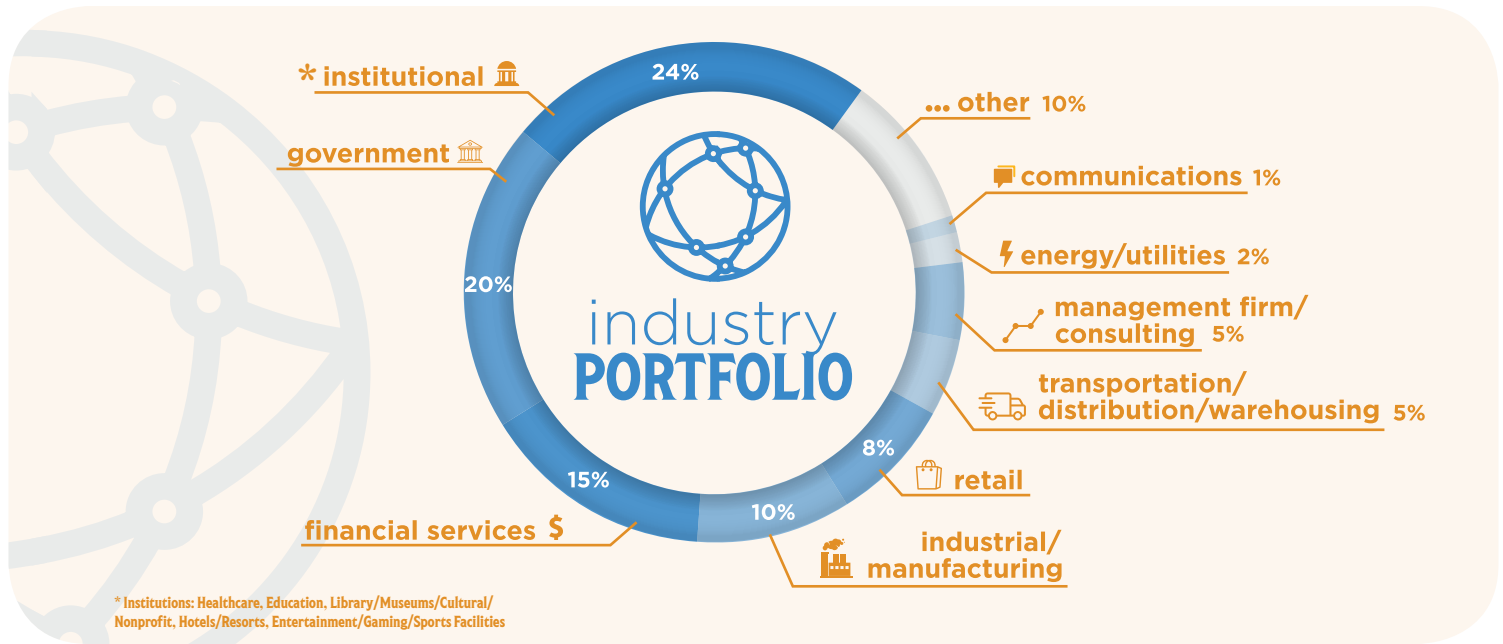


Charlotte Lane
Media Sales Manager
charlotte.lane@asisonline.org



Shawn Register
Media Sales Manager
shawn.register@asisonline.org

our readers

your audience

\$5.31M
avg. security expenditures

\$5.06B
avg. gross revenue



18,400
avg. total employees



reader PROFILE

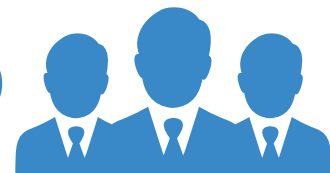


90 PERCENT are involved in purchasing or leasing decisions



64%
managerial position or higher

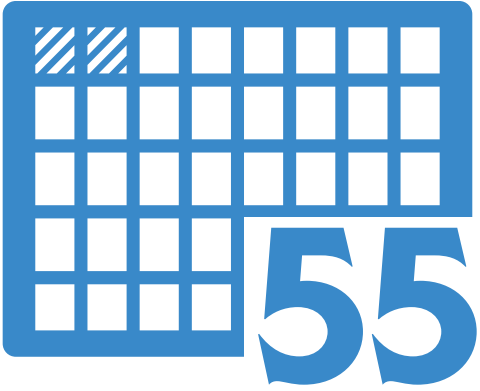
22%
c-suite executives



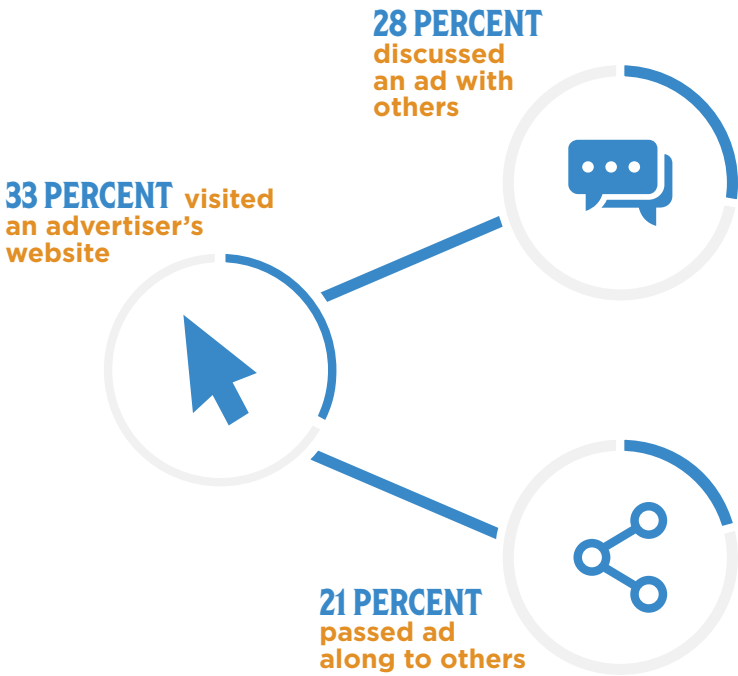
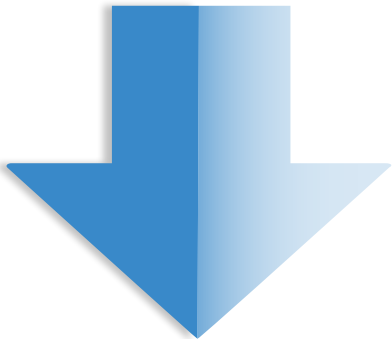
Learn more ► charlotte.lane@asisonline.org | shawn.register@asisonline.org

SOURCE: Readex Research 2018 Reader Profile Study

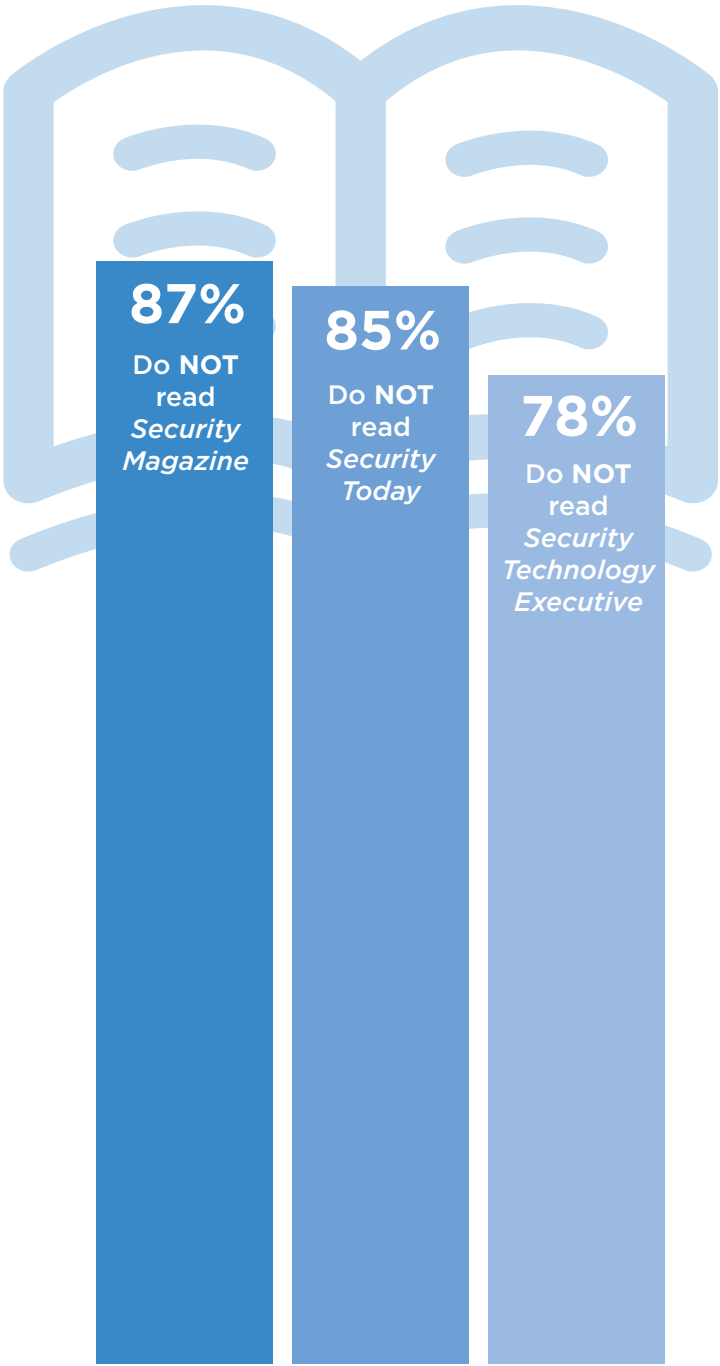
our brand
your leads



Percentage of subscribers who took action in the last 12 months as a result of reading advertisements in *Security Management*



the number of **MINUTES** subscribers spend reading or looking through a typical issue



Issue	Deadlines	Issue Highlights & Security Solutions
JANUARY	E: 9/1/19 R: 12/2/19 M: 12/5/19	<ul style="list-style-type: none"> • Food Safety and Insider Threat: cameras, cybersecurity, investigations, supply chain • Houses of Worship: guard force, access control, visitor management, cameras, active assailant • Utility Security: cybersecurity, training, contingency planning, convergence, GSOC
FEBRUARY	E: 10/1/20 R: 1/3/20 M: 1/8/20	<ul style="list-style-type: none"> • Drones: radar, cybersecurity, perimeter security, cameras, GSOC • Investigations and Privacy: GDPR, cybersecurity, training, monitoring • Workplace Violence in Healthcare: cameras, access control, guard force, visitor management, identity management, active assailant
MARCH	E: 11/1/20 R: 2/3/20 M: 2/6/20	<ul style="list-style-type: none"> • Cyber Risks to Access Control: cybersecurity, access control, locks, data breaches • Gaming and Casinos: public-private partnerships, cameras, GSOC, video analytics • Pandemics: business continuity, travel security, evacuations, supply chain management • Security Technology—Focus on Identity Management: biometrics, password managers, fraud prevention
APRIL	E: 12/1/20 R: 3/2/20 M: 3/5/20	<ul style="list-style-type: none"> • Kidnap and Ransom: executive protection, travel security, GSOC, cybersecurity • Sustainable Security: automation, smart buildings, access management • Industrial/Manufacturing: access control, locks for high risk areas, cameras, perimeter security, supply chain
MAY	E: 1/1/20 R: 4/1/20 M: 4/6/20	<ul style="list-style-type: none"> • Art Crimes: cameras, tracking devices, asset management, guard force, training • Insider Threat (Remote Workforces): cybersecurity, BYOD, investigations, intellectual property protection • Domestic Violence in the Workplace: training, cameras, access control, monitoring, active assailant
JUNE	E: 2/1/20 R: 5/1/20 M: 5/6/20	<ul style="list-style-type: none"> • Cybersecurity Burnout: personnel management, cybersecurity, screening • Hospitality Security: guard force, monitoring, investigations, alarms, cameras • Actionable Big Data: cameras, access control, GSOC, automation, analytics • Security Technology—Focus on Privacy and GDPR: video management systems, background screening, investigations, video analytics, visitor management
JULY	E: 3/1/20 R: 6/1/20 M: 6/4/20	<ul style="list-style-type: none"> • Securing Cultural Events: cameras, access control, emergency preparedness, training, guard force, alarms, soft targets • Intellectual Property Protection: cybersecurity, loss prevention, asset management • Security on the Witness Stand: legal issues, investigations, training
AUGUST	E: 4/1/20 R: 7/1/20 M: 7/8/20	<ul style="list-style-type: none"> • Brand Reputation: cybersecurity, privacy, convergence • Campus Security: cameras, access control, identity management, active assailant • Fire & Life Safety: alarms, training, analytics, monitoring
SEPTEMBER	E: 5/1/20 R: 8/3/20 M: 8/10/20	<ul style="list-style-type: none"> • Loss Prevention (Pharmaceutical and Healthcare): counterfeiting, intellectual property theft, cameras, asset management, supply chain security • Banking & Finance: cybersecurity, insider threat, cameras, access control, training • Recruitment: guard forces, personnel management, monitoring, GSOC • Protests & Civil Unrest: training, business continuity, emergency management, social media monitoring, cameras, counterterrorism • Security Technology—Focus on Automation: automated vehicles, drones, robotics, video analytics, artificial intelligence
OCTOBER	E: 6/1/20 R: 9/1/20 M: 9/4/20	<ul style="list-style-type: none"> • Election Security: cybersecurity, access control • Supply Chain & Transportation: cameras, asset management, GSOC, business continuity, RFID or anti-theft devices • Utilities (Lone Workers and Remote Locations): training, cameras, employee tracking, alarms
NOVEMBER	E: 7/1/20 R: 10/1/20 M: 10/6/20	<ul style="list-style-type: none"> • Retail Loss Prevention: asset tracking, cameras, access control, training, monitoring, RFID or anti-theft devices • World Heritage Site Security: remote location security, guard force, access control • Active Assailant: cameras, perimeter, social media monitoring, visitor management
DECEMBER	E: 8/1/20 R: 11/2/20 M: 11/5/20	<ul style="list-style-type: none"> • Privacy: cybersecurity, data breach, legislation • Travel Security: executive protection, evacuations, emergency preparedness • Digital Transformation: cybersecurity, GSOC, big data, analytics, security intelligence • Security Technology—Focus on Mobile Access: access control, smartphones, credential management, BYOD

Case Studies	Vertical Sectors	Managing	Client Custom Research	Bonus Distribution & Trade Shows
Campus Safety		Security Training & Enforcement	Free Ad Readership Study	
Security Operations Centers	Best Practices for Transportation Security	Managing and Engaging Stakeholders		<ul style="list-style-type: none"> • 3,000 Bonus Readers: Healthcare Executives • ISC West Product Showcase (Published in the April Issue) <i>Materials Due February 14</i>
Surveillance		Diversity, Inclusion, and the Future of Security		<ul style="list-style-type: none"> • ISC West Show Issue, March 18-20, Las Vegas, NV • ISC West Product Showcase Preview Digital Push <i>Materials Due February 14</i>
Mass Transit		Language for Leaders	Free Ad Readership Study	<ul style="list-style-type: none"> • ASIS European Conference, April 1-3, Prague, Czech Republic; March issue will be distributed. • ISC West Product Showcase Review <i>Materials Due February 14</i>
K-12 Schools		Managing vs. Coaching		<ul style="list-style-type: none"> • AUVSI XPonential, May 4-7, Boston, MA • CSO Summit, Spring 2020, Washington, DC
Perimeters		Change Agent Leadership	Free Message Impact Study	<ul style="list-style-type: none"> • 3,000 Bonus Readers: Hospitality Directors
Building Automation	Best Practices for School and Campus Security	Global Management Challenges		
Biometrics		Emotional Intelligence		<ul style="list-style-type: none"> • 3,000 Bonus Readers: School and Campus Security Directors
Access Control		Generational Security		<ul style="list-style-type: none"> • GSX Show Issue & Product Showcase, September 21-23, Atlanta, GA <i>GSX Product Showcase Materials Due August 3</i>
Event Security		Security vs. Law Enforcement	Free Ad Readership Study	<ul style="list-style-type: none"> • 3,000 Bonus Readers: Transportation Executives
Healthcare	Best Practices for Healthcare Security	Global Management Challenges		
City Security		Mapping Career Paths		

Article Development

ASIS readers are *Security Management's* greatest strength. Their experience and day-to-day desire to protect lives, property, and data give them the unparalleled ability to help other security professionals protect their interests.

If security professionals wish to write for the magazine they should contact Managing Editor Claire Meyer at 703.518.1444 or email claire.meyer@asisonline.org.



9:1

The margin at which readers choose *Security Management* over competing publications for information on:

- Industry Trends
- Case Studies
- Legal/Legislative Issues
- Management Practices
- New Technologies

S
M

SECURITY

SECURITY
today

SECURITY
TECHNOLOGY EXECUTIVE

SECURITY CARES

"As a security consultant, I am making a difference to many organizations and by extension the people associated with these entities. We live in a world where risk is all around us and by using sound, proven principles coupled with my experience, I am helping to identify and address these risk factors for global organizations and even small island states."



Malcolm Reid, CPP
Managing Director, Brison, LLC

Learn more ► charlotte.lane@asisonline.org | shawn.register@asisonline.org

SOURCE: Readex Research 2018 Reader Profile Study

Editorial	Requirements	Contact
Management	Issues related to management, training, and leadership.	Mark Tarallo, 703.518.1456 mark.tarallo@asisonline.org
News & Trends	News-related topical information about all aspects of the industry.	Claire Meyer, 703.518.1444 claire.meyer@asisonline.org
Cybersecurity	Emerging digital threats and solutions.	Megan Gates, 703.518.1474 megan.gates@asisonline.org
Case Study	Case studies of product applications written only by Security Management editors who appreciate referrals to end-users willing to share their stories.	Megan Gates, 703.518.1474 megan.gates@asisonline.org Sara Mosqueda, 703.518.1461 sara.mosqueda@asisonline.org
Legal Report	Updates about state, federal, and international legislation, regulation, and judicial decisions.	Sara Mosqueda, 703.518.1461 sara.mosqueda@asisonline.org
Industry News	Photo and brief write-up of any company or personnel news.	Sara Mosqueda, 703.518.1461 smeditorial@asisonline.org
Marketplace	4C photo of product or brochure with press release. To expedite process, please email press releases & photos (must be 300 dpi). Allow 2–3 months lead time for publication.	Sara Mosqueda, 703.518.1461 smeditorial@asisonline.org
National Security	News and analysis on issues related to national security as they pertain to business/government.	Mark Tarallo, 703.518.1456 mark.tarallo@asisonline.org
Feature Articles	A full range of security subjects. We strongly urge a phone or email consultation with our managing editor for guidance before drafting a feature article.	Claire Meyer, 703.518.1444 claire.meyer@asisonline.org
Security Technology	News on cutting-edge technological security solutions, innovative thought-leadership, and creative installations.	Megan Gates, 703.518.1474 megan.gates@asisonline.org
Online	Submit ideas for online Web exclusives and additional online content.	Claire Meyer, 703.518.1444 claire.meyer@asisonline.org

Magazine Rates & Specifications

Security Management reaches an devoted audience of security decision makers. Readers appreciate its dedication to thought-provoking content and limited ad saturation, which means your message can go straight to the heart.



SECURITY CARES

"I am committed to exceeding customer expectations through flawless execution, dedication to excellence, and focus on continual improvement... When my actions make a palpable difference in someone's life—when my small contributions result in a positive impact to another—that is most fulfilling to me."



Lisa J. Dolan, CPP
President, Securit



84%

of *Security Management* subscribers spend up to 90 minutes with a typical issue.



Learn more ► charlotte.lane@asisonline.org | shawn.register@asisonline.org

SOURCE: Readex Research 2018 Reader Profile Study

Magazine Rates & Specifications

Security Management 2020 Four-Color Rates

	1X	6X	12X
Full page	\$7,760	\$7,100	\$6,670
2/3 V	5,820	5,340	5,080
1/2 Island	5,285	5,070	4,740
1/2 H	4,810	4,680	4,450
1/3 V/Sq	3,590	3,310	3,130
1/4 H	3,065	2,845	2,690
1/6 H/V	2,440	2,300	2,225
Folio Footer Ad	1,460	1,330	1,230

(For black and white rates, contact your sales representative)

Preferred Positions

	6X	12X
Cover 2	\$9,390	\$8,850
Cover 3	\$8,850	\$8,600
Cover 4	\$9,990	\$9,560

Security Management Best Practices

Rates and Deadlines:

Single page Case Study/Full page ad	\$3,000 net
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Two-page Case Study P4C rate at earned frequency

Cover 2 or 4 P4C at earned frequency rate plus 15%

February closing: 12/16/2019, Materials: 1/3/2020

July closing: 5/15/2020, Materials: 6/1/2020

November closing: 9/16/2020, Materials: 10/1/2020

Security Management Specs for Print Sizes

Spread bleed
16.75 width x 11.125 depth

Single bleed
8.50 width x 11.125 depth

Full page trim size
8.25 width x 10.875 depth

Full page live area
7 width x 10 depth

Split Cover
4.75 width x 10.875 depth
8.125 width x 10.875
5.5 width x 10.875
Overall Dimensions = 18.375 x 10.875

Half page island
4.50 width x 7.25 depth

Half page horizontal
6.75 width x 4.875 depth

Two thirds page
4.50 width x 9.75 depth

One third page vertical
2.125 width x 9.75 depth

One quarter page horizontal
4.50 width x 3.375 depth

The dimensions shown in the example are for a final size of 8.25 x 10.875.
The split cover should be submitted as a spread.

Belly Band
SPINE .4375
1/8" BLEED AREA
FRONT
8.25
UNDERFLAP AREA
.5
OVERLAP ENDS HERE
3.625
17.75
5

*Cover Partial Tip-on
Trim 8.25 x 8.25
Full Bleed 8.5 x 8.5

This area is covered by overlap. No copy should be placed here. Color and images should remain with bleeds.

*Cover tip-ons are only available for high volume show distributions.

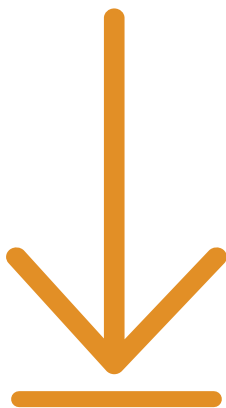
Security Technology Supplement

For news on cutting-edge technological security solutions, innovative thought-leadership, and creative installations, *Security Management* magazine readers turn to our quarterly *Security Technology* supplement. This vehicle allows security vendor leaders and startups alike to show off their latest product offerings and spark future-facing conversations.

Security Technology is delivered alongside *Security Management* to an audience of 34,000 members of ASIS International. You can take advantage of this targeted editorial environment by running:

- An advertorial with a prewritten case study
- A product-specific advertisement
- A thought-leadership article or infographic through content marketing purchases
- A product description

Couple your *Security Technology* spend with an ad program in that month's issue of *Security Management* for additional savings.



300

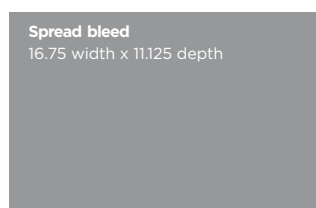
The average number of PDF downloads per issue of *Security Technology*, in addition to 34,000 printed copies.

Learn more ► charlotte.lane@asisonline.org | shawn.register@asisonline.org

SOURCE: Google Analytics, July 2018–June 2019



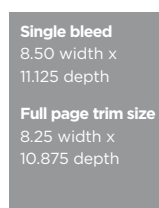
Security Technology's Specs For Print Sizes



Spread bleed
16.75 width x 11.125 depth

\$4,500

Spread or Two
Full Pages

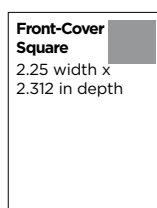


Single bleed
8.50 width x
11.125 depth

Full page trim size
8.25 width x
10.875 depth

\$3,000

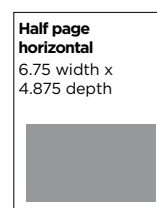
Full Page or *Advertorial



**Front-Cover
Square**
2.25 width x
2.312 in depth

\$2,000

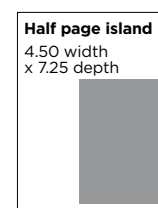
Front-cover
Square



**Half page
horizontal**
6.75 width x
4.875 depth

\$1,500

Half-Page
Horizontal



Half page island
4.50 width
x 7.25 depth

\$1,500

Half Page
Island

*For advertorials please supply approximately 475 words and a high resolution image at 300dpi.

Paid advertisers in the same issue of *Security Management* receive a **50% discount off** ads and/or case studies running in the supplement.



“Security Management keeps me up to date on new security technology, applications of security practices and tools, and evolving threats.”

Angela J. Osborne, PCI
Regional Director, Guidepost Solutions

Content Marketing

Security Management Content Marketing offers affordable solutions covering reporting, writing, editing, design, and production.

Webinars offer participants a diverse selection of topics about current, and emerging security risks, technology, and best practices.

Feel proud knowing that your thought-leadership will help security managers around the world keep their stakeholders safe, plus, be rewarded with business and customer loyalty.



208

Average live attendance of custom webinars. Webinars are available on-demand for one year after initial broadcast.



SECURITY CARES

“Protecting people and property is a calling, not a profession.”



Matthew Porcelli, CPP
Security Manager, Harvard Protection Services



WEBINARS

Generate high targeted **lead generation**. Contact your media sales manager for details.

Custom

See pricing below

Webinars enable you to select a compelling topic, develop the content, and participate in presenting. A producer will assist you in tailoring your concept to ensure your webinar is eligible for recertification credits.

Sponsored

\$5,000

Partner with ASIS webinars on key educational topics throughout the year.



ROAD SHOWS

Contact your sales rep for pricing and additional details

A road show is a live event that allows a company to position itself as an industry leader by providing education to attendees on topics that affect the entire security industry. This half-day workshop allows face-to-face interaction with decision makers, providing a company with increased brand awareness and a forum to present unique solutions to critical problems.



ORIGINAL RESEARCH PROJECTS

\$8,500 net

Custom research

\$6,500 net

Companion White Paper based on research

Original research is conducted through surveys and interviews of ASIS professional members. Research project deliverables consist of full results, charts, and graphics.

Custom Webinar Rates and Discounts

	1X	2X	3X	4X	6X
Security Management Custom Webinars	\$15,000	\$12,750	\$12,000	\$11,250	\$10,500

Frequency discounts apply to the number of events in any 12-month period. Please note: All rates are NET.

Webinar Statistics (Jan.–July 2019)

	Registered	Live	On Demand
Total	4,309	1,457	435
Average	616	208	62

Source: ON24 Webcast, January to June 2019



“It is a wonderful thing that ASIS, *Security Management* does with your partners and sponsors—providing such a nice session free of charge, and generating CPEs.”

Stephen Smith, CPP
Director of Operations & Business Development, NMS Security

Global Security Exchange (GSX)

Connect with thousands of security professionals at the Global Security Exchange. GSX is the most comprehensive security education and innovative technology exhibition in the world. Reach the industry's leading experts and influencers all at one event.

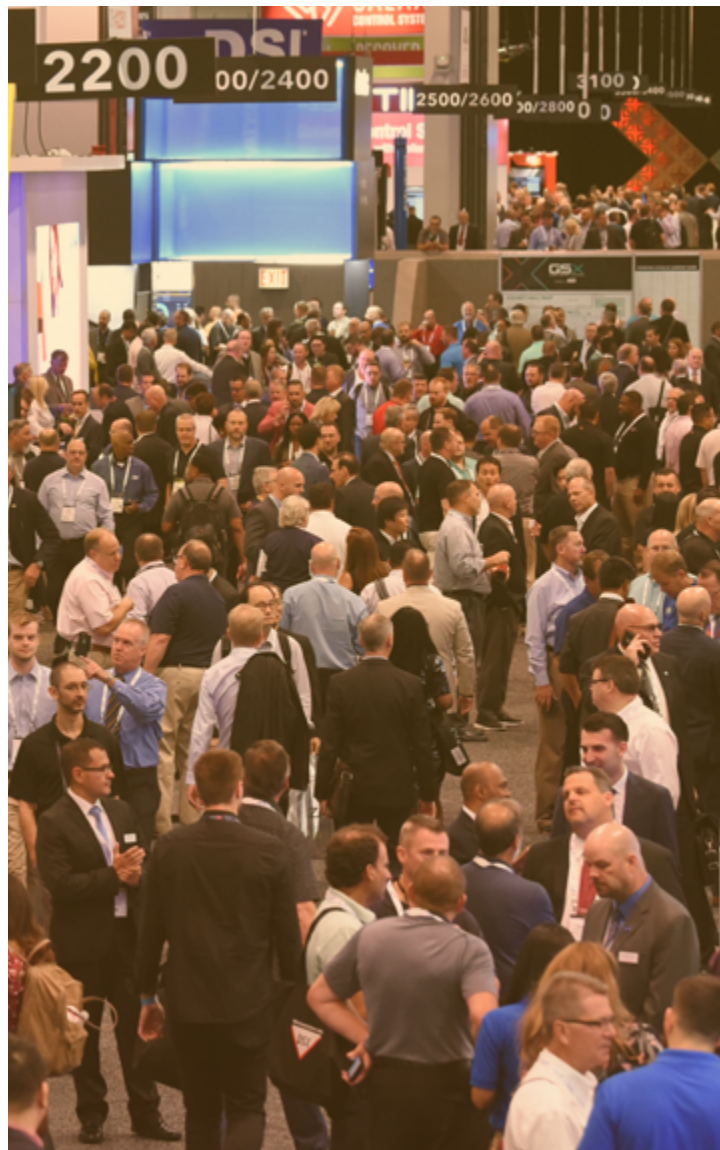


SECURITY CARES

"My personal security philosophy is centered around collaboration. It is very important for me to align with security professionals and organizations with the capabilities expertise and past performance that are next level in the industry."



Ricky R. Davis, M.A.
President & CEO, RICE Security and Consulting, LLC



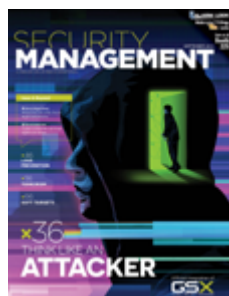
28%

The GSX Countdown Email boasts a 28% open rate.



Learn more ► charlotte.lane@asisonline.org | shawn.register@asisonline.org

SOURCE: Higher Logic, August–September 2018



Security Management

Security Management is the **ONLY OFFICIAL GSX** publication. It's the only magazine distributed at GSX registration, and you can find copies throughout key areas of the exhibit floor. See ad rates on page 13. Take advantage of GSX's show distribution with a **Polybag Insert**.

Rate: \$4,800 per insert

Quantity: 8,000 (show copies)



GSX Newspaper

	1X	2X	3X
Tabloid			
Page*	\$4,175	\$3,690	\$3,270
Junior			
Page V	\$3,200	\$2,810	\$2,475
1/3 V	\$2,535	\$2,240	\$1,970
1/4 V/H/ISL	\$2,100	\$1,835	\$1,630
1/6 V/SQ	\$1,665	\$1,460	\$1,300
1/8 V/H	\$1,205	\$1,055	\$970
1/12 V/H	\$790	\$695	\$575

Cover

2 or 3

(Tabloid) (3X only) \$4,900

Cover 4

(Tabloid) (3X only) \$5,280

*Tabloid page trim is 11" x 14.25"

Material deadline: August 10, 2020

Size Your Newspaper Ads Easily

Please use the conversion chart below for the Show Newspaper ad sizes. Please reference Security Management Magazine Ad sizes on page 13.

GSX Newspaper Equivalent	Security Management Equivalent
Tabloid Page Trim: is 11" x 14.25" Bleed: 11.125" x 14.5"	N/A
Junior Page V	Full Page
1/3 V	2/3V
1/4 V/H	1/2 V/H
1/4 ISL	1/2 ISL
1/6 V/SQ	1/3 V/SQ
1/8 V/H	1/4 V/H
1/12 V/H	1/6 V/H



GSX Daily Email

(Rates include three issues)

Rate

Top Banner

(728 x 90 pixels) (exclusive) \$5,400

Banner 1

(728 x 90 pixels) (exclusive) \$4,300

Banner 2

(728 x 90 pixels) (exclusive) \$4,300

Material deadline: August 31, 2020

GSX Countdown Email

(Five issues)

Rate

Top Banner

(728 x 90)
Per edition \$3,500
Total for five editions \$14,000

Banner 1

(728 x 90)
Per edition \$3,000
Total for five editions \$12,000

Banner 2

(728 x 90)
Per edition \$2,500
Total for five editions \$10,000

Avg. delivered: **56,381**

Contact your sales rep for deadlines and specs.

GSX Show Guide

	1X
Full Page	\$4,500
1/2 Island	\$3,195
1/2 Horizontal	\$3,195
Cover 2 or 3	\$6,440
Cover 4	\$7,055

Material deadline: August 10, 2020

Specs are the same as Security Management Magazine. See Page 13.

Emails

Security Management's curated newsletters deliver security-related news stories, industry trends, and the latest in technologies and solutions. Dynamic product and positioning options simplify and optimize marketing campaigns and target active ASIS members.

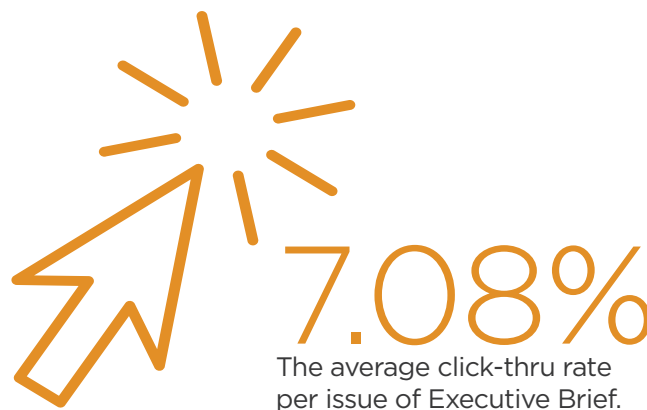


SECURITY CARES

“Our
decisions can
save lives.”



Joe Olivarez
VP of Global Security, Jacobs Engineering



Learn more ► charlotte.lane@asisonline.org | shawn.register@asisonline.org

SOURCE: Smith Bucklin, Higher Logic, and Sales Force Marketing Cloud, January–June 2019



SM Daily/Weekly

Leaderboard (Exclusive)

(728 x 90)
 \$1,750 per week or
 \$5,000 per month

Interstitial Banner (Three available)

(468 x 60)
 \$1,500 per week or
 \$5,000 per month

AdBlock

(150 x 200)
 \$1,000 per week

Featured Content (Three available)

(150 x 150 image, 80 words or less)
 \$2,000 per week

Daily open rate: **33%**
 Daily avg. delivered: **42,397**
 Weekly open rate: **23%**
 Weekly avg. delivered: **67,794**
279,000+ delivered weekly



SM Market Watch

Leaderboard

(728 x 90)
 \$2,000 per month

Featured Content

(150 x 150 image, 80 words or less,
 multiple placements available)
 \$2,000 per month

Open rate: **23%;**
 Avg. delivered: **59,901**

All newsletter artwork should be submitted as either .jpg or .gif at 72 dpi.



SM First Look

Top Banner

(728 x 90)
 \$1,550 per month

Interstitial Banner

(728 x 90)
 \$1,550 per month

Open rate: **22%**
 Avg. delivered: **58,448**



Executive Brief

Exclusive

\$10,000
 Share your expertise with our audience. Complement your thought leadership with *Security Management* content. Call your rep for details.

Open rate: **27%;**
 Avg. delivered: **57,271**

Deliverables: Logo, 4-6 content pieces with URL's
 (Gated landing pages are recommended for capturing leads.)



Industry Insights

Leaderboard

(728 x 90)
 \$2,000 per issue

Featured Content

(150 x 150 image, 80 words or less,
 multiple placements available)
 \$2,000 per issue

Feb: Soft Targets/Events
 May: Healthcare
 July: Campus
 Dec: Transportation

Open rate: **26%;**
 Avg. delivered: **60,027**

Websites

The ASIS and *Security Management* websites are invaluable resources for industry professionals. Whether site visitors are consuming exclusive online content, browsing the store for the latest literature, or gathering intel on the next ASIS event, advertising options feel complementary, not obtrusive.

SecurityManagement.com

The screenshot shows the homepage of SecurityManagement.com. It features a navigation bar with links for 'LATEST NEWS', 'MONTHLY SALES', 'CATEGORIES', 'RESOURCES', and 'ASIS INTERNATIONAL'. The main content area includes a 'CURRENT ISSUE' section with a large graphic of a gas mask, a 'RELATED ARTICLES' section with links to book reviews and a global safety plan, and a 'Featured Content' section with a headline about U.S. Federal Workforce Capabilities. Various advertising spots are overlaid on the page, labeled A through E.

A Welcome Page Ad (640 X 480)
\$1,000 per week

B Leaderboard Banner + Lower Banner (728 X 90)
\$2,500 per month
\$6,500 per quarter
\$25,000 per year

C1 Medium Rectangles (300 X 250)
\$2,500 per month
C2 \$6,450 per quarter
\$22,800 per year

D Featured Content (Only available on homepage)
(720 X 325 image, 120 words or less)
\$3,500 per month

E Latest News



481

The average number of additional PDF downloads per issue of *Security Management*.

SecurityManagement.com

- A** Welcome Page Ad (640 X 480)
\$1,000 per week
- B** Leaderboard Banner + Lower Banner (728 X 90)
\$2,500 per month
\$6,500 per quarter
\$25,000 per year
- D** Featured Content (Only available on homepage)
(720 X 325 image, 120 words or less)
\$3,500 per month
- C1** Medium Rectangles (300 X 250)
\$2,500 per month
C2 \$6,450 per quarter
\$22,800 per year

SecurityManagement.com materials can be static .jpg or .gif files.
Animated .gif files accepted.

Avg. Monthly Metrics:

Page views: **65,271**

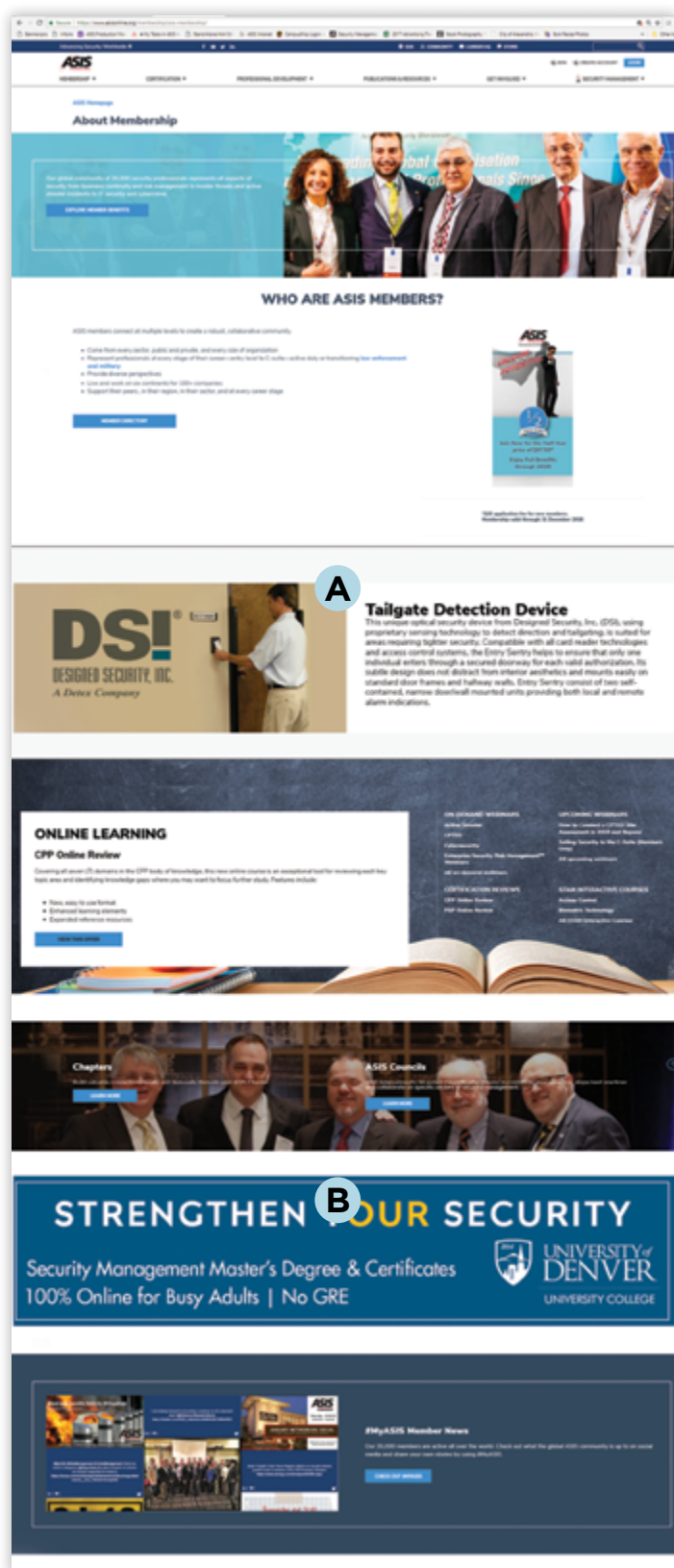
Sessions: **29,183**

Users: **20,947**

Learn more ► charlotte.lane@asisonline.org | shawn.register@asisonline.org

SOURCE: Google Analytics, January–June 2019

ASISOnline.org



ASISOnline.org

- A Featured Content**
(720 X 325 image, 120 words or less)
\$3,500 per month
- B Interstitial Banner**
(1440 X 325)
\$2,500 per month

ASISOnline.org materials can only be static .jpg or .gif files.

Animated .gif files are **not** accepted on this site.

Only six advertisements allowed per zone, per month.

Zone positions may slightly vary from page to page on this site, pending ASIS content.

Avg. monthly metrics:

Page views: **319,623**

Sessions: **82,219**

Users: **54,371**

Website Retargeting

Keep in front of ASIS online and SM online visitors by using retargeting campaigns. Contact your media sales manager for details.

Avg. monthly metrics:

Impressions: **124,112**

Clicks: **661**

Source: Feathr November-December 2018



“Security Management is an invaluable resource to me personally and professionally. It is the most comprehensive monthly security publication in the industry.”

Brendan Monahan
Associate Director, Novartis



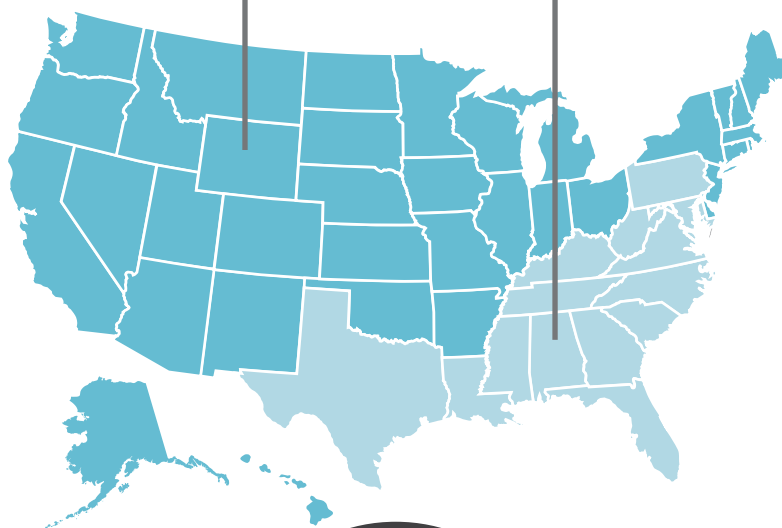
Charlotte Lane
**NORTHEAST/MIDWEST/
WEST COAST**

703.518.1510 | 703.518.1518 (f)
charlotte.lane@asisonline.org



Shawn Register
**SOUTH/MIDATLANTIC/
EUROPE**

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Nello Caramat
SALES HEADQUARTERS

Vice President, Publishing
Publisher
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Sentiment Equals Success



Magazine of the Year
Honorable Mention
American Society of Business
Publication Editors (ASBPE)



Magazine of the Year
First Place Winner
Niche Media



Overall Art Direction
Honorable Mention
Folio: Eddie and Ozzie
Publishing Awards



Government Coverage
Regional Bronze Award
ASBPE



Regular Department
Regional Bronze
ASBPE



Opening Spread Illustration Design
National Silver
Regional Gold
ASBPE

News Analysis
Regional Gold
ASBPE



Newspaper Redesign
National Bronze
Regional Bronze
GSX Daily Newspaper
ASBPE

Front Cover Illustration
Regional Silver
ASBPE



Supplement Cover Design
National Gold
Regional Gold
ASBPE

Infographic Design
Regional Bronze
ASBPE



Contents Page Design
National Silver
Regional Gold
ASBPE

Opening Spread Photo Design
Regional Silver
ASBPE

The Fine Print

INVOICES AND CREDIT: Our invoices are NET 30 DAYS, with no prepayment discounts. Commissions disallowed on invoices not paid within 30 days of invoice date. Overseas advertisers must prepay in NET US dollars.

New advertisers and agencies must prepay their first insertion. After credit approval, we bill following publication. No advertiser or agency with invoices more than 60 days outstanding will be permitted to place advertising or contract for exhibit booths until all outstanding invoices are paid. Advertisers and agencies with records of delinquent payment to ASIS International will be required to prepay until they have re-established good credit.

Payments received will be credited to the oldest outstanding balance.

DISCOUNTS, REBATES, AND SHORT RATES: You will be billed at the one-time rate unless we have entered into an advertising contract. Frequency discounts are paid as a rebate after the contract period expires. An advertiser who does not complete a committed schedule will be subject to a short rate.

COMMISSIONS: Commissions of 15% of gross billing for space and color are granted on accounts paid within 30 days of invoice date. 15% commission is available on all space, except for classified advertising. Mechanical charges, tip-in charges, and classified advertising are not commissionable.

Commissions are extended only to recognized agencies. We require written confirmation of the agency appointment from the advertiser. If we bill the advertiser, our invoice will be for the gross amount.

CANCELLATIONS AND CHANGES: Cancellations of or changes to existing insertion orders must be made in writing before the ad deadline to which the insertion order applies. Ads cancelled after the issue closing date will be billed at the prevailing space rate.

CONDITIONS: All advertising is subject to publisher's approval and agreement by the advertiser to indemnify and protect the publisher from loss of expense or claims to suits based upon the subject matter of such advertisements.

You may make promotional references to *Security Management* with prior written permission.

We reserve the right to place the word "advertisement" with copy that could be mistaken for editorial material.

Insertion orders placed by an agency represent acceptance of all terms and conditions in this rate card. We are not bound by conditions appearing on order blanks or copy instructions when such conditions conflict with terms and conditions. Nor are we bound by conflicting contracts and orders received from advertiser or agency.

Insertion orders are accepted from agencies with the understanding that the agency is acting as the advertiser's representative. Agency and advertiser are jointly and severally responsible for all space, color, position, and mechanical service charges incurred by either.

DISCOUNTS:

Contracts cover number of issues within 12-month period beginning with the month of first insertion. Contract provides advertisers with rate protection for 12 months.

FREQUENCY:

- Multiple insertions within an issue count toward contract frequency discounts.
- Subsidiary companies can share frequency under a parent company "umbrella" contract.
- Advertising in the ASIS show daily newspaper applies toward *Security Management* contract frequency.

SERVICES TO ADVERTISERS: We can help you make the following changes to your materials: new type, key-code, address change, strip-ins, etc. Charge for services: Cost plus 20% (non-commissionable; \$25 minimum). A digital version of every ad will be archived indefinitely. All physical materials will be disposed of after 12 months unless otherwise specified upon submission. Accurate color proofs will only be saved for 12 months after the last use.