

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

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.