

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.

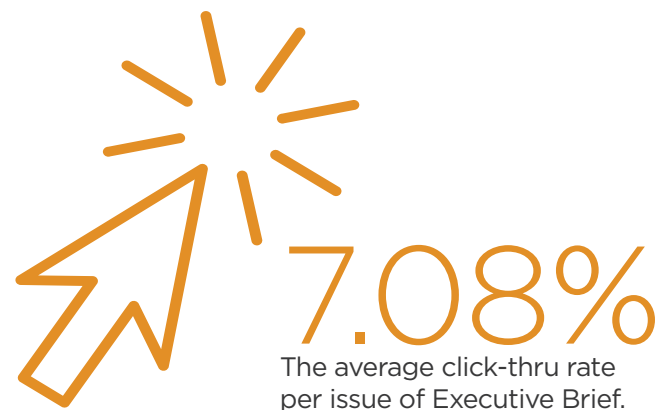


SECURITY CARES



“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**

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.