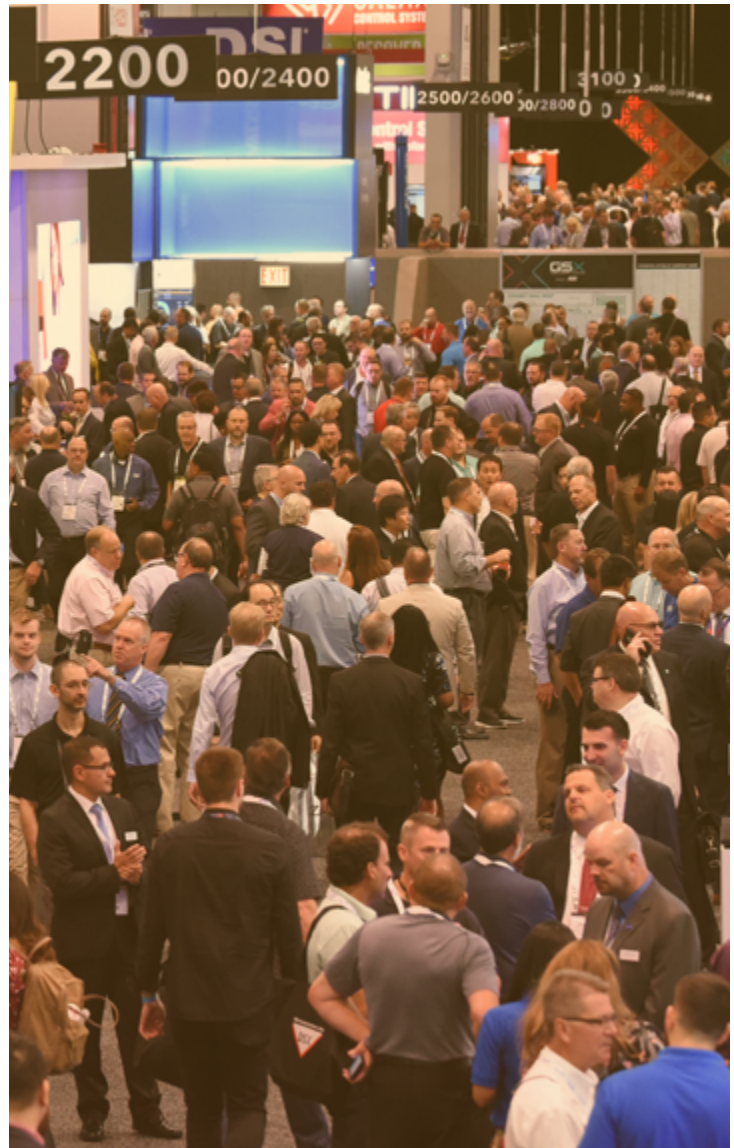


Global Security Exchange (GSX)

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.

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.