

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.

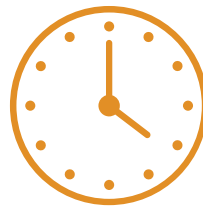


SECURITY CARES

“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

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.

Half page island
4.50 width x 2.375 depth

One sixth page vertical
2.125 width x 4.875 depth

One third page square
4.50 width x 4.875 depth

Folio footer
Trim Size: 8.5 width x 1.00
Bleed: 8.75 width x 4.25

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

Belly Band
SPINE .4375 | 1/8" BLEED AREA | .5 | 4.125 | 8.25 | 4.125 | 17.75 | 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.

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.