Media Kit 2023

SECURITY
MANAGEMENT

7

simple solutions
that can help grow your business and expand your customer base.

2023 Editorial Calendar

JANUARY

Editorial deadline: 11/1/22
Closing deadline: 12/1/22
Materials deadline: 12/12/22

FOCUS ON MANAGEMENT
Leading Through Crisis
Change management, mental health, team management, crisis communications

ALSO IN JANUARY
Bomb Threat Basics
Higher education security, active assailant, terrorism, security K9s, incident response, security screening

Pipeline/Energy Security
Critical infrastructure and utilities, cybersecurity, ransomware, operational technology (OT), resilience, climate change

FEBRUARY

Editorial deadline: 12/1/22
Closing deadline: 1/3/23
Materials deadline: 1/17/23

FOCUS ON SECURITY TECHNOLOGY
Supply Chains
Semiconductor shortages, supply chain delays, counterfeits, cyber vulnerabilities, third-party risk assessment, sanctions, risk monitoring

ALSO IN FEBRUARY
Reputation Security
Brand management, event security, disinformation, threat monitoring, employee activism

Security Officer Mental Health
Crisis response, security services, healthcare, active assailant, incident response, banking & finance

MARCH

Editorial deadline: 1/6/23
Closing deadline: 2/1/23
Materials deadline: 2/6/23

FOCUS ON MANAGEMENT
Buy-in Strategies
Pitching programs up to the C-suite, getting buy-in from the frontline, budgeting

ALSO IN MARCH
Houses of Worship and Extremism
Cultural property security, terrorism, active assailant, extremism threats, soft targets, site hardening, perimeter security

Mass Evacuations
Conflict zones, executive protection, employee safety, duty of care

Investigations
Interviewing 101, remote investigations, working with HR, privacy, forensics and evidence management

APRIL

Editorial deadline: 2/3/23
Closing deadline: 3/1/23
Materials deadline: 3/15/23

FOCUS ON SECURITY TECHNOLOGY
Executive Protection
Employee protection and online abuse, travel security, duty of care, nonlethal weapons, social media monitoring, transportation services, security drivers

ALSO IN APRIL
Insider Threat
Intellectual property security, data protection, active assailant, workplace violence
Includes retrospective: 10 Years After Snowden

Workplace Violence in Healthcare
Mental health, de-escalation, domestic violence, weapons screening, visitor management, video surveillance, access management

MAY

Editorial deadline: 3/3/23
Closing deadline: 4/3/23
Materials deadline: 4/14/23

FOCUS ON MANAGEMENT
How to Become a CSO
Career pathways, leadership skills, career transitions, risk management techniques, communications, networking, mentorship

ALSO IN MAY
Climate Change and Business Continuity
Extreme weather, emergency preparedness, antifragility, supply chains, insurance, risk management

Unmanned Aerial Systems (Drones)
Legal limitations, detection systems, threat assessment, perimeter security, surveillance, radar

JUNE

Editorial deadline: 4/7/23
Closing deadline: 5/1/23
Materials deadline: 5/15/23

FOCUS ON SECURITY TECHNOLOGY
Fire Prevention & Mitigation
Threat monitoring, resilience, infrastructure management, fire prevention, fire response, emergency response, drones/UAVs,

ALSO IN JUNE
Fuel Theft and Cartels
Organized crime, oil and gas industry, theft, crime prevention, supply chain security

Active Assailant in Schools
Designing age-appropriate drills, hardening soft targets, education, visitor screening, weapons screening, lockdowns, access control

JULY

Editorial deadline: 5/5/23
Closing deadline: 6/1/23
Materials deadline: 6/15/23

FOCUS ON MANAGEMENT
Diversity, Equity, and Inclusion
Mentorship, hiring, workplace culture, neurodiversity, women in security, inclusive security measures

ALSO IN JULY
Nonprofit Security
Fraud, cyberattacks, operating on a tight budget, risk management, reputation management

Travel Security
Airports and firearms, transportation, weapons screening, video surveillance

AUGUST

Editorial deadline: 6/2/23
Closing deadline: 7/3/23
Materials deadline: 7/14/23

FOCUS ON SECURITY TECHNOLOGY
Mobile Technology and Access Authentication
Mobile access control, smartphone security, cybersecurity, two-factor authentication, systems monitoring, video surveillance, threat monitoring

ALSO IN AUGUST
Corporate Activism
Activist investors, risk management, reputation security, disinformation

Finance and Cryptocurrency
Fraud, crime, banking and finance, cybersecurity, ransomware, investigations

SEPTEMBER

Editorial deadline: 7/7/23
Closing deadline: 8/1/23
Materials deadline: 8/7/23

FOCUS ON MANAGEMENT
Workforce Development
Cyber talent shortage, talent management, outreach and recruitment, training, upskilling

ALSO IN SEPTEMBER
Marathons and Mass Event Security
Active assailant, terrorism and extremism, emergency preparedness, video surveillance

ESRM
Risk management, security threat assessment

Security Design 101
Security architecture, crime prevention through environmental design (CPTED), access control, identity management, video surveillance, perimeter security, entrance security

OCTOBER

Editorial deadline: 8/4/23
Closing deadline: 9/1/23
Materials deadline: 9/15/23

FOCUS ON SECURITY TECHNOLOGY
Organized Crime
Drug trafficking and illegal substances, cybercrime, fraud, cartels, encryption, Dark Web marketplaces, crime prevention, investigations

CONTENT PACKAGES
Traffic Deaths
Security services, workplace safety, life safety, liability, security drivers

How to Fire People Safely
Workplace violence, risk management, working with HR, threat monitoring, continuous monitoring

NOVEMBER

Editorial deadline: 9/8/23
Closing deadline: 10/2/23
Materials deadline: 10/16/23

FOCUS ON MANAGEMENT
Soft Skills
Mentoring, communications, empathy, kindness in leadership, active listening

ALSO IN NOVEMBER
Space Security
Satellites, communications disruptions, national security, business continuity planning
Dynamic Risk Assessment
Crisis roadmaps, developing risk intelligence, integrated incident response, security services, emergency preparedness, threat assessment

DECEMBER

Editorial deadline: 10/6/23
Closing deadline: 11/1/23
Materials deadline: 11/15/23

FOCUS ON SECURITY TECHNOLOGY
Social Media
Event management, social media monitoring, geofencing, misinformation and disinformation, corporate espionage, romance scams, fraud

ALSO IN DECEMBER
Cyber Incident Response
Do's and don'ts, forensics and evidence management, convergence, cybersecurity, incident management, communication, after-action reports

Retail Theft
Retail crime, loss prevention, organized crime, supply chain risk, crime prevention, video surveillance, asset tracking, asset management, video analytics

SECURITY MANAGEMENT

The Security Industry's Leading Publication

Security Management is ASIS International's award-winning flagship publication, serving the exclusive 34,000+ ASIS member community, as well as the security industry at large. Our readers are security's most qualified and influential security decision makers—your best prospects. ASIS members value their publication's commitment to the highest quality of editorial content, excellent graphic design, and minimal ad saturation, which means your message delivers greater impact and never gets lost in the noise.

New for 2023

After 50 years in print, *Security Management* is changing the game, becoming digital, mobile, and agile with a digital-centric publication. This will result in content that is timelier, shareable, and topical—which can be sponsored to help align your message with our award-winning journalism. See the 2023 Editorial Calendar on page 2 for more information.

In addition to our digital-first approach, *Security Management* will publish two printed issues per year for show distribution at ISC West and GSX—contact your sales manager for details and to reserve your placement.

Accolades for Security Management

Security Management is the award-winning publication of ASIS International, delivering high quality reporting, writing, and design to security professionals worldwide.

2022 AMERICAN SOCIETY OF BUSINESS PUBLICATION EDITORS (ASBPE) AWARDS

Editorial
- Feature Article of the Year, 2022
- National Gold Award, Magazine Design
- National Gold Award, Tradeshow Coverage, for the *GSX Daily*
- Honorable Mention, Magazine of the Year, 11 issues or fewer

Design
- National Gold, Magazine Design
- National Gold, Illustrated Opening Spread
- National Silver, Magazine Redesign
- National Bronze, Front Cover Illustration
- National Bronze, Typographic Opening Spread
- National Bronze, Website Design

2022 APEX AWARDS FOR PUBLICATION EXCELLENCE

Grand Award, Writing

2021 FOLIO: EDDIE AND OZZIE AWARDS

Winner, Overall Art Direction

1 Newsletters

Security Management's curated emails deliver security-related news stories, industry trends, and the latest in technology solutions. Dynamic delivery systems and optimal ad positioning simplify and enhance marketing campaigns to target active security professionals.

SMART SECURITY

This newsletter is pushed out twice a month and highlights new content from ASIS International, including articles, education, subject-area content, and other resources.

Interstitial Banner 1 or Sponsored Content
468 x 60; 200 x 200 image, Up to 80 words + headline | $2,000 per issue

Interstitial Banner 2 or Sponsored Content
468 x 60; 200 x 200 image, Up to 80 words + headline | $2,000 per issue

Open rate: 39%
Avg. delivered: 18,000+
Source: Mautic

SM DAILY

Preparedness and response are essential focuses in the security industry, and *Security Management* aims to keep its subscribers informed through daily news and updates from across the globe. This popular newsletter has diverse advertising options that cater to any marketing budget.

Five deployments per week, except during major U.S. Federal holidays.

Top Banner
468 x 60 | $3,000 per week

Interstitial Banner
468 x 60, Multiple available | $2,000 per week

Sponsored Content
150 x 150 image, Up to 80 words + headline | Multiple available | $3,000 per week

Open rate: 53%
Avg. delivered per week: 129,000+
Source: Rasa.io

SECURITY TECHNOLOGY

This newsletter offers readers the latest technology, privacy challenges, and applications in this bimonthly newsletter, which will feature thought-leadership articles, case studies, product updates, and trend analysis.

Top Banner
468 x 60 | $2,500 per issue

Interstitial Banner 1 or Sponsored Content
468 x 60; 200 x 200 image, Up to 80 words + headline | $2,000 per issue

Interstitial Banner 2 or Sponsored Content
468 x 60; 200 x 200 image, Up to 80 words + headline | $2,000 per issue

Materials Due
• February issue: January 13
• April issue: March 15
• June issue: May 15
• August issue: July 14
• October issue: September 15
• December issue: November 15

Open rate: 28%
Avg. delivered: 44,000+
Source: Mautic

DEEP DIVE

This monthly newsletter will home in on emerging issues and security trends, full of fresh virtual content, analysis, and articles from *Security Management*.

Top Banner
468 x 60 | $2,500 per month

Interstitial Banner 1 or Sponsored Content
468 x 60; 200 x 200 image, Up to 80 words + headline | $2,000 per month

Interstitial Banner 2 or Sponsored Content
468 x 60; 200 x 200 image, Up to 80 words + headline | $2,000 per month

Materials are due the first of each month.
Open rate: 27% | **Avg. delivered:** 44,000+
Source: Mautic

SM FIRST LOOK

This bimonthly newsletter consolidates the full breadth of *Security Management's* delivery vehicles into a single resource, highlighting the latest articles, podcast interviews, webinars, and more.

Top Banner
468 x 60 | $2,500 per issue

Interstitial Banner 1 or Sponsored Content
468 x 60; 200 x 200 image, Up to 80 words + headline | $2,000 per issue

Interstitial Banner 2 or Sponsored Content
468 x 60; 200 x 200 image, Up to 80 words + headline | $2,000 per issue

Open rate: 27% | **Avg. delivered:** 44,000+
Source: Mautic

INDUSTRY INSIGHTS

With a specific industry focus each issue, the Industry Insights newsletter provides collective content on a single subject, using content from *Security Management* as well as the latest news and trends.

Top Banner
468 x 60 | $3,000 per issue

Sponsored Content
200 x 200 image, Up to 80 words + headline | $2,500 per issue

Topics:
February: Healthcare
April: Smart Cities/Municipalities
June: Retail
August: Schools/Campus
October: Cybersecurity
December: Transportation

Materials are due 1st of issue month

Open rate: 30%
Avg. delivered: 44,000+
Source: Mautic

EXECUTIVE BRIEF

Share your expertise with our audience. Complement your thought leadership with *Security Management* content.

$10,000 per exclusive email

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

Open rate: 29%
Avg. delivered: 44,000+
Source: Mautic

NEW! SM7

Position your message alongside the seven most essential things security practitioners need to know each week with SM7.

Net Rates per month:
Top Banner: $4,800 | 468 x 60

Sponsored Content (2 available)
$6,000 each | 200 x 200 image, Up to 80 words+ headline

Interstitial Banner: $4,800 | 468 x 60
Note: SM7 is sent weekly; pricing includes 4 weeks of deployments.

2 Websites

The ASIS and *Security Management* websites are invaluable resources for industry professionals. Whether it's 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—to site visitors.

A

FEATURED CONTENT

720 x 325 image, 120 words or less $3,500/month

**B**

INTERSTITIAL BANNER

1440 x 325 $2,500/month

Web banners on the ASIS site should be .jpg or .gif files. Sorry, animated .gif files not accepted. Only six advertisements allowed per zone, per month. Zone positions may slightly vary from page to page on this site, pending ASIS content.

Users: 83,062 average per month | **Pageviews:** 459,367 average per month
Source: Google Analytics, 1.01.2022 – 8.31.2022

ASISonline.org

SM.ASISonline.org
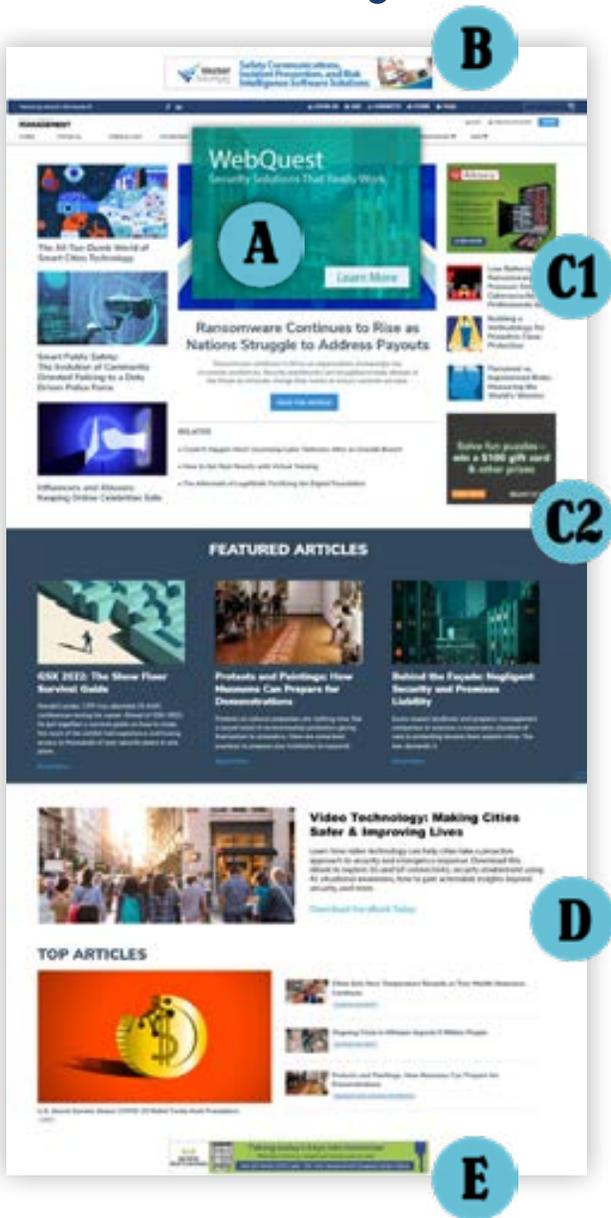
WELCOME PAGE AD

A

Exclusive Position

640 x 480 $1,000/week

LEADERBOARD BANNER AND LOWER BANNER

B + E

728 x 90 $2,500/month

$6,500/quarter

$25,000/year

MEDIUM RECTANGLES

C1 C2

300 x 250 $2,500/month

$6,450/quarter

$22,800/year

FEATURED CONTENT

D

Only available on homepage

720 x 325 image, 120 words or less $3,500/month

Web banners on the *Security Management* site should be .jpg or .gif files. Animated .gif files accepted. No more than 10 ads are allowed to rotate in these positions per month.

Users: 31,122 average per month | **Pageviews:** 48,993 average per month
Source: Google Analytics, 1.01.2022 – 8.31.2022

Websites: Native/Display Advertising

Place your messaging directly within *Security Management's* award-winning feature articles and news coverage with both sponsored content and graphic display ad options. Want to target your message more specifically? Sponsor a single piece of *Security Management* content.

BROAD IMPACT

Attract readers from across *Security Management's* most recent and most searched-for articles with these native or display advertising options. The majority of *Security Management's* web traffic arrives through organic search, and the 100+ most search optimized articles feature native advertising.

1st Sponsored Content
(Premium Position): $3,500/month (net)
2nd and 3rd Sponsored Content Positions:
$2,750/month (net)
Display Ads: $2,500/month (net)

FOCUSED IMPACT

Want to target your ad campaign more directly around a sector or subject? Select articles or content packages from the *Security Management* editorial calendar for special sponsorship. These articles and packages are likely to receive additional promotion through editorial newsletters, such as First Look and Deep Dive. Focus impact advertisements will stay live and follow the applicable article(s) for 6 months.

1st Sponsored Content: (Exclusive Package Position*), Targeted on a Topic: $5,000 (net)

Includes exclusive supplemental content pieces:
- Infographic
- Side Bar Article
- SM Minute or Fast Facts Video

2nd and 3rd Sponsored Content Positions:
$2,750 (net)
Display Ads: $2,500 (net)

SPONSORED CONTENT

- Resistant to ad blockers
- Optimized for mobile devices
- 200 x 200 Image
- Headline and sub-headline (25 words max each)
- Call to action button

DISPLAY ADS

- 300 x 250
- Traditional .JPG or .GIF files (animated .gif files accepted)

Article Title
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1st Sponsored Content

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1st Display Ad

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2nd Sponsored Content

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2nd Display Ad

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3rd Sponsored Content

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3 Security Technology

For news on cutting-edge technological security solutions, innovative thought-leadership, and creative installations, *Security Management* readers turn to the *Security Technology* community for information. This digital platform allows security-vendor leaders and startups alike to show off their latest product offerings and spark future-facing conversations. Major topics *Security Technology* will address in 2023 include supply chains, executive protection, fire prevention and mitigation, mobile technology and access authentication, organized crime, and social media. See pages 2-3 for editorial calendar.

Prewritten case study
- Case study word count: 800 words
- Provide link to the full case study or additional materials
- Featured Photo (.jpg or .png)
- Photo Image: 884 pixels wide x 500 pixels high (Image will be cropped to fit allotted space; No vertical images)

Product-specific content
- Product or service word count: up to 300
- Photo to run with product release (.jpg or .png)
- Photo Image: 884 pixels wide x 500 pixels high (Image will be cropped to fit allotted space; No vertical images)

$3,000 per item

Thought-leadership article
- Thought leadership article word count: 500 words
- Provide link to full thought leadership article or additional materials
- Featured Photo (.jpg or .png)
- Photo Image: 884 pixels wide x 500 pixels high (Image will be cropped to fit allotted space; No vertical images)

Infographic
- Featured Photo 884 wide x 500 high (.jpg or .png)
- Full infographic width is limited to 884 pixels wide (Please be cautious of text size for mobile device readability.)

4 Content Marketing

Customized content marketing offers affordable solutions covering reporting, writing, editing, design, and participating in events. Deliver helpful information to your audience and increase the prospect they will reward you with business and continued loyalty.

CUSTOM WEBINARS

High-targeted lead generation. 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.

$15,000 per webinar

Custom Webinar Attendee Statistics:
Average Registrants: 537
Average Attendees: 206
Source: ON24
Note: On-demand leads will also be supplied

NATIVE ADVERTISING

Refer to the newsletters section for details on other sponsored content options on pages 6-7 and websites for native/display advertising opportunities on page 10.

WEBINAR SPONSORSHIPS

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

$5,000 per sponsorship

Sponsored Webinar Attendee Statistics:
Average Registrants: 591
Average Attendees: 253
Source: ON24

Raquel Alleyne
Webinar Producer
raquel.alleyne@asisonline.com

CUSTOM RESEARCH

Contact your account manager to discuss ASIS research sponsoring opportunities.

CONFERENCE CREDITS

Attach CPEs to your end-user conference. Talk to a media developer to start accrediting your educational sessions.

$3,000 per 1-hour session

FOUNDATION RESEARCH

The ASIS Foundation helps security professionals achieve their career goals with certification scholarships, **practical research**, member grants, and more. Contact your media developer to find out ways to partner with the ASIS Foundation and their highly-coveted security research projects.

5 Multimedia

Security Management Highlights is a monthly **podcast** that brings the security professional expert interviews and information on the most critical industry topics. Each month, our podcast team interviews thought leaders and industry professionals, as well as editors from *Security Management*. In the first eight months of 2022, *SM Highlights* had more than 12,000 listens, with some of the most popular topics including building cultures of safety, evolutions in global organized crime, workplace violence in remote workplaces, and insider threat.

PODCASTS

Podcast Commercial Placement and Sponsorship
Provide a 30-second audio commercial that will play during the show. No commercial? No problem. The podcast host can read your scripted message on air. Sponsors may also provide a subject matter expert, who can be interviewed for a five-minute non-promotional segment on a topic that aligns with the *Security Management* editorial calendar. Plus, your organization will be mentioned as the episode's sponsor at the beginning and end of the podcast.

$3,000 per episode
Average listens per *Security Management* episode: 1,400
Source: Soundcloud

GSX Daily Podcast
Every issue of the *GSX Daily*—the official publication of GSX—features a short bonus podcast interviewing a key speaker or presenter from GSX. These podcasts are sponsorable.
Average listens per GSX episode: 830*; Source: Soundcloud*

SM MINUTE & SM FAST FACTS

Security Management content is on the move! Increase your digital presence with SM videos, including the new **SM Minute** and **Fast Facts** video series, which are promoted across social media channels and the *Security Management* website. Act fast! Limited sponsorships available.

SM Minute: Need to know about essential news events fast? Keep up with the SM Minute, hosted by *Security Management* editors who discuss recent events, valuable context, and available resources—all in less than a minute.

Fast Facts: It all boils down to the numbers—get quick statistics, essential analytics, and more with *Security Management's* Fact Facts video series. These videos add valuable context and color to packages of *Security Management* reporting.

Sponsorships for videos are limited to Focus Impact packages. See page 10 for more details.

6 Events

A *Security Management* live or virtual event allows a company to position itself as an industry thought leader by providing education to attendees on topics that affect the entire security industry. Provide your organization the opportunity to increase brand awareness during forums designed to help security professionals protect people, property, and information.

Or go big! Connect with thousands of decision makers during the biggest security-related event of the year: GSX (Global Security Exchange).

LIVE ROAD SHOWS

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. Road show attendees earn CEUs. Contact your account manager for details.

GSX EVENTS

Showcase your service or product in front of thousands of decision makers during the biggest security-related event of the year.

7 Print Publications

Security Management is ASIS International's award-winning flagship publication serving the ASIS member community. Our readers are the security industry's most qualified and influential security decision makers—**your best prospects**.

Security Management will publish two printed issues per year for show distribution at **ISC West** and **GSX**. Articles in these two printed issues will include the best of the best from *Security Management's* digital content. SM's printed editions serve as an archivable collection of our most evergreen and valuable content for security leaders for years to come—contact your account manager for details and to reserve your placements.

A PDF version of the printed editions will be made available to ASIS members and available as print-on-demand through the ASIS Store.

Magazine Rates and Specifications

SM 2023 Rates

	TWO Issue purchase
Full Page	$3,400
2/3V	$2,600
1/2 Island	$2,200
1/2 H	$2,200
1/3 V/SQ	$1,600
1/4 H	$1,400
1/6 H/V	$1,200
Folio Footer Ad	$700

MARCH
Closing deadline: 2/1/23
Materials deadline: 2/6/23

SEPTEMBER
Closing deadline: 8/1/23
Materials deadline: 8/7/23

Security Management Specs for Print Sizes

Spread bleed
18.25 width x 11.125 height

Single bleed
9.25 width x 11.125 height

Full page trim size
9 width x 10.875 height

Two thirds page
4.50 width x 9.75 height

Half page island
4.50 width x 7.25 height

Half page horizontal
6.75 width x 4.875 height

One third page vertical
2.125 width x 9.75 height

One third page square
4.50 width x 4.875 height

One quarter page horizontal
4.50 width x 3.375 height

One sixth page horizontal
4.50 width x 2.375 height

One sixth page vertical
2.125 width x 4.875 height

Folio Footer
Trim Size
9 width x 1.00
Bleed
9.25 width x 1.125

Cover Partial Tip-on
Trim
8.75 x 8
Full Bleed
9 x 8.25

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 you are a security professional and would like to write for *Security Management*, email Managing Editor ***Claire.Meyer@asisonline.org*** or call 703.518.1444. If you are interested in writing a *Secuity Technology* article, email ***Megan.Gates@asisonline.org*** or call 703.518.1474.

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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 each insertion before publication date 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. 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.

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 publication's closing 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 placements within a 12-month period beginning with the month of first placement. Contracts provide advertisers with rate protection for the length of the contract, so long as all placements are fulfilled.

FREQUENCY:

· Multiple ad placements within the same product count toward contract frequency discounts.

· Subsidiary companies can share frequency under a parent company "umbrella" contract.

· Frequency and umbrella discounts will not be honored if all components of original contracted program are not fulfilled.

SERVICES TO ADVERTISERS: We can assist in making modifications to your advertisements if allotted enough notification before publication date. Charge for services: Cost plus 20% (non-commissionable; charges start at $200 minimum).

Notes

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