2024 SECURITY MANAGEMENT Media Kit

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## 2024 Editorial Calendar

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEAD TOPIC—EXTREMISM AND POLITICAL INSTABILITY:</td>
<td>LEAD TOPIC—SECURITY TECHNOLOGY: ELECTRIC GRID SECURITY:</td>
<td>LEAD TOPIC—SECURITY TECHNOLOGY AND EARLY INTERVENTION:</td>
<td>LEAD TOPIC—SECURITY TECHNOLOGY: ARTIFICIAL INTELLIGENCE:</td>
<td>LEAD TOPIC—TOXIC WORKPLACES:</td>
<td>LEAD TOPIC—SECURITY TECHNOLOGY: SPORTS SECURITY:</td>
</tr>
<tr>
<td>Launch: 1 January 2024</td>
<td>Launch: 1 February 2024</td>
<td>Launch: 1 March 2024</td>
<td>Launch: 1 April 2024</td>
<td>Launch: 1 May 2024</td>
<td>Launch: 1 June 2024</td>
</tr>
<tr>
<td>terrorism, threat assessment, civil unrest, emergency preparedness, business continuity, security intelligence, OSINT</td>
<td>drones, counter-UAS, perimeter protection, resilience, critical infrastructure, utilities, energy, public–private partnerships, threat intelligence, nation-state attacks, surveillance, monitoring, access control</td>
<td>K-12 security, education security, threat assessments, multidisciplinary risk management, mental health, security culture, crisis intervention, behavioral awareness</td>
<td>recruitment and retention, video surveillance, biometrics, access control, continuous monitoring, security alerts, incident response, emerging technology, security training, machine learning, algorithms, bias</td>
<td>bullying, burnout, harassment, workplace violence, mental health, security management, soft skills, investigations</td>
<td>stadium security, soft targets, executive protection, video surveillance, risk management, drones, screening, threat detection, crowd management, event security, public–private partnerships, travel security</td>
</tr>
<tr>
<td>Also in January</td>
<td>Also in March</td>
<td>Also in March</td>
<td>Also in April</td>
<td>Also in May</td>
<td>Also in June</td>
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<tr>
<td>K9 SECURITY:</td>
<td>SITE HARDENING:</td>
<td>SITE HARDENING:</td>
<td>CANNABIS SECURITY:</td>
<td>ZOO SECURITY:</td>
<td>DEEPFAKES AND FRAUD:</td>
</tr>
<tr>
<td>Launch: 15 January 2024</td>
<td>Launch: 11 March 2024</td>
<td>Launch: 1 May 2024</td>
<td>Launch: 1 April 2024</td>
<td>Launch: 1 May 2024</td>
<td>Launch: 17 June 2024</td>
</tr>
<tr>
<td>security canines, screening, bomb detection, security officers, patrols, perimeter security, security training, transportation, investigations</td>
<td>perimeter security, bollards, fencing, gates, security doors, bulletproof glass, access management, soft targets, workplace violence prevention</td>
<td>crime prevention, video surveillance, perimeter security, fencing, asset tracking, emergency preparedness, facility security design</td>
<td>crime prevention, retail security, regulatory compliance, video surveillance, audio detection, access management, asset tracking, drug testing, pre-employment screening</td>
<td>crime prevention, video surveillance, perimeter security, fencing, asset tracking, emergency preparedness, facility security design</td>
<td>fraud detection, trust, reputation security, threat intelligence</td>
</tr>
<tr>
<td>HEALTHCARE CYBER RISKS:</td>
<td>NIST CYBERSECURITY FRAMEWORK:</td>
<td>AUDIO DETECTION, RESPONSE, AND COMMUNICATION:</td>
<td>CONCIERGE SECURITY:</td>
<td>FOOD SAFETY:</td>
<td></td>
</tr>
<tr>
<td>ransomware, hospital security, cybersecurity, risk management, convergence, medical device security</td>
<td>cybersecurity, privacy, compliance, convergence, security frameworks, risk mitigation, security management, government security</td>
<td>intercoms, gunshot detection, audio detection, speakers, audio response, alarm verification, mass communication</td>
<td>casinos, hospitality, guarding, license plate recognition, security training, hiring and retention</td>
<td>restaurant security, food manufacturing, social media, insider threat, investigations, product tampering, counterfeits</td>
<td></td>
</tr>
<tr>
<td>Industry Insights newsletter</td>
<td>Smart Cities/Municipalities</td>
<td>Industry Insights newsletter</td>
<td>Healthcare</td>
<td>Industry Insights Newsletter</td>
<td>Transportation</td>
</tr>
</tbody>
</table>

**Materials Deadline: 12/15/23**

**Closing Deadline: 12/1/23**

**Editorial Deadline: 11/3/23**

**January 2024**

**February 2024**

**March 2024**

**April 2024**

**May 2024**

**June 2024**

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2 | Email Charlotte.Lane@asisonline.org (Companies # through L) or Femke.DiCesare@asisonline.org (Companies M through Z) to reserve your ad placement today.
<table>
<thead>
<tr>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
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<tbody>
<tr>
<td><strong>LEAD TOPIC— PHYSICAL/ CYBER CONVERGENCE:</strong></td>
<td><strong>LEAD TOPIC— SECURITY TECHNOLOGY: ROBOTICS:</strong></td>
<td><strong>LEAD TOPIC— CAREER TRANSITIONS FROM PUBLIC TO PRIVATE SECTORS:</strong></td>
<td><strong>LEAD TOPIC— SECURITY TECHNOLOGY: OSINT AND SECURITY INTELLIGENCE:</strong></td>
<td><strong>LEAD TOPIC— DE-ESCALATION AND CONFLICT INTERVENTION:</strong></td>
<td><strong>LEAD TOPIC— SECURITY TECHNOLOGY: TRANSPORTATION:</strong></td>
</tr>
<tr>
<td>Launch: 1 July 2024 cybersecurity, security management, business continuity, security reporting, regulatory compliance, risk mitigation, ESRM</td>
<td>Launch: 1 August 2024 robotic guards and patrols, cybersecurity, data management, developments in robotics technology, alert management, first responders, life safety, hybrid security solutions</td>
<td>Launch: 1 September 2024 security careers, law enforcement, public-private partnerships, career pathways, soft skills, leadership styles, certification, security training, recruitment and retention</td>
<td>Launch: 1 October 2024 event security, risk assessments, extremism, civil unrest, mass protests, executive protection, security operations centers, privacy, social media monitoring</td>
<td>Launch: 1 November 2024 workplace violence, healthcare security, de-escalation training, mental health, crisis intervention, behavioral threat assessment, verbal abuse, office conflict management, stress management</td>
<td>Launch: 1 December 2024 travel security, mass transit, video surveillance, guard force management, biometrics, emerging technology, convergence, critical infrastructure, incident response, threat monitoring, risk assessments</td>
</tr>
<tr>
<td><strong>Also in July</strong> RESILIENCE AND ANTIFRAGILITY:</td>
<td><strong>Also in August</strong> BIOMETRICS MYTH-BUSTING:</td>
<td><strong>Also in September</strong> SECURITY OPERATIONS CENTERS (SOCs):</td>
<td><strong>Also in October</strong> MEDICAL EMERGENCY RESPONSE:</td>
<td><strong>Also in November</strong> CPTED:</td>
<td><strong>Also in December</strong> RED TEAMING AND PENETRATION TESTING:</td>
</tr>
<tr>
<td>Launch: 15 July 2024 emergency preparedness, climate proofing, site hardening, risk assessment, extreme weather, crisis response</td>
<td>Launch: 12 August 2024 iris, facial, fingerprint, voice, and other biometrics, compliance, privacy, access management, identity management</td>
<td>Launch: 9 September 2024 healthcare security, security command centers, personnel management, video walls, video surveillance, emergency response, access control, building intelligence, automation</td>
<td>Launch: 14 October 2024 life safety, executive protection, security training, emergency evacuation, healthcare</td>
<td>Launch: 11 November 2024 facility design, higher education, campus safety, physical security, perimeter security, doors, landscaping, crime prevention</td>
<td>Launch: 16 December 2024 third-party vendor security risk, threat assessment, vulnerability assessment, pen testing, continuous improvement, physical security, security benchmarking</td>
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<tr>
<td><strong>WHY SECURITY GETS SUED:</strong></td>
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<td><strong>SECURITY CULTURE— AWARENESS, TRAINING, &amp; BEHAVIOR:</strong></td>
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<tr>
<td>Launch: 19 August 2024 regulatory compliance, security reporting, workplace violence, negligence, security training, security documentation</td>
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<td></td>
<td>Launch: 21 October 2024 fraud, investigations, financial crime, occupational fraud, tiplines</td>
<td></td>
<td>Launch: 18 November 2024 fraud, investigations, financial crime, occupational fraud, tiplines</td>
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<tr>
<td><strong>Industry Insights Newsletter</strong></td>
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<td><strong>Industry Insights Newsletter</strong></td>
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<tr>
<td>Schools/Campuses</td>
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<td><strong>Cybersecurity</strong></td>
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</table>
Security Management, ASIS International's flagship publication, reaches 34,000+ ASIS members and the broader security industry. With online news, features, podcasts, videos, and printed show issues, we empower readers to safeguard people, property, and data in a dynamic environment. Our influential readers—top security decision makers—find value in our high-quality content, sleek design, and low ad saturation.

Email Charlotte.Lane@asisonline.org (Companies # through L) or Femke.DiCesare@asisonline.org (Companies M through Z) to reserve your ad placement today.
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.

AZBEEs
ASBPE Awards of Excellence

2023 AMERICAN SOCIETY OF BUSINESS PUBLICATION EDITORS (ASBPE) AWARDS

Overall Awards
• Honorable Mention, Magazine of the Year
• Honorable Mention, Website of the Year

Editorial
• National Silver, Department: Case Study
• National Bronze, Overall Headline Writing
• National Bronze, News Analysis: Today in Security
• Regional Silver, Web Feature Article
• Regional Silver, Trade Show Coverage: GSX Daily
• Regional Bronze, Microsite: Security Technology
• Regional Bronze, E-Newsletter: First Look

Design
• National Gold, Infographics
• National Silver, Website
• National Bronze, Best Use of Color
• Regional Silver, Best Design
• Regional Bronze, Front Cover Illustration

2023 APEX AWARDS FOR PUBLICATION EXCELLENCE

Best Website

2022 FOLIO: EDDIE AND OZZIE AWARDS

Honorable Mention, Overall Art Direction
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.

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

**Interstitial Banner 1 or Sponsored Content**
468 x 60; 200 x 200 image, Up to 30 words + headline
$2,000 per issue

**Interstitial Banner 2 or Sponsored Content**
468 x 60; 200 x 200 image, Up to 30 words + headline
$2,000 per issue

**Interstitial Banner 3 or Sponsored Content**
468 x 60; 200 x 200 image, Up to 30 words + headline
$2,000 per issue

*Open rate: 36%*  
*Avg. delivered: 19,000*  
*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**
600x120 | $3,000 per week

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

**Sponsored Content**
150 x 150 image, Up to 30 words + headline
Multiple available | $3,000 per week

*Open rate: 40%*  
*Avg. delivered per week: 148,000*  
*Source: Rasa.io*

SECURITY TECHNOLOGY

This bimonthly newsletter presents cutting-edge technology, privacy issues, and applications through 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 30 words + headline | $2,000 per issue

**Interstitial Banner 2 or Sponsored Content**
468 x 60; 200 x 200 image, Up to 30 words + headline | $2,000 per issue

*Materials Due*
February: January 16  
April: March 15  
June: May 15  
August: July 15  
October: September 11  
December: November 15

*Open rate: 32%*  
*Avg. delivered: 42,000*  
*Source: Mautic*

PARTNER EMAIL

Seize the opportunity with our exclusive email marketing program. Limited slots. Partner with Security Management, a top industry publication, and create unique HTML content. Establish your company as a solutions provider to the ASIS audience by featuring custom content like case studies, solution narratives, and downloads. Exclusively yours; no other firms in your communication to security industry decision makers.

Distribution: 45,000+ | $10,000 per email.  
Contact your media developer for bundled rates.

*January 2023 - June 2023*
**SM 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 30 words + headline | $2,000 per month

**Interstitial Banner 2 or Sponsored Content**
468 x 60; 200 x 200 image, Up to 30 words + headline | $2,000 per month

Materials are due the first of each month.

Open rate: 32% | Avg. delivered: 42,000+
*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: 32% | Avg. delivered: 42,000+
*Source: Mautic

*January 2023 - June 2023

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**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 30 words + headline | $2,000 per issue

**Interstitial Banner 2 or Sponsored Content**
468 x 60; 200 x 200 image, Up to 30 words + headline | $2,000 per issue

Open rate: 36% | Avg. delivered: 42,000+
*Source: Mautic

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**SM 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 30 words + headline | $2,500 per issue

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

Materials are due 1st of issue month

Open rate: 32% | Avg. delivered: 42,000+
*Source: Mautic

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

**Top Banner**
600 x 120 | $4,800

**Sponsored Content** (2 available)
200 x 200 image, Up to 30 words + headline | $6,000 each

**Interstitial Banner**
468 x 60 | $4,800

Open rate: 34% | Avg. delivered: 34,000+
*Source: Rasa.io

Note: SM7 is sent weekly; pricing includes 4 weeks of deployments.

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asisonline.org/advertise
Websites

The ASIS and Security Management websites are invaluable resources for industry professionals. Whether it’s consuming exclusive online content, browsing the store for literature, or gathering intel on the next ASIS event, advertising options feel complementary—not obtrusive—to site visitors.

**FEATURED CONTENT**
1660 x 1230 image.
30 words or less
$3,500/month

**INTERSTITIAL BANNER**
1440 x 325
$2,500/month

Web banners on the ASIS site should be .jpg or .gif files. Maximum file size is 150 KB. 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.

**Visits:** 220,400 average per month | **Pageviews:** 484,400 average per month
Source: Cloudflare 03.01.2023 – 08.31.2023

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Connect with the ASIS Community

Connects is ASIS’s members community—a hub where security professionals gather to share best practices, collaborate on resources, and engage in online events. It’s their go-to for discussing trends, asking questions, and exchanging resources, akin to ASIS’s own Facebook.

**Ad sizes:** 728x90 | **Connects package:** $3,500 net/month
(Includes Daily Digest Email and 3 landing pages on ASIS Connects EXCLUSIVE to ONE sponsor) Maximum file size for ads is 150 KB.

**Open Rate:** 37.6% | **Average Delivered per Month:** 650,919
Source: Higher Logic / January 2023-July 2023

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Email Charlotte.Lane@asisonline.org (Companies # through L) or Femke.DiCesare@asisonline.org (Companies M through Z) to reserve your ad placement today.
SM.ASISonline.org

WELCOME PAGE AD

**Exclusive Position**

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate per Week</th>
<th>Rate per Month</th>
<th>Rate per Quarter</th>
<th>Rate per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>640 x 480</td>
<td>$1,000</td>
<td>$4,000</td>
<td>$12,000</td>
<td>$48,000</td>
</tr>
</tbody>
</table>

**Web banners on the Security Management site should be .jpg or .gif files. Maximum file size for banner ads is 150 KB. Animated .gif files accepted. No more than 10 ads are allowed to rotate in these positions per month.**

**Visits:** 57,800 average per month | **Pageviews:** 67,700 average per month

Source: Cloudflare 03.01.2023–8.31.2023

LEADERBOARD BANNER AND LOWER BANNER

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate per Month</th>
<th>Rate per Quarter</th>
<th>Rate per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>728 x 90</td>
<td>$2,500</td>
<td>$6,500</td>
<td>$25,000</td>
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</tbody>
</table>

**Only available on homepage**

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate per Month</th>
<th>Rate per Quarter</th>
<th>Rate per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>720 x 325</td>
<td>$3,500</td>
<td>$7,250</td>
<td>$25,000</td>
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</tbody>
</table>

FEATURED CONTENT

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate per Month</th>
<th>Rate per Quarter</th>
<th>Rate per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 250</td>
<td>$2,500</td>
<td>$6,450</td>
<td>$22,800</td>
</tr>
</tbody>
</table>

**Only 720 x 325 image, 30 words or less**

ARTICLE SKYSCRAPER

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate per Month</th>
<th>Rate per Quarter</th>
<th>Rate per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 600</td>
<td>$2,500</td>
<td>$6,450</td>
<td>$22,800</td>
</tr>
</tbody>
</table>

asisonline.org/advertise
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:** (*Premium Package Position), Targeted on a Topic: $5,000 (net)

*Includes exclusive supplemental content pieces such as:
- Infographic
- Sidebar 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
- Maximum file size is 150K
- Headline and copy (25 words max)
- Call to action button

**DISPLAY ADS**

- 300 x 250
- Traditional JPG or .GIF files (animated .gif files accepted)
- Maximum file size is 150K

**Email**

Charlotte.Lane@asisonline.org (Companies # through L) or Femke.DiCesare@asisonline.org (Companies M through Z) to reserve your ad placement today.
Security Technology

For the latest in cutting-edge security tech, innovative ideas, and creative installations, Security Management readers rely on the Security Technology community. This platform lets security vendors and startups showcase products and ignite future discussions. In 2024, Security Technology will cover key topics like critical infrastructure, artificial intelligence, sports security, robotics, security intelligence, and transportation. Check pages 2-3 for the 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; Maximum file size is 150K)

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; Maximum file size is 150K)

$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; Maximum file size is 150K)

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.)

SECURITY TECHNOLOGY NEWSLETTER

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

Interstitial Banner 1 or Sponsored Content* 468 x 60; 200 x 200 image, Up to 30 words + headline | $2,000 per issue

Interstitial Banner 2 or Sponsored Content* 468 x 60; 200 x 200 image, Up to 30 words + headline | $2,000 per issue

*See ad deadlines on page 6.
Content Marketing

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

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.

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

SPONSORED RESEARCH
Contact your account manager to discuss ASIS research sponsoring opportunities.

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.

WEBINAR SPONSORSHIPS
Partner with ASIS webinars on key educational topics throughout the year.
$5,000 per sponsorship

Sponsored Webinar Attendee Statistics:
Average Registrants: 587
Average Attendees: 245
Source: ON24 / January 2023-August 2023

Raquel Alleyne
Webinar Producer
raquel.alleyne@asisonline.org

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: 668
Average Attendees: 271
Source: ON24 / January 2023-August 2023
Note: On-demand leads will also be supplied

12 | Email Charlotte.Lane@asisonline.org (Companies # through L) or Femke.DiCesare@asisonline.org (Companies M through Z) to reserve your ad placement today.
Multimedia

Security Management Highlights is a monthly podcast featuring expert interviews on key industry topics. Our team interviews thought leaders, industry pros, and Security Management editors. In the initial seven months of 2023, SM Highlights had 13,000+ listens, covering popular subjects like safety culture, global crime evolution, remote workplace violence, and insider threats.

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: 1,600
Source: Soundcloud / August 2022 - July 2023

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: 1,500
Source: Soundcloud / August 2022 - July 2023

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

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.

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.

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

**NEW**

**PRODUCT DEMONSTRATIONS**
Join ASIS International in introducing half-day webinar events, showcasing the latest technology and solutions on topics that will reach broad audiences. Showcase your company’s unique product and specialized service in a 25-minute dedicated demonstration, followed by 5 minutes of Q&A. You’ll connect directly with ASIS Members and other security practitioners in the security space while positioning your brand at the forefront of industry innovation and solutions.

Reserve now as sponsorships are limited to 5 demonstrations per half-day event.

- Topic: Event and Venue Security—Wednesday, May 15, 2024
- Topic: Retail Security Wednesday—November 6, 2024

$7,500 per product/service demonstration
Contact your Account Manager for more information.

14 | Email Charlotte.Lane@asisonline.org (Companies # through L) or Femke.DiCesare@asisonline.org (Companies M through Z) to reserve your ad placement today.
# 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 release two annual printed issues for distribution at ISC West and GSX. These editions will feature top selections from our digital content, serving as an enduring collection of invaluable insights for security leaders. Reach out to your account manager for reservation details. ASIS members can access a PDF version, and the printed editions will be available on-demand via the ASIS Store.

## April (ISC West Show Issue)
- Closing Deadline: 3/1/24
- Materials Deadline: 3/6/24
- ISC West Product Showcase Deadline: 2/15/24

## September (GSX Show Issue)
- Closing Deadline: 8/1/24
- Materials Deadline: 8/9/24
- GSX Product Showcase Deadline: 7/15/24

### SPECIAL IMPACT OPPORTUNITIES

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### *15% discount for both issues if contracted by 3/1/24

## SPECIFICATIONS FOR PRINT SIZES

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For more details and reservations, contact Charlotte Lane at Charlotte.Lane@asisonline.org or Femke DiCesare at Femke.DiCesare@asisonline.org.
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 Security Technology article, email Megan.Gates@asisonline.org or call 703.518.1474.
The Fine Print
Advertising and Custom Content Terms and Conditions

INVOICES AND CREDIT.
The publisher holds the agency and the advertiser jointly and severally responsible for all space costs and mechanical services charges. Any insertion of advertising made by an agency represents acceptance by the agency and the advertiser of all terms and conditions set forth in the rate card applicable to the issue in which such insertions(s) is to be published.

The publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in the rate card and addenda thereto.

Any combination of ads of varying sizes placed in Security Management or ASIS products of the like during a 12-month period may earn frequency discounts. Advertising will be billed at the one-time rate until other frequency is earned or unless a written contract is established with the publisher. Rates will be guaranteed by the publisher for the duration of the contract. All advertisers will receive 60 days notice of new rates.

A contract may only be cancelled by the advertiser or publisher with 30 days' written notice. If a contract is cancelled before the specified frequency is fulfilled the advertiser will be short-rated for previous insertions at rates in effect at the time of cancellation.

Advertising contracts and insertion orders will be confirmed in writing by the publisher. The advertiser (or its agency if it is acting for the client) will be responsible for notifying the publisher of any error in the information on the contract form(s). If no instructions to the contrary are received, the advertisements will be run accordingly, and the advertiser/agency will be responsible for payment.

Cancellations (as well as changes in insertion orders) will not be accepted after the closing date. Cancellations must be made in writing and none are considered accepted until confirmed in writing by the publisher.

LIABILITY.
Advertisers and their agencies assume liability for all content of advertisements printed. The advertiser and the agency, jointly and severally, will indemnify and hold harmless Security Management, ASIS, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation or right of privacy, copyright infringement, or plagiarism.

We reserve the right to place the word “Advertisement” or “Sponsorship” or the like with copy that could be mistaken for editorial material.

BILLING, REBATES, AND SHORT RATES.
Advertising will be billed at the one-time rate until such time as other frequency is earned or unless a contract is established in writing with the publisher. Each unit of advertising is charged at individual unit rates and each unit is credited toward frequency discounts.

Any billing direct to the advertiser or agency will be for the net amount due. Net rates are not eligible for agency commissions.

ALL INVOICES ARE NET 30 DAYS.
No discount is offered. Payments received will be credited to the oldest outstanding balance.

No advertiser or agency with invoices more than 90 days outstanding will be permitted to place further advertising in Security Management or other ASIS products of the like until all outstanding invoices are paid.

NEW ADVERTISERS AND AGENCIES WILL BE REQUIRED TO PREPAY THEIR FIRST INSERTION.
Advertisers or agencies with a record of delinquent payment of accounts with ASIS International (the publisher) will be required to prepay all insertions until good credit is reestablished.

CLIENTS PARTICIPATING IN CUSTOM WEBINARS, ROUNDTABLES, ROAD SHOWS, AND THE LIKE MAY BE REQUIRED TO PREPAY A DEPOSIT OF 50% UPON SIGNING THE CONTRACT.
The remaining 50% balance will be due and invoiced in the month the event is executed.

Advertising is accepted from agencies on the basis that the agency is acting on behalf of the advertiser as its official representative. The publisher reserves the right to hold the advertiser directly responsible for any and all expenses incurred on the advertiser’s behalf by its representative. This includes all space, position, and mechanical charges.

If the rate specified and billed for each order during the 12-month period is not earned, each insertion will be short-rated at current rates.

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

Unless other instructions are received, invoices will go to the individual who has placed the order. For printed advertisements, two digital replicas of any printed ads will be sent to the advertiser with the invoice. If your billing procedures have other requirements, let us know and we will try to accommodate.