2024 Security Management Media Kit

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# 2024 Editorial Calendar

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<th>JANUARY</th>
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<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
</tr>
</thead>
</table>

**LEAD TOPIC—EXTREMISM AND POLITICAL INSTABILITY:**
Launch: 1 January 2024
terrorism, threat assessment, civil unrest, emergency preparedness, business continuity, security intelligence, OSINT

Also in January
**K9 SECURITY:**
Launch: 15 January 2024
security canines, screening, bomb detection, security officers, patrols, perimeter security, security training, transportation, investigations

**HEALTHCARE CYBER RISKS:**
Launch: 22 January 2024
ransomware, hospital security, cybersecurity, risk management, convergence, medical device security

**IN RETAIL:**
**Municipalities**
**Smart Cities/ Municipalities**

**COMMUNICATION:**
**Response, and Communication:**
Launch: 20 May 2024
intercoms, gunshot detection, audio detection, speakers, audio response, alarm verification, mass communication

**LANDSCAPE SECURITY:**
Launch: 22 February 2024
loss prevention, fraud detection, trust, reputation security, threat intelligence

**Also in June**
**DEEPFAKES AND FRAUD:**
Launch: 17 June 2024
fraud detection, trust, reputation security, threat intelligence

**FOOD SAFETY:**
Launch: 24 June 2024
restaurant security, food manufacturing, social media, insider threat, investigations, product tampering, counterfeits

** Also in June**
**SPORTS SECURITY:**
Launch: 1 June 2024
stadium security, soft targets, executive protection, video surveillance, risk management, drones, screening, threat detection, crowd management, event security, public–private partnerships, travel security

** Also in June**
**ZOO SECURITY:**
Launch: 1 May 2024
crime prevention, video surveillance, perimeter security, fencing, asset tracking, emergency preparedness, facility security design

**Also in May**
**CANNABIS SECURITY:**
Launch: 15 April 2024
crime prevention, retail security, regulatory compliance, video surveillance, audio detection, access management, asset tracking, drug testing, pre-employment screening

**CONCIERGE SECURITY:**
Launch: 22 April 2024
casinos, hospitality, guarding, license plate recognition, security training, hiring and retention

**Industry Insights newsletter**
Healthcare

**Extra Opportunities**
Special Security Management Print Edition, including ISC West Product Showcase
## JULY

**LEAD TOPIC—Physical/Cyber Convergence:**
Launch: 1 July 2024
cybersecurity, security management, business continuity, security reporting, regulatory compliance, risk mitigation, ESRM

**Also in July**

**Resilience and Antifragility:**
Launch: 15 July 2024
egency preparedness, climate proofing, site hardening, risk assessment, extreme weather, crisis response

**Why Security Gets Sued:**
Launch: 19 August 2024
regulatory compliance, security reporting, workplace violence, negligence, security training, security documentation

**Industry Insights Newsletter**
Schools/Campuses

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## AUGUST

**LEAD TOPIC—Security Technology: Robotics:**
Launch: 1 August 2024
robotic guards and patrols, cybersecurity, data management, developments in robotics technology, alert management, first responders, life safety, hybrid security solutions

**Also in August**

**Biometrics Myth-Busting:**
Launch: 12 August 2024
iris, facial, fingerprint, voice, and other biometrics, compliance, privacy, access management, identity management

**Industry Insights Newsletter**

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## SEPTEMBER

**LEAD TOPIC—Career Transitions from Public to Private Sectors:**
Launch: 1 September 2024
security careers, law enforcement, public-private partnerships, career pathways, soft skills, leadership styles, certification, security training, recruitment and retention

**Also in September**

**Security Operations Centers (SOCs):**
Launch: 16 September 2024
healthcare security, security command centers, personnel management, video walls, video surveillance, emergency response, access control, building intelligence, automation

**Industry Insights Newsletter**

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## OCTOBER

**LEAD TOPIC—Security Intelligence:**
Launch: 1 October 2024
event security, risk assessments, extremism, civil unrest, mass protest, executive protection, security operations centers, privacy, social media monitoring

**Also in October**

**Medical Emergency Response:**
Launch: 14 October 2024
life safety, executive protection, security training, emergency evacuation, healthcare

**Industry Insights Newsletter**

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## NOVEMBER

**LEAD TOPIC—De-Escalation and Conflict Intervention:**
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

**Also in November**

**CPTED:**
Launch: 11 November 2024
facility design, higher education, campus safety, physical security, perimeter security, doors, landscaping, crime prevention

**Industry Insights Newsletter**

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## DECEMBER

**LEAD TOPIC—Security Technology: Transportation:**
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

**Also in December**

**Red Teaming and Penetration Testing:**
Launch: 16 December 2024
third-party vendor security risk, threat assessment, vulnerability assessment, pen testing, continuous improvement, physical security, security benchmarking

**Industry Insights Newsletter**
Retail

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For more details, visit [asisonline.org/advertise](asisonline.org/advertise)
The Security Industry’s Leading Publication

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

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 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

Interstitial Banner 3 or Sponsored Content
468 x 60; 200 x 200 image, Up to 80 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
468 x 60 | $3,500 per week

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

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

Interstitial Banner 3 or Sponsored Content
468 x 60; 200 x 200 image, Up to 80 words + headline | $2,000 per issue

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 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: 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

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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 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: 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

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

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 80 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

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

Top Banner: 468 x 60 | $4,800

Sponsored Content (2 available)
200 x 200 image, Up to 80 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.

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**

- **720 x 325 image.**
- 120 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. 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.

**Visits:** 220,400 average per month  |  **Pageviews:** 484,400 average per month
Source: Cloudflare 03.01.2023 – 8.31.2023

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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)

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

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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.

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

Source: Cloudflare 03.01.2023–8.31.2023
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
- Headline and copy (25 words max)
- Call to action button

**DISPLAY ADS**

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

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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)

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.)

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 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

*See ad deadlines on page 6.

asisonline.org/advertise
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

Note: On-demand leads will also be supplied
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.

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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

2024 RATES*

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<th>Format</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Spread</td>
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<tr>
<td>Full Page</td>
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</tr>
<tr>
<td>Cover 2</td>
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<td>1/6 Vertical/Horizontal</td>
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SPECIAL IMPACT OPPORTUNITIES

<table>
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<tr>
<th>Format</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Split Cover</td>
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<tr>
<td>Bellyband</td>
<td>$4,500</td>
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<tr>
<td>Partial Cover Tip-on</td>
<td>$3,750</td>
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<tr>
<td>Corner Snipe</td>
<td>$1,400</td>
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</table>

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

SPECIFICATIONS FOR PRINT SIZES

<table>
<thead>
<tr>
<th>Format</th>
<th>Trim Size</th>
<th>Bleed</th>
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<tbody>
<tr>
<td>Spread bleed</td>
<td>8.25 width x 10.875 height</td>
<td>8.75 width x 4.875 height</td>
</tr>
<tr>
<td>Single bleed</td>
<td>8.50 width x 11.125 height</td>
<td>8.5 width x 10.00 height</td>
</tr>
<tr>
<td>Full page trim size</td>
<td>8.25 width x 10.875 height</td>
<td>8.5 width x 10.00 height</td>
</tr>
<tr>
<td>Two-thirds page</td>
<td>4.50 width x 9.75 height</td>
<td>8.25 width x 10.00 height</td>
</tr>
<tr>
<td>Half page island</td>
<td>4.50 width x 7.25 height</td>
<td>8.25 width x 10.00 height</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>4.50 width x 4.875 height</td>
<td>8.5 width x 8.5</td>
</tr>
</tbody>
</table>

asisonline.org/advertise
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.

Advertise.

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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 will 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).