



SDM's Must-advertise, Exclusive 2008 Dealer of the Year Issue!

Honoring one firm who stands among the channel's best in terms of innovation, marketing, leadership, profitability and market share – It's the annual *SDM* Dealer of the Year issue. Your brand and advertising can only benefit from positioning in this edition... Next to the TOP dealers with the MOST customers who INFLUENCE security product buying. Speaking of influence, *SDM* was named the **most-read** and **most-influential** channel publication by ISC West attendees!¹ Your advertising belongs here: reaching **28,507 (100% request) subscribers.**²

Powerful Features Driving Advertising Results:

- Annual *SDM* Dealer of the Year
- Designing TCP/IP Networks
- Digital Video Management Software
- Video Multicasting
- Magnetic Locks & Strikes
- Electronic Doors
- Vertical Market Opportunities: Financial & Banking
- UL Certificate Program
- New Product Lines for 2009

FINISH STRONG FOR BONUS 2009 AD SPACE!



Advertise with a full-page in December AND January 2009 to receive a FREE full-page 400-word Corporate Profile in our January '09 issue. The exclusive "Strong Finish" bonus gives you even more value for your advertising dollar.

High-Response December Bonuses:

FREE *SDM* eProduct Showcase Ad³

Advertise with a full-page or larger in December and we'll e-mail your Showcase materials to all *SDM* subscribers with e-mail addresses.⁴ Includes a low-res image, 50 words of copy and a URL link.



FREE Plan to Buy Leads³

Run a full-page or larger ad in December and we'll provide to you a database of subscribers who "plan to buy" your product type in the next 12 months.

FREE Bonus Distribution

Dealer of the Year will be honored at the **2009 Barnes Buchanan Conference, Feb. 7-9, Palm Beach, FL.**

SDM

One Channel.

(*SDM*. Reaching the North American Security Channel, including more than 28,500 buy/install subscribers.²)

One Media.

(*SDM*. The market's #1 media partner.⁴)

One Choice.

(*SDM*. Named best market publication for your advertising by ISC West attendees.⁵)

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SDM December ad space closes November 7th

sdmmag.com

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¹Security Industry Readership Study, May 2007. ²*SDM* June 2008 BPA Circulation Statement. TQ= 28,507. ³Must have signed insertion by close date to qualify. ⁴Publisher's own data. ⁵IMS Data, Jan.-Aug. 2008.