

# SDM

The Market's Most-Preferred Channel Publication<sup>1</sup>

NEW!

## PUNCH PROGRAM

### Brand Regeneration Package

Even a small cut in advertising can amount to the market assuming you're out of business. Keep your brand alive and active with this high-visibility print and online combo. These popular placements will help you generate leads and highlight your brand as a viable business entity. Includes more than 43,500 impressions to security channel subscribers with 100% buy/install authority:<sup>2</sup>

#### → Print Product Showcase

Featuring your 4-color photo, 25-word description and Reader Service Number. Reaches 28,508 subscribers each month.<sup>3</sup>

#### → eProduct Showcase

Featuring your 4-color photo, 50-word description and link to your Web page. Reaches more than 15,000 subscribers via e-mail<sup>2</sup> with each quarterly deployment. Receive one insertion for every month you run.

**\$999 net per month**

#### Specifications:

- E-mail all files to [seiglej@bnpmedia.com](mailto:seiglej@bnpmedia.com)
- Print Showcase:  
4-color 300 dpi photo (.jpg, .tif or .eps) plus 25 words.
- eProduct Showcase:  
4-color, 72 dpi photo (max 2 inches wide, .jpg or .gif plus 50 words and URL link.
- Photos may be re-sized to fit space.



### SDM eProducts Showcase

**SEC Work is only days away!** Access what's new and available from leading companies serving the channel... Circle product highlights, update your browser, for more information on any of these products or services just click the link list or visit that work source at SEC Work!

 <p><b>Star Commander™ Wireless Handset from Active Control</b></p> <p>The new Star Commander™ wireless handset from Active Control provides security personnel from shipping to a field location by providing high security mobile phone control and two-way text communication!</p> <p>Active Control Technologies Inc. Phone: 800-321-9932 <a href="http://www.actec.com">www.actec.com</a></p>	 <p><b>Akron Hardware</b></p> <p>At Akron Hardware we offer great service when you need products to a turn. With fast installation services, nationwide, same day shipping, knowledgeable sales personnel, and free pickup on all 48 Ground states, Akron Hardware is your "Clear, Fast, Better and most competitive source!" Contact us at 1-800-321-9932 or at <a href="http://www.akronhardware.com">www.akronhardware.com</a></p> <p>Contact: 88 Adams, N.A. Business Development <a href="http://www.akronhardware.com">www.akronhardware.com</a></p>
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Fax completed form to Jackie Seigle at (248) 283-6544

**SDM Brand Regeneration Package**

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

<sup>1</sup>Security Industry Readership Study, May 2007. <sup>2</sup>Publisher's own data. <sup>3</sup>SDM Dec. 2008 BPA Circulation Statement. TQ: 28,508.