

SDM

#1 REACH TO THE SECURITY CHANNEL¹

WINNER!
Voted #1 Read,
Most Credible &
Most Influential by 2007
ISC West Attendees²

- Security Installing Dealers
- Systems Integrators
- Distributors
- Central Stations Services
- VARs
- Manufacturer's Representatives
- Consultants

**ONE Channel.
ONE Media.
ONE Choice.**

2008 Integrated Media Planner

NEW in 2008:

- Redesigned sdmmag.com!
- Integrated Media Programs
- Podcast Sponsorships
- Digital Buyers Guide

100% Audited Buy/Install Authority!³

- More Systems Integrator Subscribers⁴
- VARs Subscribers³
- Audited IP Camera Buyers/Installers

¹ Publisher's own data

² 2007 Security Industry Readership Study

³ June 2007 BPA Circulation Statement, VARs subscribers = new for 2008

⁴ June 2007 vs. Dec. 2006 BPA Circulation Statement

Welcome to *SDM*, Your ONE Security Channel Connection!

SDM in print, online and through events delivers your message to the Total Security Channel. The North American Security Channel includes all companies that distribute, resell, install, integrate, service, monitor and maintain security products, technologies and systems.

Company types include Security Installing Dealers, Systems Integrators, Distributors, Wholesalers, VARs (Value-Added Resellers²), Central Stations, Manufacturer's Representatives and Consultants. While this represents a large circle to wrap your marketing message around, rest easy. *SDM* has already organized this important audience of buyers for you.



Your marketing message will reach the One Channel through One Media—*SDM*—your ONE clear choice to best reach the \$192.5 billion security market*.

- **Physical Security Sector**
\$144.5 Billion in Products and Services
- **Identity Solutions Sector**
\$13.5 Billion in Products and Services
- **IT Security Sector**
\$34.5 Billion in Products and Services

*Source USBX Research and publisher's own data.

THE SECURITY MEDIA GROUP:

- *SDM*
- *Security*
- *SmartHome*
- *Today's Systems Integrator*

SDM ONE'S INTEGRATED MARKETING SOLUTIONS:

PRINT

- *SDM* Magazine
- Technicians' Field Guide Supplements
- SmartHome Magazine
- *SDM* Annual Buyers Guide
- NEW! IT Special Reports
- China Security Show Issue
- ISC West Show Daily
- Classified and Help Wanted

ONLINE

- sdmmag.com
- *SDM* eNews
- Laura's Insider Blog
- Webinars
- Digital Editions
- Today's Systems Integrator eNews
- Classified and Help Wanted
- Podcasts

EVENTS

- SecurityXchange for Systems Integrators
- *SDM* 100 Gala
- Securing New Ground

SPECIAL

- *SDM* Channel Partner Awards
- Clear Seas Research
- Direct Mail Lists
- Reprints & ePrints
- Custom Publishing

SDM “Comprehensive Integrated Media” Marketing Solutions

Your 2008 *SDM* Integrated Media Planner includes a full range of solutions—from brand advertising in the industry’s leading magazine, *SDM*, to integrated direct response e-media programs and relationship building face-to-face events. In addition to great media, *SDM* provides great service. Our editorial, sales and e-media teams offer you expertise and experience to discuss the security channel, develop custom programs to reach your marketing goals, enhance new product initiatives and get results.

NEW PRODUCT ANNOUNCEMENT BLAST

Create a media frenzy around your new product or service announcement through massive, multi-media marketing in a one-month time period.

Advertising/Marketing	PLATINUM	GOLD	SILVER
<i>SDM</i> Magazine Print Advertising (full page)	3x	2x	1x
<i>SDM</i> eNewsletter 125 x 125 Ad Button (editions)	4x	2x	1x
sdmmag.com 125 x 125 Ad Button (months)	2x	1x	1x
Direct Mail Names (total quantity)	5,000	2,500	1,000
Product or Service Microsite on sdmmag.com (months)	1x		
Custom “Plan to Buy” Program (outbound calls)	1,500	1,000	500
Sole Sponsor Webinar	1x		
ROP four-color insert (total pages)	4x	2x	
1 minute Video Clip on sdmmag.com (months)	3x	2x	1x
Laura’s Insider Blog 125 x 125 Ad Button (months)	1x	1x	
Conference Call with Editors	x	x	x
Magazine Product Announcement	x	x	x
eNewsletter Product Announcement	x	x	x
Customized eNewsletter to 25,000* opt-in subscribers (editions)	1x	No	No
Premium Buyers Guide Package	x	x	x

WIRED MARKETING BLITZ

A powerful direct response program through eMedia generating impressions through exclusive online marketing.

Advertising/Marketing	PLATINUM	GOLD	SILVER
sdmmag.com 125 x 125 Ad Button (weeks)	12x	8x	4x
<i>SDM</i> eNews 125 x 125 Ad Button (editions)	4x	2x	1x
TSI eNews 125 x 125 Ad Button (editions)	4x	2x	1x
Laura’s Insider Blog 125 x 125 Ad Button (weeks)	8x	4x	2x
Sole Sponsor Webinar(s)	2x	1x	
Sole Sponsor Audio Podcasts	6x	4x	2x
<i>SDM</i> eNews Product Announcement (editions)	2x	1x	
TSI eNews Product Announcement (editions)	2x	1x	
Customized eNewsletter to 15,000* opt-in subscribers (editions)	2x	1x	
1 Minute Video Clip on sdmag.com (months)	3x	2x	1x
Report on opens/click-throughs	x	x	x
Premium Digital Buyers Guide Package	x	x	x
Estimated Impressions Generated*	275,000	155,000	56,000

Contact your *SDM* regional sales representative for details and full Integrated Media pricing!

*Publisher’s own data.

One Channel. One Media. One Choice!

By every measurable media buying criteria, *SDM* is the #1 advertising and marketing media for reaching the North American Security Channel*. *SDM ONE* offers unique integrated media packages, outstanding customer service, out of the box marketing and media ideas and a powerful and measurable return on your advertising investment. When it comes to reach, readership and audience buying power, *SDM* is the proven leader.



SDM is the ONE market leader...

- 100% Audited Buy/Install Authority** (the only one in the industry)*
- 100% Request Circulation**
- #1 with the largest audience of Systems Integrators & Installing Dealers*
- #1 in market coverage including new VARs, IP Systems Installers, IP Camera and Storage System Purchase Authority*

SDM is the ONE marketers invest more advertising dollars in...

So it makes sense that smart advertisers choose *SDM* to get the best results!

- #1 in Advertising Pages (35% more than the next publication)***
- #1 in Market Share (40% share of market)***
- #1 Most Advertisers (More than 300 advertisers chose *SDM* in 2006)***

SDM is the ONE they read!

Advantage Business Research, Inc., conducted an independent blind readership study via e-mail to attendees of ISC West 2007. *SDM* was at no time or place identified as the sponsor of the study. These results speak for themselves:

Publications Received	#1 <i>SDM!</i>*
Publications Regularly Read (At least 3 of the last 4 issues)	#1 <i>SDM!</i>*
Most Credible Publication	#1 <i>SDM!</i>*
Most Influential When Making a Buying Decision	#1 <i>SDM!</i>*
The One Magazine Advertisers Should Advertise In	#1 <i>SDM!</i>*
Most Time Spent Reading	#1 <i>SDM!</i>*

86.4% of respondents identified themselves as Executive and General Management+

Respondent Companies+

- 61.4% Systems Integrators
- 31.0% Dealers
- 7.6% Distributor/Central Station

Respondent Buying Influence+

- 97.6% Have Buying Influence
- 65.2% Authorize Purchases



The market publications included in this blind readership study were: *Security Dealer*, *Security Products*, *Security Sales and Integration*, *Security Systems News* and *SDM*. To learn more about the Security Industry Readership Study, contact your regional sales representative.

+2007 Security Industry Readership Study. *Publisher's own data. **June 2007 BPA Circulation Statement. ***IMS Data, July 2007.

SDM — the only magazine with 100% BPA audited buy/install authority¹

SDM delivers your advertising to the \$192.5 billion security systems market and to 28,500+ installing dealers and integrators plus distributors and consultants.² SDM remains the *only* market publication that guarantees 100% audited buy/install authority.¹



100% Request Circulation²

SDM only sends subscriptions based on a request to receive our publication. There is no wasted circulation.

**28,505²
TOTAL
CIRCULATION!**

Engineer/Installation/
Service Staff 2,239²



100% OF SDM'S SUBSCRIBERS BUY/INSTALL ³	
CCTV/Video Equipment	24,173
Access Control	23,192
Control Panels/Communicators	22,003
Sensors/Detectors	21,104
Integrated Systems	20,910
Monitoring Equipment and/or Services	20,739
Wireless Alarms	20,042
Sound/Intercom Systems	19,021
Outdoor Protection	18,919
Alarm Transmission Systems	18,330
Fire Protection Equipment	18,297
Networking/Communications	16,524
Home Automation	14,572
Dealer Programs, Supplies & Services	12,979
IP Cameras	11,822

SDM MARKET COVERAGE	
Channel Company	SDM Circulation ²
Security Installing Dealers*	16,461
Systems Integrators/Access Control Systems Specialists	8,150
Central Station Services (non-installing)	678
VARs (Value-Added Resellers)	NEW in '08 ¹
Security Service Companies that Install	2,363
Security Product Distributors	424
Security Products/Components Manufacturers	183
Manufacturers' Representatives	70
Security Consultants	176
TOTAL	28,505

¹Publisher's Own Data. ²June 2007 BPA Circulation Statement. ³June 2007 BPA Circulation Statement. Since any one recipient may have checked more than one response, the total may exceed total circulation. *Includes Security Installing Dealers, Security Installing Dealers w/ Company Owned Central Station, Engineered Fire Systems Distributors (Installing) and Electrical Contractors that Install Security.

SDM "The Editorial Leader in Credibility and Influence" Magazine¹

Serving the industry since 1971, *SDM* is the leading publication reaching the North American Security Channel. Its editorial success shows in reader preference. More survey respondents recently named *SDM* as the market's most credible publication.

Laura Stepanek, Editor/Associate Publisher, manages *SDM's* overall editorial direction and content. Laura joined *SDM's* staff in 1984 and she is a speaker at many industry conferences and events on topics related to growth and opportunities in the industry.

Russ Gager, Senior Editor, is a seasoned writer and editor covering security technology trends, business operations, and industry issues.

Maggie McFadden, Managing Editor, makes sure that *SDM* gets printed on time by working with our writers and editors on their assignments, and facilitating *SDM's* editorial production process. Maggie holds a master's degree in journalism from University of Illinois. She joined the staff in 2004.

Contributing Writers & Columnists – our 'extended' editorial family

Dan Dunkel, industry leader in the field of integration and convergence, will be a new contributing columnist in *SDM* beginning in 2008! Dan heads the consulting firm, New Era Associates, and is an author of the book, "Physical and Logical Security Convergence."

Lessing E. Gold, author of the popular 'Security & the Law' column, is the security industry's premier legal counsel, representing the California Alarm Association.

Ron Nelson is Director of Technical Services at Mutual Central Alarm Services Inc. in New York. Ron has 37 years of industry experience, put to the test each month as the author of *SDM's* popular 5-Minute Tech Quiz.

David Engebretson travels the country with his increasingly in-demand classes from the Security Networking Institute — network education for security technicians. His Security NetWorkings column appears each month in *SDM*.

Joan Engebretson's editorial leadership, combined with her knowledge of the security industry, gives her writing a unique and thoughtful perspective in *SDM's* articles.

¹2007 Security Industry Readership Study

SDM delivers thought leadership to the Security Channel in every issue:

SDM Exclusives: Including special reports on business development and market opportunities; exclusive industry research; company rankings such as the *SDM* 100 and Top Systems Integrators Reports; and award winners such as Dealer of the Year, Systems Integrator of the Year, Central Station Excellence Awards, and First Line of Defense Award.

Integrated Systems: Covering Network Technology (**NEW!**), Video Surveillance, and Access Control & Identification technologies and how to apply them.

Monitored Intrusion & Life Safety: Covering advancements in intrusion alarm, fire protection and life safety systems, and monitoring.

Distribution: How to use the security products distribution channel to sell more systems.

Columns & Departments: Each month *SDM's* columns and departments provide readers with insight and opinions on the people, events, and trends going on in security today. Columns and departments cover four main areas: News, Industry Issues, Business Management & Operations, and Technology.

SDM's excellence in editorial means the most reach, readership and results for your advertising message!



Reach key markets through SDM's targeted publications!

SDM Technicians' Field Guides

The successful Field Guide Program offers highly-targeted supplements at very efficient advertising rates. In-depth coverage of specific security technologies and systems enables you to reach your target customer base in a cost-effective way.

TWO WAYS TO SAVE:

- 1. Take Two Discount:** Run the same size ad in *SDM* and in the *SDM Field Guide* to receive 50% off the Field Guide Rate.
- 2. Early-Bird Discount:** Take an additional 25% off when your ad insertion order is received by the Early-Bird dates below.

Every Field Guide includes powerful Value Added Bonuses to deliver your brand advertising and marketing message even further:

- **FREE eAd message:** When we promote each Field Guide, your eAd will be included. Send us your 25 word ad message and Web address and we'll do the rest.
- **FREE Showcase:** A 1/6-page, 4/c showcase ad is yours at no extra charge. Send us 50 words and one photo and we'll lay out your showcase.
- **FREE Bonus Show Distribution** at select trade shows throughout 2008.

RATES (four-color, per insertion):

Full-page..... \$3,900 1/3-page\$1,800
 1/2-page..... \$2,900 1/4-page\$1,500

SDM TECHNICIANS' FIELD GUIDES				
Editorial	Issue	Show	Ad Closing	"Early Bird" Date
Urban Security	March	ISC Las Vegas	Jan. 30	Dec. 17 (2007)
Video Content Management	April	PSA TEC, Interop	Feb. 29	Jan. 15
Monitoring	May	CSAA, NFPA	March 31	Feb. 15
Video/Access on IP Networks	July	ASIS	May 30	April 16
Access Control	Nov.	EH West	Sept. 30	Aug. 15



SmartHome

SmartHome is a new magazine sent to an exclusive list of *SDM* subscribers specializing in home integration. Over 12,000* installing home integrators will receive SmartHome. Plus it will be distributed at key home integration trade shows throughout 2008.

Plus: SmartHomeMag.com!

All full page or more advertisers in any issue of SmartHome will earn a FREE 125 x 125 ad button for 6 weeks during 2008. Contact your regional sales representative for details.

SmartHome Rates:

1 page..... \$2,400 4-color.....+\$900
 1/2 page.....\$1,750 2-color..... +\$600
 1/4 page.....\$1,000



SmartHome		
2008 Schedule	Show Distribution	Closing Date
January	CES	Nov. 30, 2007
March	SmartHome@ISC West, EH, CEDIA Spring Expo	Jan. 25, 2008
August	CEDIA Expo	June 30, 2008
October	SmartHome@ISC East, EH Expo West	Aug. 29, 2008

SDM China Edition 安全性

More than 4,000* security dealers, integrators and managers at end-user organizations in China and Hong Kong will receive this exciting publication.

Brought to you by the editors of *SDM* and *Security* Magazines, advertising rates include translation of your advertisement into Mandarin!

Plus: Bonus Oct. Issue Distribution at The China Security Show!

Issue Date: MarchJune..... August Oct.
Ad Closing: Feb 1 May 1 July 1 Sept.1


SDM China Edition Rates:

Full page..... \$1500 \$1100
 1/2 Page \$900 \$700
 1/4 page..... \$500 \$350
 2-Color +\$350
 4-Color +\$500

*Publisher's own data

SDM "The Total Market Editorial Coverage" Magazine

ISSUE: CLOSE DATE:		JANUARY Dec. 5, 2007	FEBRUARY Jan. 8, 2008	MARCH Feb. 6, 2008	APRIL March 7, 2008	MAY April 7, 2008	BUYERS GUIDE April 18, 2008	
SDM EDITORIAL COVERAGE	SDM EXCLUSIVE & SPECIAL REPORTS	SDM 2008 Industry Forecast State of the Market Report: Alarm Systems	Home Systems: Developing a Niche Great Ideas for Sales Compensation	SDM Channel Program Award Winners State of the Market Report: Video Surveillance	Project Management Best Practices State of the Market Report: Access Control	SDM 100: Largest Security Dealers Ranked by RMR State of the Market Report: Fire Protection Systems	✓ FREE Logo and Link Package for advertisers with a 1/2 page or larger ad	
	INTEGRATED SYSTEMS	NETWORK TECHNOLOGY	Maintaining a Secure Network	Physical Security Information Management (PSIM)	IT/IP Certifications: What You Need and How to Get There	Power over Ethernet (PoE)	Hardware	✓ FREE Page in the Corporate Capabilities Section for all Full Page Advertisers
		VIDEO SURVEILLANCE	Video Servers Bandwidth Management	Hybrid Video Systems Applications for Hybrid Video	Remote Video & Managed Services Video Monitors	High-Performance Cameras Megapixel Cameras	Network Recording & Storage UPS -- Uninterruptible Power Systems	
		ACCESS CONTROL & IDENTIFICATION	High Performance Readers & Keypads Biometric Tech Update	Smart Cards IP Access Control Systems	Enterprise Access Control Solutions Applications for Enterprise Access	Physical/Logistical Access Single Sign-on Technologies	Central Station-Managed Access Integrators Getting into Monitoring	
	MONITORED INTRUSION & LIFE SAFETY	SECURITY, FIRE ALARM, MONITORING	Vertical Market Opportunities: Retail Applications for Two-way Voice Monitoring	Building Business Through Dealer Programs Alarm Systems Technology Update	SDM/NBFAA First Line of Defense Award Residential Intercoms	Vertical Market Opportunities: Corporate Fiber Optic Cable	Addressable Fire Control Systems Fire Alarm Indicating Devices	✓ FREE Web link on SDM Buyer's Guide Online
	DISTRIBUTION		Distributors Predict Hot Technology of 2008	Managing Your Inventory	New Faces in Distribution	Working with Rep Firms	Distributors' Training Programs	✓ FREE Listing in the BRAND index
SUPPLEMENTS, SPECIAL ISSUES & SPECIAL SECTIONS		SmartHome		SmartHome Technicians' Field Guide to Urban Security Security China Issue	Interop Special Report Technicians' Field Guide to Video Content Management	Technicians' Field Guide to Monitoring	✓ Additional Ad Pages at only \$500 each!	
FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES								
SHOW BONUS DISTRIBUTION		International Security & Safety Forum Moscow, Russia		EH Expo ISC West CEDIA Spring Expo	PSA-TEC Interop	NFPA IFSEC	BIG BONUSES! for display advertisers	
FREE ADVERTISER BONUSES See page 10 for details		FREE Corporate Profile  FREE Digital Edition Ad	FREE SDM Plan to Buy Leads FREE SDM eNews Ad Button	FREE ISC West Showcase Ad FREE ISC West eProduct Showcase	FREE Technology Profile FREE Web Button 	FREE Digital Edition Ad  FREE SDM 100 on CD-ROM		
			FREE ISC West Security Solutions Page Advertise in February and March to receive a FREE 1-page profile or 1-page ad in our special ISC West Security Solutions Supplement.					

JUNE May 7, 2008	JULY June 6, 2008	AUGUST July 8, 2008	SEPTEMBER Aug. 7, 2008	OCTOBER Sept. 9, 2008	NOVEMBER Oct. 7, 2008	DECEMBER Nov. 7, 2008
The New Recurring Revenue Model: Services & Software Central Station Software Update	Top Systems Integrators: Largest Systems Integrators Ranked by Revenue VARs in the Security Market	The Real Cost of Training Fleet Management Ideas	Selling Converged Solutions: Addressing the IT Buyer Funding for Security Projects: Better/Worse than Last Year?	Are Security Systems Really Protecting America? The State of False Alarm Reduction	SDM Systems Integrator of the Year Financial Metrics: Measure of Profit for Integrators	SDM Dealer of the Year Valuations & Financing
Operating Systems	Network Architecture	Media Converters	Media Storage	Wireless Networks	Software Engineering	Designing TCP/IP Networks
IP Cameras Applications for IP Cameras	Video System Design Video Management Software	Advances in Cameras Encoders & Decoders	Video Analytics Motion Detection	360-Degree Cameras Applications for 360-Degree Cameras	Mobile Video Surveillance Applications for Wireless Video	Digital Video Management Software Video Multicasting
Access Control Systems: Feature Sets that Sell What Customers Want in Access Control	Intercoms & Entry Control Systems Applications for Entry Control	Access & IT Database Convergence Wireless Access	Identification & Visitor Management Turnstiles	Card Technologies Printers	RFID Tech Update Applications for RFID	Magnetic Locks & Strikes Electronic Doors
Trends in Monitoring Services Monitoring Environments & Special Conditions	IP Fire Alarms Applications for IP Fire Alarms	SDM/CSAA Central Station Excellence Awards Residential Structured Wiring	Vertical Market Opportunities: Warehouse Commercial Wireless Security	Alarm Reporting & Management IP Alarm Systems	Video Alarm Verification Video Monitoring Platforms	Vertical Market Opportunities: Financial/Banking UL Certificate Program
Managing Credit Terms	Technical & Field Support	Home Technologies Distributors	How Distributors Choose Product Lines	The Security Supply Chain	How to Choose a Distributor	New Product Lines for 2009
Security China Issue Annual Guide to Monitoring	Technicians' Field Guide to Video/Access on IP Networks	SmartHome Security China Issue		SmartHome Security China Issue Annual Guide to Distributors	Technicians' Field Guide to Access Control	
FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES						
NBFAA/CSAA Electronic Security Expo SDM 100 Gala SecurityXchange	AFSE	CEDIA	ASIS	ISC East EH Expo CANASA ASG Expo	Securing New Ground Security China	Barnes Buchanan Conference
FREE Plan to Buy Leads FREE TSI eNews Ad Button	FREE eProduct Showcase Item  FREE Top Systems Integrator Report CD	FREE Channel Program Profile FREE Digital Edition Ad 	FREE Plan to Buy Leads FREE eProduct Showcase Item ISC EAST AND ASIS DOUBLE-UP BONUS BUYERS PROGRAM PART 1: Advertise two pages or more in the Sept., and Oct. issues and receive a 1/2-page Exhibitor Profile including a 4-color photo and 200-word description in the September ASIS Show Issue. PLUS PART 2: Receive a 1/6-page Exhibitor Profile including a 4-color photo and 50-word description in the October ISC East Show Issue.	FREE Digital Edition Ad FREE TSI eNews Ad Button	FREE SDM eNews Ad Button FREE Product Showcase Ad 	FREE eProduct Showcase Item FREE Plan to Buy Leads STRONG FINISH BONUS All Dec. 2008 and Jan. 2009 full-page or larger advertisers receive a full-page 400-word Corporate Profile including your 4-color photo in the Jan. 2009 issue.

JANUARY

FREE Corporate Profile

All page or more advertisers receive a 1/2-page 200-word Corporate Profile including your four-color photo.



JANUARY, MAY, AUGUST & OCTOBER

FREE Digital Edition Ad

All ads will be digitized in *SDM's* Digital Edition and e-mailed to all opt-in subscribers. All links in your ad will be live to generate click-throughs!



FEBRUARY, JUNE, SEPTEMBER & DECEMBER

FREE *SDM* Plan to Buy Leads

SDM's proprietary contact information identifies 10 upcoming security projects that will utilize your products, contact information and project details. These 10 Plan-to-Buy leads are exclusive to your company and provided to page or greater advertisers!

FEBRUARY & NOVEMBER

FREE *SDM* eNews Ad Button

Full page or greater advertisers receive a 125 x 125 ad button in the *SDM* eNewsletter, received by over 12,000* opt-in subscribers. Ads will run in March and December.



FEBRUARY & MARCH

ISC West Security Solutions Supplement

Advertise in February and March with two or more pages and receive a 1 page ad or profile highlighting your Exhibit in our ISC West "Security Solutions" Special Supplement distributed at the show to attendees.



MARCH

FREE ISC West Showcase Ad

All *SDM* advertisers running a 1/4 page or more qualify! Receive a 1/6 page four-color Exhibitor Profile including a 4-color photo and 50 word description.



MARCH, JULY, SEPTEMBER & DECEMBER

FREE *SDM* eProduct Showcase Item

All *SDM* advertisers receive a free eProduct showcase including 25-words, a 4-color photo and a link to your website. The eProduct Showcase is e-mailed to all *SDM* opt-in subscribers!



APRIL

FREE Technology Profile

All full-page or larger advertisers receive a 1/2-page 200-word Product or Technology Profile including your 4-color photo in our special ISC West follow-up "Security Innovations" Special Section.

APRIL

FREE Web Button

All full-page or more advertisers receive a 125 x125 ad button on sdmmag.com for two weeks. Ad buttons will rotate and appear during April and May.



MAY

FREE *SDM* 100 on CD

All full-page or larger advertisers receive the *SDM* 100 Largest Installing Dealers database on CD.



JUNE & OCTOBER

FREE TSI eNews Ad Button

Full page or greater advertisers receive a 125 x 125 ad button in the TSI eNewsletter, received by over 13,000* opt-in subscribers. Ads will run in July and November issues.



JULY

FREE *SDM* Top Systems Integrator Report CD

All full-page or larger advertisers will receive the *SDM* Top Systems Integrators Database on CD.

AUGUST

FREE Channel Program Profile

All full-page or larger advertisers receive a 1/2-page 200-word Channel Program Profile outlining your security channel programs, services, training and support. Profile includes a 4-color photo.

NOVEMBER

FREE Product Showcase Ad

Run a 1/4-page or larger to qualify! Receive a 1/6-page Product Showcase including a 4-color photo and 50-word description.



*Publisher's own data.

2008 BLACK & WHITE RATES

Ad Size	Trim Size	1-time	6-time	12-time	18-time	24-time
Full-Page	7" x 10"	\$5,400	\$5,200	\$5,000	\$4,800	\$4,600
2/3-Page	4.5" x 10"	\$4,300	\$4,150	\$4,000	\$3,850	\$3,700
1/2-Page Island	4.5" x 7.5"	\$4,300	\$4,150	\$4,000	\$3,850	\$3,700
1/2-Page Vertical	3.375" x 10"	\$3,500	\$3,400	\$3,300	\$3,200	\$3,100
1/2-Page Horizontal	7" x 4.625"	\$3,500	\$3,400	\$3,300	\$3,200	\$3,100
1/3-Page Vertical	2.125" x 10"	\$2,800	\$2,750	\$2,700	\$2,650	\$2,500
1/3-Page Square	4.5" x 4.625"	\$2,800	\$2,750	\$2,700	\$2,650	\$2,500
1/4-Page	3.375" x 4.625"	\$2,500	\$2,450	\$2,400	\$2,350	\$2,300

Color Rates per page or fraction, per color

Standard second color	\$500
Matched color(s) except metallic	\$650
Metallic (simulated)	\$700
Four-color	\$1,400

Cover Rates

Placement	13-time, four-color
2nd Cover (inside front)	\$6,015
3rd Cover (inside back)	\$5,785
4th Cover (outside back)	\$6,360

Covers are sold on a non-cancelable 13-time contract, four-color only. Cover insertions can be combined with other units during a contract period to earn frequency for those other units.

Bleed Ad Sizes

Run of Book (Bleed)	Width	Depth
Spread (gutter bleed)	15"	10"
Spread (full bleed)	16"	10.75"
Full-Page	8"	10.75"
2/3-page	5.125"	10.75"
1/2-page island	5.125"	8.125"
1/2-page vertical	3.875"	10.75"
1/2-page horizontal	8"	5.25"
1/3-page vertical	2.75"	10.75"
1/3-page square	5.125"	5.25"
1/4-page	4"	5.25"

Shipping Instructions

Send ad material and instructions to:
Jessica Yamin, Production Manager
SDM
 2401 W. Big Beaver Rd., Suite 700
 Troy, MI 48084

Ph: (248) 786-1641 Fax: (248) 283-6571
 yaminj@bnpmedia.com

Specifications

Trim Size: 7.875" x 10.5" • Binding Method: Perfect

DIGITAL AD REQUIREMENTS

- **Platforms:** Macintosh preferred. PC accepted, fonts will be replaced with Mac versions.
- **Preferred File Formats:** Quark 6.5 (or lower), InDesign CS2 (or lower), Photoshop and Illustrator CS2 (or lower) files accepted. High resolution, print-quality PDFs accepted **ONLY** if high resolution images are used and all fonts are embedded.
- **Photos:** 300 dpi saved as TIFF or EPS. Color images must be CMYK. DO NOT compress graphics using JPEG or LZW.
- **Colors:** All colors used must be CMYK, unless a spot color has been purchased.
- **Electronic Submission:** CD-ROM disks accepted. E-mail and FTP options must be discussed with the magazine's production manager. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included.

A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W last printout for B&W ads.

- **Ad Size:** Crop marks for full-page ads should be at trim size 7.875" w x 10.5" h. Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 1/4" away from trim edges. Fractional ads should match sizes listed on opposite page.

INSERTS

Please contact Production Manager for specifications. To insure proposed inserts conform to current postal and bindery requirements, two samples must be provided for review and approval in advance of your printing. Contact Production Manager for sizes, paper stock and required insert quantity. All inserts with month of issue indicated on label are to be boxed securely to avoid shipping damage and sent to: **RR Donnelley & Sons Co., Pontiac Division, 1600 North Main Street, Pontiac, IL 61764**

FREQUENCY DISCOUNT

Discounts may be earned with any combination of different-sized insertions of 1/2-page or larger. Rate is determined by number of insertions used during a 12-issue period.

AGENCY COMMISSION

15% discount to accredited advertising agency on all display advertising space, color, and position when insertion orders are submitted. Commission is not allowed on other items, such as cost of artwork and engravings, printing, and reprints.

Terms

Invoices are payable in U.S. funds only. Net 30 days. 1% per month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be pre-paid. Extension of credit is subject to the approval of the credit department. First-time advertisers are required to provide credit information or prepayment at the start of their advertising program.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

Cancellations

Advertising cancelled after closing date will be subject to a cancellation charge of \$600.00. Publisher will not be bound by any conditions printed or otherwise, appearing on order blanks or copy instructions, when such conditions conflict with publisher's announced policies.

Publishers Liability

Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and assume responsibility for all claims arising there from made against the publisher. The publisher reserves the right to reject any advertising not in keeping with the publication's standards or the publication's best interest as a business. Publisher reserves the right to select ad location unless advertiser pays for preferred position.

Completely redesigned with active management, **sdmmag.com's** news content includes live postings by our editors, video news and analysis and security industry news from LexisNexis.



As an advertiser, you have the opportunity to leverage our large audience of unique visitors with online advertising including:

- New Rich Media, Skyscraper, Banner and Button advertising
- Pay Per Click keyword search – Starting at only \$1 per click.
- Sponsored Video on Demand
- e-Product Showcase
- Forums and Discussion Groups
- Webinars
- RSS Feeds
- Podcasts
- The *SDM* Job Bank
- Classifieds



Skyscraper Ads* 160 x 600 pixels

\$2,000/mo. or \$18,000 per 12-month contract.

Button Ads* 125 x 125 pixels

	Home Page	Other Pages
Top Position	\$750/mo.	\$500/mo.
2nd Position	\$650/mo.	\$450/mo.
3rd Position	\$550/mo.	\$400/mo.
4th Position	\$450/mo.	\$350/mo.

Banner Ads* 468 x 60 pixels

Home Page Top Position	\$1,200/mo.
Other Pages Top Position	\$900/mo.

Contact your regional sales representative for other rich media pricing and ad specs.

*Material requirements: Maximum File Size: 20K, Can be animated. 256 Colors or Less. 72 dpi resolution .jpg or .gif

Put the power of the *SDM* brand to work for you — online.

NEW! Online Product Sponsorship

Sponsored Products guarantee high-profile exposure of your product release on sdmmag.com. Your sponsorship includes a 4-color photo and up to 75 words of copy and will rotate on our home page along with other sponsored products. Users who click on your product will be taken to a page with further information and may then go directly to your home page. \$700/mo.

NEW! White Papers on Web (WOW)

Make your important white papers available to the tens of thousands* of unique visitors to sdmmag.com each month. Only \$595/mo. Prominently posts information about your White Paper and includes unlimited downloads.

Rich Media

Expand the creativity and interactivity of your online message with audio, video, animation, white papers and other unique advertising formats. Visit portfolio.bnpmmedia.com for complete rich media information, including live and interactive samples and ad specifications. Or, contact your *SDM* sales rep. for further information.



*Publisher's own data



SDM e-Newsletter

Twice per month, the *SDM* e-Newsletter reaches more than 12,000* opt-in subscribers. Filled with noteworthy news items and tidbits about upcoming editorial features, this e-newsletter reports on the pulse of the industry.

Rates:

- Top Banner \$1,500/mo.
- Top Button..... \$1,200/mo.
- Second Button\$900/mo.
- Third Button.....\$600/mo.

Material requirements:

Maximum File Size: 20K, Can be animated.
256 Colors or Less. 72 dpi resolution .jpg or .gif

*Publisher’s own data.



Today’s Systems Integrator e-Newsletter

Exclusively for Security Systems Integrators, Today’s Systems Integrator e-Newsletter delivers unique and vital information. Reaching more than 13,000* opt-in subscribers, TSI is a must-read for systems integrators who want the latest industry news & information.

Rates:

- Top Banner \$1,500/mo.
- Top Button..... \$1,200/mo.
- Second Button\$900/mo.
- Third Button.....\$600/mo.

Material requirements:

Maximum File Size: 20K, Can be animated.
256 Colors or Less. 72 dpi resolution .jpg or .gif

Laura’s Insider Blog

SDM editor Laura Stepanek uses her own experiences to provide unique, useful information on products, trends, technologies and innovations emerging in the security industry. Laura’s Blog can be viewed at www.sdmmag.com/blog.

Rates:

- Exclusive Sponsor ... \$5,000/mo.
- Top Banner\$1,500/mo.
- Top Button.....\$750/mo.
- Second Button \$650/mo.
- Third Button..... \$550/mo.

Material requirements:

Maximum File Size: 20K, Can be animated.
256 Colors or Less. 72 dpi resolution .jpg or .gif



WEBINARS

Engage your target audience in a "live" Web conference hosted by *SDM* magazine. This efficient and effective communication method aligns your company with compelling and timely content designed to generate quality contacts with executive decision-makers.

Each event offers a sponsorship opportunity for only \$8,500 for the first 100 attendees and \$60 for each additional attendee. Your logo will prominently appear as the sponsor on all attendee promotions including:

- 1-minute promotion at start of event
- Full-page promotional ad in *SDM* magazine
- Promotion on eNewsletters 2x per month
- Promotion on sdmmag.com

- E-mail blast to *SDM* subscriber base
- Final program will be posted on sdmmag.com for a full year
- Quality sales leads: All participants must register to view the webinar and you receive all leads!

Suggested topics include Understanding IP Video Networks, the Power of Mesh Networks, Installing Addressable Fire Alarms, and Wireless Monitoring Solutions. Contact your regional sales manager for details.



SDM 2008 BUYERS GUIDE

Published June 2008, in print and online

Ad close: April 18, 2008

SDM's 2008 Buyers Guide is the industry's most comprehensive resource for security products, companies and suppliers! Your listings will reach more than 28,500* subscribers in print plus thousands** of professionals searching the directory online. Enhancements and display advertising are available to draw even more attention to your company listing.

NEW! Now incorporating *SDM's* Annual Guides to Financing and Dealer Programs!



*June 2007 BPA circulation statement. **Publisher's own data.

DISPLAY ADVERTISING

Full-page or larger Buyers Guide advertisers earn these valuable enhancements:

- Boldface type throughout your listing
- Logo in print and online
- 35-word company description
- Web link within your online listing
- Company listing within the brand index
- Discounts on all additional upgrades

Listing Enhancements:

Directory listing enhancements, logos and mini-ads are available for as low as \$99!

2008 PREMIUM PACKAGE (BEST VALUE!)

- Boldface Listing
- One 4-color 2" mini ad
- 35-word company description
- 4-color logo in print and online
- Up to 3 product photos online
- Up to 3 downloadable .PDFs online
- Premium ranking in the online search (your company is highlighted at the top of the search results list)
- Live Web and e-mail links
- E-mail lead form
- NEW! Optional online video posting (up to 2 minutes)

For display advertising, please contact your regional sales representative.

SDM Classifieds

Whether you need to hire qualified help, sell equipment or announce business opportunities, *SDM* Classifieds work. These low-cost items will place your ad in front of more than 28,500 subscribers!*

- Help Wanted
- Business Opportunities
- Software
- Dealer Services
- For Sale/Rent
- Repairs



NEW! SDM eNews Classifieds

Got a job to fill? Selling used equipment? *SDM* eNews Classifieds will reach more than 12,000** opt-in subscribers in the dealer/integrator market.

eNews Classified Button/Banner Ad Rates:

1x (with *SDM* print ad and online ad): \$50 net, text only
 \$25 additional to include Web or e-mail link
 \$25 additional to include logo or image

1x (with print ad in *SDM*): \$100 net, text only
 \$50 additional to include Web or e-mail link
 \$50 additional to include logo or image

1x (eNews only): \$200 net, text only
 \$100 additional to include Web or e-mail link
 \$100 additional to include logo or image

SDM Showcase

Showcase advertising is an efficient way to generate quality leads and boost web traffic. Just supply a photo of your product and 50 words of copy and we'll create your 1/6-page, 4-color showcase space! Showcases may also run online for a small additional fee.

SDM Showcases will print in the following months:

- MARCH: Ad space closes Feb. 6.
- JULY: Ad space closes June 6.
- SEPTEMBER: Ad space closes Aug. 7.
- NOVEMBER: Ad space closes Oct. 7.
- DECEMBER: Ad space closes Nov. 7.

SDM 2008 B/W CLASSIFIED AD RATES (per insertion)				
Ad Size	1 Time	3 Time	6 Time	12 Time
1 inch unit	\$210	\$195	\$180	\$165
2 inch unit	\$410	\$390	\$370	\$325
3 inch unit	\$570	\$530	\$490	\$435
4 inch unit	\$765	\$695	\$615	\$590
5 inch unit	\$970	\$895	\$825	\$775
6 inch unit	\$1,180	\$1,100	\$1,025	\$980

- One column width is 2-1/4 inches wide by up to 6 inches deep.
 - Two-column width is 4-1/2 inches wide by up to 3 inches deep.
- Special positioning is \$150 additional where available.
 Color is \$150 additional where available.

SDM Online Classified Ads and Job Bank

- Text Only ad – 31 days.....\$200
- Text Only ad – 90 days.....\$475
- Add Logo or Graphic\$125 ea.
- Add Hot Link.....\$100 ea.

Run a print classified ad in *SDM* and receive 50% off your online ad!

Classified Advertising Bonuses:

- 6x Classified advertisers will receive the 7th insertion FREE.
- 12x Classified advertisers will receive a FREE online eNewsletter button.
- Run a print Classified in January or February and we'll repeat your insertion for FREE in the March ISC West Security Solutions Supplement.
- Run a print Classified in August or September and we'll repeat your insertion for FREE in the September ASIS Security Solutions Supplement



SDM SHOWCASE RATES		
Frequency	Print Rate per Unit	Online Rate per Unit
1x	\$895	\$795
3x	\$795	\$695
6x	\$695	\$595

For Classified, eNews Classified and Showcase Package details, please contact Charlene Swanson at (847) 491-6910 or swansonc@bnpmedia.com.

*June 2007 BPA Circulation Statement. **Publisher's own data.



June 22-25, 2008
Park City, Utah

SecurityXchange (SX) is an innovative Security Solutions event designed by your industry peers to connect the Systems Integrators with the industry's leading providers of technology solutions. The event features 2-1/2 days of concise and constructive private business meetings.

SecurityXchange provides an opportunity for you to work with senior-level management of companies whose solutions can enhance the current security product line you provide for your commercial end-users. This unique forum has been created to facilitate strategic discussions between senior level executives representing both integrators and key solution providers. Use vendors' knowledge

to help you increase your revenue streams with the sale of new products for your existing customers and with products that you can use to develop new customers and vertical markets.

Sponsorships include:

- Private Matches
- Communication with integrators 3-4 weeks prior to on-site meetings via secure Xtranet
- Condominium suite with attached master bedroom for hosting pre-matched meetings
- Open networking sessions on site

For package pricing and other details, please contact your sales representative or Jon Lowell, Event Director at SecurityXchange (952) 277-0800 or jlowell@security-xchange.com.



SDM 100 Gala

June 26, 2008 Nashville

Sponsor the 3rd Annual *SDM 100* Gala with many of the top 100 Security Dealers and Installing Companies in North America in attendance. This social evening honors the top executives from the *SDM 100* companies, bringing together a unique and powerful networking opportunity. Your sponsorship brings the security industry together to celebrate growth, success and partnership.

For sponsorship details contact your regional sales representative.

SDM 100 *Gala*

Securing New Ground

November 11-12, 2008

Securing New Ground™ draws the highest caliber attendees from the security, financial and government sectors. You will rub elbows with the most prestigious leaders in the security industry and learn from them new ways to grow your business.

Your time is at a premium so we've wrapped more into 2 days at *Securing New Ground*™ than any other conference in the industry. Decision-makers from the security, financial and government sectors attend this prestigious event -- which provides your company with the best networking in the industry. As an event sponsor, your company will be associated with the conference that has repeatedly attracted the industry's key players.

For more information call Becky Reed at (440) 286.4900 or e-mail becky@sjandco.com.



Custom Media - Single Source Solutions

BNP Custom Media integrated with *SDM* creates completely customized and industry leading media solutions. Delivering your editorial content directly to your target audience is our specialty. Internally and externally, via print, electronic media or during live events. Engage your audience in any combination of custom products, including magazines, newsletters, eBooks, white paper/case studies, web portals/microsites/online resource centers, advertorials, online content and more. Contact Mark McCourt, McCourtM@bnpmedia.com or Steve Beyer, BeyerS@bnpmedia.com for more details.

Clear Seas Research

Clear Seas Research supports growth and development in over 40 industries through B2B industry-focused reports and custom market research services. We are dedicated to providing results-oriented market research and insightful analyses to our clients with a focus on understanding their business and offering exceptional customer service.

For more information visit www.clearseasresearch.com or contact Beth McGuffin at (248) 786-1619.



Reprints & ePrints

Use editorial articles from *SDM* to complement your sales, promotion or educational programs. If your company has been featured, don't miss this opportunity. Get your custom, no obligation quote today.

List Rental Services

Get your information directly into the hands of security executives and systems integrators – rent *SDM's* e-mail or postal list. Customize to target specific industry, geographic region and more. Makes for a great follow-up to your print program.

Introducing *SDM's* 'Channel Partners' Awards

SDM has enhanced its Securing America Awards program in 2008 to include more manufacturers and solution providers, being evaluated by more integrators and dealers, based on a wider range of criteria.



Now called the *SDM* 'Channel Partners' Awards Program, it works like this:

SDM's subscribers will be asked to rate their satisfaction with particular vendors across dozens of product categories — including video systems, access control, fire detection, intrusion alarm, residential technologies, and monitoring services. Our subscribers will rank each vendor in nearly 20 different areas that fall into three broad categories:

- Technical criteria
- Channel program & support criteria
- Financial criteria

The vendors with the highest average scores in technical criteria, channel program & support criteria, or financial criteria will be recognized as *SDM's* 'Channel Partners' in the March 2008 ISC West show issue.

Interop Show Partner Program

Exhibit and Meet IT Network and Security Buyers!

Interop is the leading trade show for IT network and security buyers! *SDM* is exhibiting and you are invited to join us.

Our 2008 Show Partner Program is **Turnkey – Effective – Efficient!**

Exhibit at Interop:

- You'll have your own kiosk with monitor for demonstrations.
- All attendees that stop at our booth will have their badges scanned and all leads will be shared with you.
- A table for your literature, disks, premiums, business cards and other collateral is provided.

Advertise in *SDM* and *Security* Magazines:

Plus you will receive a full-page four-color ad and a full page profile (400 words, logo and photo) in our April issue "Interop Security Section" (1 page, four-color).

This special section will be published in both *SDM* and *Security* and will be distributed at Interop.

6 Sponsorships available: \$9,000 net.

SDM

#1 REACH TO THE SECURITY CHANNEL¹

¹Publisher's own data

SDM

#1 REACH TO THE SECURITY CHANNEL¹

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¹ Publisher's own data