

2010 INTEGRATED MEDIA PLANNER

SDM



#1 REACH TO THE SECURITY CHANNEL¹

ONE CHANNEL. ONE MEDIA. ONE CHOICE.



THE EXCLUSIVE *SDM* 100. THE INDUSTRY'S MOST POWERFUL AND INFLUENTIAL BRAND SPECIFIERS.¹

New for 2010!

- Advertising Investment Rewards value-add bonus program (AIR)
- BPA-audited Web audience
- Custom eNewsletter sponsorships
- Dealer/Systems Integrator of the Year Webinars

sdmmag.com



THE *SDM* BRAND: YOUR STRATEGIC MEDIA AND MARKETING PARTNER

¹ Publisher's own data. ² Security Industry Readership Study, May 2007. ³ IMS Data, Jan.-Aug. 2008.

Welcome to **SDM's** 40th Year!

40 Years of partnering with leading marketers to build your distribution channels through print, online and in-person advertising solutions. **40 Years** as your Marketing and Media Partner for reaching the total security channel!

The security channel continues expanding as new technologies and installing companies enter this dynamic market. Dealers, commercial and home integrators, distributors, VARs, BISC organizations, manufacturer's representatives and consultants comprise the heart of the channel.

And you reach them all through **SDM**.

SDM is not resting on its strong history, but building upon it with NEW marketing solutions to help you achieve even more in 2010:

- **Advertising Investment Rewards (AIR) program:** Earn credits for advertising and sponsorships with every dollar you invest in 2010—as much as 15% more!
- **BPA-audited website traffic:** *SDM* offers you the channel's only BPA-audited website²—to guarantee accurate reporting and generate results.
- **Event promotion & sponsorships:** Promotion or speaking appearances for your events, meetings or road shows to build attendance.
- **Custom eBlasts & eNewsletters:** Utilize our responsive subscriber e-mail list to promote your products in a unique eNews format.

This is why *SDM* is the security channel market leader. *SDM* carries more advertising from more advertisers than any other security channel publication!⁴ Please take a few moments to review this comprehensive media and marketing planner and contact us today.



SDM marketing solutions deliver measurable results... in print, digital media and at live events across the country.



SDM Magazine: The security channel's most-read, most-credible, most-advertising-pages magazine.² Connecting you with 28,504 subscribers.¹



Solutions By Sector: Integrated media sponsorship with editorial devoted to channel and enterprise buyers in five key vertical sectors. Includes print, microsite and eNewsletter advertising.



SDM smartHOME: Exclusive print section appearing 4x written specially for the key home automation/integration buyer's information needs.



TSI eNewsletter: More than 24,000 active security channel and end-user opt-in subscribers focused on systems integration solutions and trends.²



Custom eNewsletters: Your sole-sponsored e-mails deploy direct to *SDM's* responsive subscriber list.



SDM eNewsletter: 16,000 opt-in subscribers rely on the latest information, trends, technology and opinions from across the security channel.²



SDMmag.com: Providing a BPA-audited 10,400+ average unique monthly browsers³ with opinion, research, technical advice and more.



Webinars: Popular Web-based educational sessions provide sponsors with thousands of impressions and high-quality leads.



Securing New Ground: The one conference dedicated to the business of security—providing valuable face time with decision-makers, financiers, executives and thought leaders.



SDM Gala: The black-tie social event of the season—bringing together sponsor companies with the top security dealers and installers in North America.



SecurityXChange: The exclusive annual conference that guarantees productive and customized one-on-one meetings with the channel's top decision-makers and specifiers for technology solutions.

¹ *SDM* December 2009 BPA Circulation Statement.

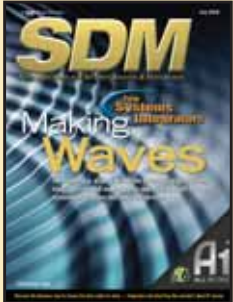
² Publisher's own data.

³ BPA Interactive, July-December 2009.

⁴ IMS Data, Jan.-August, 2008.


PRINT SOLUTIONS	
Media	Audience ¹
January issue (includes <i>SDM smartHOME</i>)	28,504
February issue	28,504
February <i>Solutions By Sector</i>	6,000*
March issue (includes <i>SDM smartHOME</i>)	28,504
April issue	28,504
April <i>Solutions By Sector</i>	6,000*
May issue	28,504
June issue	28,504
June <i>Solutions By Sector</i>	6,000*
July issue	28,504
August issue (includes <i>SDM smartHOME</i>)	28,504
September issue	28,504
September <i>Solutions By Sector</i>	6,000*
October issue (includes <i>SDM smartHOME</i>)	28,504
November issue	28,504
November <i>Solutions By Sector</i>	6,000*
December issue	28,504

SDM subscribers are **100% request and all 100% hold buy/install authority.**¹



E-NEWSLETTERS & DIGITAL	
Media	Impressions*
TSI eNewsletter (2x/month)	24,000
SDM eNewsletter (2x/month)	16,000
Custom eNewsletter /subscriber e-mail blast	15,000
eProduct Showcase	15,000
Digital Edition Delivery	15,000


Banners, Buttons, Text, Video, White Paper and classified advertising is available. eNews subscribers are **100% opt-in.*** Average **open rate 23.28%** generating **1,300+ average monthly click-throughs.***



SDM integrated media programs connect you with your security channel customers through print, eMedia and event marketing:

ONLINE MEDIA		
Month	Page Impressions ²	Unique Browsers ²
January 2010	29,489	10,005
February 2009	27,327	10,062
March 2009	32,674	12,420
April 2009	28,069	11,315
May 2009	34,957	11,380
June 2009	27,234	9,227
July 2009	32,743	11,016
August 2009	25,609	8,809
September 2009	23,473	7,609
October 2009	25,646	8,902
November 2009	23,961	8,494
December 2009	19,742	7,019

Now BPA audited, *SDM* online media generates an **average 25,100+ impressions²** and **more than 250 click-throughs** each month.*



LIVE EVENTS	
Event Sponsorship	Impressions*
SDM 100 Gala	225,000
SecurityXChange	500,000
Securing New Ground	300,000
Educational Webinar	100,000
Event	Bonus Distribution*
CES 2010	+500
ISC West	+700
ISC West (Security Solutions)	+2,500
PSA-TEC	+250
NFPA	+250
ESX	+250
AFSE	+250
ASIS	+500
ASIS (Security Solutions)	+2,500
CEDIA	+250
ISC East	+500
CANASA	+1,000

¹ Publisher's Projection as of Feb. 2009. Nov. 2009 Total Qualified = 28,504. ² BPA Interactive. * Publisher's own data.



SDM magazine is *READ* by more **North American Security Channel** decision-makers than any other market publication!¹

By every measurable media buying criteria, *SDM* magazine is the #1 advertising and marketing media for reaching the North American Security Channel.¹

Editorial Leadership

- *SDM*: Named #1 Most-Read Market Publication²
- *SDM*: Named #1 Most-Received Market Publication²
- *SDM*: The Market Publication Respondents Spend the Most Time Reading²

SDM's unsurpassed editorial coverage is led by Editor/Associate Publisher Laura Stepanek. Laura joined *SDM* in 1984.

Circulation Quality

- 100% Buy/Install Authority³
- 100% Request Circulation³

28,504 channel subscribers!³

SDM is a Proven #1 in Readership²

- *SDM*: #1 Most Credible Market Publication²
- *SDM*: #1 Most Influential Market Publication for Buying Decisions²
- *SDM*: #1 Publication Companies Should Advertise In Most²

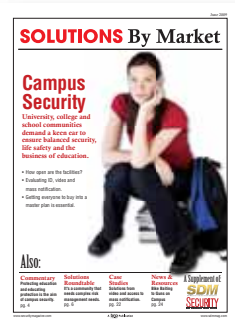


¹ Publisher's own data. ² Security Industry Readership Study, May 2007.

³ *SDM* BPA Circulation Statement, December 2009.

2010 *Solutions by Sector*

High-impact special reports focused on critical sectors targeting both the channel and end-user. Each report is distributed with *SDM* and *Security*, promoted via eNews and appears as a microsite.



www.smarthOMEmag.com

Each report focuses on best practices within each sector, roundtable discussions with industry leaders, case studies and new technologies. Plus interviews with and opinion by channel and end-user executives. Reports will highlight sector-specific issues and trends.

- February:** Industrial and Regulated Manufacturing
- April:** Utilities & Critical Infrastructure
- June:** University & Education
- September:** Federal, State & Local Government
- November:** Healthcare

Sponsorship Package:

\$3,500 net with a full-page ad in print
\$2,500 net with any fractional ad in print

1. 120 x 60 Advertising Sponsorship Ad on the Vertical Sector Report Microsite for one-year
2. 125 x 125 Tile Ad on eNewsletter style *Solutions by Sector* sent to over 55,000 opt-in subscribers¹
3. 4-color advertisement in *Solutions by Sector* Special Report
4. Your logo on all media promoting the series:
 - Printed ad pages in *SDM* and *Security* promoting the series to over 63,500 subscribers²
 - *TSI*, *SDM*, and *SEC* eNewsletters promoting the series to over 55,000 opt in subscribers¹

SDM

¹ Publisher's own data.

² Total December 2009 BPA Circulation Statements: *SDM* (28,504 TQ) and *Security* (35,006 TQ).

smarHOME Special Sections

The security channel is increasingly specifying brands and installing whole home automation technologies. *smarHOME* is designed for marketers selling home integration services through the security installer.



www.smarthOMEmag.com

Each special section is included with *SDM* reaching over 28,500 subscribers, more than half of whom have identified themselves as home system installers.¹ Each edition is published in concert with major home integration/installation trade shows to provide bonus exposure and maximum impact:

smarHOME Rates:

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

smarHOME		
2010 Schedule	Show Distribution	Closing Date
January		Dec. 3, 2009
March	ISC West, ASG Security Summit	Feb. 5, 2010
August	CEDIA	July 7, 2010
October	ISC East, Canasa	Sept. 9, 2010

“*SDM* helps keep me up to date on industry news and current trends. The *SDM* Top System Integrators list is a useful tool when planning our acquisition strategy.

—Frank J. Brewer, CEO,
FirstService Security, SST/Intercon”

“*SDM* provides valuable stories that include survey statistics or data on the industry. It's useful to get an annual update to keep your finger on the pulse of the industry and follow any trends of significance.

—Dave Simon, Senior Manager,
Industry and Public Relations, Brink's Home Security”

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.¹

Contributing Writers & Columnists — our 'extended' editorial family



Laura Stepanek
Editor/Associate Publisher



Dan Dunkel
Integration
Intelligence



David Engebretson
Security NetWorkings



Heather Klotz
Associate Editor



Lessing E. Gold
Security &
the Law



Joan Engebretson
Contributing Writer

“ *SDM* is one of the most trusted and respected security industry publications. *SDM* continues to positively impact the entire industry through not only its top-notch publication, but also its support and involvement in industry activities, associations, award programs and more. We look forward to continuing our long-standing relationship with *SDM* and collaborating on our future marketing and advertising efforts.

—Tony Byerly, Chief Operating Officer, Stanley Convergent Security Solutions, Inc.



SDM's 2010 'Channel Partners' Awards

Recognizing the most comprehensive and complex marketing programs to attract channel partners, the *SDM* Channel Partners Awards are the result of independent research of *SDM*'s readers' opinions of the industry's best programs.

Research criteria includes:*

- Technical Support
- Sales Support
- Advanced Products
- Brand Reputation
- Marketing Support

A best overall Channel Partner is also named. All winners will be mentioned in *SDM*.



The *SDM* Channel Awards is a unique program that invites channel companies to nominate and vote for the best manufacturers.

Nominees and Award Winners have the opportunity to a specific *SDM* Channel Award Promotional Package for further marketing efforts.

Channel Partner Nominee/Winner Marketing Program: \$2,000

Unlimited use of *SDM* Channel Partner Winner logo:

- Website
- Business cards
- Stationary
- E-mail and electronic correspondence
- Trade show/conference exhibits
- Marketing and promotional materials

Contact your regional sales representative for more information on the *SDM* Channel Awards Program.

¹ Security Industry Readership Survey, May 2007.

*Research is conducted by Clear Seas Research, an independent market research firm.

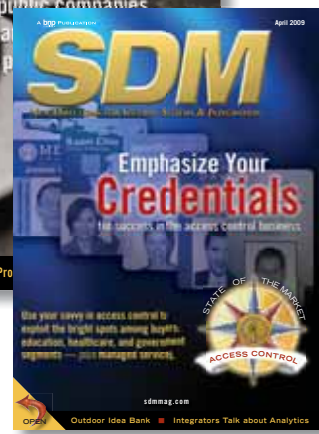
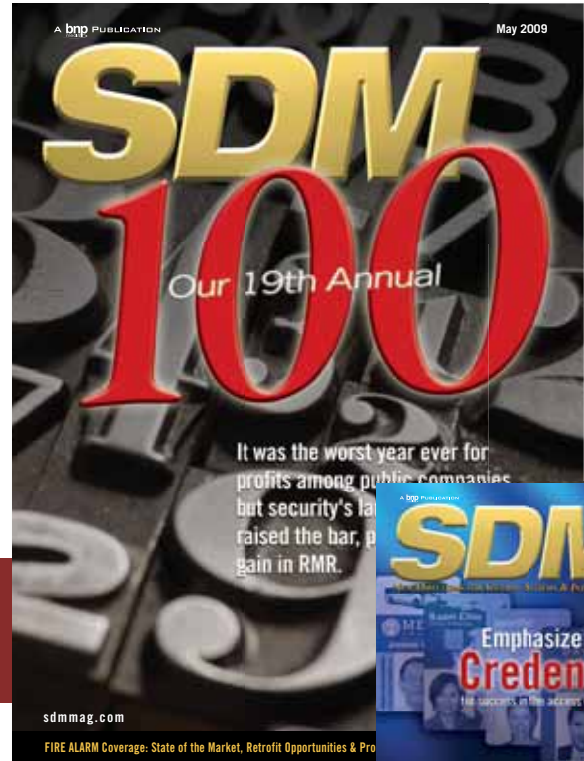
100% request circulation with 100% BPA-audited buy/install authority² — SDM is the market's only!¹

SDM delivers your advertising to the \$192.5 billion security systems market¹ and to 28,504 installing dealers and integrators plus distributors, consultants and manufacturer's reps.² SDM remains the only market publication¹ that guarantees a **100% request circulation with 100% audited buy/install authority.**

28,504 Total Subscribers!²

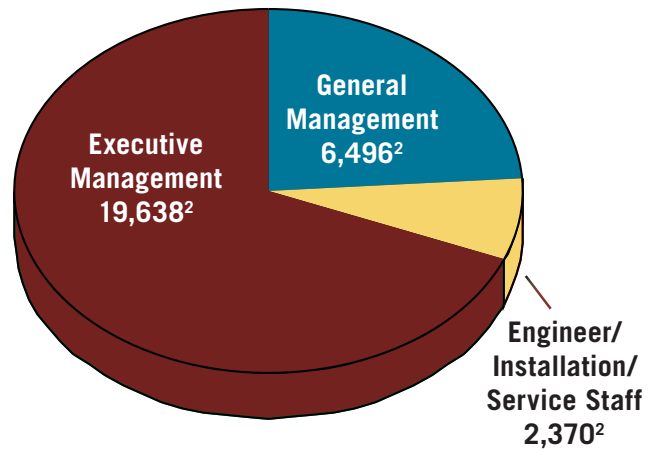
Zero Wasted Circulation!

SDM only sends subscriptions based on a request to receive our publication.² There is no wasted circulation.



SDM SUBSCRIBERS BUY/INSTALL KEY PRODUCTS:³	
Access Control	21,486
CCTV/Video Equipment	19,441
Sensors/Detectors	18,908
Control Panels/Communicators	18,602
IP Cameras	18,398
Integrated Systems	18,292
Monitoring Equipment and/or Services	17,302
NVR/DVR/Storage Systems	16,374
Sound/Intercom Systems	15,756
Wireless Alarms	15,642
Outdoor Protection	15,532
Fire Protection Equipment	15,077
Alarm Transmission Systems	14,199
Networking/Communications	14,277
Home Automation	10,864
Dealer Programs, Supplies & Services	9,650

#1 Reach to Executive/General Management!¹



100% of SDM subscribers indicated they buy/install systems, products or services!²

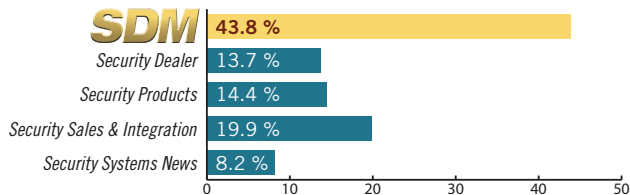
¹Publisher's Own Data. ²December 2009 BPA Circulation Statement: TQ 28,504. ³December 2009 BPA Circulation Statement. Since any one recipient may have checked more than one response, the total may exceed total circulation.

SDM Readership Gets Results!

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:

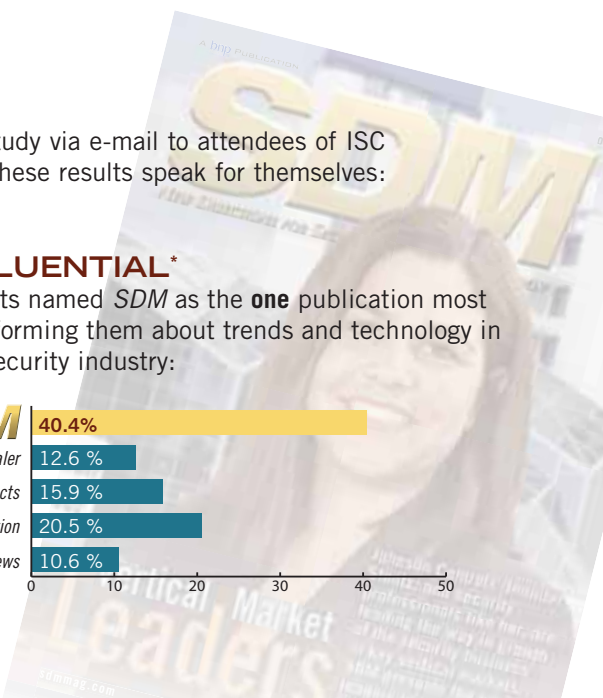
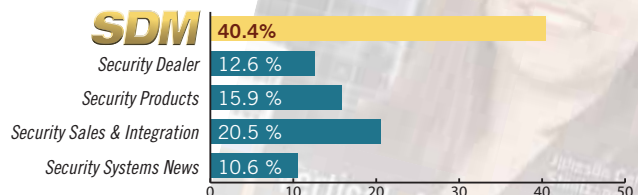
BEST PUBLICATION FOR ADVERTISING*

SDM is the **one** publication in which more respondents would suggest primarily running your advertising if you want to reach dealers and integrators:



MOST INFLUENTIAL*

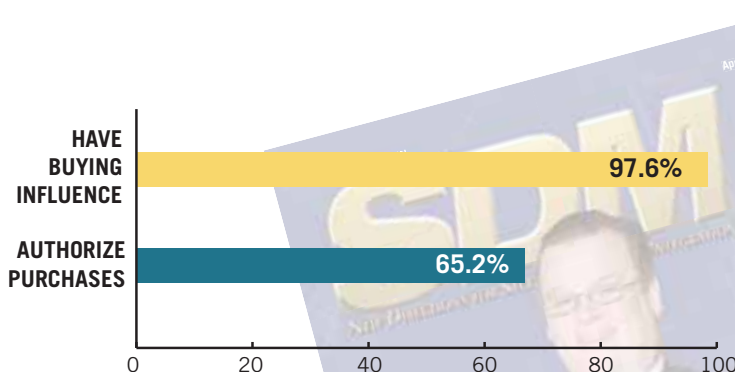
More respondents named *SDM* as the **one** publication most influential in informing them about trends and technology in the electronic security industry:



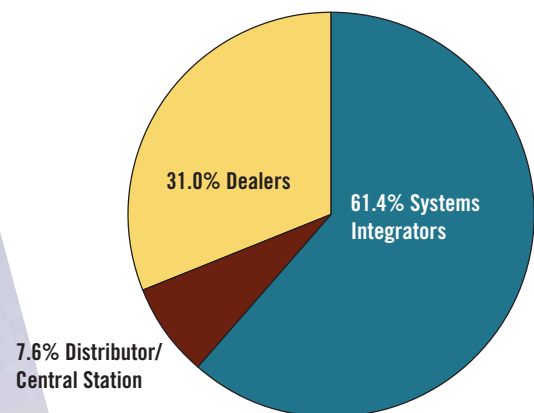
Publications Received	#1 SDM!*
Publications Regularly Read (At least 3 of the last 4 issues)	#1 SDM!*
Most Credible Publication	#1 SDM!*
Most Influential When Making a Buying Decision	#1 SDM!*
The One Magazine Advertisers Should Advertise In	#1 SDM!*
Most Time Spent Reading	#1 SDM!*

SDM ranks #1 among **channel publications** in all the major **readership categories!***

RESPONDENT BUYING INFLUENCE*



RESPONDENT COMPANIES*



To learn more about the Security Industry Readership Study, contact your regional sales representative.

ISSUE: AD CLOSE DATE:		JANUARY Dec. 3, 2009	FEBRUARY Jan. 7, 2010	MARCH Feb. 5, 2010	APRIL March 5, 2010	MAY April 6, 2010	BUYER'S GUIDE April 16, 2010
SDM EDITORIAL COVERAGE	SDM Cover Stories & Exclusive Reports	2010 Industry Forecast & Market Trends <i>SDM Turns 40!</i> Special coverage	State of the Market Report: Alarm Systems	State of the Market Report: Video Surveillance <i>SDM Turns 40!</i> Special coverage	State of the Market Report: Access Control	<i>SDM 100:</i> 20th anniversary State of the Market Report: Fire Protection Systems <i>SDM Channel Program Award Winners</i>	✓ FREE Logo and Link Package for advertisers with a 1/2 page or larger ad
	NETWORK SOLUTIONS	Video storage solutions	Video system networks	Security dashboards	Access control system networks	Physical security information management	✓ FREE Page in the Corporate Capabilities Section for all Full Page Advertisers
	VIDEO SOLUTIONS	IP cameras	Public view monitors	Remote video monitoring	DVRs, NVRs	Video management systems	✓ FREE Boldface Type throughout the Buyer's Guide
	ACCESS CONTROL & IDENTIFICATION	Edge devices for access control	Magnetic locks, strikes, door release hardware	Wireless access control	Trends in credentials	Access & fire alarm integration	✓ FREE Web link on <i>SDM</i> Buyer's Guide Online
	INTRUSION ALARM, FIRE ALARM, MONITORING	The new generation of monitoring services	Wireless security panels & sensors	Mass notification systems	Perimeter security solutions	Fire alarm panels & initiating devices	✓ FREE Listing in the BRAND index
	BEHIND THE CURTAIN: BUSINESS SERVICES	Fleet management	Back-office software	Monitoring services	Distributors as partners	Dealer programs	✓ Additional Ad Pages at only \$500 each!
	SUPPLEMENTS, SPECIAL ISSUES	<i>SDM</i> smartHOME	SOLUTIONS BY SECTOR: Industrial & Regulated Manufacturing	<i>SDM</i> smartHOME	SOLUTIONS BY SECTOR: Utilities & Critical Infrastructure	<i>SDM</i> Special Report on Monitoring Technology & Services	✓ FREE Bonus Distribution at 2010 trade shows!
FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES							
SHOW BONUS DISTRIBUTION	CES 2010 , Jan. 7-10, Las Vegas Barnes Buchanan Conference , Feb. 4-6, Palm Beach, FL		ISC West , March 24-26, Las Vegas ASG Security Summit 2010	PSA-TEC	NFPA , June 7-10, Las Vegas		
FREE ADVERTISER BONUSES	FREE Corporate Profile 	FREE One Day on <i>SDM-TV</i>	FREE ICS West Show Exhibitor Profile FREE ICS West Show eProduct Showcase ISC West Show Booth Traffic Booster! Get a FREE 4/c Profile or Full Page ad in our ISC West Show Supplement when you advertise a full page or more in the Feb. and March issues.	FREE ICS West Show Daily!	FREE AdScore Readership Study 50% off Buyer's Guide Display Ad	FREE <i>SDM</i> 100 Ranked by RMR Database 	

Named "Most Influential" by ISC West attendees! * **SDM**

JUNE May 6, 2010	JULY June 7, 2010	AUGUST July 7, 2010	SEPTEMBER Aug. 6, 2010	OCTOBER Sept. 9, 2010	NOVEMBER Oct. 7, 2010	DECEMBER Nov. 5, 2010
Beyond Security, Beyond Security Dealers – the New Order <i>SDM</i> Turns 40! Special coverage	Top Systems Integrators: Largest Integrators Ranked by Revenue 	Central Station Excellence Awards <i>SDM</i> Turns 40! Special coverage	How to Win More Business in the IT World	Become a Better Project Bidder <i>SDM</i> Turns 40! Special coverage	<i>SDM</i> Systems Integrator of the Year 	31st Annual <i>SDM</i> Dealer of the Year 
Residential video / surveillance over the IP network	Physical / logical convergence	The green home: residential integrated systems	Software as a service	New-age computing	Managing & troubleshooting the network	Wireless networks
Video encoders / servers	Edge devices for video surveillance	Cable & wire for video	License-plate recognition	Analog cameras	Video lenses	Video storage solutions
Visitor & employee management	Access control: feature sets that sell	Public access (touch-free devices, anti-microbial, etc.)	Enterprise access systems	New card reader technology	Perimeter access control solutions	Central station-managed access control
PERS & home healthcare monitoring	Alarm communication technologies	Home automation systems	Intrusion detection for outdoor environments	Power supplies, UPS systems, generators	Fire detection for hazardous areas	CO detection
Central station software	Legal services	Installation tools & testing devices	Consultant services	Training outlets	Insurance	Monitoring services
SOLUTIONS BY SECTOR: University & Education		 2010 Guide to Monitoring Services	SOLUTIONS BY SECTOR: Federal, State and Local Government	 2010 Guide to Distributors	SOLUTIONS BY SECTOR: Healthcare	
FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES						
ESX, June 14-18, Pittsburgh SDM 100 Gala	AFSE SecurityXchange, Aug. 1-4, Park City, UT		ASIS CEDIA, Sept. 23-26, Atlanta	ISC East CANASA	Securing New Ground	
FREE <i>SDM</i> eNews Tile Ad 	FREE <i>SDM</i> Top Systems Integrators Database 	FREE Product of the Week Listing ASIS Show Double Play! Get a FREE 4/c Profile or Full Page ad in our ASIS Show Supplement when you advertise 2 or more full pages in the Aug. and Sept. issues.	FREE Web Showroom FREE AdScore Readership Study	FREE \$1,000 Webinar Credit ISC East Booth Booster! Get a FREE 4/c Profile or Full Page ad in our ISC East Show Supplement when you advertise 2 or more full pages in the Oct. and Nov. issues.	FREE Corporate Profile 	FREE eProduct Showcase Listing

* Security Industry Readership Study, May 2007.

New! 2010 Advertising Investment Rewards (AIR) Program

Earn...Invest. Earn bonus media dollars with every dollar you invest. Starting at only a \$5,000 commitment, your organization will earn credits for additional marketing or advertising programs. Your advertising dollars will go further with Security Media Group than with any other media company in 2010 — in print, online and in person.

You can choose to sign an annual contract for 2010 advertising and marketing and gain the full benefits of your Rewards program immediately, or earn marketing dollars monthly during the year. Either way, each dollar you invest with Security Media Group's print, online and in person advertising and marketing programs will be rewarded with additional dollars to help you exceed your branding, lead generation and sales goals.

Advertising and Marketing Invested	AIR Rewards Dollars Earned		
		At Minimum	At Maximum
\$5,000-\$20,000	4%	\$200	\$800
\$20,001-50,000	6%	\$1,200	\$3,000
\$50,001-\$100,000	8%	\$4,000	\$8,000
\$100,001-\$200,000	10%	\$10,000	\$20,000
\$200,001+	12%	\$24,000	\$60,000

JANUARY, NOVEMBER FREE Corporate Profile

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



FEBRUARY Free One Day on SDM-TV

Your supplied video will run for one full day on *SDM-TV* which appears on sdmmag.com's homepage. Advertise with a full-page or larger to qualify.



FEBRUARY/MARCH ISC West Show Booth Traffic Booster

Advertise in February and March with two or more pages and receive a 1 page ad or profile in our special show supplement.



MARCH FREE Exhibitor Showcase Ad

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



MARCH, DECEMBER FREE eProduct Showcase

Full-page or larger *SDM* advertisers receive a free eProduct Showcase Ad including 50-words, a 4-color photo and a link to your website.



APRIL, SEPTEMBER Free AdScore Readership Study

A \$5,000 value, this readership study measures our subscribers' opinions of ads in *SDM*. Your copy is FREE when you advertise with a full-page or larger.

MAY, JULY FREE *SDM* 100 Databases

All full-page or larger advertisers receive the *SDM* 100 Largest Installing Dealers database (May) and/or the *SDM* Top 100 Systems Integrators (July).



JUNE FREE *SDM* eNews Tile Ad

Full-page or larger advertisers earn a credit for a FREE 125 x 125 pixel Tile Ad to be used in any 2010 edition.



AUGUST Free Product of the Week Listing

Advertise with a full page or larger and you receive a free online Product of the Week listing in 2010.

AUGUST, SEPTEMBER ASIS Show Double Play

Get a Free 4/c Profile or Full-page ad in our ASIS Show Supplement when you advertise 2 or more full pages in the Aug. and Sept. issues.

SEPTEMBER FREE Web Showroom

Your Web Showroom page includes a 100-word company profile, product description, special ad message, logo and link to your website or landing page. Run a full-page ad or larger to qualify.



OCTOBER Free \$1,000 Webinar Credit

Full-page or larger advertisers receive a \$1,000 Webinar Sponsorship Credit for use over the next 12 months.

OCTOBER ISC East Show Booth Booster

Get a Free 4/c Profile or Full-page ad in our ISC East Show Supplement when you advertise 2 or more full pages in the Oct. and Nov. issues.

2010 BLACK & WHITE RATES

Ad Size	Live Area	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
Jr. Spread	14" x 4.625"	\$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"
Jr. Spread	16.25"	5.25"
Full-Page	8.125"	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 Kalef, Production Manager

SDM

2401 W. Big Beaver Rd., Suite 700

Troy, MI 48084

Ph: (248) 786-1641 Fax: (248) 283-6571

kalefj@bnpmmedia.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 Jessica Kalef, Production Manager for specifications, paper stock and required insert quantity. To insure proposed inserts conform to current postal and bindery requirements, two samples must be provided for review and approval prior to printing.

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.



Now a **BPA-audited website**, SDMMag.com generates an average **25,100+ impressions** to more than **10,400+ average unique monthly browsers**.* Make sure your brand influences installing dealers and integrators as they research new products and technologies online.



Skyscrapers

\$1,150 net/month or \$11,500 net/year

Specs: 120x600 pixels, 256 colors or less, 72 dpi .jpg or .gif. Max size 40K.

Sponsorships

\$1,000 net/month or \$10,000 net/year

Specs: 120x60 pixels, 256 colors or less, 72 dpi .jpg or .gif. Max size 40K.

Banners

	Per Month	Annual
Top (Rotating)	\$1,200 net	\$12,000 net
Bottom (Rotating)	\$800 net	\$8,000 net

Specs: 468x60 pixels, 256 colors or less, 72 dpi .jpg or .gif. Max size 40K.

Contact your regional sales manager, or visit portfolio.bnppmedia.com to see all available rich media advertising opportunities, such as:



Editor's Insider Blog: Industry veteran Laura Stepanek posts breaking news with new product and trend information.



Product of the Week: High-visibility product placement on our home page. Includes a landing page for listing even more product detail.



Page Peel Ad: Your corner ad grabs attention and provides more detail as it "peels" across the page.



Countdown Clock: Your logo appears on a special home page clock that counts down to your event or product launch.



Extended Banner Ad: Your ad appears as a banner and "expands" with additional content.



Floating Ad: Your animated ad "floats" over the page and comes to rest as a banner or skyscraper ad.



Podcast Sponsorship: Your single or series audio ad made available on our home page. Includes deployment to our eNews or subscriber audience.



White Paper Sponsorship: Your expert white paper made available on our site. Includes deployment to our eNews or subscriber audience.



Microsites & Showrooms: Your products and services listed in a dedicated page on sdmmag.com.



SDMTV: Your single or series video ad displayed on our home page. May also deploy to our eNews or subscriber audience.

*BPA Interactive, July-December 2009.

SDM eNewsletters

Written by *SDM* editors, our popular twice-monthly eNewsletters reach 100% opt-in circulations* for high engagement and readership. Video and live polling are available! Contact us for complete ad specs and current opt-in subscriber numbers.

SDM eNewsletter



- 16,000+ opt-in subscribers*
- 23.28% open rate*
- 4.15% click-through rate*

Today's Systems Integrator eNewsletter



- 24,000+ opt-in subscribers*
- 17.5% open rate*
- 2.92% click-through rate*

eNewsletter Advertising Rates (per edition):

Banners (468x60 pixels)

Top Banner	\$125/M
Middle Banner	\$100/M
Bottom Banner	\$75/M

Tiles (125x125 pixels)

Top Button	\$100/M
Second-Fifth Button.....	\$85/M
Sixth and Below Button.....	\$70/M

Advertorial Text Box

Ten Word Headline and up to 250 characters of text	
Top Text Box:	\$100/M
Middle Text Box:.....	\$85/M
Bottom Text Box:.....	\$70/M

Custom eNewsletter

(Contact us for full pricing.)



- 15,000 average distribution*
- 18.25% open rate*
- 5.61% click-through rate*

Collect clicks and leads as your custom message is distributed to *SDM* subscribers with e-mail addresses.

Webinar Sponsorships

Educate Customers | Build Brands | Generate Sales Opportunities

SDM and BNP Media Events are generating an average 600 contacts per Webinar. *SDM* manages all the promotion details. As a sponsor, all you have to do is sit back and enjoy the results:



- Registration list providing high quality sales prospects
- Credibility with customers/prospects
- Extended reach with on-demand viewing
- Brand building and unmatched exposure
- Educate your customers/prospects
- No travel costs associated with sales calls
- Sole sponsorship—you choose the content/speakers/date and *SDM* will execute your event

A *SDM* Webinar Sponsorship package will net you more than 100,000 impressions from combined print, online and digital media.* Contact your regional sales rep for pricing and topic details.

Digital Edition Sponsorship

These much requested digital editions reach “green” subscribers who only receive *SDM* via e-mail. **Sponsorships available in Jan., March, May, July, Nov. and Dec.** Your ad is digitized and runs adjacent to the cover of a *SDM* magazine digital edition. Includes your



logo ad on our digital edition e-mail cover note.

* Publisher's own data.

2010 SDM-TV

Your 2-minute video streams live on *SDM*'s website to demonstrate a new product, service or idea. Supply your own video or sponsor an educational series presented by the *SDM* editorial team.

SDM-TV Rates:

\$100 net per day with supplied video.

Contact your sales rep for details on higher frequencies and custom video production. Video specifications will be provided upon request.



Rich Media Advertising

SDM offers a variety of enhanced online advertising options that will take your ad program to the next level. For details, specifications and a full menu of Web opportunities visit portfolio.bnpmmedia.com. For custom rich media ad rates, please contact your regional sales representative.



Page Peel

Displays as a teaser on the top right corner of the homepage and peels back to display full ad and animation when a user hovers their mouse over the area.

Specs: 150 x 150 pixels (600 x 600 total animation stage), 30 seconds maximum, 72dpi, SWF (Adobe Flash)



Floating Ad

Appears to float above page content when site is accessed. Ad will dissolve into standard banner (below search bar) once animation cycle is complete.

Specs: 468 x 60 pixels for banner (size during animation stage will vary), 30 seconds maximum, 72 dpi, SWF (Adobe Flash)



Expandable Banner

Appears as a standard banner (below search bar) and expands below to reveal more information or animation when hovered over.

Specs: 468 x 60 pixels (468x400 during animation stage), 30 seconds maximum, 72dpi, SWF (Adobe Flash)



Expandable Skyscraper

Appears as a standard skyscraper expands to the left to reveal more information or animation when hovered over.

Specs: 120 x 60 pixels (300 x 600 during animation stage), 30 seconds maximum, 72dpi, SWF (Adobe Flash)

2010 SDM Podcast Sponsorships

SDM editors record and post the new *SDM* Podcast series featuring the week's top five stories in less than 2 minutes! This incredibly valuable and powerful tool allows busy channel professionals to hear your message while commuting, exercising or working.

Podcast subscribers receive the latest edition via e-mail. Plus the Podcast is posted on our website and the link is included in our eNewsletters maximizing distribution to a broad audience.

Advertisers can sponsor an individual Podcast or a series.

Podcast Rates:

1x	\$500 net
4x (monthly).....	\$1,800 net
12x (Once a Month Cycle)	\$5,000 net



SDM Webinar Sponsorship Opportunities

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



Webinar Sponsorship:

\$8,500 net

Sponsorship Benefits:

- Build your brand. Demonstrate your expertise.
- Gain quality sales leads — all participants must register to view program and you receive the leads (includes name, company, title, address, phone, email). Reporting link is active for 12 months!

Your logo will prominently appear as the sponsor on all Webinar promotions including:

- 60 second sponsor promotion at the beginning of the Webinar
- Advertisement promoting your webinar in *SDM* print issue
- Sponsor logo and link on event registration page and audience viewing console
- Promotion in *SDM* bi-weekly e-newsletters
- Banner ad promotion on *sdmmag.com*
- E-mail blast promotion to *SDM* subscription base
- Final program will be posted on *sdmmag.com* for an entire year!

RECENT RESULTS:

TOPIC	REGISTRANTS*
The End of "Video Monitor Walls": . . .	574
How Event-Driven Video is Changing Surveillance	
No Blind Spots + No	436
Moving Parts = Green Video Surveillance	
Protecting Cities with Breakthroughs . . .	391
in Remote Guarding and Video Surveillance	

NEW! CO-SPONSORED EDITORIAL WEBINARS

Sponsor your product category to generate leads from these key *SDM* editorial Webinars:

- 2010 State of the Industry Forecast (Jan.)
- 2010 Systems Integrator of the Year (Nov.)
- 2010 Dealer of the Year (Dec.)

Contact us for rates, product categories and sponsorship details.

Don't miss out on this **HOT** opportunity to receive the highest quality "targeted" sales leads available!

Contact your *SDM* regional sales representative for more information!

*Publisher's own data.

SecurityXchange

August 1-4, Park City, UT

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.

Sponsorships include:

- 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.



Securing New Ground

November 9-10, New York City

At Securing New Ground™, you will rub elbows with the most prestigious leaders in the security industry and learn from them new ways to grow your business.

As an event sponsor, your company will be associated with the conference that has repeatedly attracted the industry's key players. Decision-makers from the security, financial and government sectors attend this prestigious event — which provides your company with the best networking in the industry.

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



SDM 100 Gala

June 17th, Pittsburgh, PA



Sponsor the 4th 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 2010 Buyers Guide

Published June 2010, in print,
digital edition and online

Ad close: April 16, 2010

SDM's 2010 Buyers Guide is the industry's most comprehensive resource for security products, companies and suppliers!

Your listings will reach 28,504 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.

Includes SDM's Annual Guides to Financing and Dealer Programs!

The *SDM* Buyers Guide print edition will distribute at industry trade shows and events throughout 2010!



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
- Improved search ranking online
- Up to 25 product codes

Listing Enhancements

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

For Listing Enhancement details, please contact:

Dawn Weber
SDM Magazine
Ph: (248) 786-1661
Fax: (248) 883-6534
weberd@bnpmmedia.com

NEW! PREMIUM PLUS LISTING

Buyers Guide Sponsorship & Lead Package

Includes **Premium Listing**, **PLUS** inclusion in our **Request for Proposal** program (Leads!) and your choice of one of the following options:

- Video
- 5 Product Specific Banner Ads
- Tile Ad

(Additional options may be purchased — ask your sales rep for details.)

2010 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
- Optional online video posting (up to 2 minutes)



www.sdmmag.com/buyersguide

*December 2009 BPA Circulation Statement **Publisher's own data.

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 28,504 subscribers!*

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

Special positioning is \$150 additional where available. Color is \$150 additional where available.

Run your Classified Ad for as little as \$215 net per column inch! Place your Classified Ad online as low as \$50 per week! Contact Heidi Fusaro at (630) 694-4026 or fusaroh@bnpmmedia.com for more details.



Marketing Services

Custom Media Division—Personalized Media Solutions

Are you thinking of starting your own magazine, Web site, or eNewsletter? Creating a video, coffee table book or Webinar? Let us do the work for you, from start to finish. Our Custom Media Division combines media experts with *SDM's* readership. Let us partner with you to produce a powerful media package that showcases your message in the marketplace. Contact Steve Beyer at 630-699-7625 or e-mail beyers@bnpmmedia.com.

<http://custommedia.bnpmmedia.com>

List Rental

BNP Media's postal, telemarketing, and email mailing lists offer quality data that will produce responsive sales leads. With over 21 segmented databases and 56 subscriber files, you can reach top decision-makers in high-growth, key business markets that are connected to your industry. To take advantage of these exceptional revenue-generating lists contact:



Robert Liska for postal inquiries at:
845-731-2726
robert.liska@edithroman.com



Shawn Kingston for email inquiries at:
845-731-3828
shawn.kingston@epostdirect.com

To view datacards for all lists or to get more information on list rental, please visit <http://bnp.edithroman.com>.

Clear Seas Research—Making the Complex Clear

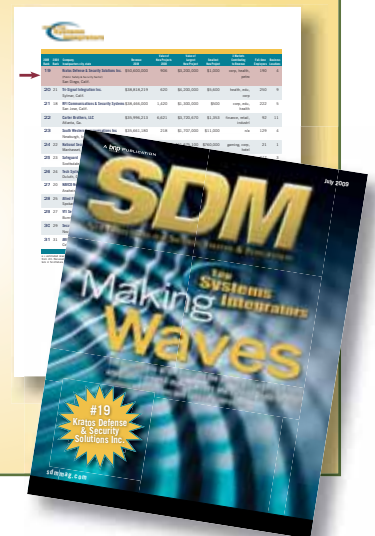
Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. Clear Seas Research will help your business grow and succeed in today's marketplace through use of brand assessment & management, customer satisfaction, marketing effectiveness, product market positioning and price optimization tools. For more information contact Beth Surowiec at 248-786-1619 or surowiecb@clearseasresearch.com.

www.clearseasresearch.com



Reprints & ePrints

Use reprints of your advertisement or even articles from *SDM* as marketing tools, and let us do the printing for you. For a nominal cost, reprints of advertisements and articles are available upon request for quantities of 500 or less. .PDF prints are also available. Contact Jill DeVries at 248-244-1726 or devriesj@bnpmmedia.com for a no-obligation quote.



*December 2009 BPA Circulation Statement.

SDM

PUBLISHER

Mark McCourt
Publisher
(610) 436-4220 x8531
Fax: (248) 244-2042
mccourt@bnpmmedia.com

U.S. ADVERTISING SALES

Art Niedosik
*Associate Publisher &
Eastern Region Sales*
(610) 222-0567
Fax: (248) 502-2104
niedosika@bnpmmedia.com

Kent Beaver
Regional Sales Manager - West
(310) 474-7158
Fax: (310) 474-8970
kent.beaver@verizon.net

Doug O'Gorden
Regional Sales Manager - Midwest
(847) 548-0680
Fax: (248) 786-1351
ogordend@bnpmmedia.com

Heidi Fusaro
Inside Sales/Sales Support
(630) 694-4026
Fax: (248) 502-1008
fusaroh@bnpmmedia.com

ONLINE MEDIA

Jackie Seigle
Online Media Manager
(610) 436-4220 x8521
Fax: (248) 283-6544
seiglej@bnpmmedia.com

CIRCULATION

Lisa DeWitt
Audience Development Manager
(303) 703-4510
dewittl@bnpmmedia.com

INTERNATIONAL ADVERTISING SALES

China/HongKong/Taiwan/Macau
Mr. Arlen Luo
0086-10-62123018
Fax: 0086-10-82160061
ad.steel@263.net

India
Shivaji Bhattacharjee
0091-11-2686 7005;
2656 3923
Fax: 0091-11-2652 6055
bhshivaji@gmail.com

Israel
Asa Talbar
972 3 5629565
Fax: 972 3 5629567
talbar@talbar.co.il

Korea
Young-Seoh Chinn
jesmedia@unitel.co.kr

DIRECT RESPONSE MAILING LISTS

<http://bnp.edithroman.com/safety-security-lists.html>



Postal: Robert Liska
(800) 223-2194
robert.liska@edithroman.com



E-mail: Shawn Kingston
(800) 409-4443 x828
shawn.kingston@epostdirect.com

REPRINTS

Jill Devries
Article Reprints
(248) 244-1726
Fax: (248) 244-3934
devriesj@bnpmmedia.com

EDITORIAL OFFICE

1050 Illinois Route 83
Suite 200
Bensenville, IL 60106
sdm@bnpmmedia.com

Laura Stepanek
Editor/Associate Publisher
(630) 694-4027
Fax: (248) 502-1031
stepanekl@bnpmmedia.com

Heather Klotz
Associate Editor
(630) 694-4386
Fax: (248) 502-1098
klotzh@bnpmmedia.com

PRODUCTION

Jessica Kalef
Production Manager
(248) 786-1641
Fax: (248) 283-6571
kalefj@bnpmmedia.com



**BNP MEDIA HELPS PEOPLE
SUCCEED IN BUSINESS WITH
SUPERIOR INFORMATION**

CORPORATE OFFICE

Timothy A. Fausch
Director, Publishing
BNP Media
2401 W. Big Beaver Rd.
Suite 700
Troy, MI 48084
www.bnpmmedia.com

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