

SDM

NEW DIRECTIONS FOR SECURITY DEALERS & INTEGRATORS



2007

Media Planner

#1 Reach to the Dealer/ Integrator Market in 2007*

*June 2006 BPA Circulation Statement

New in 2007

NEW! Targeted Power Packs
NEW! SmartHome Edition

NEW! SecurityXchange Conference
NEW! How-to-Guides

NEW! Online Buyers Guide
NEW! Chinese Language Edition

sdmmag.com

By every measure, *SDM* is the security market leader. More than just a magazine, *SDM* delivers the best value for your advertising. Please take a look at our 2007 Media Planner to find out how your company can benefit from *SDM*.

#1 in Advertising Pages*

- 1,005 Advertising Pages in *SDM*
- 35% More than the next publication
- 259 More than the next publication

#1 in Market Share*

- 30% Share of the Market
- 32% Higher Share than the next publication
- 8 Share Points higher than the next publication

#1 in Number of Advertisers*

- 298 Advertisers Chose *SDM*
- 13% More than the next publication
- 34 More than the next publication

#1 in Installing Dealers & Integrators, plus Distributors¹

- 28,500 Subscribers**

#1 Buy/Install Authority¹

- 100% BPA Audited Buy/Install Authority**

#1 with 100% Request Circulation¹

- All *SDM* subscriptions are fulfilled by request**

*IMS Data 8/05-7/06
**June 2006 BPA Statements
¹Publisher's own data

***SDM's* Multi-media suite of marketing products and services for the installing dealer, integrator and distributor industry —**

Field Guides

sdmmag.com

SDM e-newsletter

Today's Systems Integrator eNewsletter

Securing America Awards

Custom Publishing

Digital Editions

Subscriber List Rentals

Editorial Reprints

Security Xchange

SDM Post Cards

Unequaled Bonus Programs

SDM SmartHome

Annual Buyer's Guide

Classified Advertising

SDM Showcases

SDM Show Stopper

SDM 100 Gala

*"It is not always easy to pry away the latest *SDM* from the powers here at Guardian – which speaks volumes for the value of your magazine. Thanks for information that helps me in a variety of ways."*

Mary Lynn Moriarity
Marketing Director
Guardian Protection Services, Pittsburgh

SDM

NEW DIRECTIONS FOR SECURITY DEALERS & INTEGRATORS

#1 Reach to the Dealer/Integrator Market¹

¹Publisher's own data

SDM

The Largest Audited Circulation of Installing Dealers and Integrators, plus Distributors¹

100% BPA Audited Buy/Install Authority*

100% Request Circulation* — *SDM* is the only publication in the security market with 100% BPA audited request circulation¹

SDM is the only publication in the security dealer/integrator market with 100% buy/install circulation.¹ As a result, *SDM* is the #1 choice for advertisers who sell to the \$29.5 Billion dollar dealer/integrator market.**

**28,500
Subscribers!**

- **Guaranteed Reach to Buyers/Installers***

100% of *SDM* subscribers have indicated that they buy/install security systems, products and/or services* so you have the assurance that your ad dollars are being well spent in reaching buyers/installers.

- **The Largest Audience of Installing Companies & Distributors**

Your ad is delivered to 28,500 decision makers at security installing companies and distributors* - more than can be reached with any other industry publication!¹

- **Most Ad Pages Directed at Dealer/Integrator Market⁺**

SDM is the #1 choice for advertisers who need to reach the dealer/integrator market. You can trust that your ad will be seen in the #1 magazine.

- **More than just the #1 Magazine, *SDM* is your #1 marketing solution.**

SDM delivers your important marketing message to the market with powerful media and marketing services including:

- Innovative value-added programs
- Cutting edge online media
- Targeted supplements
- Bonus exposure opportunities
 - Industry Events

- **The Oldest, Most Trusted Publication**

Serving the industry since 1971, *SDM* is the oldest publication in the dealer/integrator market. Its success shows in reader preference as the most useful market publication;⁺⁺ in editorial depth, running the highest number of editorial pages; and in advertiser choice, running more ad pages than any other market publication.⁺

"Your magazine is fantastic! Keep up the great work."

Brian Watson, *President*
Alarm Center Security, Baton Rouge, Louisiana

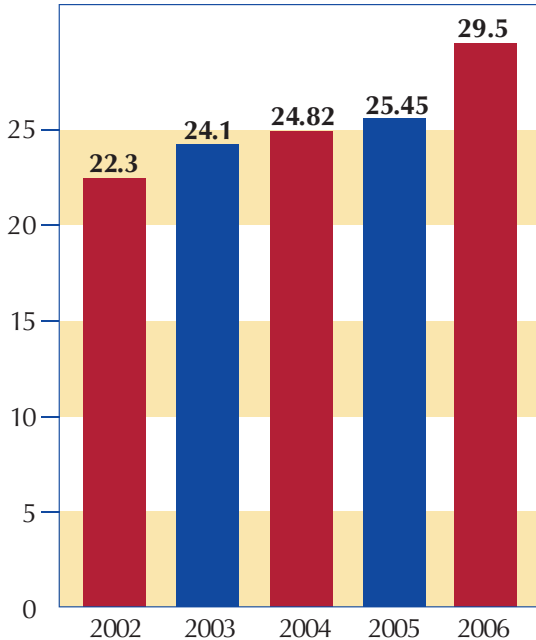
* June 2006 BPA Statement
** SDM 2006 Industry Forecast Study
+ IMS Data 8/05-7/06
++ June 2005 BNP Media Reader Preference Study
¹ Publisher's own data

SDM's Market Coverage

SDM — the ONLY magazine with 100% BPA audited buy/install coverage¹

SDM delivers your advertising to the \$29.5 Billion Security Systems Market and to 28,500 installing dealers and integrators, plus distributors — Making SDM Your #1 Media Buy.

SDM's Market — \$29.5 Billion in Security Systems⁺

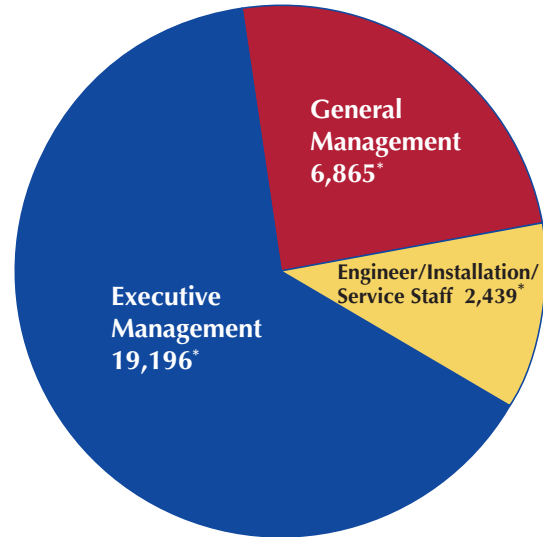


100% Request Circulation*

All SDM subscriptions are from a request to receive our publication.

28,500 Total Circulation*

#1 Reach to Executive/General Management Installing Dealers and Integrators, Plus Distributors¹



¹ Publisher's own data – includes 409 manufacturers, manufacturers reps and consultants.

100% of SDM Subscribers Buy/Install*

SECURITY SYSTEM	BUY/INSTALL SUBSCRIBERS
CCTV & Accessories	23,583
Access Control	22,716
Control Panels/Communicators	22,170
Sensors/Detectors	21,318
Integrated Systems	19,673
Monitoring Equipment and/or Services	19,313
Wireless Alarms	18,451
Sound/Intercom Systems	18,227
Outdoor Protection	18,008
Fire Protection Equipment	17,864
Alarm Transmission Systems	16,942
Networking/Communications	15,560
Home Automation	13,795
Dealer Programs, Supplies & Services	11,022

SDM Subscribers Sell to and/or Service All Key End-user Markets**

89% Commercial

- Banks
- Hotels/Motels/Resorts
- Retail Business
- Restaurants/Foodservice
- Entertainment/Sports Facilities
- Gaming

75% Residential

- Home Security
- Home Networks

75% Institutional/Government

- Hospitals/Nursing Homes
- Libraries/Museums
- Schools and Colleges
- Government
- Airports
- Utilities/Communications

61% Industrial/Manufacturing

- Industrial
- Manufacturing

⁺SDM 2006 Industry Forecast Study. ^{*}June 2006 BPA Circulation Statement. For Buy/Install Coverage, since any one recipient may have checked more than one response, the totals for each of these items should not be added together as the total may exceed the total circulation. ^{**}Publisher's Own Data, August 2006. Based on total respondents.

Editorial Leadership and Expertise

Laura Stepanek – Editor/Associate Publisher

Russ Gager – Senior Editor

Maggie McFadden – Associate Editor

Les Gold – Contributing Legal Columnist

Ron Nelson – Contributing Technology Writer

Dave Engebretson – Contributing Technology Writer

Joan Engebretson – Contributing Writer

Dan Dunkel – Columnist



SDM "Must Advertise" Industry Exclusives:

- **SDM Annual Industry Forecast** – The most quoted research in the market — *SDM* has been tracking and reporting our market trends since 1982.

- **First Line of Defense Award** –

Lives saved! Disasters averted! *SDM* and the NBFAA team up to recognize real world success stories.

- **SDM 100** – THE LIST! Ranking the largest installing dealers, the *SDM* 100 Issue and Annual Gala are industry icons.

- **SDM Top Systems Integrators** –

The best solution providers comprise *SDM's* Top Systems Integrators Issue recognizing leaders in integrated systems design.

- **SDM Systems Integrator of the Year** –

Recognizing great accomplishments by an outstanding, multi-talented and respected systems integrator.

- **SDM Dealer of the Year** –

One dealer survives *SDM's* rigorous application process and is recognized as the best in our industry at the Barnes Conference!



SDM "Must Read" Feature Articles, Columns, and Departments

FEATURE ARTICLES

- **How to Buy** provides an informed context for selecting and buying products and technology.
- **What Customers Want** helps dealers/integrators sell more by presenting customer insights.
- **Expert Tips** shares experience with technology and installation how-to, adding confidence in key product areas.
- **Success Stories** spotlights applications to show technology in operation.
- **Growth Markets** highlights areas with extra sales potential.
- **Special Reports** describes key players and their offerings among Monitoring Services, Financial Services, Dealer Programs, and Distributors.

COLUMNS & DEPARTMENTS

- **SDM Insider** presents news for dealers and integrators.
- **Technology at Work** features exclusive case studies.
- **Security and the Law** written by the industry's leading expert, Les Gold.
- **5-Minute Tech Quiz** for education technicians.
- **Kinks & Hints** provides how-to information for tech-minded professionals.
- **SDM Networkings** covers planning and installing a network-based security system.
- **Integration Intelligence & Issues** updates managers on new integrated systems technology.
- **Plain Talk** explores controversies in a guest editorial format.

Highly Targeted Special Publications

SDM FIELD GUIDES

SDM FIELD GUIDES are **highly targeted** supplements at **very efficient** advertising rates. FIELD GUIDES give dealers and integrators more in-depth, high-tech know-how on the hottest technology sectors brought to you at a discounted price! Reach your core customer base in a very cost-effective way.

Focused Content with Long Shelf Life

- Product information, technology know-how, installation how-to that buyers/installers will save for reference

Mailed to Buyers/Installers in Key Product Categories

- Owners, presidents, managers, installers and service staff will receive the FIELD GUIDE polybagged with their issue of *SDM*.

Placing an ad in *SDM* FIELD GUIDES, you earn:

DISCOUNTS

- **“Take Two” Discount** – run the same size ad in *SDM* and in *SDM* FIELD GUIDE and take **50% off the FIELD GUIDE rate**.
- **“Early Bird” Discount** – Take an **additional 25% off** when your insertion order received by the early bird date. See chart below for early bird dates.

BONUSES

FREE eAd Message Sent to Email Subscribers:

Alert dealers and integrators to your products via *SDM*'s special email newsletter that will promote each *SDM* FIELD GUIDE online. You receive a free eAd message and a link to your website. Send your 25-word ad message and url, and *SDM* does the rest.

FREE Showcase:

Receive a **FREE** 1/6 page, four-color showcase ad at no extra charge. Send 50 words of descriptive copy plus a digital photo of your choice. *SDM* will complete the typesetting and graphics for this valuable bonus inside each *SDM* FIELD GUIDE.

FREE Bonus Distribution:

The FIELD GUIDES will be distributed at select shows throughout the year, giving advertisers reach to an expanded set of buyers on the show floor.

SDM How-To Guides **NEW!**

Make sure potential customers contact you the next time they need to learn how to...

Educate *SDM* readers on a “how-to” topic of your choice. Here's your chance, for only \$3,000 net, to show off your company's area of expertise with your exclusive topic. This full-page article will be placed next to your full-page ad to create an eye-catching 2-page spread. Articles cannot be product specific about your brand

SDM SmartHome **NEW!**

SDM's Direct Connection to Home Market Dealers, Integrators and Installers

SDM SmartHome is a special section in *SDM* distributed to an exclusive list of security dealers, integrators and installers who sell to the home market. In 2007 it will be included in the March, August and October issues and sent to 18,700 installing dealers.

Published in three show issues:

- March – ISC West
- August – CEDIA
- October – ISC East

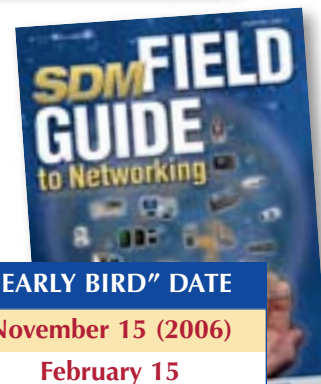
SDM SmartHome Rates

1 Page.....	\$3,500
1/2 Page.....	\$2,100
1/4 Page.....	\$1,260
Four Color.....	\$1,220
Two Color.....	\$460



SDM FIELD GUIDE Rates (four-color, per insertion)

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



EDITORIAL	ISSUE	SHOW	AD CLOSING	“EARLY BIRD” DATE
DVRs & NVRs	February	ISC Las Vegas	January 1	November 15 (2006)
Monitoring	May	CSAA, NFPA	March 31	February 15
Access Control	September	ASIS	August 1	June 15
IP Video/Networking	November	EH West	Sept. 29	August 15

SDM 2007-2008 Buyers Guide

Published: June 2007 in Print & Online
Ad Close: April 19, 2007

DISPLAY ADVERTISING

Display advertising in *SDM's* Buyers Guide sets your company apart and tells potential buyers why they should contact your company.

28,500 Buy/Install Subscribers*
+ Year Long Exposure
+ FREE Bonuses
= High Impact Advertising

Display Advertiser Bonuses

Multiple **FREE** Bonuses to Give Your Company Maximum Exposure:

- **Boldface** type throughout the Buyers Guide
- Web Link on the Online Buyers Guide
- Listing in the Brand Index

SDM Listing Rates

Basic Listing – Only \$59 (up to 15 categories)

Basic Listing Plus – Only \$75 (Up to 25 product categories)

For listing information, please contact Charlene Swanson at (847) 491-6910 or swansonc@bnpmmedia.com.

LISTING ENHANCEMENTS

Enhance your listing and catch a buyer's eye – both in print and online! Add any number of enhancements to your listings for a minimal cost – rates as low as \$99! Call your sales rep for pricing details!

Also Available:

2-inch Ad (color included)

3-inch Ad (color included)

MULTI-PAGE ADVERTISING

Earn Additional Pages for Only \$500/Page!

Multi-Page advertising in *SDM's* Buyers Guide increases brand awareness and offers cost-effective means to show off full product lines, catalog pages, or technical specs. Run your display ad at the regular rate, and earn additional pages at ONLY \$500 net per page (2-page minimum).

ADDITIONAL FULL PAGE – FREE

In *SDM's* Buyers Guide, full-page advertisers earn a **FREE** page in the "Corporate Capabilities" section. Use this **FREE** page to highlight your company's best capabilities!

SDM's New Online Buyers Guide

Now we can double your product exposure with our newly enhanced Online Directory.

Here are some of the highlights:

- 1. Preferential Results** – Appear at the top of your product categories.
- 2. Company Detail Page** – Post more information to your online listing, including product spec sheets!
- 3. Keyword Search** – Entire product directory is now part of our LINX search.
- 4. Live Links** – Web & email links so customers can communicate directly with you.



Premium Package **NEW!**

NEW This Year for Supplier Listings!

Includes:

- Your basic listing in **boldface**
- PLUS 4-color logo in print and online
- Up to 3 Product Logos in print
- **NEW** up to 3 PDFs in your online listing
- Premium ranking in online search (Your listing soars to the top with a star designation)
- Live web and email links
- Email subject line for lead recognition

Go Premium in 2007!

DELUXE PACKAGE

- Boldface basic listing in print
- Hot Link
- 4-color logo in supplier section in print & online
- Up to 3 Product Logos in print
- Plus improved search engine ranking online

LOGO LISTING

Boldface basic listing & one alphabetical manufacturer section logo in print & online, plus Hot Link online.

ENHANCED LISTING

Your basic listing receives **boldface** in print in the Supplier & Product sections.

SDM 2007 Editorial Calendar

Issue: Ad close:	January 12/4/06	February 1/8/06	March 2/6/07	April 3/7/07	May 4/4/07	Buyers Guide 4/19/07
Issue Focus	State of the Market: Growth Opportunities in Video	IT & Physical Security Integration	Outdoor/Urban Security ISC West Show Issue	IP-based Security System Management	SDM 100: The Largest Security Dealers Ranked by Revenue SDM 100 GALA	<ul style="list-style-type: none"> ✓ FREE Deluxe Listing Package for advertisers with a 1/2 page or larger ad. ✓ FREE Page in the Corporate Capabilities Section for all Full Page Advertisers ✓ FREE Boldface Type throughout the Buyer's Guide ✓ FREE Web link on SDM Buyer's Guide Online ✓ FREE Listing in the BRAND index ✓ Additional Ad Pages at only \$500 each!
Feature Editorial	<ul style="list-style-type: none"> • <i>SDM</i> Industry Forecast • Wireless Access Control • Can Fire Alarms Be Integrated? • Monitoring: Central Station Software 	<ul style="list-style-type: none"> • State of the Market: Growth Opportunities in Access Control • Video Recording: DVRs, NVRs • Burglar Alarm Panel Technology • Securing America Awards: Readers Vote for Manufacturers' Superior Marketing Material 	<ul style="list-style-type: none"> • State of the Market: Growth Opportunities in Integrated Systems • IP-Based Video Technology • Access Control System Architecture • SDM/NBFAA First Line of Defense Award 	<ul style="list-style-type: none"> • State of the Market: Growth Opportunities in Monitored Intrusion & Fire Alarms • Electromagnetic Locks • Cameras & Lenses 	<ul style="list-style-type: none"> • Video Integrated with Access • Fire Alarm Panels • Mobile Video Surveillance • Biometric Technologies 	
5-Minute Tech Quiz	Burglar Alarms: Wiring & Detection	Fire Alarm Regulations	Access Control: Fire Door Egress Codes	Home Control: The Infrastructure	Perimeter Security	
Free Marketing Bonuses	<p>FREE Profile: Full-page ad earns a 1/2 page, 200 word profile plus a 4/c photo</p> <p>Free eAd in SDM eletter: Send your ad with a web link via <i>SDM's</i> eletter reaching over 10,000 subscribers!</p>	<p>Free Ad in SDM Digital: All Advertisers earn a free ad in <i>SDM's</i> Digital Edition sent via email and posted on sdmmag.com</p> <p>Bonus Sales Leads: Receive FREE Sales Leads including information on security projects and contact information</p> <p>NEW! NEW!</p> <p>NEW ISC West Double Play! Advertise in February and March to Receive a FREE 1 Page Profile or 1 Page Ad in our ISC West "Security Solutions" Special Report</p>	<p>Free Mailing List: Get Ready for ISC West: Select a list of 1,000 subscribers for your one-time mailing</p> <p>FREE ISC West Exhibitor Showcase Ad: Display advertisers running a 1/4 page or more earn a 1/6 page showcase including 50 words and a 4-color photo</p>	<p>FREE AdScore Readership Study: Reader Poll surveys and measures readership/recall of your ad!</p> <p>Product Showcase eNewsletter: Show off your products in <i>SDM's</i> special eNewsletter with 25-words, a photo and link to your website</p>	<p>How-to-Guide: Full Page Advertisers Get a How-To Topic in the Polybagged How-To Supplement</p> <p>FREE To All Full Page Advertisers: The <i>SDM 100</i> on a CD and be listed on sdmmag.com's <i>SDM 100</i> page as a Sponsor!</p>	
Target Supplements		Technicians' Field Guide to DVRs & NVRs	SDM SmartHome Advertisers receive a free ad on smarthome-mag.com in March		Technicians' Field Guide to Monitoring	
Show Bonus Distribution		EH Expo	ISC West	PSA-TEC NBFAA	NFPA Show CSAA <i>SDM 100 GALA</i>	

RATE PROTECTION: *SDM's* rates will increase 5% in 2007. Contract for an equal or larger advertising program in 2007 than you ran in 2006 and keep the current rate you are paying through all of 2007!

June 5/3/07	July 6/4/07	August 7/6/07	September 8/7/07	October 9/5/07	November 10/5/07	December 11/5/07
Web-based Access Control	Top Systems Integrators: The Largest Systems Integrators Ranked by Revenue*	Web-based Alarm Management	Converting to Network-based Video Systems	Market Leaders: Top Dealers/Integrators in Key Vertical Markets	SDM Systems Integrator of the Year*	SDM Dealer of the Year*
<ul style="list-style-type: none"> Monitoring: Cellular, Radio, Internet Vertical Market Opportunities: Healthcare Video Cable & Accessories Raising Capital for Growth 	<ul style="list-style-type: none"> Camera Housing & Domes Entry Control Systems & Gate Operators Fire Alarm Initiating & Indicating Devices Vertical Market Opportunities: Property Management 	<ul style="list-style-type: none"> Wireless Video Surveillance Keypads & Electronic Locks CSAA Central Station Excellence Awards <p>• GUIDE TO FINANCING</p>	<ul style="list-style-type: none"> Access Cards & Printers Outdoor Security Detection <p>• GUIDE TO DEALER PROGRAMS</p>	<ul style="list-style-type: none"> Video Monitors ID Systems/Visitor Management Burglar/Fire Alarm Power Supplies <p>• GUIDE TO DISTRIBUTORS</p>	<ul style="list-style-type: none"> Monitoring: Remote Video Card Reader Technologies Home Alarms Integrated with Home Entertainment Designing a Client's Monitoring Center 	<ul style="list-style-type: none"> Video Surveillance Analytics Electronic & Magnetic Locks Vertical Market Opportunities: Industrial/Manufacturing Burglar/Fire Wire & Cable
Wireless Fire Alarms Affected by Sunset Clause	Monitoring: Audio & Video Verification	Structured Wiring	Monitoring: Fire Alarms with VoIP	Environmental Sensors	Access Control Wire & Cable	Digital Video/Network Video Recording
<p>FREE AdScore Readership Study: Reader Poll surveys and measures readership/recall of your ad!</p> <p>Free Mailing List: Select a list of 1,000 subscribers for your one-time mailing</p>	<p>FREE Ad in SDM Digital: All Advertisers earn a free ad in <i>SDM's</i> Digital Edition sent via email and posted on sdmmag.com</p> <p>FREE to All Full Page Advertisers: The Top Systems Integrators on a CD and be listed on sdmmag.com's Top Systems Integrators page as a sponsor!</p>	<p>Product Showcase eNewsletter: Show off your products in <i>SDM's</i> special eNewsletter with 25-words, a photo and link to your website</p> <p>FREE Profile: Full-page ad earns a 1/2 page, 200 word profile plus a 4/c photo</p>	<p>Free Web Showroom: Show off your company on <i>SDM's</i> website with 100 words, photo and your logo</p> <p>Bonus Sales Leads: Receive FREE Sales Leads including information on security projects and contact information</p>	<p>FREE Ad in SDM Digital: All Advertisers earn a free ad in <i>SDM's</i> Digital Edition sent via email and posted on sdmmag.com</p> <p>Chinese Language Issue: All advertisers will have the opportunity to have their ad translated to Chinese and distributed at Security China 2007, \$500 translation fee required</p> <p>SDM China Issue</p>	<p>Free eAD in SDM e-Newsletter: Send your ad with a web link via <i>SDM's</i> eletter reaching over 10,000 subscribers!</p> <p>FREE Showcase Ad: Display advertisers running a 1/4 page or more earn a 1/6 page showcase including 50 words and a 4-color photo</p>	<p>Get 2008 Started Free Mailing List: Select a list of 1,000 subscribers for your one-time mailing</p> <p>Get 2008 Started: Bonus Sales Leads: Receive FREE Sales Leads including information on security projects and contact information</p>
		SDM SmartHome	Technicians' Field Guide to Access Control	SDM SmartHome	Technicians' Field Guide to IP Video/Networks	
	AFSE Show	CEDIA	ASIS	ISC East EH Expo West CANASA	Securing New Ground™ Security China	Barnes Conference 2008

NEW! **Bonus Sales Leads:** Working with our sales lead partner, we identify new and ongoing security projects, the security solutions being purchased, and key contact leading the projects for you to integrate into your sales lead programs.

2007 Print Rates and Specifications

2007 BLACK & WHITE RATES

Ad Size	Trim Size	1-time	3-time	6-time	9-time	12-time	18-time	24-time
Full-Page	7" x 10"	\$4,995	\$4,800	\$4,608	\$4,425	\$4,250	\$4,080	\$3,920
2/3-Page	4.5" x 10"	\$4,100	\$3,950	\$3,780	\$3,630	\$3,485	\$3,345	\$3,210
1/2-Page Island	4.5" x 7.5"	\$4,100	\$3,950	\$3,780	\$3,630	\$3,485	\$3,345	\$3,210
1/2-Page Vertical	3.375" x 10"	\$3,400	\$3,265	\$3,130	\$3,000	\$2,880	\$2,765	\$2,655
1/2-Page Horizontal	7" x 4.625"	\$3,400	\$3,265	\$3,130	\$3,000	\$2,880	\$2,765	\$2,655
1/3-Page Vertical	2.125" x 10"	\$2,400	\$2,300	\$2,210	\$2,120	\$2,035	\$1,955	\$1,880
1/3-Page Square	4.5" x 4.625"	\$2,400	\$2,300	\$2,210	\$2,120	\$2,035	\$1,955	\$1,880
1/4-Page	3.375" x 4.625"	\$2,250	\$2,160	\$2,075	\$1,990	\$1,910	\$1,835	\$1,760

Color Rates

per page or fraction, per color

Standard second color	\$460
Matched color(s) except metallic	\$540
Metallic (simulated)	\$590
Four-color	\$1,220

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:
Lisa Webb, Production Manager
Security Distributing & Marketing
 57283 Silver Maple Drive, Washington, MI 48094
 Phone (586) 677-9805 • Fax (248) 244-2299
 webbl@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 3/8" 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.

SecurityXchange

Serving Systems Integrators
July 15-18, 2007
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.

For Sponsorship Information, please contact your sales representative or Jon Lowell, Event Director at SecurityXchange (952) 277-0800 or jlowell@security-xchange.com.

SDM 100 Gala

Saturday, May 19, 2007

SDM Magazine proudly presents the 2nd Annual **SDM 100 Gala**. This social evening honors the top executives from the **SDM 100 Companies**. Bringing together a unique and powerful networking opportunity. The Gala is done in partnership with the CSAA Electronic Security Forum and Exposition, scheduled May 15-21 at the Buena Vista Resort in Orlando. Your sponsorship of The **SDM 100 Gala** brings the security industry together to celebrate growth, success and partnership.

Contact your sales representative for sponsorship information.



SDM 100 Gala

Securing New Ground™

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 have wrapped more into 2 days at Securing New Ground™ than any other conference in the industry. Decision-makers from the security, financial and government industries attend Securing New Ground™.

There is no other place in the industry that you can get an audience the caliber of Securing New Ground™. Your company will be associated with the conference that has repeatedly attracted the industry's key players. Securing New Ground™ 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.

Online Advertising on sdmmag.com

SDM offers multiple online advertising opportunities at sdmmag.com. Reach dealers, integrators, and distributors of security products on sdmmag.com, the industry's leading website for unique information, including: The *SDM* 100, Top Integrators list, and more. Online advertising is the perfect way to reach your audience and generate click-thrus to your website.

SDM ONLINE 2007 ADVERTISING RATES (per 12 month period)			
Top Banner	Banner Sponsor	468 x 60 pixels	\$11,765
Sponsorship Box	Logo	120 x 60 pixels	\$5,880
Daily News Service	Logo Sponsor	120 x 60 pixels	\$5,880
SDM 100 Ranking	Exclusive Sponsor	468 x 60 pixels	\$11,765
SDM Top Integrators Ranking	Exclusive Sponsor	468 x 60 pixels	\$11,765
Kinks & Hints	Logo Sponsor	120 x 60 pixels	\$5,880
5-Minute Tech Quiz	Logo Sponsor	120 x 60 pixels	\$5,880

SDM Online Job Bank and Classified

An ad in *SDM* Job Bank helps you find qualified managers and employees faster. *SDM* Online Classified lists product overstocks and used equipment, as well as business services for the security dealer-integrator market. (Job Bank and Classified rates from 06 Media Kit)

Online Job Bank and Classified Ads

Text Only – 31 Days..... \$200
 Text Only – 90 Days..... \$475
 Add Logo or Graphic \$125 each
 Add Hot Link..... \$100 each
 For questions on online ad specs, email: fusaroh@bnpmedia.com

Materials Requirements

- Maximum file size of 20k
- 256 colors or less
- Resolution of 72 dpi
- File formats .jpg, .gif (static or animated) and SWF

NEW! Boost Your Online Advertising - Introducing Portfolio!

BNP Media has dramatically expanded its web based advertising offerings. Take advantage of the latest online advertising trends and get more online ad clicks. Visit portfolio.bnpmedia.com for complete information, live and interactive samples and ad specifications or call your sales rep for more information.

SDM Digital Editions

SDM Digital Editions continue in 2007, providing you ideal opportunity to reach *SDM's* digital audience. The digital edition mirrors the print edition, with one huge advantage – active links to your website, allowing prospects to go directly to your company's site. All advertisers receive a **FREE** electronic ad of equal size in *SDM's* Digital Edition. Additional electronic ad pages are available at only \$500 each. **Available in February, July, and October.**



EXCLUSIVE MONTHLY SPONSORSHIPS AVAILABLE:

Limited and going fast so reserve yours today.
 Price Per Issue: \$2,500 net

BENEFITS:

- Interactive links embedded in the Digital Issue allow readers to click straight to any web pages you select for additional information. *Multiple links allowed per ad!*
- Distribution to *SDM's* entire email file of current subscribers
- Posting of the Digital Issue for one year on sdmmag.com

Today's Systems Integrator eNewsletter

Exclusively for Security Systems Integrators — Sent out every other week. Check with Your sales rep for opportunities! Industry leader Dan Dunkel is the featured columnist in each issue. Dan's inciteful columns plus news, instructive articles and industry insites, make Today's Systems Integrator a must read in the industry. No other e-letter delivers the high quality, targeted audience that TSI brings you.
 Exclusive \$1500
 Top Position..... \$995
 Second Position..... \$795
 Third Position \$595

SDM Power Packs! **NEW!**

SDM Power Packs! provide your company an effective and efficient way to buy advertising. Power Packs target your core market and combine print, eletter, online and bonus advertising opportunities targeting your customer. 2007 Power Packs programs include:

- Residential Systems
- Video
- Access Control
- Intrusion/Fire/Monitoring.

Contact your sales representative to find out how to market directly to your audience with *SDM* Power Packs!

Subscriber List Rental

Get your information directly into the hands of owners, managers and engineer/technicians – rent *SDM's* postal or email list. You can customize the list to target specific industry, geographic region and more. Makes for a great follow-up to your print program. For more information, contact Robert Liska at (800) 223-4443 or robert.liska@edithroman.com.

Clear Seas Research

Searching for ways to better position your company in the market?
Seeking new ideas on how to improve product acceptance?

Venturing into new markets and not sure which path to take?
Get the vital market data you need with Clear Seas Research—charting your company's future with effective research solutions. Visit www.clearseasresearch.com for more information.



Editorial Reprints

Use articles from *SDM* to complement your sales, promotion or educational programs. If your company has been featured in a recent article don't miss the opportunity to put a reprint to work for your company. Get your custom no-obligation quote today. For more information, contact Jill Devries at (248) 244-1726 or devriesj@bnpmedia.com.

SDM eNewsletter

Every week, *SDM* sends its eNewsletter to more than 12,350 email subscribers. Filled with noteworthy news items and tidbits about upcoming editorial features, it's a quick, easy read for dealer/integrators. Place your ad in the *SDM* eNewsletter for prominent visibility!



- *SDM's* email newsletter reaches more than 12,350 email subscribers in the dealer/integrator market in the U.S. and Canada, following the same criteria as *SDM's* monthly magazine subscribers.
- Each newsletter features news of the week reporting on security, technology, and management decisions for dealers and integrators.
- *SDM* eNewsletter is distributed every Thursday.
- Special Focus on 1st Thursday – Video
- Special Focus on 2nd Thursday – Access
- Special Focus on 3rd Thursday – Intrusion and Fire
- Special Focus on 4th Thursday – Security Trends

SDM eNewsletter Sponsorship Rates

Exclusive	\$2,000
Top Position.....	\$1,300
Second Position.....	\$950
Third Position	\$700

Beyond the Banner

Program on the #1 Security Website:

Security Stock Watch (securitystockwatch.com).

Exclusive interviews, profiles and links to your site on the #1 searched Google site for security. Contact your representative for details.

"Thank you for the excellent information that you provide through your articles in SDM Online!"

Kevin Dowdle, *Relationship Manager*
Wells Fargo Bank, Commercial Banking, San Francisco

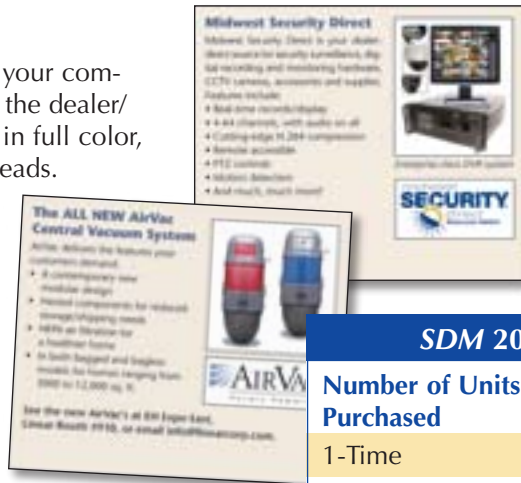
Marketing Resources

SDM Showcase

SDM Showcase is lead-driving advertising for your company to 28,500* subscribers that buy/install in the dealer/integrator market. Each 1/6-page unit appears in full color, enjoys high awareness and generates quality leads.

Now Available Online with a Web Link! Get the best of both worlds, **in print and online**, and get immediate responses.

To advertise in **SDM's** Showcase, supply a digital photo or two copies of your company catalog or brochure, plus 50 words of descriptive copy. **SDM** will lay it out for no extra charge. Or use **SDM** Showcase as a low-cost way to bring more buyers to your website. We will capture the image of your web page using your 50 words of copy, create your 1/6-page ad.



Save 50% OFF the Online Ad, when you run a Showcase ad in Print and Online.

SDM 2007 SHOWCASE RATES		
Number of Units Purchased	Print Rate per Unit	Print and Online+ rate per Unit
1-Time	\$895	\$1,345
3-Time	\$695	\$1,045
6-Time	\$595	\$895

SDM Classifieds

Whether you need to hire qualified help, sell equipment, or announce business opportunities, **SDM** Classifieds work. For less than a cent per contact, **SDM** Classifieds place your ad in front of over 28,500 buy/install subscribers.*

- Help Wanted¹
- Business Opportunities
- Software
- Dealer Services
- For Sale/Rent
- Repairs

Rates are per column inch, per insertion as follows:

- One column width is 2-1/4 inches wide x up to 6 inches deep maximum.
- Two column width is 4-1/2 inches wide x up to 3 inches deep maximum.

Special Positioning is \$150 additional where available. Color is \$150 additional per color where available.

Classified insertions in **SDM** can be combined with *Security Magazine* to earn frequency discounts.

Place classified advertising in print and online at the same time and receive 50% off your online ad rate through the duration of the print ad schedule – see page 9 for **Online Classified** details.



SDM 2007 BLACK & WHITE CLASSIFIED ADVERTISING RATES (per insertion) ¹				
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

SDM Show Stoppers

EXHIBITORS – Drive traffic to your booth at the industry's BIGGEST shows with **SDM** Show Stoppers in PRINT and ONLINE. Now Dealers, Installers and Integrators can zero in on your booth before the show so they know where to find you! Place your 1/6 page black and white Show Stopper ad in **SDM's** show issues.

SDM 2007 SHOW STOPPERS – TRADE SHOWS

- ISC West
- ASIS
- ISC East

SHOW STOPPER RATES
Black & White Ad Package Rate
 1 Show Stopper Ad..... \$625
 3 Show Stopper Ads \$1,795

Show Stopper ads appear online for 31 days.



SDM Post Cards

Convenient, perforated post cards bound into the issue, make it easy for prospective customers to request information about your company. All they have to do is tear it out, fill in their information and drop it in the mail. A great lead generator for your company – delivered right to your mailbox!

Available in the March & October Issues!

POSTCARD RATES

1 Card..... \$750
2 Cards.....\$650 each

Specs:

Size: 5.25" x 3.5"

Color: 4-Color Ad

Message Side

B&W Address

Side

File: Pdf format at 300 dpi

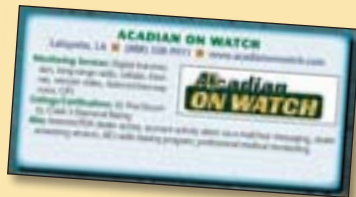
Keep all live matter .25" from all four trim edges.

Perforated for easy removal.



New Enhanced 2007 Annual Guides

Make your product/service stand out in these convenient resource guides that help **SDM** subscribers locate and select specific products/services. Basic listings in the guides are free. To make your company stand out – you can add your logo (in print and online) & a weblink (online for 12 months) to your listing for only \$150.



RATE:

\$150 for print & online logo & weblink

Specs: Submit logo as a jpg, tiff or eps – minimum 300 dpi.

SDM 2007 ANNUAL GUIDES

Guide	Issue	Listing Close
Monitoring Guide	April	February 6
Financing Guide	August	June 7
Dealer Program Guide	September	July 6
Distributors Guide	October	August 8

Securing America Awards

Enter your end-user marketing materials in **SDM's** Securing America Awards and get unique publicity both in **SDM's** monthly issue and to attendees at ISC West.

The **SDM** Securing America Awards annually recognize suppliers for helping dealers/integrators to sell security to American businesses and homes through high-quality marketing materials. The 17th annual **SDM** Securing America Awards honor suppliers who close the loop with dealers by providing them high-quality sales literature, manuals, community outreach programs, direct mail, target marketing, online services and resources aimed at residential and non-residential customers.



BENEFITS

- All Winners and Nominees will receive editorial recognition in a 1/4 page, 4-color profile in **SDM's** February issue (equivalent to a 1/4 page, 4-color ad - a \$3,045 value!) and Online at www.sdmmag.com
- Announced in the **SDM** booth
- Winners will be featured in **SDM's** ISC West Show Daily.

ENTER YOUR MARKETING MATERIALS INTO THE 2007 SECURING AMERICA AWARDS

Entry Fee: \$399 for the first entry and \$150 each for subsequent entries.

Entries Due: November 14, 2006

Visit www.sdmmag.com/securingamerica for more information.

For all special purpose advertising *except post cards* contact:
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*"Your magazine does a
great job on keeping the
industry updated to what
is going on."*

Ben Brookhart
Power Home Technologies, Inc.,
Wake Forest, NC