

*One Channel... One Media... One Choice!*

# SDM

SDMmag.com



## #1 Reach to the Security Channel<sup>1</sup>

- Security Installing Dealers • Security Integrators • VARs • Consultants
- Distributors • Central Stations Services • Manufacturer's Reps

## #1 in Readership<sup>2</sup>

- Most read • Most credible • Most influential

## #1 Audited Security Channel Website<sup>1</sup>

- SDMmag.com is the channel's only BPA-audited website

## *New for 2012:*

- Targeted Lead-Generation Solutions
- Custom *Solutions By Sector* Campaign
  - High-Traffic Total Video Marketing
- Next-Generation Webinar Engagement

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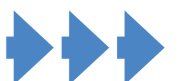
Marketing Services

Contact Us

Security Media Group



[Click here to view a special message from BNP Media Co-CEO Taggart Henderson.](#)



**SDM Magazine is READ by more North American Security Channel decision-makers than any other market publication!<sup>1</sup>**

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

*Listen to a message from the Publisher*

<sup>1</sup>Publisher's own data.



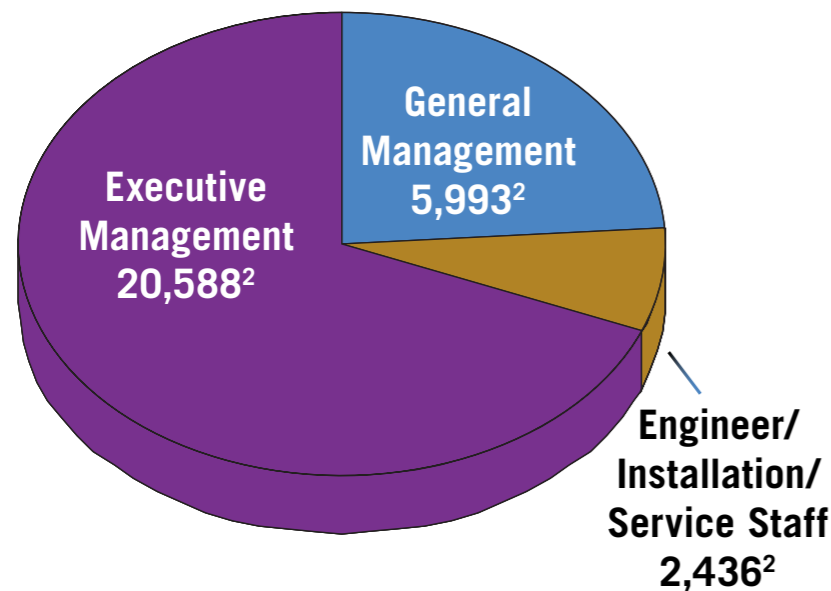
**100% request circulation with 100% BPA-audited buy/install authority<sup>2</sup> — *SDM* is the market's only!<sup>1</sup>**

*SDM* delivers your advertising to the \$192.5 billion security systems market<sup>1</sup> and to 29,000+ installing dealers and integrators plus distributors, consultants and manufacturer's reps.<sup>2</sup> *SDM* remains the only market publication<sup>1</sup> that guarantees a **100% request circulation with 100% audited buy/install authority.**<sup>1</sup>



**29,016 Total Subscribers!<sup>2</sup>**

**#1 Reach to Executive/General Management!<sup>1</sup>**



**Zero Wasted Circulation!**

*SDM* only sends subscriptions based on a request to receive our publication.<sup>2</sup> There is no wasted circulation.



<sup>1</sup>Publisher's Own Data. <sup>2</sup>June 2011 BPA Circulation Statement, TQ: 29,017 (24,561 print + 44 digital + 4,412 both print & digital).



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



<b>SDM SUBSCRIBERS BUY/INSTALL KEY PRODUCTS<sup>3</sup></b>	
Access Control	22,211
CCTV/Video Equipment	22,295
Sensors/Detectors	18,998
Control Panels/Communicators	20,074
IP Security Systems	18,371
Monitoring Equipment and/or Services	18,888
NVR/DVR/Storage Systems	17,504
Sound/Intercom Systems	17,006
Wireless Alarms	17,829
Perimeter/Outdoor Protection	16,245
Fire Protection Equipment	15,078
Alarm Transmission Systems	14,851
Networking/Communications	16,541
Home Automation	11,876
Dealer Programs, Supplies & Services	10,404



<sup>2</sup>June 2011 BPA Circulation Statement, TQ: 29,017. <sup>3</sup> June 2011 BPA Circulation Statement, TQ: 29,017 (24,561 print + 44 digital + 4,412 both print & digital). Since any one recipient may have checked more than one response, the total may exceed total circulation.

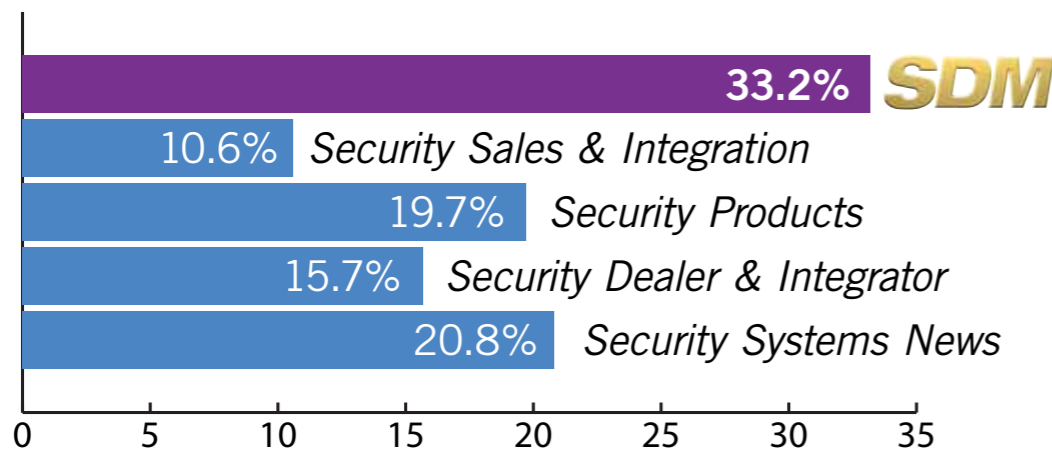


## SDM Readership Gets Results!

Advantage Business Research, Inc., conducted an independent blind readership study via e-mail to attendees of ISC West 2010. *SDM* was at no time or place identified as the sponsor of the study. These results speak for themselves:

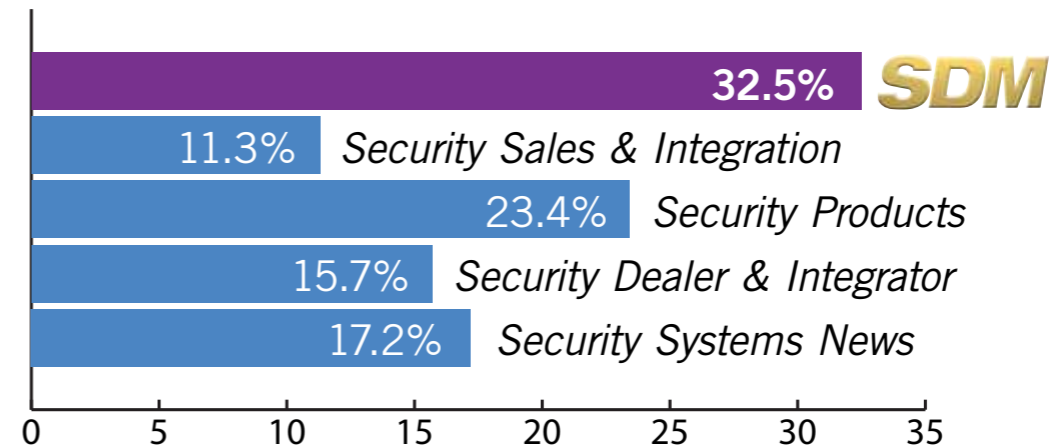
### BEST PUBLICATION FOR ADVERTISING\*

*SDM* was named **best publication for your advertising** 62.7% more than the closest competitor:



### MOST INFLUENTIAL\*

*SDM* was named **most influential publication** 72.0% more than the closest competitor:



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

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

\*ISC Readership Study, May 2010.



## Digital Editions

Each month we complement our print issue with a powerful *SDM* digital edition. Your print ad is digitized and may be enhanced with audio, video and animation. Exclusive digital edition sponsorships are also available.

Contact us for rates and sponsorship opportunities.

### View a Sample

Have you visited **SDMmag.com** Lately?

Take a minute and check it out... SDMmag.com is **TOTALLY REDESIGNED** for a faster, easier online experience. You'll find more information. More resources. More ways to do your job better. You'll love what's new:

- **Social sharing**  
Easily "tweet" or "like" any article
- **Quicker navigation**  
Fast access to features, blogs and Web exclusives
- **Easy and advanced keyword search**  
Find article and event results, or narrow by date, author, issue and more
- **"Most Popular" tab**  
See what others in your industry are reading
- **Comprehensive events calendar**  
See and sort what's happening throughout the security industry

**Register now for total access!**

Your registration means full access to your favorite SDM content—with RSS options for receiving updated news on any mobile device. See all this and more when you register:

- The SDM 200 Top Dealers List
- The SDM Top Systems Integrators List
- Monthly feature articles
- Digital editions
- Plus more monthly must-see Web-exclusive content!

Register now at [www.SDMmag.com/register](http://www.SDMmag.com/register)

**SDM** [f](https://www.facebook.com/sdmag) [t](https://twitter.com/sdmag) [in](https://www.linkedin.com/company/sdmag)  
[www.SDMmag.com](http://www.SDMmag.com)

**SDM** July 2011  
NEW DIRECTIONS FOR SECURITY SYSTEMS & INTEGRATION

**ONE LOCK. ENDLESS SOLUTIONS.**  
Flexible. Adaptable. Scalable. The AD-Series from Schlage.®

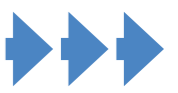
LEARN MORE at [schlage.com/adseries](http://schlage.com/adseries) **SCHLAGE**

**THE GREAT WINNERS!**  
**Digital Value Recording**  
BY SPICCO TECHNOLOGIES

**SCAN TO RENEW**  
All subscriptions will be renewed on 6/15/11. If you do not want to renew, please call 1-800-368-7263 or visit [www.SDMmag.com/renew](http://www.SDMmag.com/renew)

**sdmmag.com**

Fire Detection Gets a Boost from a Multi-Criteria Approach • Security in the Cloud: Vulnerabilities & Best Security Practices



## 2012 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.

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:** University & Campus/K-12

**May:** Retail, Convenience Stores, Gas Stations, Banks

**September:** Federal, State & Local Government

**November:** Health Care: Pharma, Hospitals & Medical Centers

### Sponsorship Package:

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

1. 234 x 60 Half-Banner Ad rotating on the Vertical Sector Topic Page for one-year
2. 125 x 125 Tile Ad on eNewsletter-style Vertical Sector Report sent to over 55,000 opt-in subscribers<sup>1</sup>
3. 4-color advertisement in *Solutions by Sector* Special Report
4. Your logo in *SDM* and *Security* print ads promoting the special report
5. Vertical sector-specific eProduct Showcase Ad



<sup>1</sup> Publisher's own data.

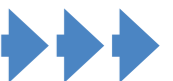


## Custom *Solutions By Sector* Program

Partner with *SDM* and *Security* to own the vertical sector most critical to your security business! We'll write, edit and publish a custom media blitz similar to our popular *Solutions By Sector* multimedia reports. Your custom vertical sector program includes print, eNewsletter and Microsite media uniquely targeting your chosen sector:

- 16-Page magazine printed on heavy stock (10,000 copy distribution + 1,000 overruns)
- Digital Edition link (electronic magazine)
- Custom eNewsletter (10,000 name eBlast)
- Custom microsite (1 year hosting)
- Custom editorial and advertising content exclusively covering you and your partners
- Optional Video<sup>3</sup> Program for inclusion in digital edition, eNewsletter and microsite. Video is also yours for other marketing efforts. Includes scriptwriting, video shoot, editing, music and effects.

Contact your regional sales manager for custom *Solutions By Sector* details!

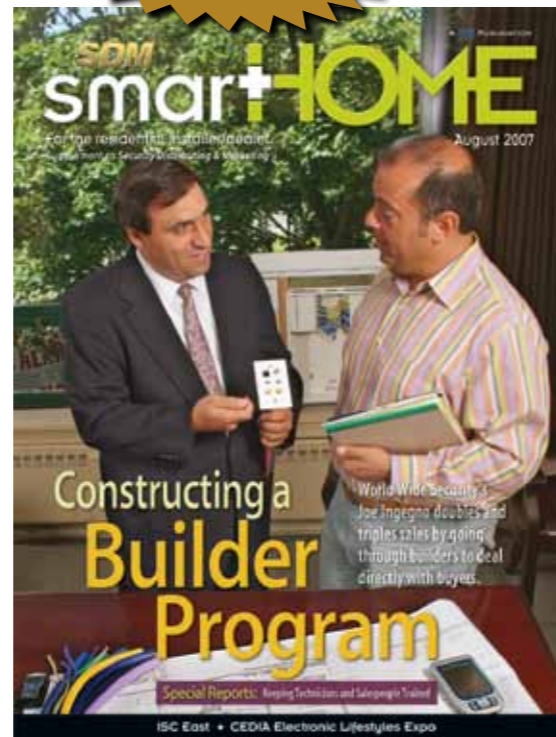


## smartHOME Special Sections

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

Each special section is included with *SDM* reaching over 29,000+ subscribers, more than half of whom have identified themselves as home system installers.<sup>1</sup> Each edition is published in concert with major home integration/installation trade shows to provide bonus exposure and maximum impact.

**3 TIMES  
IN 2012!**



[www.smartHOMEmag.com](http://www.smartHOMEmag.com)

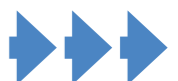
MONTH	SHOW DISTRIBUTION	CLOSING DATE
January	Barnes Buchanan Conference	Dec. 2, 2011
June		May 7, 2012
August	CEDIA	July 9, 2012

## smartHOME eNewsletter

Engage more than 17,500+ opt-in home automation professionals<sup>1</sup> with ads in the popular *smartHOME* eNewsletter.



<sup>1</sup> Publisher's own data.



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.<sup>1</sup>



**Laura Stepanek**  
Editor/Associate  
Publisher



**Heather Klotz-Young**  
Senior Editor



**Sabrina Gasulla**  
Associate Editor

Contributing Writers & Columnists — our 'extended' editorial family



**Dan Dunkel**  
Integration Intelligence



**David Engebretson**  
Security NetWorkings



**Roy Pollack**  
5-Minute Tech Quiz



**Lessing E. Gold**  
Security &  
the Law



**Joan Engebretson**  
Contributing Writer

<sup>1</sup>ISC Readership Survey, May 2010.



## SDM's 2012 '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.

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



# SDM 2012 Editorial Calendar

SDM 2012 EDITORIAL COVERAGE	ISSUE:	JANUARY	FEBRUARY	MARCH
	AD CLOSE DATE:	Dec. 2, 2011	Jan. 9, 2012	Feb. 9, 2012
<b>SDM COVER STORIES &amp; EXCLUSIVE REPORTS</b>	2012 Industry Forecast & Market Trends	State of the Market Report: Alarm Systems	State of the Market Report: Video Surveillance	
<b>COMMERCIAL/ INSTITUTIONAL/ GOVERNMENT</b>	Remote Surveillance Solutions The Latest in IP Video Cameras Access Control for Harsh Environments - Special Focus: Utilities	Electronics at the Door: Mag Locks, Strikes Security Cloud Computing Video Storage Technologies	Low-Light Video Cameras & Illuminators PSIM & VSIM - Special Focus: Municipal Government Hosted Video & Monitored Video	
<b>RESIDENTIAL &amp; smarHOME</b>	 Energy Management	Smoke & CO Detectors	Residential Video Surveillance Systems & Monitoring Services	
<b>SUPPLEMENTS, SPECIAL ISSUES</b>	<i>SDM Monitoring TODAY</i> Annual Supplement	<b>SOLUTIONS BY SECTOR: Education - University/College Campuses, K-12</b>	<b>iSecurity Virtual Event</b>	
<b>FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES</b>				
<b>SHOW BONUS DISTRIBUTION</b>	<b>Barnes Buchanan Conference</b> Palm Beach, FL		<b>ISC West</b> Las Vegas, NV	
<b>FREE ADVERTISER BONUSES</b>	<b>FREE Corporate Profile</b> <b>\$1,000 Webinar Credit</b>	<b>FREE ISC West Pre-Show Exhibitor Print and eProduct Showcases</b>	<b>\$500 Digital Edition Advertising Credit</b>	
<b>BONUS OPPORTUNITIES</b>	<b>ISC WEST SHOW TRIPLE PLAY! Get a FREE 4/c Profile or Ad in our ISC West show supplement when you advertise a half-page or larger in each first-quarter issue.</b>			



SDM 2012 EDITORIAL COVERAGE	ISSUE:	APRIL	MAY	BUYER'S GUIDE	JUNE
	AD CLOSE DATE:	March 9, 2012	April 6, 2012	April 20, 2012	May 7, 2012
	<b>SDM COVER STORIES &amp; EXCLUSIVE REPORTS</b>	State of the Market Report: Access Control	SDM 100 Report: Rank by RMR <b>SDM 100</b> State of the Market Report: Fire Alarms	<b>PUBLISHED IN JUNE 2012</b> ✓ FREE Logo and Link 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!	The CRIME Issue: Impact on Security
	<b>COMMERCIAL/ INSTITUTIONAL/ GOVERNMENT</b>	Network Products & Solutions  Identification, Credentials; HSPD12, FIPS201 & PIV Cards  Video Management Software	Megapixel & HD Cameras - Special Focus: Sporting/Stadium  Mass Notification Systems  Fire & CO Detection		Outdoor & Perimeter Security  The Latest Biometrics  Access Control Edge Devices: Keypads, Readers
	<b>RESIDENTIAL &amp; smarHOME</b>	Electronic Locks for the Home	PERS & Home Healthcare		<b>SDM smarHOME</b> Touchscreens & Other Controls
<b>SUPPLEMENTS, SPECIAL ISSUES</b>		<b>SOLUTIONS BY SECTOR: Retail, Convenience Stores, Banks, Gas Stations</b>			
<b>FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES</b>				<b>FREE VALUE ADD</b>	
<b>SHOW BONUS DISTRIBUTION</b>	<b>Expo Seguridad</b> Mexico City, Mexico	<b>PSA-TEC</b> Westminster, CO  <b>NFPA</b> Las Vegas, NV		<b>ESA Expo</b> Nashville, TN  <b>SDM 100 Gala</b> Nashville, TN	
<b>FREE ADVERTISER BONUSES</b>	<b>FREE AdScore Advertising Rating Study</b>  <b>FREE Social Media Showcase</b>	<b>FREE SDM 100 Database</b>		<b>FREE 3-minute video ad on SDMmag.com</b>  <b>FREE App Spotlight</b>	

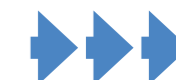


# SDM 2012 Editorial Calendar

SDM 2012 EDITORIAL COVERAGE	ISSUE:	JULY	AUGUST	SEPTEMBER
	AD CLOSE DATE:	June 8, 2012	July 9, 2012	Aug. 10, 2012
	<b>SDM COVER STORIES &amp; EXCLUSIVE REPORTS</b>	Top Systems Integrators Report 	Licensing Landscape Central Station Excellence Awards	Security Cloud Computing
	<b>COMMERCIAL/ INSTITUTIONAL/ GOVERNMENT</b>	Mobile & Remote Video Surveillance Video Analytics - Special Focus: Retail Wire & Cable, Power Supplies	Entry Control: Visitor Management, Turnstiles Wireless Networks Video Transmission Technology	Emergency Communications Systems - Special Focus: Campus License Plate Recognition IP Network Cameras/Lenses
	<b>RESIDENTIAL &amp; smarHOME</b>	Alarm Transmission: IP, Cellular, Wireless Networks	 Automation Platforms/Systems	Mobile Apps for Home Security
	<b>SUPPLEMENTS, SPECIAL ISSUES</b>		2012 Guide to MONITORING SERVICES	<b><i>SOLUTIONS BY SECTOR: Government-Federal, State, Local</i></b>
	<b>FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES</b>			
	<b>SHOW BONUS DISTRIBUTION</b>	<b>NCS<sup>4</sup> Sports Security &amp; Safety Conference</b>	<b>CEDIA</b> Indianapolis, IN <b>SecurityXchange</b> Park City, UT	<b>ASIS</b> Philadelphia, PA
	<b>FREE ADVERTISER BONUSES</b>	<b>FREE SDM Top Systems Integrators Database</b>	<b>\$1,000 Webinar Credit</b> <b>FREE Mobile Tag Showcase</b>	<b>\$500 TSI eNewsletter Advertising Credit</b>
	<b>BONUS OPPORTUNITIES</b>	<b>ASIS DOUBLE PLAY! Get a FREE 4/c Profile or Ad in our ASIS show supplement when you advertise two or more full pages in Aug./Sept.</b>		



SDM 2012 EDITORIAL COVERAGE	ISSUE:	OCTOBER	NOVEMBER	DECEMBER
	AD CLOSE DATE:	Sept. 7, 2012	Oct. 8, 2012	Nov. 9, 2012
	<b>SDM COVER STORIES &amp; EXCLUSIVE REPORTS</b>	Security's Business Intelligence Advantage	SDM Systems Integrator of the Year 	SDM Dealer of the Year 
	<b>COMMERCIAL/ INSTITUTIONAL/ GOVERNMENT</b>	Enterprise Access Control Solutions - Special Focus: Healthcare Lobby & Public Space Solutions: Intercoms & Entry Controls Door Security Hardware	Addressable Fire Alarm - Special Focus: K-12 Video Recording/Storage Video Monitors	Video Management Systems/Solutions Converged Physical-Logical Access Fire Alarm Panels
	<b>RESIDENTIAL &amp; smarHOME</b>	Update on Dealer Programs	Intrusion Alarm Panels & Sensors	Central Station Alarm Verification
<b>SUPPLEMENTS, SPECIAL ISSUES</b>	2012 Guide to DISTRIBUTORS	<b>SOLUTIONS BY SECTOR: Healthcare-Hospitals, Pharmaceutical, Medical Centers</b>		
<b>FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES • FREE VALUE ADD BONUSES</b>				
<b>SHOW BONUS DISTRIBUTION</b>	<b>SECURITY WEEK</b> Securing New Ground™ New York, NY ISC Solutions New York, NY			
<b>FREE ADVERTISER BONUSES</b>	<b>FREE ISC Solutions Exhibitor Print and eProduct Showcase</b>	<b>FREE Social Media Print and eProduct Showcase</b>	<b>FREE Website Showroom for December through June 2013</b> <b>\$500 iSecurity Virtual Booth Credit</b>	



## 2012 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 2012 — in print, online and in person.

ADVERTISING AND MARKETING INVESTED		AIR REWARDS DOLLARS EARNED	
		At Minumum	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%	\$16,600	\$24,000

## FREE MARKETING BONUSES

### FREE Corporate Profile (January)

Full-page or larger display advertisers receive a ½-page Corporate Profile space. Includes 200 words plus a 4/c photo of your choice.

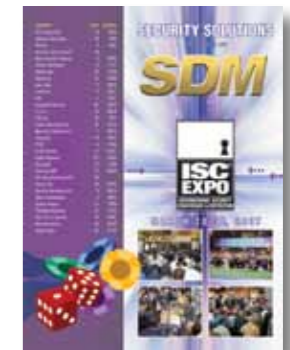


### \$1,000 Webinar Credit (January, August)

Run a full-page ad or larger and earn a credit toward a 2012 Webinar sponsorship.

### ISC West Show Triple Play Package (January-March)

Receive a FREE full-page Profile or Ad in our ISC West show “Security Solutions” Supplement when you advertise ½-page or larger in each of our 3 first-quarter issues.



### FREE ISC West Pre-show Exhibitor & eProduct Showcase Ads (February)

Full-page or larger advertisers earn both Showcase items. Print Showcase includes a 4-color photo and 50-word description. eProduct Showcase includes 50-words, a 4-color image, and a URL link emailed to *SDM* subscribers.



## FREE MARKETING BONUSES

### **\$500 Digital Edition Ad Credit (March)**

Run a full-page ad and earn credit toward upgrading your March Digital Edition ad with audio, video and animation.

### **FREE AdScore Advertising Rating Study (April)**

Advertise a full-page or larger to receive your copy of the April AdScore Rating Study—measuring our subscribers' opinions of all April ads.

### **FREE Social Media Showcase (April)**

Advertise with a full-page or larger and we'll feature your social media links in this special print section.

### **FREE SDM 100 Database (May, July)**

Full-page or larger advertisers in May receive the entire *SDM* 100 dealers database for your own marketing efforts. Full-page or larger advertisers in July receive the entire *SDM* 100 Top Systems Integrators database.

### **FREE Online Video Ad (June)**

Full-page or larger advertisers receive one week of FREE SDMTV Video advertising.

### **FREE Application Spotlight (June)**

Full-page or larger advertisers can highlight your company iPad or mobile app in this print special section.

### **FREE Mobile Tag Showcase (August)**

Advertise with a full-page or larger and we'll publish the mobile tag of your choice in this special print section.

### **ASIS Show Double Play Package (August-September)**

Receive a FREE full-page Profile or Ad page in our ASIS show "Security Solutions" Supplement when you advertise two or more pages in August and September combined.

### **\$500 TSI eNewsletter Ad Credit (September)**

Run a full-page ad and earn credit toward a *Today's Systems Integrator* eNewsletter ad.

### **FREE ISC Solutions Exhibitor Print & eProduct Showcase Ads (October)**

Full-page or larger advertisers earn both Showcase items. Print Showcase includes a 4-color photo and 50-word description. eProduct Showcase includes 50-words, a 4-color image, and a URL link emailed to *SDM* subscribers.

### **FREE Social Media Print & eProduct Showcase Ads (November)**

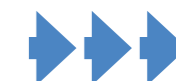
Full-page or larger advertisers: we'll publish your social media links in this issue special section and email your links to *SDM* subscribers.

### **FREE Online Showroom Posting (December)**

Full-page or larger advertisers receive a FREE Online Showroom posted January-June on *SDMmag.com*. Contact your regional sales manager for showroom details.

### **\$500 iSecurity Virtual Expo Booth Credit (December)**

Run a full-page ad or larger and earn a credit toward your 2013 iSecurity Virtual Expo booth package.



2012 BLACK & WHITE RATES						
Ad Size	Live Area	1-time	6-time	13-time	18-time	24-time
Full-Page	7" x 10"	\$5,900	\$5,700	\$5,500	\$5,300	\$5,100
Jr. Spread	14" x 4.625"	\$5,900	\$5,700	\$5,500	\$5,300	\$5,100
2/3-Page	4.5" x 10"	\$4,680	\$4,490	\$4,300	\$4,110	\$3,920
1/2-Page Diagonal	8.125" x 10.75" x 13.25"	\$4,680	\$4,490	\$4,300	\$4,110	\$3,920
1/2-Page Island	4.5" x 7.5"	\$3,850	\$3,700	\$3,550	\$3,400	\$3,250
1/2-Page Vertical	3.375" x 10"	\$3,850	\$3,700	\$3,550	\$3,400	\$3,250
1/2-Page Horizontal	7" x 4.625"	\$3,850	\$3,700	\$3,550	\$3,400	\$3,250
1/3-Page Vertical	2.125" x 10"	\$3,120	\$2,970	\$2,820	\$2,670	\$2,560
1/3-Page Square	4.5" x 4.625"	\$3,120	\$2,970	\$2,820	\$2,670	\$2,560
1/4-Page	3.375" x 4.625"	\$2,850	\$2,750	\$2,650	\$2,550	\$2,450

### 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.



## Color Rates

### per page or fraction, per color

Standard second color . . . . .	\$550
Matched color(s) except metallic . . . . .	\$700
Metallic (simulated) . . . . .	\$800
Four-color . . . . .	\$1,500

## Cover Rates

Placement	13-time, four-color
2nd Cover (inside front) . . . . .	\$8,250
3rd Cover (inside back) . . . . .	\$7,975
4th Cover (outside back) . . . . .	\$8,250

*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"

## Specifications

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

## SHIPPING INSTRUCTIONS

Send ad material and instructions to:

**Lyn Sopala,**  
Production Manager

**SDM**  
2401 W. Big Beaver Rd.,  
Suite 700  
Troy, MI 48084

Ph: (248) 786-1641  
Fax: (248) 283-6571  
[sopalal@bnpmedia.com](mailto:sopalal@bnpmedia.com)



## 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

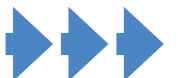
Please contact Lyn Sopala, Production Manager for specifications, paper stock and required insert quantity. To insure proposed inserts conform to current postal and bindery requirements, two samples must be provided for review and approval prior to printing.

## 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.



## [SDMmag.com](http://SDMmag.com)

The redesigned and BPA-audited SDMmag.com is the channel's online home for new products, news, and professional know-how. Site sponsorship ideas include the *SDM* Blog, the SDMTV video series, Showrooms, Video, White Papers, and traditional run-of-site advertising.

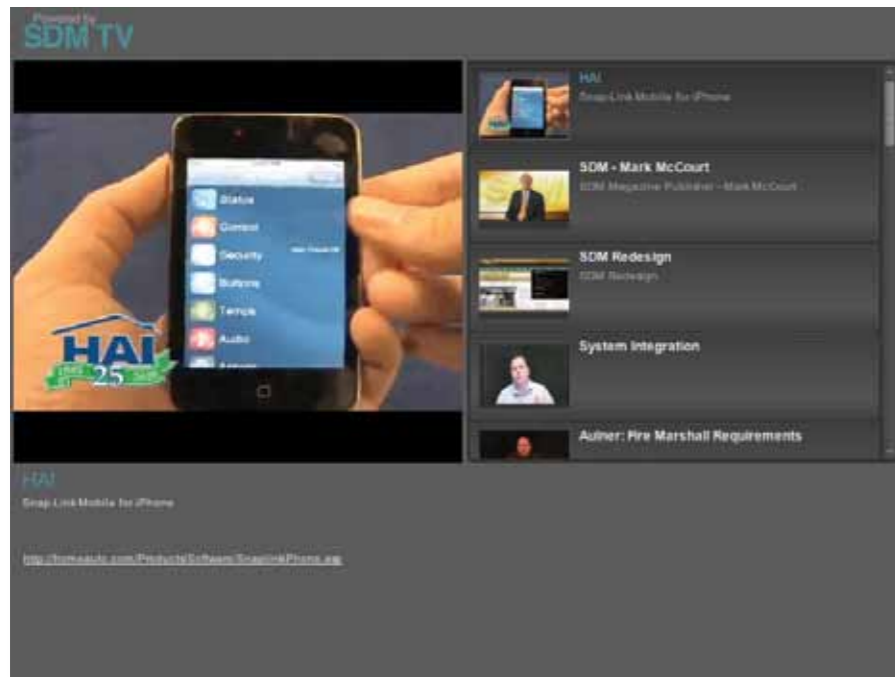
**Site traffic has grown more than 87% in monthly page views and more than 58% in unique browsers since February 2011!<sup>1</sup>**

Visit [portfolio.bnppmedia.com/new](http://portfolio.bnppmedia.com/new) to see all of *SDM's* online and eMedia advertising opportunities!



<sup>1</sup>BPAWW Interactive, Jan. 2011 (23,943 page impressions, 8,575 unique visitors) vs Feb. 2011 (44,875 page impressions, 13,588 unique visitors).





## **NEW!** Video<sup>3</sup> Media Program

**Generate more than 200,000 impressions<sup>2</sup>** using this turnkey three-phase, three-distribution channel, three-minute video production opportunity! You collect leads and clicks when we house your video on the *SDM* and *Security Web* sites and deploy viewing links to the *SDM*, *Security*, and *Today's Systems Integrator* opt-in subscriber lists.

<sup>2</sup>Publisher's own data.



## Social Media Sponsorships

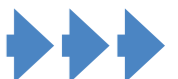
Leverage *SDM's* growing social network to promote your products and services. Facebook Notes, Sponsored Tweets, and Sponsored Twitter backgrounds are among your advertising options. Contact us for more details.



## White Paper Postings

You receive registered leads from users who download your educational White Papers! Let us host yours online and promote downloads to thousands of eNewsletter subscribers.<sup>2</sup> Contact us for rates and post lengths.

<sup>2</sup>Publisher's own data.



## eNewsletter Sponsorships

The *SDM* and *Today's Systems Integrator* eNewsletters deploy twice monthly to **100% opt-in audiences**.<sup>2</sup> Each is written by *SDM* editorial staff and includes unique content specifically for the channel. Combined **open rates average more than 19.21%** per edition!<sup>2</sup>

**TODAY'S SYSTEMS INTEGRATOR**  
From the Editors of *SDM* and *Security* Magazines

**EasyLobby** Schedule a **FREE** Demo

**Business Intelligence for Integrators**

**2011 Top Systems Integrators Report: Forged by Fire**  
By Laura Stepanek

The hotter the fire the harder the steel, some say. Tough times often forge resilient businesses with unexpected outcomes - demonstrated by the industry's largest systems integration firms, who turned last year's challenges into opportunities to retool their offerings.

The companies ranked on *SDM's 2011 Top Systems Integrators Report* - the largest businesses ranked by their North American systems integration revenue - were mixed in how they categorized the opportunities in 2010. Some say the market was stronger than in 2009, others say it was weaker, but as a group their systems integration revenue declined a substantial 11 percent to \$7.2 billion. Among systems integrators for which a year-to-year comparison can be made, there was a more accurate 4.4 percent decrease. *SDM's Top Systems Integrators Report*, released today, includes performance charts and a table of integrators ranked by North American systems integration revenue. Be among the first to read the [2011 Report](#).

**News**

**Standards Harmony on the Horizon?**

For the past several years, stakeholders have shown interest in how the various standards and specification developing organizations within the electronic physical

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**FREE WEBINAR**  
Building a World-Class Sales Team: Recruiting Tips That Will Help You Find the Best Talent July 12 | 2 pm ET

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TSA Privatization Talk Misses the Mark  
Groupon India Suffers Massive Security Breach

**SDM** New Directions for Security Systems & Integration

Buy 1 Burg System, Get 1 Fire System **FREE** (inside)

**The End of an Era: CMP Polling Computers Phase Out**  
By Maggie M. Shein

Alarm Detection Systems of Aurora, Ill. will be retiring its last Wells Fargo CMP Polling Computer - a technology that Bob Bonitas, president and chief executive officer of ADS, believes is the last such working device in the country.

In the 1970s, Wells Fargo's chief engineer, Tom Lenay, developed the technology that used a circuit provided by the phone company to put 125 customers on a circuit and poll them every 45 seconds to make sure their burglar or fire alarms were still working or had an event.

Wells Fargo, later bought out by ADT, was an installation company that sold the CMP device to other alarm companies as well. Eventually, after phone companies stopped providing circuits for this technology, ADT stopped supporting it and alarm companies with the existing devices began phasing them out.

Looking for the best in video surveillance?

...g Techwin America Appoints New President

...g Techwin America, Ridgefield Park, N.J., has appointed Soon Hong Ahn as president of the video surveillance and security products supplier.

... and iControl Partner to Expand OpenHome System

... Networks Inc, Palo Alto, Calif., a provider of broadband home network management, and Visonic Ltd., Tel-Aviv, Israel, a developer and manufacturer of

**Technologies**

**Virtual Receiver Features 120 Communication Formats**

Sur-Gard, part of Tyco Security Products, released its new Sur-Gard

**SDM eNewsletter:**  
**17,500 opt-in subscribers<sup>2</sup>**

**TSI eNewsletter: 27,000 opt-in subscribers<sup>2</sup>**

<sup>2</sup>Publisher's own data.





**SDM**  
NEW DIRECTIONS FOR SECURITY SYSTEMS & INTEGRATION

This special eNewsletter is brought to you by  
**Honeywell**

A Note from the Publisher:

As the Publisher of *SDM*, I hope you are enjoying your subscription. Visit us online at [SDM](#) for daily news updates, latest product information, and articles. The following message is brought to you on behalf of Honeywell, a *SDM* marketing partner.

Mark McCourt  
Publisher, *SDM*



**Connect to Opportunity with Next-Generation LYNX Plus**

Honeywell's [GSM solutions](#) are the very best defense against today's communications challenges - giving you full uploading and downloading capability, the ability to increase RMR by offering Total Connect Remote Services and adding two-way voice over GSM.



Take a look at the new [LYNX Plus](#), a compact, self-contained security system that delivers emergency signals to a central station over any communication technology. LYNX Plus can communicate using standard phone lines, IP transmission and GSM.

**Great Support with LYNX Plus Dealer Toolkit**

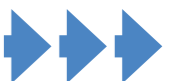
LYNX Plus is supported by a dealer [toolkit](#) that contains all of the information and resources necessary to help you sell successfully to that 20 percent of the market that is cell phone-only. (That number approaches 40 percent when you add VoIP homes.)

The LYNX Plus [toolkit](#) contains:

- [News announcement](#),
- [Testimonials](#) about LYNX Plus from dealers.

## Custom eNewsletters

Target the responsive *SDM* subscriber list with your sole-sponsored eNewsletter. You provide editorial content or work with *SDM* staff to create. There's no easier way to exclusively detail your security solutions for channel professionals.



## SDM 2012 Buyers Guide

Published June 2012, in print, digital edition and online

Ad close: April 20, 2012

SDM's 2012 Buyers Guide is the industry's most comprehensive resource for security products, companies and suppliers! Your listings will reach 29,000+ magazine subscribers plus thousands\* of professionals searching the directory online. Enhancements and display advertising are available to draw even more attention to your company listing.

The **SDM Buyers Guide print edition will distribute at industry trade shows and events throughout 2012!**

### Display Advertising

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

- 4-color logo in print, digital and online
- Web link to your company site online & in digital edition
- 35-word product line description
- Boldface listing
- Up to 25 product codes
- Improved search ranking online (appear 2nd)

**Upgrade to our PREMIUM PLUS Listing to generate more leads!**

Includes participation in our Request for Proposal program and your choice of Video Ad, Tile Ad or 5 product-specific Banner Ads.



<http://directories.sdmmag.com/buyersguide>



## iSecurity Virtual Event Sponsorship

March 8, 2012

Your 2012 *iSecurity* virtual event sponsorship means interacting with prospects and customers in a unique online format — so you can generate maximum sales leads without traditional travel constraints. This integrated media package is ideal for building brand awareness, relationships, and a powerful lead database. Contact us for current rates and full package details.

[www.iSecuritytradeshow.com](http://www.iSecuritytradeshow.com)



### March 2010 iSecurity results:<sup>1</sup>

- Average cost per lead – \$10
- Total registrants – 1,505
- Total unique visitors – 875
- Average 1-on-1 chats per booth – 97
- Average total leads per booth – 400
- Average length of booth visit – 9 minutes



<sup>1</sup>Publisher's own data.



## **NEW!** Next-Generation Webinar Sponsorships

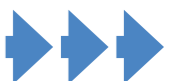
In addition to our traditional webinar program, *SDM* is excited to introduce a new option for webinars providing a more dynamic user experience. Our new next-generation platform redefines webcasting by allowing you to personalize your webinar and integrate social media and screenshare capabilities. This creates a more immersive end-user experience that increases engagement, effectiveness and ROI.

Your turnkey Webinar marketing package includes print, electronic and social media promotion. Visit [webinars.sdm-mag.com](http://webinars.sdm-mag.com) to view samples and contact your regional sales manager to learn more.

- Average target audience: 24,465 professionals<sup>1</sup>
- Average registered leads: 330+ per event<sup>1</sup>



<sup>1</sup>Publisher's own data.



## 2012 Securing New Ground™ Conference Sponsorship November 1-2, New York City

Entering its 17th year, Securing New Ground™ is the only industry conference focused on the business of security and identifying growth opportunities and trends over the next 12 months. Security decision-makers from the financial, government and other vertical sectors will attend — which provides your company with the best networking in the industry.

As a sponsor, you'll rub elbows with forward-thinking security leaders at this high-visibility and maximum-impact event. For information contact Becky Hall at (440) 804-6552 or [ra@rahresource.com](mailto:ra@rahresource.com).



[www.securingenewground.com](http://www.securingenewground.com)



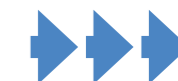
## 2012 *SDM* 100 Gala June 28, 2012

Sponsor the 6th Annual *SDM* 100 Gala with representatives of North America's top 100 Security Dealers and Installing Companies in attendance. This social evening honors executives from the *SDM* 100 companies and creates a unique and powerful networking opportunity.

Your sponsorship brings the security industry together to celebrate growth, success and partnership. For more information contact your regional sales representative.



[www.sdmgala.com](http://www.sdmgala.com)



# 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 29,000+ subscribers!\*

- Help Wanted
- Software
- For Sale/Rent
- Business Opportunities
- Dealer Services
- 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! You can also run your Classified or Help Wanted ad online to generate more results...

Contact Heidi Fusaro at [fusaroh@bnpmmedia.com](mailto:fusaroh@bnpmmedia.com) for more details.



\*June 2011 BPA Circulation Statement, TQ: 29,017 (24,561 print + 44 digital + 4,412 both print & digital).





## Content Development • Custom Publishing • Market-Specific Delivery

BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you—we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers. Learn more about custom publishing and content marketing at [custommedia.bnpmmedia.com](http://custommedia.bnpmmedia.com) or contact us directly:

Chris Wilson | (248) 244-8264 | [wilsonc@bnpmmedia.com](mailto:wilsonc@bnpmmedia.com)



### *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 work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

To learn more about how Clear Seas Research can help you maximize your marketing ROI please contact Beth Surowiec at (248) 786-1619 or [surowiecb@clearseasresearch.com](mailto:surowiecb@clearseasresearch.com).

[www.clearseasresearch.com](http://www.clearseasresearch.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:

Kevin Collopy, Sr. Account Manager  
 Ph: 800-223-2194, ext. 684  
[kevin.collopy@infogroup.com](mailto:kevin.collopy@infogroup.com)

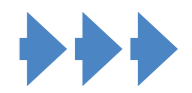


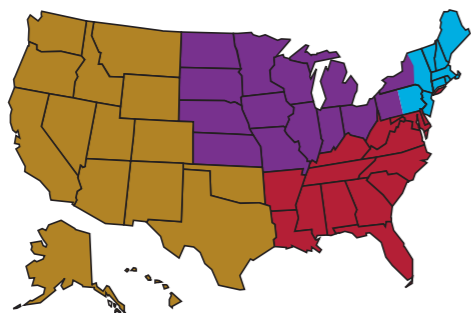
Michael Costantino, Sr. Account Manager  
 Ph: 800-223-2194, ext. 748  
[michael.costantino@infogroup.com](mailto:michael.costantino@infogroup.com)

To view datacards for all lists or to get more information on list rental, please visit <http://bnp.edithroman.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@bnpmedia.com](mailto:devriesj@bnpmedia.com) for a no-obligation quote.





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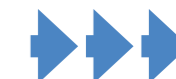
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## The Security Media Group: Total Market Coverage

The Security Media Group includes *SDM*, *Security*, *smarHOME*, the *Today's Systems Integrator* eNewsletter and SecurityXchange. Each month the Security Media Group is relied upon **more than 250,000 times** for industry news and information — in print, online and at events.<sup>1</sup>

# SDM SECURITY



<sup>1</sup>Publisher's own data.