

SECURITY SALES & INTEGRATION

2017 MEDIA KIT

OPERATIONS ♦ PROFITABILITY ♦ INDUSTRY ♦ TECHNOLOGY ♦ MANAGEMENT



**MOST
TRUSTED
SOURCE**

Reaching Security Installing Contractors, Dealers & Integrators

securitysales.com

LETTER FROM THE EDITOR



As the electronic security industry's go-to source of expert business and technology information for almost 40 years, *Security Sales & Integration* remains the shining beacon guiding dealers and integrators to growth and success. More than ever before amid today's incredibly exciting and opportune yet challenging times, smart security professionals rely on SSI above all other media as the most knowledgeable source to make sense of rapidly changing technologies, services, competition and business models. That is because in print, online or in person, SSI is the industry's clear leader in engagement due to its editorial vision, experience, personality, quality, exclusivity, reader friendliness, original research and actionable content. The great care and pride SSI takes in

all it does shows, and continues to strengthen the market's unwavering brand loyalty. These truths also make SSI the best media partner for those looking to reach security's choicest audience.

As technology and user demand are reshaping the security industry so too are they changing the media business. That's why SSI concentrates as much on how its information is delivered and received as on the high quality of that content. Deploying a strategic blend of proven best practices and the latest in cutting-edge distribution methods, SSI continues to produce an exceptional monthly print magazine while greatly expanding its digital and multimedia products, as well as its online presence with 24/7 reporting. The print vs. digital publishing scenario is analogous to security's transition from analog to network video surveillance in that while the latter clearly represents future growth the former remains quite viable. So in both hard copy and electronic formats SSI provides a comprehensive menu of industry, business, technology and products news and analysis, feature profiles, training, case studies, columns and much more. All of which is optimized and readily available when, how and where security professionals want it via U.S. Mail, computer or mobile device.

Beyond supplying content that is engrossing and beneficial to the success of security dealers and integrators, SSI operates under the philosophy that it takes highly credible, thought-provoking, solution-oriented information to get the audience to spend more time with the publication and online. This approach guarantees marketing partners that position their messaging with or around this powerful and engaging content maximize both their exposure and results. In addition, SSI understands there are four key ways for a supplier to get buy-in within a dealer or integration company: through executive management, general management, sales management or technical management. That's why SSI strikes an ideal balance throughout the year addressing all of these important decision-makers' particular interests, needs and concerns.

Ultimately, bringing all the channel partners together in SSI's open, trustworthy and forward-thinking environment not only best serves security professionals but also their end-user customers, thereby advancing the overriding security mission of the industry itself. Thank you for your support.

SCOTT GOLDFINE, Editor-in-Chief
Security Sales & Integration

LETTER FROM THE PUBLISHER



Each client is unique. At *Security Sales & Integration (SSI)*, we listen to you explain your marketing and sales goals then help you develop a program that best fits those needs.

Our #1 asset is our audience. We work hard to keep them engaged with exceptional content both online and print. Our online audience has grown 146.7%¹.

Whether your goal is ROI, leads, thought leadership, or branding we have the technologies and personnel ready to assist.

SSI magazine reaches executive, sales and technical professionals who recommend, purchase and/or install security equipment including surveillance, access control, IP networked systems, biometrics, intrusion, fire alarm, home control/automation plus other security products and services. Editorial features include commercial and residential product applications, technology updates, systems design installation techniques, sales & marketing case studies, statistical research and operational management.

Please let me know how *Security Sales & Integration* can help you with your marketing and sales goals in 2017.

STEVE NESBITT, Publisher
snesbitt@ehpub.com

¹COMPARISON OF DECEMBER 2012 BPA BRAND REPORT: 18,243 UNIQUE BROWSERS AND JUNE 2016 BPA BRAND REPORT: 44,998 UNIQUE BROWSERS

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SECURITY SALES & INTEGRATION

////////// SSI's Audience Is Engaged and Growing

1,278,091 SSI.com Impressions¹

60.8%
Growth in
Page Impressions²

////////// SecuritySales.com

146.7%
Growth in Unique
Browsers²

129%
Growth in User
Sessions²

¹June 2016 BPA Brand Report and December 2015 BPA Brand Report-Total Page impressions from July 2015-June 2016

²Comparison of December 2012 BPA Brand Report 18,243 Unique Browsers; , 25,231 User Sessions, 69,946 Page Impressions and June 2016 BPA Brand Report 44,998 Unique Browsers, 57,849 User Sessions, 112,542 Page Impressions

³June 2016 BPA Brand Report

SSI IS GROWING

➤ SS/READERS PLAN TO INSTALL, PURCHASE AND/OR SPECIFY THE FOLLOWING PRODUCTS OR SYSTEMS IN THE NEXT YEAR¹

89.5% Video Surveillance

86.0% Access Control

81.4% Sensors/ Detectors

75.6% NVR/DVR/Storage Systems

70.9% Control Panels/Communicators

70.9% Wireless Alarms

61.6% Perimeter/Outdoor Protection

60.5% Alarm Transmission Systems

52.3% Networking/Communications

50.0% Fire Protection Equipment

50.0% Sound/Intercom Systems

48.8% Monitoring Equipment and/or Monitoring Services

37.2% Home Automation

32.6% Security Cloud Computing

¹JUNE 2016 SS/ READERSHIP SURVEY

➤ SOCIAL MEDIA FOLLOWERS²



TWITTER
FOLLOWERS
8,365



FACEBOOK
LIKES
2,322



LINKEDIN GROUP
MEMBERS
16,498

²JUNE 2016 BPA BRAND REPORT

OUR SS/AUDIENCE IS TELLING US¹

"A wider range of articles than the other media products"

"This publication is the only one I receive"

"The best technical magazine"

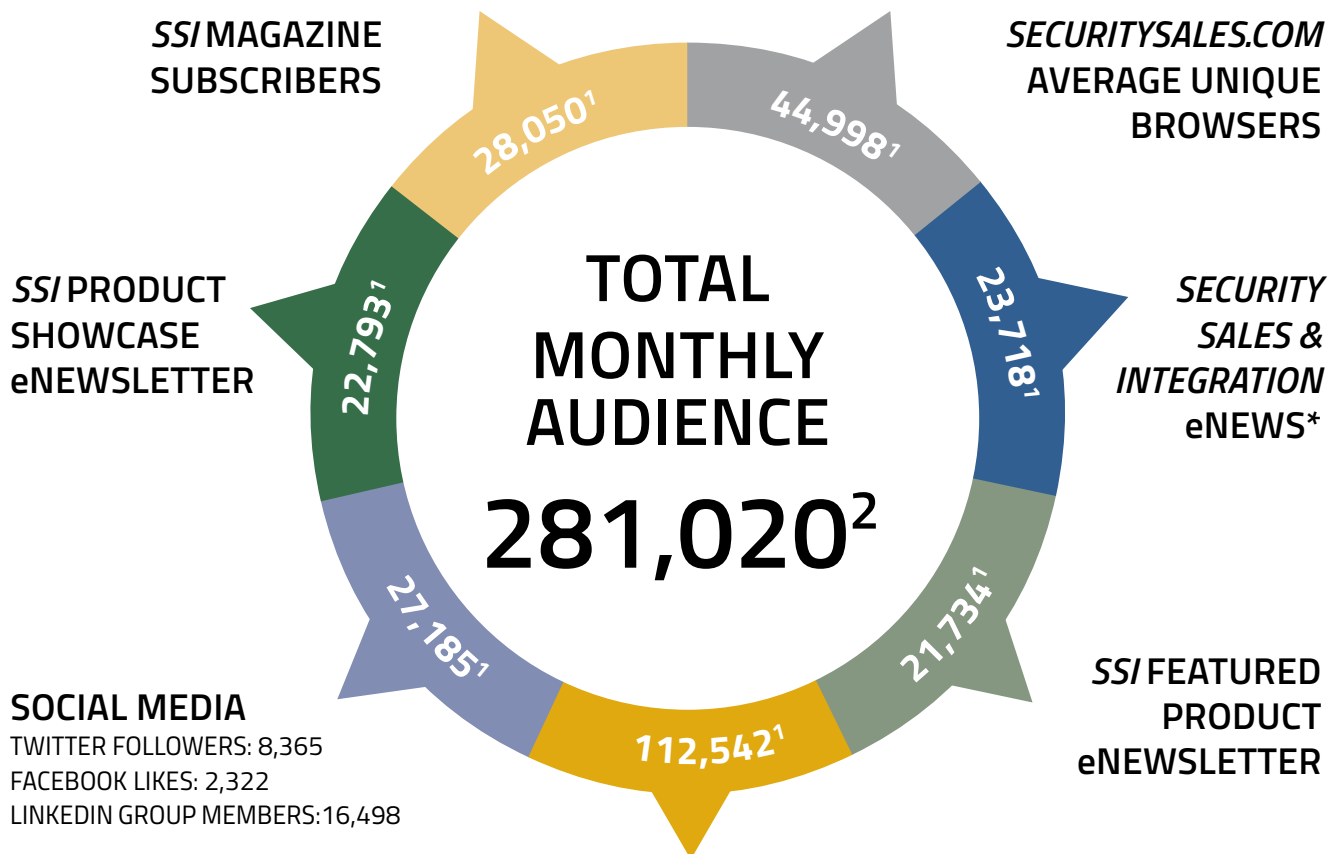
"Best source for new products and information"

"Gives me tips to be a better installer"

"Informative content that is relevant to my business"

➤ REACH A POWERFUL AUDIENCE OF DECISION MAKERS

SSI delivers unparalleled coverage of the residential and commercial security marketplace reaching our vast magazine, online and newsletter audiences.



**SECURITYSALES.COM
AVERAGE PAGE IMPRESSIONS**

¹JUNE 2016 BPA BRAND REPORT

²PUBLISHERS OWN DATA. NO ATTEMPT HAS BEEN MADE TO IDENTIFY OR ELIMINATE DUPLICATION THAT MAY EXIST ACROSS MEDIA CHANNELS.

MANAGEMENT LEVEL³

³JUNE 2016 BPA BRAND REPORT
TOTAL QUALIFIED = 28,050 INCLUDES
EXECUTIVE MANAGEMENT, GENERAL
MANAGEMENT, SALES/MARKETING
MANAGEMENT, TECHNICAL
MANAGEMENT, IT/NETWORK/NETWORK
SECURITY MANAGEMENT



90.8%
**FINAL PURCHASING
AUTHORITY/
INFLUENCER**



PURCHASING AUTHORITY⁴

⁴JUNE 2016 SSI READERSHIP SURVEY-
AVERAGE % OF DECISION MAKERS/
INFLUENCERS IN ACCESS CONTROL,
INTRUSION DETECTION, FIRE/LIFE
SAFETY, VIDEO SURVEILLANCE

AUDIENCE SIZE

ISSUE DATE	JAN Ad Close: Dec. 11, 2016 Ad Materials Due: Dec. 16, 2016	FEB Ad Close: Jan. 6, 2017 Ad Materials Due: Jan. 13, 2017	MARCH Ad Close: Feb. 10, 2017 Ad Materials Due: Feb. 17, 2017	APRIL Ad Close: Mar. 3, 2017 Ad Materials Due: Mar. 10, 2017	MAY Ad Close: Apr. 7, 2017 Ad Materials Due: Apr. 14, 2017	JUNE Ad Close: May 5, 2017 Ad Materials Due: May 12, 2017
SPECIAL EDITION	The Industry Forecast Issue	The Business Issue	The ISC West Issue	The Cybersecurity Issue	The Campus Safety Issue	The Distribution Issue
MANAGEMENT	› Annual Security Dealer Roundtable	› Inside Dealer Programs	› Making the ROI Case	› Partnering With Managed Service Providers (MSP)	› Fire Inspections & Compliance	› Strengthening Supplier Relationships
ACCESS	› Access Panels, Keypads & Readers	› Upselling Access Control	› Wireless Access Control Solutions	› Interoperability & Open Platforms	› Access Cards, IDs & Credentialing	› Door-Locking Hardware & Devices
VIDEO	› Basics of Selling IP Video	› Upselling Video Surveillance	› Thermal & Nightvision Imaging	› VMS & PSIM Platforms	› Megapixel & HD Cameras	› IP Network Video Migration & Hybrid Systems
FIRE & INTRUSION	› Environmental Hazards Detection	› Upselling Intrusion Detection	› Innovations in Smoke & Heat Detection	› Wireless Intrusion Solutions	› Mass / Emergency Notification	› Innovations in CO ₂ & Gas Detection
HOME AUTOMATION & SYSTEMS INTEGRATION	› Selling Bundled Packages	› Upselling Integrated Solutions	› Power Supplies & Accessories	› Residential Networks	› Cabling & Infrastructure	› Residential A/V
VERTICAL MARKETS	› Retail	› Financial Institutions	› Gaming & Hospitality	› Utilities & Critical Infrastructure	› Educational Institutions	› Industrial Manufacturing
REPORTS, RESEARCH & AWARDS	› 2017 Analyst Predictions	› Financial Analysis & Stocks Report	› 2017 SSI Industry Hall of Fame Inductions	› Physical-Logical Security Assessment	› Systems Integration Study	› 22nd Annual SAMMY Awards › 3rd Most Valuable Product (MVP) Awards
BONUS DISTRIBUTION		› ESA Summit Tampa, FL	› ISC West Las Vegas	› PSA-TEC Denver	› NFPA Show Chicago	› ESX Show Nashville, Tenn.

ISSUE DATE	JULY Ad Close: June 9, 2017 Ad Materials Due: June 16	AUGUST Ad Close: June 30, 2017 Ad Materials Due: July 7	SEPT Ad Close: Aug. 4, 2017 Ad Materials Due: Aug. 11	OCT Ad Close: Sept. 1, 2017 Ad Materials Due: Sept. 8	NOV Ad Close: Sept. 29, 2017 Ad Materials Due: Oct. 6	ANNUAL ISSUE Ad Close: Oct. 20, 2017 Ad Materials Due: Oct. 27	DEC Ad Close: Nov. 3, 2017 Ad Materials Due: Nov. 10
SPECIAL EDITION	The Cloud Issue	The Monitoring Issue	The ASIS Issue	The Alarm Response Issue	The Smart Home Issue	2017 Gold Book	The Technology Issue
MANAGEMENT	› Annual Systems Integrator Roundtable	› Upselling Monitored Services	› Security as a Total Business Solution	› Service & Maintenance Contracts	› Building Builder Relationships	› Complete Guide to Distributors & Service Providers	› Big Data Mining
ACCESS	› Managed/ Hosted Access Control	› Networked Access Control	› Biometrics	› Intercoms & Telephone Entry	› Smart Locks	› Statistics, Analysis & Resources	› Innovations in Access Control
VIDEO	› Cloud & Video Storage and Recording Solutions	› Video Analytics	› Remote & Mobile Video	› Video Verification	› Wireless Video Surveillance	› Statistics, Analysis & Resources	› Innovations in Video Surveillance
FIRE & INTRUSION	› Sprinkling & Suppression	› Visual & Audible Alert Devices	› Outdoor Perimeter Protection	› Alarm Signal Communications	› Personal Emergency Response Systems (PERS)	› Statistics, Analysis & Resources	› Innovations in Intrusion Detection
HOME AUTOMATION & SYSTEMS INTEGRATION	› Building Automation Systems (BAS)	› Home Controls, Touchscreens & Keypads	› Home Central Vacuum	› Home Lighting & Shading	› Home Energy Management	› Statistics, Analysis & Resources	› Mobile Security Apps
VERTICAL MARKETS	› Office Buildings	› Healthcare	› Government	› Houses of Worship	› Residential Multi-dwelling	› Statistics, Analysis & Resources	› Safe Cities
REPORTS, RESEARCH & AWARDS	› Installers & Installations of the Year	› Operations & Opportunities Report › Monitoring Technology Awards	› Commercial End-User Study	› Police Dispatch Quality (PDQ) Award	› Residential Market Report	› Installation Business Report	› Top 30 Technology Innovations › SS/ Security Solution Awards
BONUS DISTRIBUTION			› ASIS Show › CEDIA	› NEW! Total TECH Summit	› ISC East › CAA Winter Conference		

➤ SS/ ONLINE OPPORTUNITIES

BANNERS	RATE	DIMENSIONS
Top Leaderboard	\$1,400	728 x 90
Rectangle	\$1,400	300 x 250
Half Page	\$1,600	300 x 600
Jumbo Pre/Interstitial	\$2,000	640 x 480



A jumbo Pre/Interstitial banner takes over the entire web page and is an exclusive opportunity to capture the reader's attention. The large size gives you more room to place your marketing message and has a higher click-thru-rate than run-of-site banners. It is premium positioning.*

*INVENTORY IS LIMITED

SS/INTERNET SOLUTIONS

SSI Internet Solutions make it simple for you to achieve your marketing goals by promoting your brand, elevating your traffic, educating our audience about your products and generating leads.

These comprehensive solutions keep you, as manufacturers and service providers, in front of and interacting with the most valuable audience every month.

INTERNET SOLUTIONS	Starter	Brand Builder	Market Leader
Product	# of Deployments (per year)	# of Deployments (per year)	# of Deployments (per year)
SSI eNews	4	6	8
SSI Product Showcase Newsletter	2	4	8
SSI Featured Product Newsletter	1	2	4
Native Advertising	1	2	4
SecuritySales.com Banners	ROS	ROS	ROS
SecuritySales.com Lead Generation	100 leads/yr	100 leads/yr	100 leads/yr
Full Page Print	N/A	N/A	2
2017 Package Cost	\$15,000 annual /	\$21,000 annual /	\$30,000 annual /
	\$1,250 per month* Value \$23,700	\$1,750 per month* Value \$36,100	\$2,500 per month* Value \$42,650

Our Client Services team will manage all aspects of the program for you.

*ABILITY TO CANCEL WITH 30 DAYS NOTICE

TECHNOLOGY SPOTLIGHT

ISC WEST AND ASIS SHOW PACKAGES

Elevate your visibility at these key security tradeshows with our easy-to-execute premium Show Packages including*

- ▶ **Booth Interviews** ... With an editor featured on our website
- ▶ **Full page ad** ... Plus a Product Shot (Product Release) published in both print and digital issues
- ▶ **3 week online spotlight** ... On the homepage promoting your brand & technology at the tradeshow, guaranteed press releases & your logo with all the tradeshow news & content
- ▶ **Newsletter coverage** ... And more

*For package specifics and pricing please contact your sales representative

INQUIRE ABOUT OUR OTHER
TECHNOLOGY SPOTLIGHTS



SECURITY SALES & INTEGRATION *eNews*

Latest News



4 Steps That Will Land You New Security Customers

When you go back to old customers, use these steps to best prepare yourself to secure new business.



Why Transparency is Any Salesperson's Best Friend

The best salespeople don't use gimmicks or phony practices when trying to capture new customers. They help their prospects reach an unmistakable conclusion.



How Updated Video Surveillance Maintains Safety in Correctional Facilities

With the incarceration rate rising almost every year, how can correction centers maintain inmate and guard safety? Better yet, how can they maintain safety without going over budget?

Promoted Post



Workers View Job Is Safe

One-in-10 workers are concerned about losing their current jobs due to workforce automation, but competition from lower-paid human workers and broader industry trends pose a more immediate worry.



The Advantages of Choosing a Wireless Access Control System

Certain situations lend themselves to wireless locking systems, whether they are installed in new, modern buildings or historical landmarks.



Qolsys Home Security and Smart Home Platform Approved for ACA Dealer Program

The Alarm Capital Alliance Dealer Program reports increased RMR and customer satisfaction through offering the IQ panel.



Police Department in Michigan Expands Use of Body Cameras After Successful Trial Period

The Saginaw Police Department is self-funding the purchase of 10 additional cameras after it was given 12 last year through a federal grant.



'Big Idea' Columnist Ron Davis to Sign New Book at ISC West

The principal of Davis Mergers and Acquisitions Group will autograph and promote his new book, "Greatest Ideas of the Alarm Industry's Greatest Thinkers," at SSI Booth #2128.



Whether you're looking for a new hire or a new job opportunity, SSI Jobs works

Security System Technician

Alarm & Detection Technician

Fire Alarm/Fire Sprinkler Inspector



➤ EDITORIAL eNEWSLETTER

- Our newsletter has a clean, easy-to-read layout which is optimized for mobile and tablet viewing.
- Features two rectangle ads, well positioned and simply viewed.
- Sent 3x per week to 23,718 recipients¹

NET INVESTMENT:

RECTANGLE (300 x 250): \$800 per deployment

¹JUNE 2016 BPA BRAND REPORT

Available from today:

4 & 5 Mega-Pixel Series with image quality you have never seen!

IP 5MP/4MP

PROVISION ISR

Now you can see!

EDITORIAL NEWSLETTER SPECIFICATIONS (RECTANGLE)

- This newsletter placement is a rectangle banner ad.
- Provide a static jpg, 300px wide by 250px tall, accompanied with a linking URL.
- Please submit 3 business days in advance of the deployment date.
- In the event we do not receive a specific newsletter ad and you already have banner ads running on our site, we will pull one of those ads.

SECURITY SALES & INTEGRATION Product Showcase

NEWS BLOGS PRODUCTS SUBSCRIBE

Product & Technology News



TOP STORY

Canon's New Network Cameras Include Remote Adjusting and IR Illumination

Other features of the high performance line include speed domes with 30x optical zoom.

LATEST PRODUCT NEWS

Pivot3 Introduces Simple, Cost-Effective Edge Protect Storage Solution

Arecont Vision Expands SurroundVideo Multisensor Camera Series

Sponsored Products

Sponsored Products



Evolution of Resolution

We pioneered the Universal Translator in configurable installers' car takeovers. 7 power supply they will never

[Click here to learn more.](#)

RESOLUTION



Evolution from Resolution: The Universal Translator™

We pioneered them, now we've perfected them. The new Universal Translator from Resolution Products contains a dial switch that is field configurable for any panel. 19 SKUs have been reduced to 2, ensuring installers can get the job done with minimal equipment and maximize takeovers. The Universal Translator also comes already equipped with a power supply and rechargeable battery, keeping consumers at ease knowing they will never have to replace it themselves.

[Click here to learn more.](#)

RESOLUTION



Detect, Track, and Respond

What if you could detect an event, provide a data-rich alarm and actively track the intruder in less than 7 seconds ... without the need for any human involvement? PureActiv's video analytics, combined with its camera auto follow and map-based VMS, is designed to provide this level of detection and automation. With PureActiv monitoring your perimeter and automating the response, your security professionals can focus on resolving the situation.

[Watch the Video](#)

PureTech



Simplify Your Journey to Recurring Revenue

A successful RMR business is driven by repeatable processes. But how do you create them with the multitude of complex systems you use today? ConnectWise links all functions of your business with one central application. From sales to billing and everything in between, ConnectWise helps you build the operational foundation for your transition to an RMR model.

One system to run your entire business. Now that's simple.

[See for Yourself](#)

ConnectWise



Digifort Announces Newest Release VERSION 7.1 and USA Territory Expansion in Fla. & Nev.

Digifort Version 7.1 has been released and integrates many more partners, as well changes to our mobile platform. We now count with over 5500 listed devices ready for fast and easy integration. Our Enterprise / PRO / Standard Editions all have been updated. These platforms can be downloaded and tested with our 30 day demo license. Modular add-ons allow for easy LPR / Analytics use or stream live using your Android or iPhone device.

[Click here to learn more.](#)

Digifort

Advertising

To learn more about SSI advertising visit our Advertising Opportunities.

Contact Us

Editorial staff: Rodney Beach, Scott Goldfine, or Steve Salner
For advertising inquiries: Steven Nesbitt, Dyrnes Hiebert, or Jackie Erb.

This email was sent to jenkins@ehpub.com by Security Sales & Integration, a division of EH Publishing.
EH Publishing Inc. 111 Speen Street, Suite 200
Framingham, MA - 01701

To view this email in your browser, [click here](#).

Forward to a friend or manage your email subscriptions.

➤ PRODUCT SHOWCASE eNEWSLETTER

Announce your product directly to 22,793 recipients¹

- Highlight your products with a brief description and an image
- Hyperlinks to your site to drive traffic
- Shared with 4-6 other advertisers
- Sent 3x per month

NET INVESTMENT: \$750 per product

¹JUNE 2016 BPA BRAND REPORT

PRODUCT SHOWCASE NEWSLETTER SPECIFICATIONS

- This newsletter is a shared advertising newsletter, where advertisers promote some sort of product.
- Requirements include:
 - A headline
 - 80 word or less text description
 - A product image (max size is 140px wide by 200px tall)
 - A company logo (max width is 120px)
 - A linking URL
- Please submit these materials 3 business days in advance of the deployment date.

Sponsored Content

Honeywell's Performance Series High Quality Analog



Honeywell has expanded its Performance Series line to include Performance Series High Quality Analog cameras and DVRs that feature HD over Coax. You can get 720p and 1080p HD video quality without the hassle - over your existing analog cable. This line of 9 DVRs and 9 cameras with True Day/Night functionality use your existing cable, so install is easy and you get crisp, clear HD video images even over a long distance. You don't have to be an IT expert - just go with what you know. Honeywell is here with the solutions you need to make HD hassle-free.

[Click here to learn more.](#)

Honeywell

► FEATURED PRODUCT eNEWSLETTER

- › A dedicated email highlighting your product or service
- › With 100% share of voice, it is the most effective way to promote new or existing products
- › Sent to 21,734 subscribers who want to receive information about products or services¹
- › The email is branded as from SSI

NET INVESTMENT: \$3,000

¹JUNE 2016 BPA BRAND REPORT

FEATURED PRODUCT NEWSLETTER SPECIFICATIONS

Requirements:

- › A headline
- › 150 word or less text description
- › A product image (max size is 640px wide by 400px tall)
- › A company logo (max size is 300px wide)
- › A linking URL
- › Please submit these materials 3 business days in advance of the deployment date

► NATIVE CONTENT

SECURITY SALES & INTEGRATION eNews

Latest News



4 Steps That Will Land You New Security Customers
When you go back to old customers, use these steps to best prepare yourself to secure new business.



Why Transparency is Any Salesperson's Best Friend
The best salespeople don't use gimmicks or phony practices when trying to or unm



How Updated Video Surveillance Maintains Safety in Correctional Facilities
With the incarceration rate rising almost every year, how can correction centers maintain inmate and guard safety? Better yet, how can they maintain safety without going over budget?

Promoted Post



August Home Smart Locks Now Supported by Amazon Alexa Devices
August Home says it is the first smart lock to be supported by Amazon Echo and other Alexa devices.



Mobile App Not Always Enough When Providing Smart Home Solutions
While remote access is a great tool to have in a smart home offering, that's not the only control option that should be offered.



How to Box Hackers Out of Your ID Card Access Control Systems
ID harvesting has made it necessary for security pros to add card encryption to their physical access control systems.



Whether you're
Senior Security
Security Install
Alarm/Security



A successful native ad campaign can build deeper relationships, change people's perceptions and provide readers value.

Native ads are marketing messages integrated into the design of a publisher's main site, featuring content that runs in the editorial stream but is provided by (or produced with) an advertiser.

Native ads give you the opportunity to:

- Be a thought leader in your category
- Share innovative case studies or application stories
- Engage users more effectively than traditional advertising

NET INVESTMENT: \$800

FIRST: YOUR NATIVE AD IS FEATURED PROMINENTLY IN THE NEWSLETTER

SECOND: CLICKING ON THE AD BRINGS THE READER TO YOUR CONTENT BLENDED WITH THE EDITORIAL STREAM

THIRD: ENGAGE READERS WITH YOUR CASE STUDIES OR APPLICATION STORIES

FOURTH: TELL THEM WHERE THEY CAN FIND OUT MORE

► THOUGHT LEADERSHIP

Position your company as a leader in your field through this best-in-class content year-long program. It is packed with value and exposure for your brand across on every platform.

NET INVESTMENT: \$50,000 (\$74,500 Value)
invoiced monthly at \$4,166

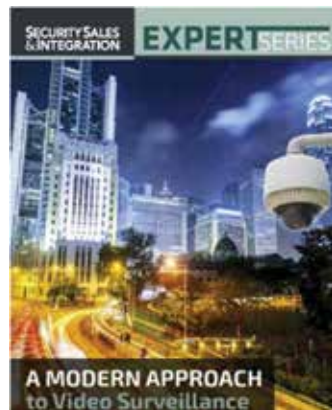
ONE 4 PAGE
CUSTOM
PUBLISHING
PRINT PIECE



ONE
TWO-WEEK
TECHNOLOGY
SPOTLIGHT



4 ONLINE
WHITE PAPERS
(1 PER QTR)

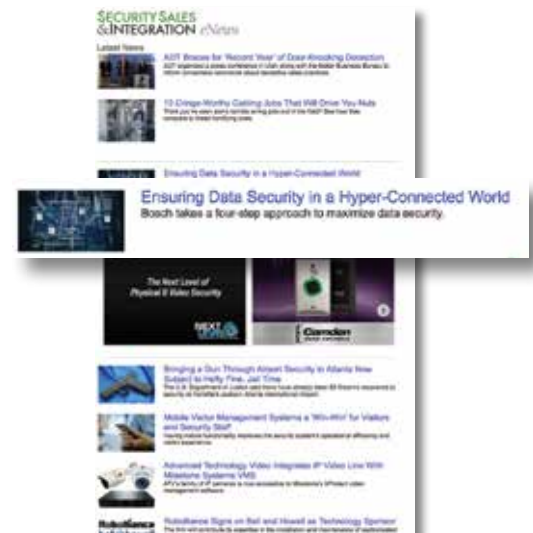


4 ADVERTORIAL PRINT
PAGES (1 PER QTR)



October 22, 2015 · 2:00 PM EDT
Moderated by **Scott Goldfine, SSI**;
Panelist:
Jorge Hevia, Napco,
Jim Corbett, United Alarm,
Allan Colombo, Tpromo.com,
Don Childers, Smoky Mountain Systems

ONE WEBCAST



4 NATIVE ADS (1 PER QTR)

► WEBCASTS

SSI offers webcasts that excel in thought leadership & get you qualified leads

- › Every lead comes with multiple data points
- › Developed and executed by SSI staff.
- › Promoted on *SecuritySales.com* in ads on the webcast page and in a supportive editorial article.
- › Promoted in 3 dedicated emails.

SSI OFFERS WEBCAST OPPORTUNITIES.

SOLE SPONSORSHIP WEBCAST:

- › You receive exclusive rights to all leads generated from the event.
- › You receive contextual branding on all promotional items for the event.
- › Guaranteed 200 Leads

NET INVESTMENT: \$10,000

Exclusive Webcast to Reveal Leading-Edge Vehicle Fleet Management Techniques

SSI's free presentation targets leveraging GPS for better business operations and customer satisfaction.



Moderator: Scott Goldfine, Editor-in-Chief, *Security Sales & Integration*

Panelist Includes: Jeffrey Trainer, Customer Service Expert, Verizon Networkfleet

► WHITE PAPER

Generate qualified leads from the SSI audience using your white papers, videos, or educational product information.

- › Lead Generation gathered with multiple data points
- › Program includes email promotion of your white paper to SSI audience and the white paper remains on *SecuritySales.com* until the lead minimum is fulfilled

NET INVESTMENT: \$3,000 for 100 leads



FROM
**CHAOS TO
CONTROL**
Your Guide to Business Efficiency & Productivity

From Chaos to Control - Your Guide to Business Efficiency

In this free guide, we'll share easy ways to identify and correct inefficiencies in your business, so your company can live up to its full profit potential.

➤ DON'T HAVE TIME TO CREATE YOUR OWN CONTENT?

- › We create valuable, relevant and consistent content on a daily basis
- › By working with our experienced editors, you gain their insight on your buyers and their purchasing behavior
- › Our engaged audiences translate into targeted and actionable leads for you

Creation Options Include*

TWO PAGES: \$3,500

FOUR PAGES: \$7,000

EIGHT PAGES: \$9,500

* Three months lead time to develop

* Two editorial changes allowed

And it doesn't end there

There is so much more we can do with the content.

We can:

- › Post it to social media
- › Post it online
- › Archive it on the website
- › Put it in print/digital editions
- › And it is yours to use on your own platforms

Leveraging IoT with Video Cameras for Security Dealers to Recognize New Revenue Streams

Find out how trends and technology are allowing security dealers to generate these new revenue streams as well as more effectively manage their businesses.

Like Tweet +1 LinkedIn

When paired with a professional monitoring services provider, many of today's security systems are viable platforms for the connected home and small business services customers are coming to want and expect.

Many believe the internet of things (IOT) is among the hottest technology trends to come along in years. The focus of this enhanced method of data communication is fivefold:

1. rapid and thorough data collection;
2. greater integration potential;
3. enhanced and informed control on the user side;
4. security products that are easier to install and program for the security dealer;
5. greater recurring monthly revenue (RMR) potential

Find out how trends and technology are allowing security dealers to generate these new revenue streams as well as more effectively manage their businesses.

Learn how to convert connectivity and mobility into profitability in this free white paper.

SECURITY SALES & INTEGRATION PARTNER SERIES

CONVERTING Connectivity and Mobility Into Profitability

Presented by

rapid response

➤ AUDIENCE EXTENSION

Audience extension, also referred to as site-based retargeting, is the practice of serving your ads to our select SecuritySales.com audience after they leave our site.

- › Your ads follow them as they jump to other sites on the web, keeping your brand right in front of them across all channels including tablet, mobile, social and video.
- › Optimization technology and near limitless reach improves campaign performance and dramatically increases the scale of your impact. (Regional selection available for an additional cost)
- › Be sure to ask your rep about CRM / Database Targeting and Behavioral Targeting options

ASK YOUR SALES REPRESENTATIVE ABOUT PRICING

▶ SSI LIST RENTALS

- ▶ The message is yours – drive booth traffic, promote products & services, launch a survey
- ▶ Be selective about your audience by Primary Business, demographics, geography, buying influences and job function.
- ▶ Choose from our email list of over 33,000 or our postal list of over 32,000¹

¹PUBLISHER'S OWN DATA

SAMPLE SELECTIONS:

PRIMARY BUSINESS

Systems Integrator/Installer/VAR
Consulting Firm
Locksmith/Elec. Acc. Cont.
Engineered Fire Systems
Central Stn Serv. Non-install
Distributor
Manufacturer/Manufacturer's Rep
Service Provider
IT/Network Security

TITLES

Executive Management
General Management
Marketing/Sales Management
Technical Management
IT/Network Sec. Mgmt.
Security Management
Corporate Other

EMAIL LIST RENTALS

NET INVESTMENT: \$350 CPM BASE SELECTIONS

POSTAL LIST RENTALS

NET INVESTMENT: \$140 CPM BASE SELECTIONS



BANNER SPECIFICATIONS

SUPPORT:

Our network of web sites currently support the following IAB standard units:

Standard Support:

- › Leaderboard — 728px wide x 90px tall
- › Rectangles — 300px wide x 250px

Creation Options Include*

Advanced Support:

- › Super Leaderboard — 970px wide x 90px tall
- › Half-Page — 300px wide x 600px tall (only supported in rectangle position 2)
- › Jumbo Pre/Interstitial Unit- 640px tall x 480px wide that appears before or between user page views and is served at the interval of one per user per day
- › Rich Media Ads- Available in all positions, see creative guidelines grid below
- › Expanding Ad Units — Ask your sales representative, we can support both an expandable leaderboard or rectangle unit.

CREATIVE:

Email to ADS@EHPUB.COM

Type of Creative	File Size Maximum	Please Submit	Notes
JPEG or GIF (standard ad units)	25k	Creative in .jpg or .gif format with linking URL	Animated GIFs can be submitted but must only rotate 3 times.
Flash (standard ad units)	75k	Creative in .swf format. Including .fla file is helpful if we encounter problems.	Please also include alternative creative in .jpg or .gif format for users without Flash/tablet/mobile. See notes below for Flash submission specifications.
3 rd Party Tags (DART, Atlas, Pointroll, Eyeblaster, etc.)	N/A	3 rd Party tags accepted as text file.	3 rd Party tag should support javascript/iframe implementation. See notes below for 3 rd Party tag submission specifications.
Jumbo Pre-Interstitial	90k	Creative in .jpg or GIF format with linking URL (static file preferred)	Flash, Animated GIFs or 3 rd party tags can hinder performance of this large ad unit

POSITIONS:

Additional details will be provided at the time of booking. We can support a variety of custom opportunities. Please contact your sales representative if you have questions on these or other advertising venues.





EHIMPACT

For decades **EH Media*** has been providing space for marketing campaigns & messaging....and will continue to do so for many more. But what about a “DONE-FOR-YOU” marketing service?

WELCOME TO EH IMPACT!

COMMON PROBLEMS THAT EXIST FOR THE MAJORITY OF MARKETERS:

› Lack of human resource bandwidth

The hiring & training of additional employees that have the requisite skills can be a challenge.

› Lack of time

There are never enough hours in a day to do all the things you know you should be doing.

› Lack of marketing tools

Do you go out and invest in new marketing automation systems? Who has the time/staff to run them effectively?

› Lack of expertise

Unless it is your full time job, keeping up on the constantly evolving landscape of digital marketing is an impossible task.

EH IMPACT WAS SPECIFICALLY DESIGNED TO MEET THOSE CHALLENGES!

EH IMPACT provides a wide range of digital marketing services to help our clients reach their next stage of growth, including:

- › Marketing strategy development
- › Funnel building & optimization
- › Real Time Lead generation & distribution
- › Analytics & reporting
- › Traffic maximization
- › Content development
- › Market research
- › Email marketing & automation

EH IMPACT is focused on helping our clients solve a multitude of challenges, including high-quality lead generation, at a reasonable cost. We rely on an uncommonly effective analytics platform as well as a unique suite of digital marketing tools to build marketing and sales funnels that deliver quantifiable ROI.

For Additional Information Visit: ehimpact.com

*EH Publishing, Inc. dba EH Media

SSI/MAGAZINE 2017 RATES (GROSS)

Four Color	1x	2x	6x	13x	Dimensions	
2 Page Spread	\$10,983	\$10,175	\$9,890	\$9,605	15.75"w x 10.75"h (Trim)	15"w x 10"h (Live Area)
<i>Spreads should allow .375" for gutter on each side. Please keep live matter .375" from edge. Bleed requires .125" added to all sides for trim.</i>						
Full Page & Bleed	\$6,169	\$5,590	\$5,305	\$5,025	7.875"w x 10.75"h (Trim)	7"w x 10"h (Live Area)
<i>Please keep live matter .375" from edge. Bleed requires .125" added to all sides for trim.</i>						
Back Cover	\$7,743	\$6,988	\$6,631	\$6,281	7.875"w x 10.75"h (Trim)	7"w x 10"h (Live Area)
Cover Two	\$7,402	\$6,708	\$6,366	\$6,030	7.875"w x 10.75"h (Trim)	7"w x 10"h (Live Area)
Cover Three	\$6,786	\$6,149	\$5,836	\$5,528	7.875"w x 10.75"h (Trim)	7"w x 10"h (Live Area)
2/3 Page	\$5,434	\$4,895	\$4,610	\$4,325	4.5625"w x 10"h	
1/2 Page Horizontal	\$4,263	\$3,775	\$3,490	\$3,205	7"w x 4.875"h	
1/2 Page Island	\$4,735	\$4,225	\$3,940	\$3,660	4.5625"w x 7.5"h	
1/2 Page Vertical	\$4,263	\$3,775	\$3,490	\$3,205	3.375"w x 10"h	
1/3 Page Vertical	\$3,591	\$3,090	\$2,810	\$2,425	2.1875"w x 10"h	
1/3 Page Square	\$3,591	\$3,090	\$2,810	\$2,425	4.5625"w x 4.875"h	
1/4 Page Vertical	\$2,835	\$2,410	\$2,075	\$1,840	3.375"w x 4.875"h	

Marketplace	1x	Dimensions
1/4 Page Vertical	\$1,550	3.375"w x 4.875"h
1/2 Page Horizontal	\$2,625	7"w x 4.875"h

GOLD BOOK

The *Security Sales & Integration Gold Book* is the most valuable resource for professional systems integrators. Make sure they know what products & services your company has to offer! You won't reach an audience like this anywhere else. Listings will be posted on *SecuritySales.com* and printed in the 2017 issue of the *Security Sales & Integration Gold Book*. goldbook.ehpub.com

2018 SSI Gold Book Advertising Options

Premium Package	\$3,800
1 Full-page 4-color ad 1 Advertorial (Corporate Profile)	

PRINT AD SPECS

- Preferred file format: PDF-x1a
- Preferred method of submission: All images must be hi-res 300 dpi, CMYK or grayscale and meet SWOP standards.
- Save in TIFF or EPS format without embedded ICC profiles.
- Embed all fonts. Use only Adobe fonts.
- Files should be 100% of print size.

For more information and uploading instructions please contact:

EH Media, Attn: Manuela Rosengard
111 Speen Street, Suite 200, Framingham, MA 01701
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PRINT AD MATERIALS: UPLOAD A HIGH-RESOLUTION PDF TO ADS.EHPUB.COM

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