

SECURITY SYSTEMS NEWS



**2016
MEDIA
KIT**

The one and only security news source
www.securitysystemsnews.com

Target your customers through the news

INTRO

Our comprehensive news resources provide the information security professionals seek, in the format they prefer—print, digital, social and/or events. We have the knowledge to put together an integrated marketing plan across our news channels that reaches your target audience.

Let *Security Systems News*' targeted database connect you with your customers. The United Audience Database (UAD) tracks and collects data on security professionals as they engage with our news. We know who your prospects are, what they do and what information they are seeking. Which means we know how to help you best target your customers and prospects.

Contact

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upi **United Publications, Inc.**
PUBLISHERS OF SPECIALIZED BUSINESS NEWS

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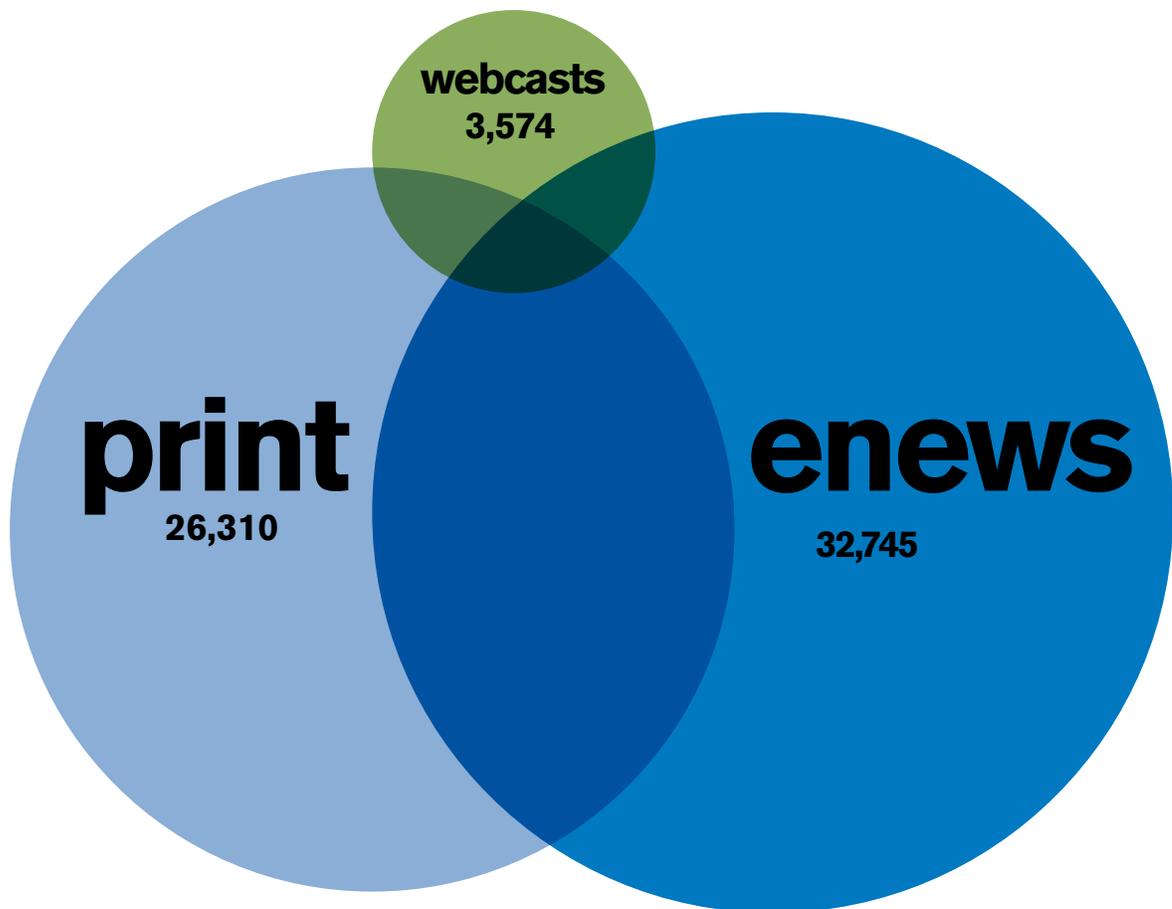
Contact your sales manager for custom marketing proposals and all pricing.

Be where your customers are

Target the right prospects through *Security Systems News'* engaged audience

Total audience **73,885** Unique security professionals

Installation Companies **26,398** | Management **36,615**



List Rentals

Reach *Security Systems News'* audience with your own direct mail piece or email. Contact Julie Salles at Infogroup. **Phone: 402-836-5667 | email: Julie.salles@infogroup.com**



Qualified Circulation

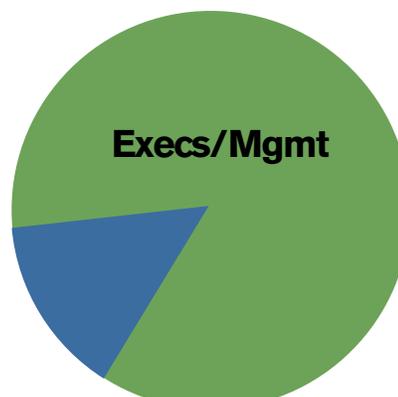
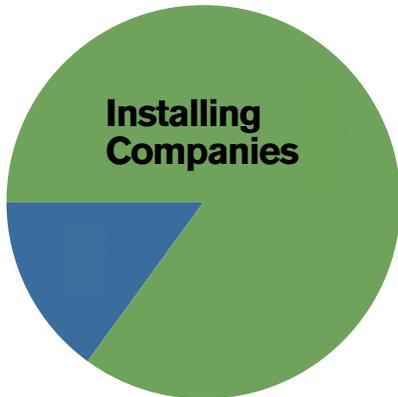
The most savvy integrators and installers in the industry—those companies you want as your customers—read *Security Systems News*. Our print edition alone reaches more than **26,100 qualified professionals**.

100% individuals by name, title and function



Business

Function



71% Installing Companies

79% Executive/Purchasing/General Management

29% Other Security Professionals

21% Installation/Service Staff, Consultant, Other

Source:
June 2015 Security Systems News BPA-Audited Circulation Statement

Print Issue

Connect with 26,100+ security professionals through the monthly print edition. Print advertising is an essential component of your integrated marketing campaigns.

New Product Submissions

In order to have your new product considered by the editors, please submit a photo, a description and the three most important features to Cath Daggett at cdaggett@securitysystemsnews.com. Put "new product" in the subject line of your email.

Advertising opportunities include:

Display Ads / Inserts / Wraps + Tips

The foundation of any marketing campaign. Get your message seen in the pages of *Security Systems News*.

Marketplace Ads

Ads in this targeted section enable you to influence thousands of readers without breaking your budget.



Coverage

Commercial & Systems Integrators

News on the companies doing the most progressive and complicated work in the security industry. Large or small, these companies are working with new technologies to provide solutions to increasingly difficult problems.

Residential Systems

Where the public meets the industry to protect family and home.

Monitoring

Following the evolution of monitoring, from video verification to two-way medical monitoring. Keeping you up to date on who's offering what and who's working with whom.



Suppliers

News on manufacturers and distributors—including mergers, acquisitions, new products, new CEOs and everything else that affects the way installers and integrators win and retain business.

Official ISC West Must-See Product Guide

Reach ISC West attendees

This product guide lists hundreds of products by category and serves as a road map for attendees as they navigate ISC West. Make sure they know about your product by purchasing an enhanced listing or advertisement! The product guide is distributed in print, as well as a digital edition.

See Show Offerings page 13 for details.



Editorial Calendar

Issue	Market Trends	Product Spotlight	Special Features	Bonus Distribution	Ad Close*	Materials Due
JANUARY	Video Surveillance	PSIM	Emerging Technologies		Dec 10	Dec 14
FEBRUARY	Biometrics	Cloud		TechSec	Jan 8	Jan 12
MARCH	Wireless	Locking Systems	Mobile Apps		Feb 8	Feb 11
APRIL	Cloud	Mobile Apps	Education	ISC West	Mar 8	Mar 11
MAY	PERS	Home Automation			Apr 11	Apr 14
JUNE	Access Control / Locking Systems	Megapixel Cameras	Digital Sourcebook: Monitoring	ESX	May 12	May 16
JULY	Residential Systems	NVRs / DVRs			Jun 7	Jun 10
AUGUST	Video Monitoring	Biometrics	Cloud		Jul 8	Jul 12
SEPTEMBER	Software	IP Cameras	Software Digital Sourcebook: Access Control	ASIS	Aug 9	Aug 12
OCTOBER	Outdoor and Perimeter Security	Video Analytics	'20 Under 40' Integrators		Sep 8	Sep 13
NOVEMBER	Managed Services	VMS	Women in Security '20 Under 40' End Users	ISC East	Oct 7	Oct 12
DECEMBER	Storage	Intrusion		Cloud+	Nov 12	Nov 14

SSN Digital Edition

This fully-interactive version of the newspaper has customizable features and allows users to access complete issues of *Security Systems News* at any time on the web. Each month, an email linking to the Digital Edition is sent to *Security Systems News*' engaged subscribers, who are viewing more than 15,000 pages each digital issue. Your exclusive monthly sponsorship allows you to influence decision makers as they read their news online.

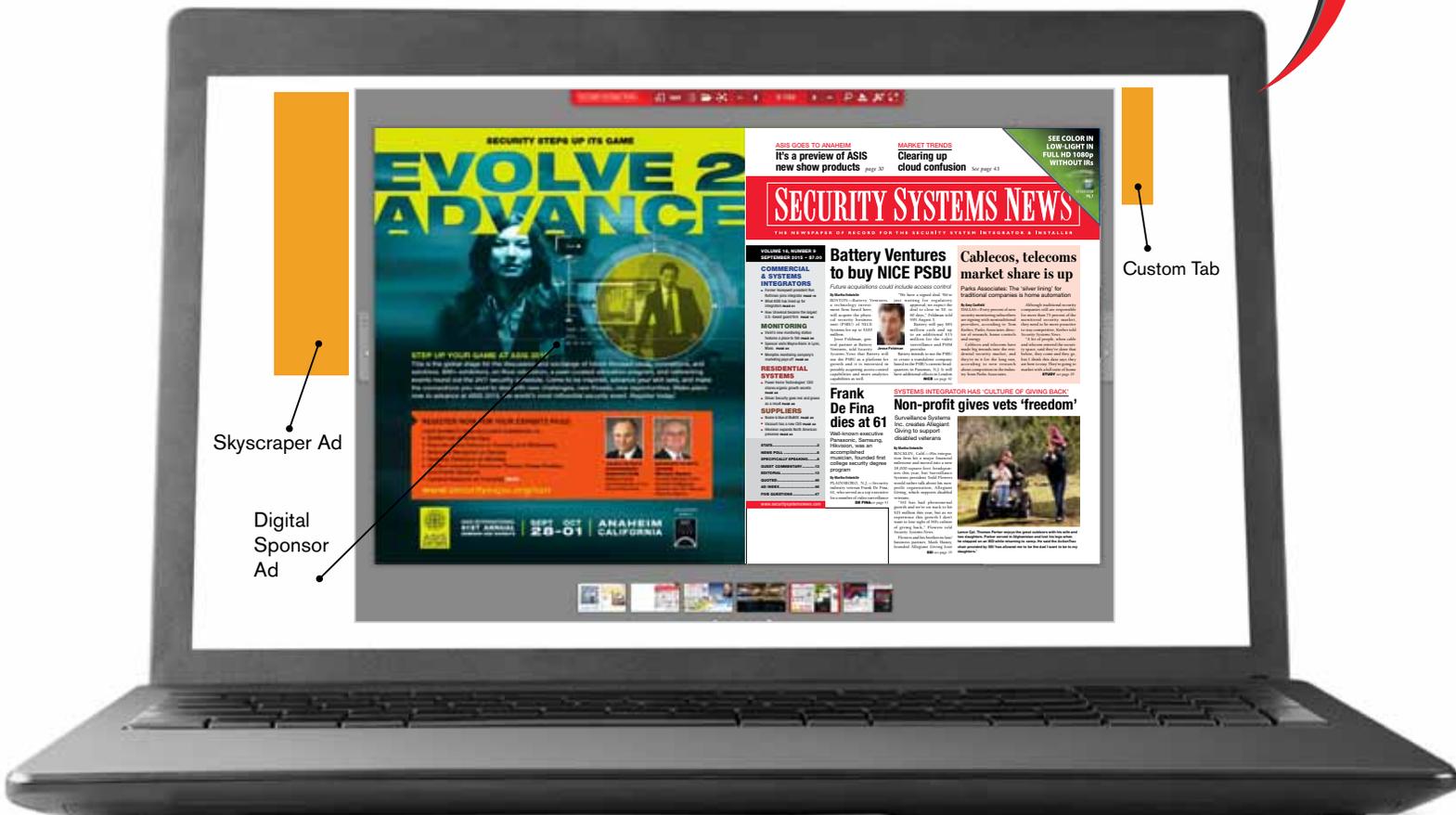
Exclusive Monthly Sponsor receives:

- HTML or text ad in the announcement email broadcast sent to more than 25,000 subscribers
- Full page ad on the landing page
- Extended exposure through archived edition

Other advertising opportunities:

- Skyscraper ad - 160 X 600 Pixels with URL
- Custom tabs for inserts
- Custom size ads on landing page

More than 15,000 page views per issue!



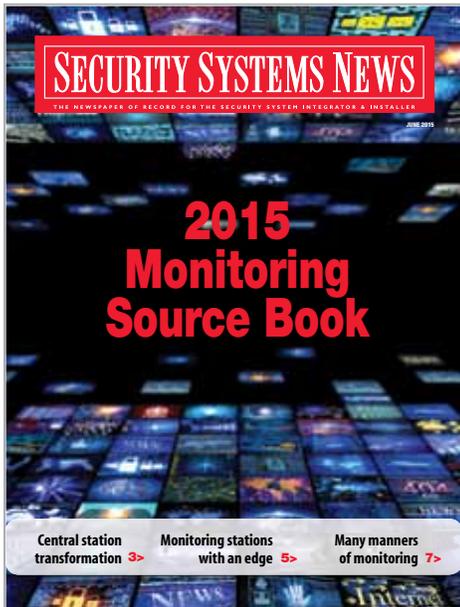
Skyscraper Ad

Digital Sponsor Ad

Custom Tab

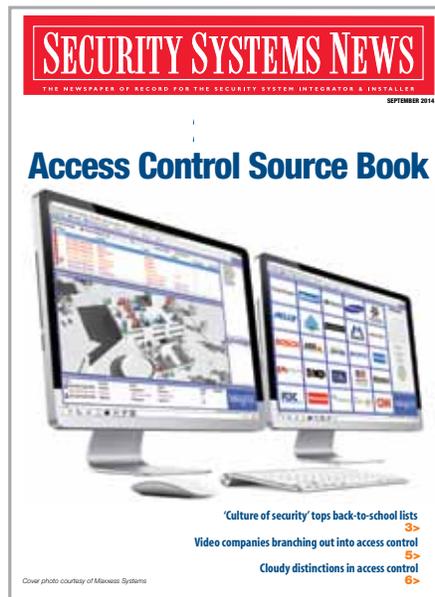
Digital Source Books

These targeted digital resources provide installers and integrators with all the information they need to keep pace with the monitoring and access control markets. Sponsorship allows you to show these buyers how your solutions fit their needs.



JUNE: *Monitoring Source Book*

- In-depth articles on emerging trends
- Buyers guide grid that contains ONLY sponsors' information
- Intelligence page: Things to know, What's happening, FAQs and more
- Social page: A page dedicated to your social media links
- Profile Pages: Detailed information about sponsoring companies



SEPTEMBER *Access Control Source Book*

Sponsorships

Basic Sponsor:

Full Page Ad
Inclusion in the following section:
■ Buyers guide grid

Bronze Sponsor:

Full Page Ad
Profile page (adjacent to the ad)
Inclusion in the following sections:
■ Buyers guide grid
■ Intelligence page
■ Social page

Silver Sponsor:

Full Page Ad
Profile page (adjacent to the ad)
Inclusion in the following sections:
■ Buyers guide grid
■ Intelligence page
■ Social page

TWO
POSITIONS
AVAILABLE

PLUS:

Sponsor #1 - Additional Full Page Ad on Front Inside Cover
Sponsor #2 - Additional Full Page Ad on Back Cover
Both sponsors get logo included in digital edition deployment email with lead generation

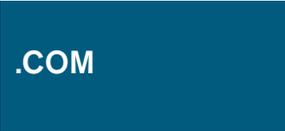
Gold Sponsor:

Full Page Ad
Profile page (adjacent to the ad)
Inclusion in the following sections:
■ Buyers guide grid
■ Intelligence page
■ Social page

ONLY ONE
POSITION
AVAILABLE

PLUS:

- Full Page Ad positioned adjacent to the Front cover
- Banner ad in the digital edition deployment email with lead generation



www.
securitysystemsnews
.com

Our popular website reports the news as it happens for the entire industry. Your prospects visit on a daily basis. Make sure your ad is seen by decision makers as they access critical information vital to their success.

Avg. Monthly Visits 38,095
Avg. Monthly Unique Visits 24,148
Avg. Monthly Page Views 62,174

* 2015 data

Site features include:

- Top news stories
- Market news
- ssnTVnews
- Webcast library
- Industry blogs
- NewsPolls
- Events Calendar
- Products
- And more!

LEADER 728X90

MINI LEADER 245X90

POSTER 300X250

POSTER 300X250

POSTER 300X250

BOTTOM LEADER 728X90

BOTTOM MINI LEADER 245X90

The screenshot shows the homepage of securitysystemsnews.com. It features a navigation bar with 'Monitoring', 'Residential', 'Suppliers', 'News', and 'Also Noted'. The main content area includes a 'Top Stories' section with headlines like 'Security industry gives back' and 'Pittsburgh looks to automating false alarm fines'. There are also 'Webcasts Available on Demand' and 'Current Issue' sections. A 'Poll' section is visible at the bottom, asking 'What is your role in security?'. The footer contains a 'Are you ready for the smart home revolution?' banner with logos for various security companies.



LEAD GEN Receive the contact information* for every person who clicks on your ad. Includes: contact name, company, job title, state and email address.



EMAIL NEWSLETTERS

Lead generation email products

Generate leads and reinforce your brand by sponsoring these popular, targeted e-newsletters.

ssn newswire **Sent weekly to: 17,500**

Our extremely popular weekly broadcast email keeps readers fully informed with breaking news and relevant stories crucial to the industry. Two sponsorships available: Primary and Secondary Ads can be graphic or text and are clickable to your provided link.



ssn newswire **BREAKING NEWSWIRE Sent to: 17,500**

Be connected with the hottest news. Sponsoring the SSN Breaking Newswire allows you to engage readers as they access vital news, as soon as it happens. The package includes exclusive sponsorship of five editions.

top 5 Monitoring | Commercial Integration | Moneyline | Residential | Access Control

Sent monthly to:

MONITORING - 12,000 COMMERCIAL INT. - 17,000 MONEYLINE - 20,000 RESIDENTIAL - 12,000 ACCESS CONTROL - 15,000

The Top 5 monthly e-newsletters focus specifically on stories in the Commercial Integration, Monitoring, Residential, Finance and Access Control arenas. These emails keep readers up-to-date on stories they may have missed in their specific field. It also gives you an opportunity to target your message directly to prospects with an interest in your product and/or service. Two ad positions available per email: Skyscraper ad and text only ad.

security showcase

SOLUTIONS AT A GLANCE Sent bi-monthly to: 25,000

Security Showcase is an email broadcast that presents security product solutions to an audience of integrators, dealers and end users. Showcasing your product is an extremely cost-effective way to generate leads and build product awareness.

focus

Focus by Security Showcase is a dedicated broadcast email that delivers your custom message to an audience of your choice. This unique opportunity allows you to reach security professionals with buying power, without other advertisers' materials in the email. Drill down into our extensive audience to target exactly who you want to reach.

* email address is guaranteed for every person. Other data may not be available.

securitywebcasts

WEBCASTS

Partner with *Security Systems News* on a lead-generation webcast. Security Webcasts provide valuable industry knowledge to an engaged audience. Sponsorship gives you the opportunity to position your company as a thought leader. Sponsor one of our editorially designed webcasts or create your own. We handle all the details from marketing and administration to technology and reporting.

Receive:

- Qualified leads from our engaged audience
- Complete project management
- Three custom questions on registration page
- The opportunity to educate decision makers about your value proposition
- Enhanced credibility by teaming with SSN

Marketing efforts include:

- One print ad relating to Webcast topic
- Three email broadcasts to a targeted audience
- One Security Showcase ad
- One Poster ad on SecuritySystemsNews.com
- Listed under Webcast tab on SecuritySystemsNews.com
- email broadcast template provided to you to send to your own customer base

Contact your account manager for details.

securitysystemsnews.com/webcasts



PRESENT

Emerging Technology Webcast Series

Sponsor a SIA webcast and position your organization as a technology thought leader. Basic and exclusive sponsorships available.

Sponsors receive:

- Qualified leads from our engaged audience
- Logo in print ad
- Logo in all email broadcasts (3 min)
- One Security Showcase ad (logo on landing page)
- One Poster ad on SecuritySystemsNews.com (logo on landing page)
- Logo on webcast listing on SecuritySystemsNews.com
- email broadcast template provided to you to send to your own customer base



SSN TV

Use video to grab the attention of your prospects. ssnTVnews provides security professionals with video interviews essential to running their business. Whether you're the monthly TV sponsor or you place your own video or commercial on our site, you'll have the attention of decision makers.

Content includes:

- Interviews with industry newsmakers
- Event coverage
- Product introductions
- Educational/instructional information
- And more!

Video Posting

- Post your own video (5 minutes max)

Pre-roll Commercial Video

- Up to 60-second paid commercial announcement

Monthly SITE sponsorship

- Logo above ssnTVnews player
- Exclusive poster ad on the TV landing page
- Five second logo in pre roll (except for Product Announcement videos)
- Video posting for a month

The screenshot displays the ssnTVnews website interface. At the top, there is a navigation menu with categories: Commercial, Monitoring, Residential, Suppliers, News, Also Noted, and 20 under 40. Below this is a secondary menu with: BLOGS, VIDEOS (highlighted), WEBCASTS, SHOW PRODUCTS, RESOURCES, TECHSEC, and DIRECTORY. The main content area shows a video player for an interview with Darryl Bray, sales manager for Security Central. The video title is "Security Central's Bray talks on company's plans" and the description states: "Darryl Bray, sales manager for Security Central, talks about the company seeking CSA A 5 Diamond certification and new sales strategies." The video player shows a man in a suit speaking, with a name tag that reads "Darryl Bray Security Central" and an "ISC WEST" logo. Below the video, the topic is listed as "MONITORING" and tags include "DARRYL BRAY, SECURITY CENTRAL, CSA A 5 DIAMOND". To the right of the video is a sidebar advertisement for "icontrolone securitywebcasts" with the headline "Are you ready for the smart home revolution?" and a "View Now" button. Below the ad is a "Most Recent" section listing several articles, including "Smart lock surpasses crowdfunding goal" and "Johnson Controls to sell JCSS to Versar for \$20m".

Show Offerings

SHOW OFFERINGS

Official ISC West Must See Product Guide

Reach ISC West attendees

This product guide lists hundreds of products by category and serves as a road map for attendees as they navigate ISC West. Make sure they know about your product by purchasing an enhanced listing or advertisement! The product guide is distributed in print and digitally.

The Guide will be distributed in two phases:

- The digital edition will be emailed to SSN subscribers and pre-registered attendees one month prior to ISC West.
- The print version will be handed to attendees as they enter the show, and will also be distributed in the onsite publication bins.

Product listing includes:

- Company Name
- Product Name
- 20-word Product Description
- Photo
- Booth Number

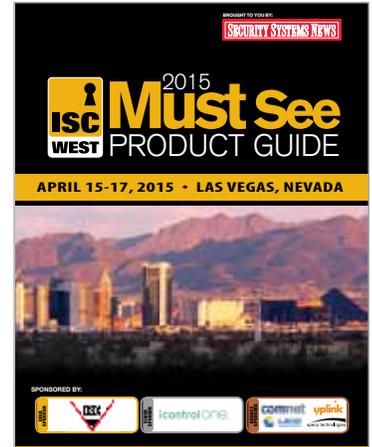
Exhibitors get one free listing

ENHANCE YOUR LISTING!

Include your company logo and URL, with a live link in the digital edition.

ADS AVAILABLE

Sponsor this essential guide and you'll get your logo on the cover, a full or 1/2 page ad inside the guide and a FREE enhanced listing.



Twitter Events at ISC West and ESX

Sponsor the Twitter Wall and join the social side of the industry!



A month prior to the shows, the SSN team will build a Twitter community using a special show hashtag. Our editors and respected industry Tweeters will tweet about the shows, news, special events and more. At the shows, we will have a display of the tweets on an extra-large screen in a prominent location to draw the attention of attendees. There will be promotions to encourage tweeting participation, such as an iPad mini giveaway for the "Most Valuable Tweeter" and a random drawing from the pool of all tweeters.



Become a sponsor to gain extensive brand exposure and position your company as an industry thought leader!

SPONSORSHIP	DESCRIPTION
BASIC	Logo prominently featured on the Twitter Wall
SILVER	Same as basic sponsorship, plus a commercial built into the feed that runs at least 1x per hour
GOLD	Same as silver sponsorship. Plus a pull up banner positioned next to the Twitter Wall



Dec. 7-8, 2015 • Crowne Plaza Hotel • Foster City, CA

www.ssncloudplus.com

Cloud+ is the first ever cloud-centric security conference and technology showcase. We'll answer questions top security professionals are asking about cloud technology and cover how it will impact every stakeholder in the security industry. Our technology showcase is the ONLY place that features leading cloud companies side by side. Make sure your company's solutions are seen by sponsoring and/or exhibiting! Several sponsorship levels are available.



February 2-3, 2016

Delray Beach Marriott, FL

www.techsecsolutions.com

Align your brand with this cutting edge business forum. TechSec Solutions New Technology Conference attracts high level security end users, integrators, installers, consultants and other security professionals to discuss security technologies. This two-day premier event has come to be the industry's "thinking conference." Techsec Solutions delivers high caliber education on emerging technologies, presented by the industry's most respected thought leaders and the editorial team at *Security Systems News*.

Our event sponsorship packages give you an integrated marketing approach—incorporating onsite branding, e-media messaging and print advertising—all for one set price.

For more information, contact:

Kerry Rasor, Conference Director
207-846-0600 x273
krasor@securitysystemsnews.com



Print Specs

PRINT SPECS

Submission Policies:

- All files must be submitted "print ready."
- Any file manipulation and/or repair is a billable service.
- Publisher will not be held responsible for errors when files are not submitted in accordance with our specifications.

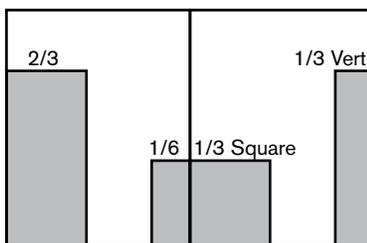
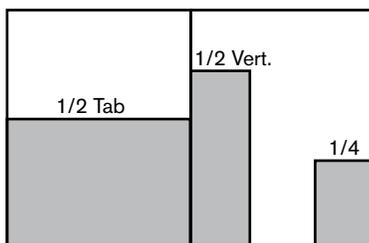
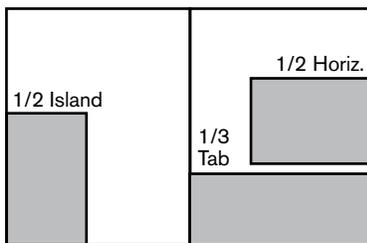
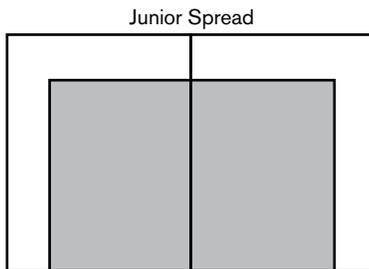
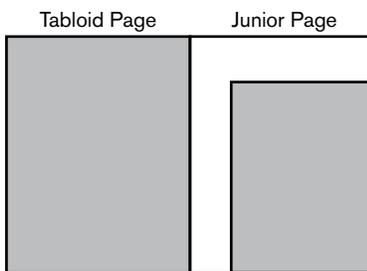
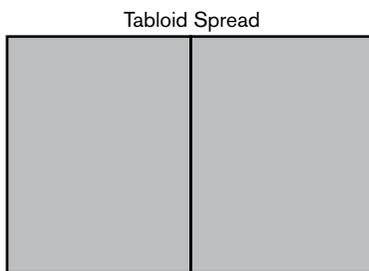
Accepted formats:

PDF/X-1A

- **Strongly preferred format.**
- Use the Overprint Preview feature in Acrobat to verify that your PDF will print properly before sending.

Tiff or EPS

- Resolution is 300 dpi.
- CMYK channels only.



Dimensions:

	inches		millimeters	
	Width	Height	Width	Height
TAB PAGE:				
Bleed	10 7/8	13 7/8	276	352
Trim	10 5/8	13 5/8	270	346
HALF TAB:				
Bleed	10 7/8	7 1/2	276	191
Trim	10 5/8	7 1/4	270	184
JUNIOR PAGE:				
Bleed	8 3/8	11 1/8	213	283
Trim	8 1/8	10 7/8	206	276

	inches		millimeters	
	Width	Height	Width	Height
TAB SPREAD:				
Bleed	21 1/2	13 7/8	546	352
Trim	21 1/4	13 5/8	540	346
JUNIOR SPREAD:				
Bleed	16 1/2	11 1/8	419	283
Trim	16 1/4	10 7/8	413	276

FTP instructions

Digital files may be uploaded to our FTP site. You must have an FTP client to access the site. Mac users can use Fetch, PC users can use Smart FTP, etc.

host: ftp.securitysystemsnews.com
username: production
password: 8sh2Gdi8

Include:
File name
Advertiser name
Issue date

Once uploaded, please email:
ldubois@unitedpublications.com

by mail

Please send advertising materials to:
Lise Dubois, Production Director
Security Systems News
106 Lafayette Street
Yarmouth, ME 04096

207-846-0600 x214
ldubois@unitedpublications.com

	inches		millimeters	
	Width	Height	Width	Height
FRACTIONALS:				
2/3 Page	4 9/16	10	116	254
1/2 Island	4 9/16	7 1/2	116	191
1/2 Horiz.	7	4 7/8	178	124
1/2 Vert.	3 3/8	10	86	254
1/3 Tab	9 5/8	3	245	76
1/3 Sq.	4 9/16	4 7/8	116	124
1/3 Vert.	2 3/16	10	56	254
1/4 Page	3 3/8	4 7/8	86	124
1/6 Page	2 3/16	4 7/8	56	124
Marketplace	3	3	76	76

e-Media Specs

Website Ads

- Pop-ups: 300 x 250 pixels
550 x 480 pixels
- Leaderboard: 728 x 90 pixels
- Mini Leaderboard: 245 x 90 pixels
- Poster: 300 x 250 pixels

File specifications:

GIF/JPG/3rd party tags:

- Max file size: 50K.
- Fifteen second animation limit, max of three loops.

FLASH:

- Max file size: 80K.
- Fifteen second animation limit, max of three loops.
- Flash files must contain the clickTAG variable to track click-throughs correctly[†]. See Adobe's official guide on how to set up a Flash file using the clickTAG variable at: (http://www.adobe.com/resources/richmedia/tracking/designers_guide). A hard-coded URL link is also acceptable for non-third party tag ads. The SWF file also needs to include a target of "_blank".

[†]We are not responsible for the inability to track click throughs of ads not designed to our specifications.

*Although we try to accommodate the click through tracking of 3rd party tags, we do not guarantee it.

Newswire Ads

- 640 x 90 pixels GIF or JPG, max file size of 50K and URL.
- Text ad: 50-words of copy and URL.

Showcase Ads

- 60-words of copy, a short headline and URL.
- 100 x 100 pixel image in static GIF or JPG format.

Focus

- 640 pixel wide GIF or JPG image and URL. (*Whole image will be clickable to destination URL.*)
- Subject line.
- or -
- A table-based HTML file with a width of 640 pixels.
- All graphics must be hosted on your server and have absolute file paths.
- Subject line.

Top 5 Ads

- Skyscraper: 140 x 525 pixels GIF or JPG and URL.
- Text ad: Headline and up to 40 words of copy.

NOTE: We strongly advise against using redirect/shortened URLs for your email ads. If you choose to do so, we cannot provide you with leads and click throughs.

FTP instructions

Digital files may be uploaded to our FTP site. You must have an FTP client to access the site. Mac users can use Fetch, PC users can use Smart FTP, etc.

host: [ftp.securitysystemsnews.com](ftp://ftp.securitysystemsnews.com)
username: production
password: 8sh2Gdi8

Include:
File name
Advertiser name
Issue date

Once uploaded, please email:
ldubois@unitedpublications.com
pmacijauskas@unitedpublications.com

send e-materials to

cdaggett@securitysystemsnews.com
pmacijauskas@unitedpublications.com

Questions, contact:
Peter Macijauskas
e-Media Manager
207-846-0600 x282

file manipulation

Any manipulation work that needs to be done to submitted digital files will be billable at \$150/hour, with a one-hour minimum charge.

Video

SSN News TV

Site Sponsor:

- Logo for TV Player: 72 dpi GIF or JPG.
- Logo for pre and post roll: 72 dpi JPG.
- Poster ad: 300 x 250 pixels GIF or JPG.

Video Posting:

- Less than 5 minute video: 320 x 180 pixels, .flv file
- Files should be uploaded to ftp site. See instructions above.

UNITED PUBLICATIONS FAIR PRICING POLICY

At United Publications, parent company of *Security Systems News*, we believe that every customer should receive outstanding value for their marketing dollars.

The most important value we can provide is to publish news that commands close readership by your customers and prospects. We work hard to ensure that we provide our audience with unique and well-crafted products.

Our goal is to provide you with highly cost-efficient communication vehicles that reach your customers and prospects, across all media channels.

We believe that volume customers deserve volume discounts. That's why we reward them with generous frequency discounts built right into our rate structure.

Our guarantee to all United Publications customers is: No one will buy at a lower price, unless they run a larger schedule. You can be assured that you are getting the lowest price available for your marketing program.

We think that's the fair way to conduct business. We're confident you will agree.



James G. Taliaferro



Tim Purpura

PUBLISHER'S POLICIES:

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. All advertising contracts accepted are subject to change in rate upon notice from the publisher. Contracts may be canceled at the time the change in rate becomes effective without incurring a short rate, provided the contract rate has been earned up to the date of cancellation. The publisher reserves the right to reject any advertisement. The advertiser agrees to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch, or words protected by copyright or registered trademark. If the publisher determines that an advertisement simulates editorial, it must carry the word ADVERTISEMENT at the top. The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of the publisher affecting production or delivery in any manner. Full ad price will be charged for any cancellations made after published closing date. Contract advertisers will be short-rated to the appropriate rate if the number of ads upon which the rate was based are not placed within a 12-month period beginning with the month of the first contracted insertion.

AGENCY COMMISSIONS AND DISCOUNTS

A 15% agency discount is given to recognized agencies on space only if paid within 30 days of invoice date. Production charges are non-commissionable. A 2% cash discount is given to companies that pay within 10 days of invoice date. A 1.5% finance charge will be added each month to all outstanding invoices over 30 days.

CREDIT TERMS

First-time advertisers must prepay. To establish credit for billing on subsequent insertions, advertisers and/or agencies must submit a credit application with the first insertion order. Invoices are payable upon receipt.

United Publications, Inc. P.O. Box 998, 106 Lafayette Street, Yarmouth, ME 04096