

THE BUSINESS MEDIA FOR SECURITY EXECUTIVES

You'll influence the most enterprise leaders¹ in *Security's* September ASIS Expo issue!

Product categories: Guard Solutions • Access Control • Retail Video Analytics
• Wireless Networks

Your September ads reach 35,000+ *Security* subscribers² plus **bonus ASIS attendees** in our popular annual 2012 ASIS Expo Issue! And did you advertise with a full page in August? Run a full page ad again in September and you receive a **FREE full page Profile or Ad** in our exclusive ASIS *Security* Solutions publication. Includes exclusive bonus distribution at the 2012 expo in Philadelphia. It's the year's biggest reach to enterprise leaders! Contact us anytime to learn more.

SEPTEMBER ADVERTISER BONUSES: \$500 Digital Edition Advertising Credit³

Advertise with a full-page or larger and you'll receive a \$500 credit toward any digital edition ad upgrade. Add video, animation, audio, or any available option to your September digital edition ad.

FREE Bonus Distribution

- ASIS, September 10-13, Philadelphia, PA

FEATURED SEPTEMBER EDITORIAL & TECHNOLOGY:

- Securing the Global Enterprise
- The World Trade Center: One Year Later
- High-Tech Solutions for Guards
- New Ways to Control Access Control in Difficult Environments
- Video Analytics for Retail
- Wireless Mesh Networks
- Vertical Sector Focus: Federal, State and Local Government



**Government:
Data Centers Focus!**



**Solutions By Sector:
Data Center Physical
Security – Government
Focus:**

Solutions By Sector Webinar sponsors receive a multimedia promotional blitz reaching end-users and channel professionals securing **government facilities with a special focus on Data Centers**. Sponsorships include:

- Logo on Webinar promotion to *SDM* and *Security* subscribers. Over 200,000 impressions in print and online¹
- Lead database – all Webinar registrant information including Q&A log
- 30-second promotion at Webinar start including voice over or video
- 234 x 60 Half-banner Ad in online Vertical Sector topic page and in sector-specific eNewsletter
- Case study (300-word plus photo) published in online Vertical Sector topic page and in sector-specific eNewsletter
- Direct mail list of *Security* subscribers in the government sector

Sponsorship close: September 14th.
Webinar date: September 25th.

September print ad space closes August 6th.

Learn more from your regional sales representative:

CHRIS WARD
Assoc. Publisher, Mid-Atlantic,
Southeast Region
(770) 205-4779
wardc@bnpmedia.com

TARA SCHELLING
Northeast Region
(267) 544-0956
schellingt@bnpmedia.com

KENT BEAVER
Western Region
(310) 474-7158
kent.beaver@verizon.net

DOUG O'GORDEN
Midwest Region
(847) 548-0680
ogordend@bnpmedia.com

HEIDI FUSARO
Inside Sales,
Classifieds &
Help Wanted
(630) 518-5470

fusaroh@bnpmedia.com

¹Publisher's own data. ²*Security* December 2011 BPA Circulation Statement. TQ: 35,010 (29,390 print + 301 digital + 5,319 both print & digital). ³Full-page or larger advertisers qualify. Must return signed insertion by close date.

SECURITY
The Business Media for Security Executives
SecurityMagazine.com



SECURITY *SDM* SOLUTIONS By Sector

2012

This September – Securing Government Facilities: Data Center Focus!

High-impact Webinar Sponsorships...

Federal and state governments are consolidating multiple data centers into new facilities that are secure from both physical and cyber attacks. Infrastructure standards from telecommunications to fire safety compliance, risk management and security are being addressed at the design stage with CSO involvement. Join *SDM* Editor Laura Stepanek, *Security* Editor Diane Ritchey, and thought-leading practitioners from the government data center security sector for this insightful one-hour **Solutions by Sector** Webinar.

Solutions By Sector are turnkey multimedia sponsorship programs targeting powerful subscribers in key vertical markets. Include your message as expert speakers from both the Government sector and systems integrators specializing in data center risk management and security programs share:

- The emerging threat landscape this sector faces
- How leading security programs are mitigating risks
- Case studies on how vulnerabilities were identified and mitigated
- How regulatory compliance is impacting risk assessment and security planning
- Live Question and Answer session to address your information needs, and more!

Webinar date: September 25th
Sponsorship close: September 14th



Powerful Educational Content:

- **Featured Speaker:** A known and respected industry thought-leader highlights unique security issues and solutions.
- **Interview Format:** Channel and enterprise executives discuss security issues, trends and challenges within their vertical market.
- **Case Studies:** Best practices, solutions, new technology applications and success stories hosted online.

Sponsorship Package (1x): \$3,500 net

Webinar:

- **Logo** on all webinar promotion to all *SDM* and *Security* subscribers. Over 200,000 impressions in print and online.²
- **Lead database** – all Webinar registrant information including Q&A log.
- **30-second promotion** at start and end of Webinar about your company/product/solution and one PPT slide displayed during this promotion.
- **Company name mentioned** as sponsor at end of Webinar.

eNewsletter:

- **234 x 60 Half-banner Ad** (jpg or gif file, max file size 40kb) with URL link in customized topic eNewsletter deployed to 32,000 combined email addresses.²
- **Case study** (300-word plus photo) published in the eNewsletter and linked to the SecurityMagazine.com vertical sector Topic Page.

Website:

- **234 x 60 Half-banner Ad** (jpg or gif, max file size 40 kb) with URL link on SecurityMagazine.com sector and linked from SDMMag.com for six months – averaging 300 impressions/month.²
- **Case study** (300-word plus photo) published in SecurityMagazine.com vertical sector Topic Page and linked from SDMMag.com – averaging 75 article reads.²

PLUS:

Direct mail list of *Security* subscribers in the government sector!

Ask your regional sales representative for more details!

Chris Ward
Mid-Atlantic
& Southeast
(770) 205-4779
wardc@bnpmedia.com

Tara Schelling
Northeast
(267) 544-0956
schellingt@bnpmedia.com

Kent Beaver
West Coast/British
Columbia & Alberta, Can.
(310) 474-7158
kent.beaver@verizon.net

Doug O'Gorden
Midwest
(847) 548-0680
ogordend@bnpmedia.com

Heidi Fusaro
Inside Sales, Classified
& Education Section
(630) 518-5470
fusaroh@bnpmedia.com

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² Publisher's own data.