



Get your message in front of professionals at the largest annual security show on the east coast

**21st ASIS NYC Security Expo
May 12th at the Javits Center**

Advertise in Security Director

Security Director is the magazine of the ASIS NYC Chapter featuring timely information regarding trends and best practices in the rapidly changing security industry.

The printed issue reaches over 1600 security professionals working in the New York metropolitan area and will be given to each attendee at the show.

What now?

As the economy begins to turn around what's in store for Security Directors, Security Contractors, and Security Solutions Providers? It's not the same as before. There are no simple answers. What's the new game plan? How do we meet the challenges? You'll find answers to these questions at our Expo and in *Security Director Magazine*

To order see Media Kit attached

**For additional advertising information contact Diane Dudzinski
diane@blauweissadvertising.com or 914 779-6846**

Deadlines:

Closing date for Insertion Order: April 1

Closing date for art: April 8

Advertising Insertion Order

Please check one	Rates
<input type="checkbox"/> Inside Front Cover	\$1100
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<input type="checkbox"/> Opposite Table of Contents	\$1100
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<input type="checkbox"/> Full page	\$ 750
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<input type="checkbox"/> 1/3 page vertical	\$ 325
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Payment by credit card required at the time of order. All prices are net. No agency commissions.

Policy Statement

Security Director Magazine (Publisher) reserves the right to review and restrict any advertising which the Magazine's Editorial Board does not believe is in the best interest of the publication, ASIS members or other readers. Solicitations for membership, subscribership, products or services, in conflict with *Security Director* Magazine or its mission and purpose will not be accepted.

Advertiser Guidelines

Verbal agreements are not recognized until confirmed in writing, together with credit card payment information.

Send Insertion Order to:

Diane Dudzinski
Don Blauweiss Advertising & Design
447 California Road
Bronxville NY 10708
914 779-6846 Fax: 914 779-0858
diane@blauweissadvertising.com

Advertisers and advertising agencies agree to indemnify, defend and save the NYC Chapter from any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels and other copyrighted material) advertisements printed or the unauthorized use of any person's name or photograph arising from *Security Director's* reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. In any case, *Security Director* Magazine's liability shall be limited to the advertisement insertion cost.

Security Director reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

Acceptance of advertising for any product or service is subject to investigation of the product or service and of the claims made for it in the advertisement submitted for publication.

The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is sold.

No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with *Security Director's* policies will be binding for the publisher.

Security Director is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strike, etc.

The Publisher reserves the right to place the word "Advertisement" with copy, that in the Publisher's opinion, resembles editorial matter.

DISTRIBUTION

Security Director Magazine is the publication of ASIS International/New York City Chapter. It is mailed to all Chapter members and to ASIS Chapter Chairmen throughout the world.

At the Publisher's discretion, additional copies of the publication are also distributed to security professionals outside the New York Metropolitan area. Some issues are distributed for promotional purposes.

Mechanical Specifications

	Width	Depth
Full Page bleed	8.75"	11.25"
Full Page	7.5"	10"
2/3 Page	4.875"	10"
1/2 Page island	4.875"	7"
1/2 Page horizontal	7.5"	4.875"
1/2 Page vertical	3.625"	10"
1/3 page vertical	2.5"	10"
1/6 page vertical	2.25"	4.875"
Magazine Trim Size	8.5"	11"

- No charge for color or bleed.
- Add 1/8" all-around for bleed. Live area on bleed ads must be 1/2" in from trim on all sides.
- All materials to be provided on disc or by email.

File Format: Hi-res PDFs (300 dpi) with fonts embedded or Mac-Based QuarkXPress 6.0 in CMYK or grayscale format. All supporting fonts and images need to be included in the stuffed files. Files to be sized to magazine specs with bleeds in place for full page ads.

For Adobe Illustrator, file format required is EPS. All fonts must be converted to outlines. All colors must be CMYK (process).

Accepted files: QuarkXpress 6, Adobe Photoshop 8, Illustrator 8.0, JPEG, TIFF, EPS

Provide e-mail address, phone number and name of contact. Color proof or PDF required on 4/color ads.

If assistance is needed to compose ad contact:

Don Blauweiss Advertising & Design:
914 779-6846 or don@blauweissadvertising.com.

Deadlines:

Closing date for space: April 1

Closing date for art: April 8

Please direct insertion order or space inquiries to:

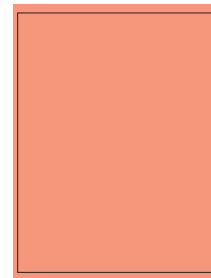
Diane Dudzinski
Ad Coordinator
(914) 779-6846
FAX: (914) 779-0858
diane@blauweissadvertising.com

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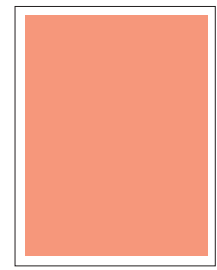
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don@blauweissadvertising.com

Please direct all editorial materials or inquiries to:

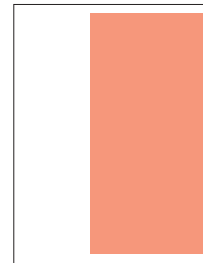
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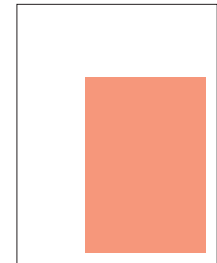
Full Page Bleed
8.75" x 11.25"



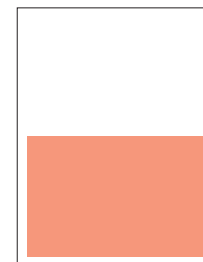
Full Page
7.5" x 10"



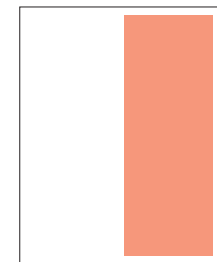
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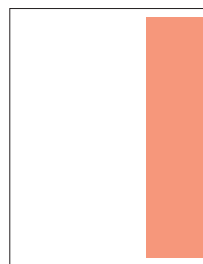
1/2 Page (island)
4.875" x 7"



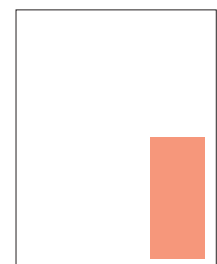
1/2 Page (horizontal)
7.5" x 4.875"



1/2 Page (vertical)
3.625" x 10"



1/3 Page (vertical)
2.5" x 10"



1/6 Page
2.25" x 4.875"