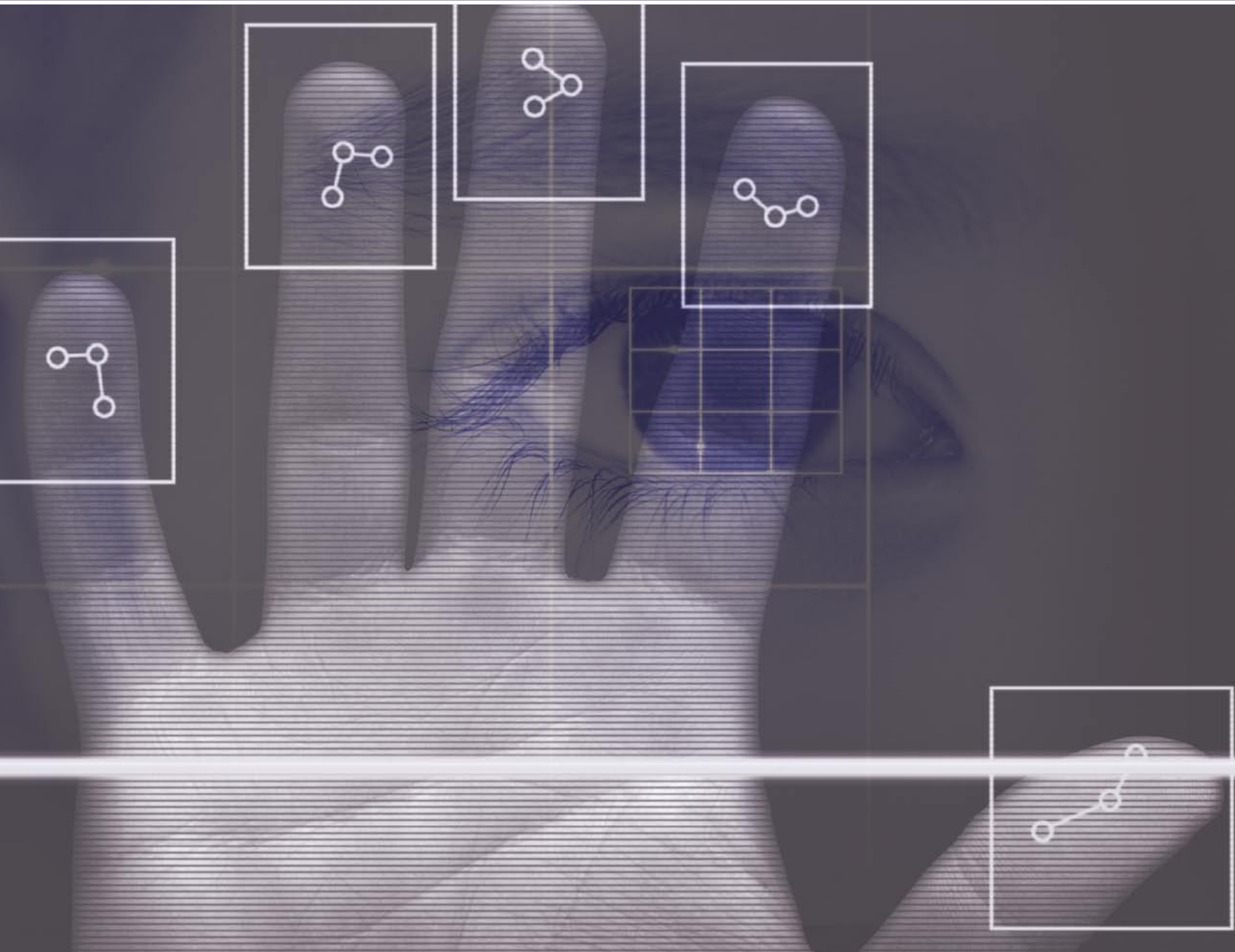


SECURITY DIRECTOR

ASIS International / New York City Chapter



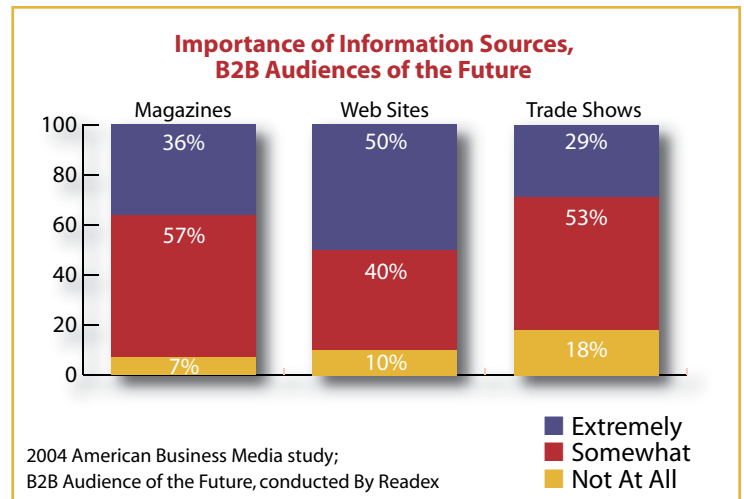
*Advertising Rates
& Specifications*

Published by the New York City chapter of ASIS International, *Security Director* magazine features timely information regarding trends and best practices in the rapidly changing security industry.

The print edition of *Security Director* reaches more than 1,600 security professionals working in the New York metropolitan area. In addition, the magazine is distributed electronically to nearly 15,000 ASIS International members and security professionals around the globe. Prominent display makes *Security Director* frequently viewed by the more than 16,000 monthly guests on the chapter's web site.

The quarterly magazine provides a forum in which to address a wide range of cutting-edge issues affecting security executives. Our editorial mission is to assist security practitioners who are charged with solving problems in multi-cultural environments and multi-faceted organizations, tackling the challenges faced by both the public and private sectors.

Security Director meets the specific, time-sensitive needs of key security executives in the largest and most influential organizations in the New York metropolitan area. If your products and services support the security industry, then *Security Director* is your advertising medium of choice.



Insertion Order: (All orders subject to *Security Director* terms and conditions.)

Single Issue

Issue Date _____

X4 Issues

Full Page

1/2 Page Horizontal

1/2 Page Island

1/3 Page Vertical

1/6 Page Vertical

1/6 Page Horizontal

Classified (350 characters)

Details (classified text, other information)

Main Contact:

Name _____

Company _____

Address _____

City _____ State _____ Zip Code _____

Phone/Ext. _____ Fax _____

Email _____

Credit Card Bill To:

Name _____

Company _____

Address _____

City _____ State _____ Zip Code _____

Phone/Ext. _____ Fax _____

Email _____

Amount/Type:

\$ _____ .00

VISA

MasterCard

AMEX

Discover

Credit Card Information:

Card # _____

Authorized Signature _____

Expiration Date _____ / _____ VID Code _____

Please fax form, Attention: Duane Pinkney, to 800.880.6855 or email to advertising@asisnyc.org.

Policy Statement: Security Director magazine and the ASIS NYC Chapter reserve the right to review and restrict any advertising that the magazine's editorial board does not believe to serve the best interests 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. All advertising orders and agreements are to be sent to: **Duane Pinkney, Advertising Manager**
917.558.1331 • FAX: 800.880.6855
advertising@asisnyc.org

If more or fewer insertions are used in one calendar year than was specified in the original order, charges for space will be adjusted in accordance with the established rates.

Advertisers and advertising agencies agree to indemnify, defend and save the 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 in the advertisement submitted for publication.

Space orders, whenever possible, should specify a definite schedule of insertions, issues and sizes of space.

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

Contracts may be discontinued by either party on 60 days written notice.

A contract year, or 12-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; space counted in one contract period to determine the rate for that period cannot be counted toward determining the rate for subsequent or past periods.

Orders are accepted no earlier than one contract year in advance.

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 chapter.

Insertion instructions must be supplied for every advertisement and clearly state the following information: name of publication (Security Director), name of advertiser, billing address, phone number, fax number, date to be inserted, size of advertisement, identification of advertisement (proof of ad if possible; otherwise, photocopy of actual ad) and any special instructions (such as bleed, color, etc.).

Premium Ads

| Ad Size, Location | 1x | 4x |
|--|--------|-------|
| Full Page, Back Cover* | \$1100 | \$900 |
| Full Page, Inside Back Cover* | \$1100 | \$900 |
| Full Page, Inside Front Cover Left* | \$1100 | \$900 |
| Full Page, Inside Front Cover Right* | \$1100 | \$900 |
| Full page, Table of Contents Left* | \$1100 | \$900 |
| 1/3 page Vertical Right Table of Contents | \$450 | \$375 |
| 1/3 page Vertical Right Chairman's Message | \$450 | \$375 |

*These five premium spots will rotate each issue.

Standard Ads

| Ad Size, Color | 1x | 4x |
|--|-------|-------|
| Full Page | \$750 | \$600 |
| 1/2 Horizontal | \$500 | \$400 |
| 1/2 Island | \$500 | \$400 |
| 1/3 Vertical | \$325 | \$250 |
| 1/6 Vertical or Horizontal | \$200 | \$150 |
| Classifieds (350 characters including title) | \$75 | \$60 |

Artwork more than one year old will not be accepted as current materials. Security Director magazine reserves the right to give better position than was specified in an order without increasing the rate.

New advertisers must send prepayment for first ad before publication.

Invoices are issued the week of publication. Invoices are Net 30. A late payment charge of 2% per month will be applied to past due accounts. No agency commission will be allowed after 60 days. Reader service or other services, where applicable, will be discontinued.

In the event of non-payment, the chapter reserves the right to hold advertiser and/or advertising agency jointly and severally liable for such monies due and payable to the chapter and all fees involved in collection of such monies.

In case advertising orders do not agree with the provisions of this card, these official rates and regulations must prevail. The chapter reserves the right to reject any advertisement. Advertisers and advertising agencies assume liability for all content (including text, representations and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the chapter.

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

All insertion orders from organizations outside the 50 United States must be prepaid in U.S. funds, by the advertisers and/or their agencies. Please contact chapter for specific instructions to expedite processing.

Inserts/Outserts: Consult chapter for rates and specifications. The chapter reserves the right to place the word "Advertisement" with copy that, in the chapter's opinion, resembles editorial matter.

Digital Specs: All files are required to be set up as Mac-Based Quark XPress 6.0 or InDesign:CS2 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 Adobe Illustrator, file format required is EPS. All fonts must be converted to outlines. All colors must be CMYK (process).

Proofs: Advertiser is responsible for providing an accurate PDF for viewing of ad being placed.

Uploading Files to Security Director: Please have all files zipped in one folder, naming the folder with your company name.

In your web browser, type in <http://www.box.net/>

In the top right corner, it asks for username and password:

User name: SecurityDirector
Password: welcome

Once you are in, you will see a folder called "Advertisers".

Click on this folder. To the right, you will see an UPLOAD button. Click on this. Find your zipped folder.

Once it is done uploading, it will give you a message reading:

File successfully uploaded. You can now link to this file and more.

Click on [Link To This File](#). Copy and paste the URL into an email and send the link to sdmag@asisnyc.org to let us know the files are ready.

If you have any questions or problems, please contact:

Duane Pinkney
advertising@asisnyc.org
917.558.1331

or

Amy Olsen
sdmag@asisnyc.org
908.705.1618

Mechanical Specs

| Ad Size (in inches, width x depth) | Safety Area | Bleed |
|--|---------------|--------------|
| Magazine Trim Size | 8 x 10.5 | 8.25 x 10.75 |
| Full Page | 7.25 x 9.75 | 8.25 x 10.75 |
| 1/2 Horizontal | 7.25 x 4.75 | 8.25 x 5.25* |
| 1/2 Island | 4.75 x 7.0625 | — |
| 1/3 Vertical | 2.25 x 9.75 | — |
| 1/6 Vertical | 2.25 x 4.75 | — |
| 1/6 Horizontal | 4.75 x 2.5 | — |
| Classifieds (up to 350 characters including title) | | |

*Bleeds left, right, and bottom only.

Closing Dates

| Issue Date | Reservations | Materials* |
|-------------|--------------|------------|
| February 15 | January 15 | January 30 |
| May 15** | March 30 | April 15 |
| August 15 | July 15 | July 30 |
| November 15 | October 15 | October 30 |

*Payment is required by materials due date above.

**Trade Show issue

