

# 2008 Pocket Rates & Specs

Grab It and Go!

Security Management

ASIS Show Media

Dynamics

Security Management  
Daily & Weekly e-newsletters

www.securitymanagement.com

www.asisonline.org



## ASIS SHOW MEDIA Show Newspaper Rates

	1X	2X	3X
Tabloid Page	3450	3150	2780
Junior Page	2680	2395	2120
1/3	2110	1905	1690
1/4	1750	1570	1395
1/6	1390	1245	1110
1/8	1005	900	825
1/12	660	590	495
Cover 2 or 3	(3X only)		4155
Cover 4	(3X only)		4470

### Exhibit Guide Rates

No charge for 4C or 2C.

1X	
Full Page	3720
1/2 Island/Horizontal	2650
Cover 2 or 3	5300
Cover 4	5850

### Polybag Inserts

<b>Rate:</b>	\$4050 per insert
<b>Quantity:</b>	8500

## DYNAMICS RATES & SPECS

	1X	3X	6X
Full Page	4120	3860	3600
Tab Page (May/June)	4760		
2/3 Vertical	3300	3065	2875
1/2 Island/H	2680	2495	2320
1/3 Square/V	1855	1725	1610
1/4 H	1440	1340	1245
1/6 H/V	930	860	800
Cover 2 or 3	5510	5125	4765
Newsletter Cover 4	3090	2780	
Directory Cover 4 (full page)	5615		

**Important Note:** All rates apply to both the newsletters and annual directory with the exception of tabs and cover 4. Tab pages are available ONLY in the annual directory. Cover 4 in the annual directory is a full page; cover 4 in the bimonthly newsletter is limited to a 1/2 horizontal ad.

**Special Discount:** Advertisers with a 6X or greater frequency in Security Management earn a 20% discount off gross rates.

**Specifications:** Standard Security Management specifications apply for the ASIS Dynamics Directory.

## Specs For All Digital Materials

### Acceptable File Formats

**Adobe Acrobat Preferred format:** File format required is .pdf. Files must be press-optimized, distilled using Adobe Distiller; fonts must be type 1 and embedded. Please contact Keith Schilling, kschilling@asisonline.org for Adobe Distiller Settings. Underlying graphics files must be 300-dpi CMYK or grayscale.

**Adobe Illustrator**  
File format required is .eps. All fonts must be converted to outlines. All colors must be CMYK (process).

**Adobe Photoshop**  
File format required is .tif. File mode must be 300-dpi grayscale or CMYK (bitmaps must be 2400 dpi).

**Transparency fine-line artifacts may occur in files generated in Illustrator 10 and CS, InDesign CS, and Photoshop CS. In cases where a transparency artifact might compromise an ad's appearance, the file will be converted to a flattened .tif.**

### Unacceptable Formats

We cannot accept native desktop publishing application files (i.e., Quark XPress, PageMaker, InDesign, Microsoft Publisher). Files requiring fonts for output must have fonts converted to outlines prior to submission; the only exception is pdf-formatted files, which must have the fonts embedded.

### Media

Ads may be submitted via email (6 MB limit), ftp, or CD-ROM.

### Proofs

Advertiser is responsible for providing an accurate paper ad proof. (IRIS, Kodak Approval, Matchprint or Cromalin are acceptable 4/C proofing devices. **Non-postscript inkjet proofs are unacceptable.**) B/W ad proofs may be submitted via enclosed laser proof or fax (703) 518-1518. **Publisher is not responsible for mistakes that would have been avoided if an accurate proof had been provided.**

### Contact

Keith Schilling at (703) 518-1451, or kschilling@asisonline.org  
Nello Caramat at (703) 518-1462, or ncaramat@asisonline.org

### Submitting Ads Via Webfiles

Open your web browser and go to: <http://webfiles.asisonline.org>. This page includes basic instruction on how to use Webfiles. Click on the link at the bottom of the page to enter the application. Login with the following username and password:  
USERNAME: webfiles PASSWORD: webfiles

### Classified Advertising:

Cost per line = \$30 (66 characters/line)

Blind box charge = \$10

- Ad will be publisher typeset. Please submit copy by issue closing date.
- All classified ads must be prepaid. Call for help with pricing.
- Classified advertising is non-commissionable.

## Rates for www.securitymanagement.com

Online Space	Rate Per Month	Rate Per Quarter	Annual Rate	File Size	Creative Size	Animation
<b>Rotating Leaderboard Banner</b>	\$1500	\$3600	\$12,000	Maximum 15K Send to: smon@asisonline.org and kschilling@asisonline.org	468 (width) X 60 (height) pixels	May have 3 changes of animation; banner freezes on final image. Links to advertiser's Web site.
<b>Rotating Skyscraper</b>	\$1200	\$3000	\$10,000	Maximum 15K Send to: smon@asisonline.org and kschilling@asisonline.org	160 (width) X 600 (height) pixels	Limited to 3 changes; skyscraper freezes on final image. Animation does not auto-play triggered by user's click. Links to advertiser's Web site.
<b>Product &amp; Event Sponsorship</b>	-----	1st: \$3,000 2nd: \$3,000 3rd: \$5,000 4th: \$3,000	-----	Maximum 15K Send to: smon@asisonline.org and kschilling@asisonline.org	300 (width) X 250 (height) pixels	Not animated; links to advertiser's web site.
<b>Video Clip</b>	\$2000	-----	-----	-----	-----	Call for Details

Format & Email Details for all of the above: Static.gif or if animated, .gif89a is our standard format. Maximum number of frames allowed is 5. Maximum combined running time for all frames is 20 seconds. Contact your sales rep or Leena Bhanani at lbhanani@asisonline.org for a form to submit company, contact, and hyperlink information.

## Rates for www.asisonline.org

Online Space	Contract	Rate	Creative Size	File Size	Format & Email Details
<b>Rotating Banner</b>	Any period of months; one month minimum	\$5000 per month	468 pixels (width) X 60 pixels (height)	Maximum 30K	Static .gif; <b>No animation accepted.</b> Send to BOTH smon@asisonline.org and kschilling@asisonline.org
<b>Skyscraper</b>	Any period of months; one month minimum	\$3500 per month	155 pixels (width) X 450 pixels (height)	Maximum 30K	

## Rates for Security Management Daily & Weekly e-newsletters

Online Space	Contract	Rate	Creative Size	File Size	Deadlines
<b>Sponsor Logos on Daily &amp; Weekly</b>	One week; specify editorial category	\$1500 per week or \$5000 per month	95 pixels wide X 30 pixels tall	72 dpi email files as .jpeg or .gif only to: smon@asisonline.org and kschilling@asisonline.org	Reservations and materials due the Monday preceding publication.**
<b>AdBlock in Daily &amp; Weekly</b>	One week (Mon-Fri.); Position determined by date of receipt. Ad material can change daily	\$1000 per week*	160 pixels (width) X 600 pixels (height)	Online only. <b>No animation accepted.</b>	Reservations and materials due the Monday preceding publication.**

\*\$500 one-time-only rate for first week as a new advertiser.  
\*\*Note: Security Management Daily and Security Management Weekly are not published on Federal holidays with the exception of Columbus Day. Some holiday weeks, i.e. Thanksgiving, will have a reduced schedule of three daily e-newsletters. AdBlock design can be provided by the publisher for any advertiser paying gross ad rates.

## The Fine Print

**INVOICES AND CREDIT:** Our invoices are NET 30 DAYS, with no prepayment discounts. Commissions disallowed on invoices not paid within 30 days of invoice date. **Overseas advertisers must prepare in NET US dollars.**

**New advertisers and agencies must prepare their first insertion.** After credit approval, we bill following publication. No advertiser or agency with invoices more than 60 days outstanding will be permitted to place advertising or contract for exhibit booths until all outstanding invoices are paid. Advertisers and agencies with records of delinquent payment to ASIS International will be required to prepay until they have re-established good credit.

Payments received will be credited to the oldest outstanding balance.

**DISCOUNTS, REBATES, AND SHORT RATES:** You will be billed at the one-time rate unless we have entered into an advertising contract. Frequency discounts are paid as a rebate after the contract period expires. An advertiser who does not complete a committed schedule will be subject to a short rate.

**COMMISSIONS:** Commissions of 15% of gross billing for space and color are granted on accounts paid within 30 days of invoice date. Mechanical charges, tip-in charges, and classified advertising are not commissionable.

Commissions are extended only to recognized agencies. We require written confirmation of the agency appointment from the advertiser. If we bill the advertiser, our invoice will be for the gross amount.

**CANCELLATIONS AND CHANGES:** Cancellations of or changes to existing insertion orders must be made in writing before the ad deadline to which the insertion order applies. Ads cancelled after the issue closing date will be billed at the prevailing space rate.

**CONDITIONS:** All advertising is subject to publisher's approval and agreement by the advertiser to indemnify and protect the publisher from loss of expense or claims to suits based upon the subject matter of such advertisements.

You may make promotional references to Security Management with prior written permission.

We reserve the right to place the word "advertisement" with copy that could be mistaken for editorial material.

Insertion orders placed by an agency represent acceptance of all terms and conditions in this rate card. We are not bound by conditions appearing on order blanks or copy instructions when such conditions conflict with terms and conditions. Nor are we bound by conflicting contracts and orders received from advertiser or agency.

Insertion orders are accepted from agencies with the understanding that the agency is acting as the advertiser's representative. Agency and advertiser are jointly and severally responsible for all space, color, position, and mechanical service charges incurred by either.

## Addendum

**COMMISSIONS:** 15% commission is available on all space, except for classified advertising. Commission is paid only to recognized advertising or in-house agencies.

**DISCOUNTS:** Contracts cover number of issues within 12-month period beginning with the month of first insertion. Contract provides advertisers with rate protection for 12 months.

**Frequency:**  
• Multiple insertions within an issue count toward contract frequency discounts.  
• Subsidiary companies can share frequency under a parent company "umbrella" contract.  
• Security Management advertisers with 6-time or greater contracts can earn a 10% discount on space in ASIS International Dynamics Directory.  
• Advertising in the ASIS show daily newspaper applies toward Security Management contract frequency.

**SERVICES TO ADVERTISERS:** We can help you make the following changes to your materials: new type, key-code, address change, strip-ins, etc. Charge for services: Cost plus 20% (non-commissionable); \$25 minimum. A digital version of every ad will be archived indefinitely. All physical materials will be disposed of after 12 months unless otherwise specified upon submission. Accurate color proofs will only be saved for 12 months after the last use.