

# MONTHLY PUBLICATIONS *Serving The Electronic And Fire/Life Safety Industry*

PRINTED AND DIGITAL | CONTACT US AT 800-490-9680 | [INFO@SNNONLINE.COM](mailto:INFO@SNNONLINE.COM)



## THE MIRROR

PUBLISHED BY THE CAA FOR THE WESTERN STATES SECURITY ALLIANCE

### WESTERN STATES - TOTAL MAILED 3,000:

Alaska - Arizona - California - Colorado - Hawaii - Idaho - Montana - Nevada - New Mexico - Oregon - Texas - Utah - Washington - Wyoming

#### SIZE

|                             |       |
|-----------------------------|-------|
| Full Page.....              | \$600 |
| Half Page.....              | \$350 |
| Quarter Page.....           | \$175 |
| Business Card.....          | \$ 50 |
| 3000 Inserts in Envelope .. | \$500 |

THE MIRROR digital version also Readily Available to View at [www.caaonline.org/mirror](http://www.caaonline.org/mirror)



## THE SENTINEL

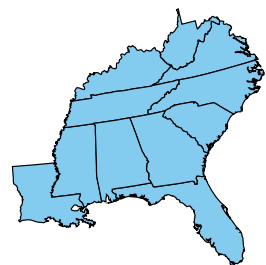
### NORTHEAST AND MIDWEST STATES - TOTAL MAILED 2,000:

Connecticut - Delaware - Illinois - Indiana - Iowa - Kansas - Maine - Maryland - Massachusetts - Michigan - Minnesota - Missouri - Nebraska - New Hampshire - New Jersey - New York - North Dakota - Ohio - Pennsylvania - Rhode Island - South Dakota - Vermont - Wisconsin

#### SIZE

|                             |       |
|-----------------------------|-------|
| Full Page.....              | \$500 |
| Half Page.....              | \$300 |
| Quarter Page.....           | \$150 |
| Business Card.....          | \$ 50 |
| 2000 Inserts in Envelope .. | \$500 |

THE SENTINEL digital version also Readily Available to View at <http://casiact.org/>



## THE SENTRY

### SOUTHEASTERN STATES - TOTAL

MAILED 2,000: Alabama - Arkansas - Florida - Georgia - Kentucky - Louisiana - Mississippi - North Carolina - Oklahoma - South Carolina - Tennessee - Virginia - West Virginia

#### SIZE

|                              |       |
|------------------------------|-------|
| Full Page.....               | \$500 |
| Half Page.....               | \$300 |
| Quarter Page.....            | \$150 |
| Business Card.....           | \$ 50 |
| 2000 Inserts in Envelope ... | \$500 |

THE SENTRY digital version also Readily Available to View at <http://www.thetnsi.org/index.php/members/the-sentry>

## DIGITAL BONUS

### Display Ads with Links\*

are now available in the Digital Versions of THE MIRROR, THE SENTINEL, and THE SENTRY **Must Run Full Page Ad in all three printed magazines to qualify**

All three issues are available monthly, in digital format. THE digital MIRROR is in the popular convenient "flip" style.

**Digital advertising is identical to printed versions. It is not available separately.**

### DISTRIBUTION

In addition to the printed version, SMG Syncomm Management Group (Publisher) Distributes the digital versions of THE MIRROR, THE SENTINEL, THE SENTRY to a Network of 2,000 Industry Professionals Nationwide.

In addition, the CAA Distributes digital versions of THE MIRROR to CAA Members and Associates of 700 Industry Professionals.

**Digital versions of THE MIRROR, THE SENTINEL, and THE SENTRY Are Available to View at**

**[www.snnonline.com/publications](http://www.snnonline.com/publications)**

\*Your ad in the digital version of the magazine will be linked to your company home page or to the web page you provide to us as a verified URL address. Your company logo in the ad will be the linking point.

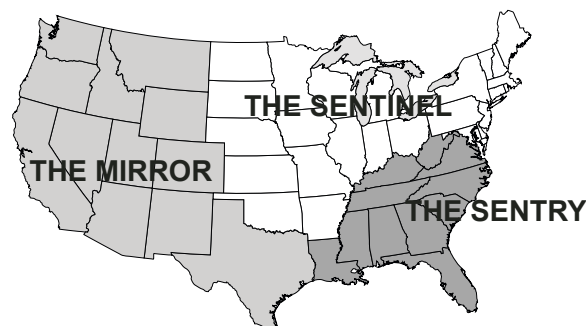
## NATIONWIDE SPECIAL ADVERTISING RATES

**TOTAL MAILED 7,000** - Please use these special rates if you run in ALL THREE MAGAZINES - All pricing is for FULL COLOR ads.

#### SIZE

|                        |            |
|------------------------|------------|
| Full Page.....         | \$1,500    |
| Half Page.....         | \$900      |
| Quarter Page.....      | \$450      |
| Business Card.....     | \$ 150     |
| Inserts in Envelope .. | \$1,500    |
| 7,000 Pieces           | SAVE \$100 |

Specs and information at [www.snnonline.com](http://www.snnonline.com)



# ***SERVING THE ELECTRONIC AND FIRE/LIFE SAFETY INDUSTRY***

CONTACT: Ryan Makovsky/Jerry Lenander 800-490-9680 | [info@snnonline.com](mailto:info@snnonline.com)

## **ADVERTISING SPACE RESERVATION**

**Please reserve the following advertising space:**

SIZE: FULL PAGE \_\_\_\_\_ HALF PAGE \_\_\_\_\_ QUARTER PAGE \_\_\_\_\_ BUSINESS CARD \_\_\_\_\_

### **TERMS & CONDITIONS**

- Display Ads run monthly until cancellation is submitted, unless specified otherwise below. Deadline for cancellation for upcoming month publications is 15<sup>th</sup>. (Ex. February Issues is January 15).

OR List Months (*Display Ads Only*) \_\_\_\_\_

- Display Ads are invoiced monthly on first of month. (Ex. Jan 1 for January Ad Space)
- Business Card Ads are published and invoiced in two cycles: Jan-June (Invoiced Jan 1) and July-Dec (Invoiced July 1)
- All magazines are published and mailed monthly on the first of the month. The deadline for advertising space reservations and material is the 15<sup>th</sup> of the month prior to publication.

**PLACEMENT:** Please run our ads in: \_\_\_\_ All Three Magazines (7,000 Circulation)

Special Rate: Full \$1,500 Half \$900 Quarter \$450

Please place ad in: \_\_\_\_ THE SENTINEL \_\_\_\_ THE MIRROR \_\_\_\_ THE SENTRY

### **PAYMENT**

\_\_\_\_ Invoice Monthly – P.O. # \_\_\_\_\_

\_\_\_\_ Credit Card Payment (AMEX, VISA, MASTERCARD, DISCOVER)

Amount \$ \_\_\_\_\_ Card # \_\_\_\_\_

Exp. \_\_\_\_\_ Billing Zip \_\_\_\_\_ Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

COMPANY \_\_\_\_\_

CONTACT \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_

TEL \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

### **Editorial:**

Send your news releases to [info@snnonline.com](mailto:info@snnonline.com) and they will run in all three magazines.

### **Training Dates:**

Send your Training dates (Title, Location, City, State, Telephone and Website) to [info@snnonline.com](mailto:info@snnonline.com).

### **Special Events:**

Send your special events including conferences (Title, Location, City, State, Telephone and Website) to [info@snnonline.com](mailto:info@snnonline.com).

## **SEND COMPLETED FORM TO SYNCOMM MANAGEMENT GROUP**

TELEPHONE RESERVATIONS 800-490-9680, Ryan Makovsky – Jerry Lenander

EMAIL: [info@snnonline.com](mailto:info@snnonline.com) | FAX TO: 800-490-9682

MAIL: SYNCOMM MANAGEMENT GROUP, 333 Washington Boulevard, #431, Marina del Rey, CA 90292

# THE MIRROR / THE SENTRY / THE SENTINEL

## Advertising Specifications (as of January 2020)

**AD POSITION:** All advertisements are R.O.P. Preferred positions are assigned based on space availability, ad size and frequency.

### AD SIZES:

- Full page: 11" high x 8-1/2" wide (trimmed size)

*If you require bleed, YOU MUST include 1/8" on each bleed edge (add this to the trim size for overall size of 11-1/4" high x 8-3/4" wide).*

- Half page horizontal: maximum 5" high X 7-1/2" wide
- Half page vertical: maximum 10" high X 3-5/8" wide
- Half page island: maximum 7-1/2" high X 4-1/2" wide
- Quarter page: maximum 5" high X 3-5/8" wide
- Business card: 2" high x 3-1/2" wide.  
Vertical cards also accepted: 3-1/2" high x 2" wide
- Double business card: 4" high X 3-1/2" wide

**AD COLOR:** full color accepted. All color must be cmyk. Do not send rgb color -we convert all color to cmyk with no adjustments.

**For color management, our color profile is US Sheetfed coated V2. Otherwise, turn off color management.**

### AD SPECIFICATIONS:

**1. We accept EPS files or flattened TIF files** at 300 pixels per inch. We accept eps files up to version CS6. If you convert your eps files to high resolution tif files, they will be easier to transmit and handle. For EPS files- convert ALL fonts to curves.

*All files will ultimately be converted to tif files for use in production.*

**2. We accept PDF:** EMBED ALL FONTS or first convert them to curves in your layout. Set pdf settings to "Press" or high resolution - 2400 line or higher, or 300 pixels. There are many ways to set up a pdf file. Please use pdf files only if you know how to create a high resolution "Press" level pdf file and make sure that all elements inside of the file are high resolution. You can use the PDF/X-1a:2001 output setting where available.

**PDF and CROP MARKS - vital info if your ad bleeds off the edges**

**1. For full page ads:** do not use crop marks unless you can set them up to be visible in the opened pdf file. If you open your pdf in the Acrobat Reader and you do not see your crop marks, then we can't either and your bleed area has disappeared.

The alternative is to make your layout page 8-3/4 x 11-1/4" and keep live copy within 7-1/2 x 10" except for the elements that you want to

bleed such as the background color. When you send in your ad file, provide full notes.

**2. For fractional ads sizes (smaller than a full page):** Fractional ads ordinarily do not require bleed. If you include bleed in a fractional ad, you must provide crop marks and they must show up in the Acrobat Reader or else we cannot see them, and we will not know where you intend to crop, and the entire image will be reduced to spec size. It is best if you send fractional ad files cropped as desired.

### FONTS- very important for all files

- For PDF files, embed ALL fonts, or convert to curves before you make the pdf file.**
- For EPS files, convert all fonts to outlines.**
- For TIF files, rasterize fonts (in Photoshop). Do NOT send type in layers. Flattening layers will rasterize fonts.**
- Convert psd files to flattened tif files.**

### OTHER INFORMATION

**Application files are NOT accepted.** Do NOT send Quark, InDesign, Corel, Word, Publisher, Excel or Powerpoint. Do not send layered PSD files. If you need help, call the publishing office well before the ad deadline so that we can assist you.

**If you zip up your files, use Zip or Winzip - do not use Aladdin or Stuffit.**

**Send your files by email or by Hightail or other independent digital sending service to:**

**info@snnonline.com.**

(Disks can be mailed to the publishing office.)

### PUBLICITY MATERIALS

Tifs and jpg files should open at 133 to 150 line (266 pixels to 300 pixels per inch) at minimum 2 X 3" approx. Do NOT send graphics from the internet - these are too small to be used. Please call the publishing office with questions

#### PUBLISHING OFFICE

333 Washington Blvd., Suite 433, Marina del Rey, CA 90292  
info@snnonline.com

For advertising rates and schedules please call Jerry or Ryan at the publishing office at 800-490-9680

