

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

PRINTED AND DIGITAL | CONTACT US AT 800-490-9680 | 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



THE SENTINEL

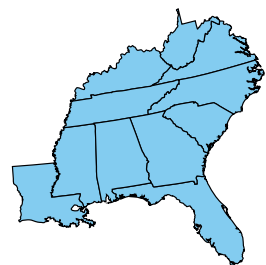
NORTHEAST AND MIDWEST STATES - TOTAL MAILED 2,000:

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

*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.

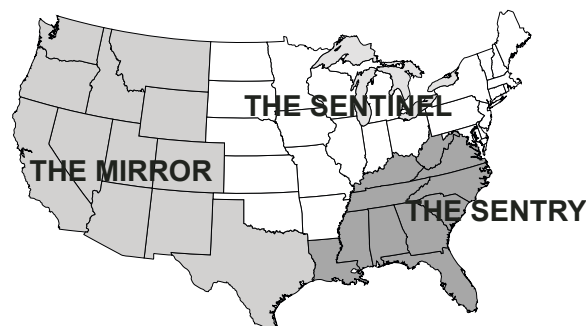
NATIONWIDE SPECIAL ADVERTISING RATES

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



ADVERTISING SPACE RESERVATION

PLACEMENT & AD SIZE *(Select all that apply)*

ALL THREE MAGAZINES

1 PAGE \$1,500 _____

½ PAGE: \$900 _____

¼ PAGE: \$450 _____

Biz Card: \$150 _____

-OR-

MIRROR 1 PAGE \$600 _____ SENTINEL 1 PAGE \$500 _____ SENTRY 1 PAGE \$500 _____

MIRROR ½ PAGE \$350 _____ SENTINEL ½ PAGE \$300 _____ SENTRY ½ PAGE \$300 _____

MIRROR ¼ PAGE \$175 _____ SENTINEL ¼ PAGE \$150 _____ SENTRY ¼ PAGE \$150 _____

MIRROR Biz Card \$50 _____ SENTINEL Biz Card \$50 _____ SENTRY Biz Card \$50 _____

TERMS & CONDITIONS

- Display Ads run monthly until cancellation is submitted, unless specified otherwise below. Deadline for cancellation for upcoming month publications is 15th. (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 & invoiced in two cycles: Jan-June (Invoiced Jan 1) and July-Dec (Invoiced July 1)
- Payment Remittal is Net30 of Billing Date
- All magazines are published and mailed monthly on the first of the month. The deadline for advertising space reservations and material is the 15th of the month prior to publication.

PAYMENT

___ Credit Card Payment (AMEX, VISA, MASTERCARD, DISCOVER)

Amount \$ _____ Card # _____

Exp. _____ Billing Zip _____ Security Code _____

Name on Card _____

___ Invoice Monthly – P.O. # _____

COMPANY _____

CONTACT _____

BILLING ADDRESS _____

CITY _____ ST _____ ZIP _____

TEL _____ FAX _____

EMAIL _____

SIGNATURE _____

PRINT NAME _____ DATE _____

*By signing you acknowledge the Terms & Conditions contained herein this document.

SEND COMPLETED FORM TO SYNCOMM MANAGEMENT GROUP

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

EMAIL: info@snnonline.com | FAX TO: 800-490-9682

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

