

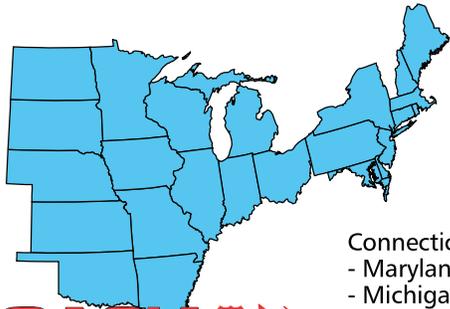
**MONTHLY PUBLICATIONS** *Serving the Electronic Security & Fire/Life Safety Industry*  
PRINTED AND DIGITAL | CONTACT US AT 800-490-9680 | INFO@SNNONLINE.COM



**WESTERN STATES - TOTAL MAILED 3,000:**  
Alaska - Arizona - California - Colorado - Hawaii - Idaho - Montana - Nevada - New Mexico - Oregon - Texas - Utah - Washington - Wyoming

<b>SIZE</b>	
Full Page.....	\$600
Half Page.....	\$350
Quarter Page.....	\$175
Business Card.....	\$ 50
Inserts (3,000) .....	\$600

Western watchman digital version also Readily Available to View at [www.snnonline.com/publications](http://www.snnonline.com/publications)



**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

<b>SIZE</b>	
Full Page.....	\$500
Half Page.....	\$300
Quarter Page.....	\$150
Business Card.....	\$ 50
Inserts (2,000).....	\$500



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



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

<b>SIZE</b>	
Full Page.....	\$500
Half Page.....	\$300
Quarter Page.....	\$150
Business Card.....	\$ 50
Inserts (2,000).....	\$500



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

**DIGITAL BONUS**

*Display Ads with Links\** are now available in the Digital Versions of **THE WATCHMAN, 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.

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

**DISTRIBUTION**

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

**Digital versions of THE WATCHMAN, THE SENTINEL, and THE SENTRY Are Available to View at [www.snnonline.com/publications](http://www.snnonline.com/publications)**

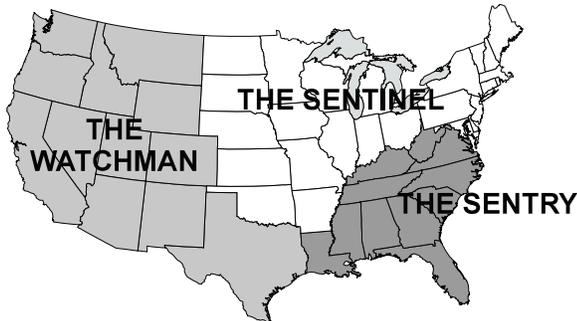
\*Your ad in the digital version of the magazine will be linked to your company home page or to the web page you provide to us as a verified URL address. Your company logo in the ad will be the linking point.

**SPECIAL NATIONWIDE 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.

<b>SIZE</b>	
Full Page.....	\$1,500
Half Page.....	\$900
Quarter Page.....	\$450
Business Card.....	\$ 150
Inserts .....	\$1,500
7,000 Pieces	SAVE \$100

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





**ADVERTISING INSERTION ORDER – 2024**  
**THE WATCHMAN / THE SENTRY / THE SENTINEL**

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

ALL THREE MAGAZINES

1 PAGE \$1,500 \_\_\_\_\_ ½ PAGE: \$900 \_\_\_\_\_ ¼ PAGE: \$450 \_\_\_\_\_ Biz Card: \$150 \_\_\_\_\_

-OR-

WATCHMAN 1 PAGE \$600 _____	SENTINEL 1 PAGE \$500 _____	SENTRY 1 PAGE \$500 _____
WATCHMAN ½ PAGE \$350 _____	SENTINEL ½ PAGE \$300 _____	SENTRY ½ PAGE \$300 _____
WATCHMAN ¼ PAGE \$175 _____	SENTINEL ¼ PAGE \$150 _____	SENTRY ¼ PAGE \$150 _____
WATCHMAN Biz Card \$50 _____	SENTINEL Biz Card \$50 _____	SENTRY Biz Card \$50 _____

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

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

**TERMS & CONDITIONS**

- Display Ads are invoiced monthly on or around first of month. (Ex. Jan 1 for January Ad Space)
- Business Card Ads are 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 mailed and posted electronically on [www.snnonline.com](http://www.snnonline.com) monthly on or around the first of the month. The deadline for advertising space reservations is the 15<sup>th</sup> of the month prior to publication.

**PAYMENT**

**Credit Card** \_\_\_\_\_ **Check/ACH** \_\_\_\_\_

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, Paul Udell - Ryan Makovsky – Jerry Lenander

EMAIL: [info@snnonline.com](mailto:info@snnonline.com)

# THE WATCHMAN • THE SENTRY • THE SENTINEL

## Advertising Specifications as of January 2024

**AD POSITION:** Preferred positions are assigned based on space availability, ad size and frequency.

### AD SIZES:

- Full page is trimmed: 11" high x 8-1/2" wide. *If you require bleed for a full page ad that goes off the edge, YOU MUST add an additional 1/8" on each edge for a total of 11.25 x 8.75". If you do not provide the extra space, then your area will not show.*
- 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 SPECIFICATIONS:

**1. We accept EPS files or flattened TIF files** at 300 pixels per inch. For EPS files- convert ALL fonts to curves.

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

**2. We accept PDF:** EMBED ALL FONTS or first convert them to curves. Set pdf settings to "Press" or high resolution - 2400 line or higher, or 300 pixels. Make sure that all elements inside of the file are high resolution.

**3. Flatten your layers - Do not send layered tif files:**

This will also protect your fonts. Do not send layered files from Photoshop - you will lose your fonts.

### FONTS- reminders - 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, *Do NOT send type in layers. Please flatten layers - this will rasterize fonts and protect them.*

### SENDING YOUR FILES

Send your files by email or by Hightail or other independent digital sending service to:  
[info@snnonline.com](mailto:info@snnonline.com).

### OTHER INFORMATION

Do NOT SEND application files. Do not send layered PSD files. If you need help, call the publishing office before the ad deadline for help

### PHOTOS for News sections

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 431, Marina del Rey, CA 90292  
[info@snnonline.com](mailto:info@snnonline.com)

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

