Stretch Your Reach and Visibility into More Opportunities



Security.World e-mail



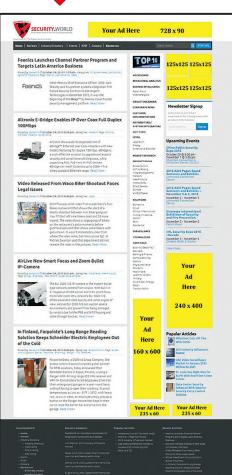
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Security.World delivers content in co-operation with Syncomm Management Group.

Security. World produces regular email communications and website content for a wide range of readers in the physical security industry. They offer an integrated advertising marketing campaign that includes email marketing, website banner advertising, and product focus programs that will drive interest toyour company and your products.

Syncomm publishes monthly print magazines THE WATCHMAN, THE SENTINEL, and THE SENTRY for Global Electronic Security Forum - a network of contacts accumulated from conducting public relations, marketing communication and management services for a wide variety of national and regional non-profit organizations since 1991. These publications provide authored content by industry thought leaders including the Top Right Drawer feature article from key thought leaders in the industry.







THE WATCHMAN, THE SENTINEL, & THE SENTRY are produced and distributed monthly. Ad space placements last a full month, up to 12 times per year. Each magazine is distributed via print and digital formats and is available to view anytime on http://Security.World and www.snnonline.com/publications. Security. World, in collaboration with SMG, also produces a weekly electronic communication "First Thing Monday" promoting the magazines as well as recapping the previous week's industry news to it's collective readership of 21,000+.





Publications for the Global Electronic Security Forum

ADVERTISING RATES January 2024



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
Inserts (3,000)	\$600





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
Inserts (2,000)	\$500





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 Inserts (2,000) \$500

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.

SIZE

126	
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

DISTRIBUTION

Syncomm Management Group distributes the digital versions of THE WATCHMAN, THE SENTRY, & THE SENTINEL in co-operation with Security.World to its network of 21,000 opt-in subscribers.

Digital Versions of THE WATCHMAN, THE SENTRY, & THE SENTINEL are available to view at www.snnonline.com/ <u>publications</u>

and

https://Security.World

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.

*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.





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 WATCHMAN ½ PAGE \$350 WATCHMAN ¼ PAGE \$175 WATCHMAN Biz Card \$50	SENTINEL 1 PAGE \$500 SENTINEL ½ PAGE \$300 SENTINEL ½ PAGE \$150 SENTINEL Biz Card \$50	SENTRY 1 PAGE \$500 SENTRY ½ PAGE \$300 SENTRY ¼ PAGE \$150 SENTRY Biz Card \$50
Display Ads run monthly until cancellat cancellation for upcoming month's pub	·	
OR List Months (Display Ads Only)		

TERMS & CONDITIONS

DAVATAIT

- 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 <u>www.snnonline.com</u> monthly on or around the first of the month. The deadline for advertising space reservations is the 15th of the month in advance of upcoming month's publication

PATIVICINI				
Credit Card	_ Check/A	CH		
COMPANY				
CONTACT				
BILLING ADDRESS				
CITY	ST	ZIP		
TEL	FAX		_	
EMAIL				
SIGNATURE				
PRINT NAME			DATE	

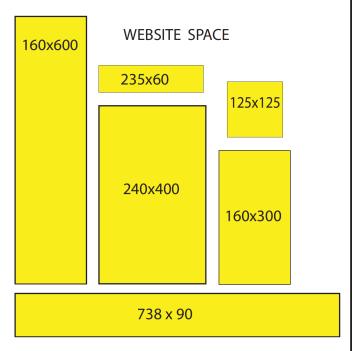
SEND COMPLETED FORM TO SYNCOMM MANAGEMENT GROUP

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



SPACE	FREQUENCY	RATE
728x90	1 Month	\$975
160x600	1 Month	\$775
240x400	1 Month	\$675
160x300	1 Month	\$475
125x125	1 Month	\$375
235x60	1 Month	\$250
Events Listing	1 Month	\$225
Industry Directory Lis	ting1 Month	\$150
Industry Directory Sp Sponsored Advertoria	onsorshipAnnual al	\$1,500
(Up to 2,500 Words) Sponsored Advertoria	1 Month al / White Paper	\$1,500
(Up to 2,500 Words)	1 Month	\$3,000

Website: 50,000 Page Views





SPACE	AVAILABLE / E-MAIL	FREQUENCY	RATE / E-MAIL	MONTHLY PACKAGE (4 E-MAIL INCLUSIONS)	MONTHLY PACKAGE DISCOUNT
EMAIL TOP a 600x150		Weekly	\$750.00	\$2,400.00	\$600.00
EMAIL MID ar 275x460		Weekly	\$550.00	\$1,980.00	\$220.00
EMAIL BOTT0		Weekly	\$625.00	\$2,125.00	\$375.00
Sponsored A	•	•	•	\$2,700.00	\$900.00
Sponsored A		•		0 Words) \$3,550.00	\$900.00

E-Mail: 21,000 Weekly Newsletter Subscribers

E-MAIL SPACE
600x150
275x460
600 x 200

Take advantage of the multiple unique opportunities to reach an engaged audience of over 21,000 readers via print and/or digital mediums.

Contact Ryan Makovsky or Paul Udell 800-490-9680 for more information.



Ryan Makovsky 800-490-9680 310-940-7726 cell



Paul Udell 800-490-9680 530-580-0432 cell



ADVERTISING INSERTION ORDER – 2024

Security. World Website & Electronic Distribution

WEBSITE:		
728 x 90 @ 1 Mo. \$975		
160 x 600 @ 1 Mo. \$775		
240 x 400 @ 1 Mo. \$675		
160 x 300 @ 1 Mo. \$475		
125 x 125 @ 1 Mo. \$375		
235 x 60 @ 1 Mo. \$250		
List Months of Ad Placement		
List Months of Ad Placement	MIDDLE (275 x 460)	— ВОТТОМ (600 x 200)
List Months of Ad Placement <u>E-MAIL:</u>	MIDDLE (275 x 460) @ 1 E-Mail \$550	 BOTTOM (600 x 200) @ 1 E-Mail \$625
List Months of Ad Placement E-MAIL: TOP (600 x 150)@ 1 E-Mail \$750	•	@ 1 E-Mail \$625

- Ads are invoiced at receipt of Insertion Order
- Payment Remittal is Net30 of Billing Date
- New advertisement artwork can be sent to Ryan Makovsky info@snnonline.com
- Artwork to be submitted as either .png or .jpg format
- Website Advertisements: new artwork will be posted within 24 hours of receipt and run for 30 days
- E-Mail Advertisements: new artwork for the upcoming week's e-mail is due by noon, Thursday PST

PAYMENT Credit Card	Check/ACH	l		
COMPANY				
CONTACT				
BILLING ADDRESS				
CITY	ST	ZIP		
TEL	EMAIL			
SIGNATURE				
PRINT NAME			DATE	

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