



The **Security e-Newsletter** keeps subscribers informed about the latest trends and statistics in the world of security.

Bylined by security consultants and experts, the *Security e-Newsletter* focuses on security as it relates to facilities management, covering topics that subscribers need to know about – access control, surveillance, hardware, etc. – to better protect their buildings. The publication date is the first Wednesday of every month.

WHAT'S INCLUDED IN A SPONSORSHIP?

Sponsorship of the *Security e-Newsletter*, sent monthly to over 58,000 facilities professionals*, includes your message prominently displayed within the e-Newsletter.

Reports are provided on the number of e-Newsletters sent, percentage opened and the click-thru rate from your banner to your Web site.

WHAT SPONSORSHIPS ARE AVAILABLE?

Three types of sponsorships are available for the *Security e-Newsletter* (relating to the image on right).

- 1** Leaderboard
- 2** Skycraper
- 3** Text Advert

The screenshot shows the top of the e-Newsletter with a blue header containing the logo and navigation links. Below the header is a main article titled 'Security on Fire' with a sub-headline 'FREE Preview' and a call to action. A 'Featured Sponsor' section follows, featuring an advertisement for 'Industry's First Lighted Bollards' with an image of bollards and a 'Click here' link. At the bottom, there is a 'RELATED STORIES' section with a small image and a 'Practice Makes Perfect' article link.



AD #	AD TYPE	AD POSITION		AD SIZE
1	Leaderboard	Above e-Newsletter		728 x 90 pixels
2	Skyscraper	On right side within body of e-Newsletter		160 x 600 pixels
3	Text Advert	Position 1	Between feature article and industry news	130 x 130 pixels plus 75 words including headline
		Position 2	Between industry news and related stories	130 x 130 pixels plus 75 words including headline
		Position 3	Between related stories and past issues	130 x 130 pixels plus 75 words including headline

AD SIZE	1X	3X	6X	9X	12X	18X	24X
Leaderboard	\$4,165	\$4,045	\$3,925	\$3,810	\$3,700	\$3,590	\$3,480
Skyscraper	\$4,165	\$4,045	\$3,925	\$3,810	\$3,700	\$3,590	\$3,480
Text - Position 1	\$4,165	\$4,045	\$3,925	\$3,810	\$3,700	\$3,590	\$3,480
Text - Position 2	\$2,980	\$2,895	\$2,810	\$2,730	\$2,650	\$2,570	\$2,495
Text - Position 3	\$1,805	\$1,750	\$1,700	\$1,650	\$1,600	\$1,550	\$1,505

SECURITY E-NEWSLETTER	
JANUARY	Trends 1/4 (12/21/11)
FEBRUARY	Technology 2/1 (1/18/12)
MARCH	Design 3/7 (2/22/12)
APRIL	Trends 4/4 (3/21/12)
MAY	Technology 5/2 (4/18/12)
JUNE	Design 6/6 (5/23/12)
JULY	Trends 7/5 (6/20/12)
AUGUST	Technology 8/1 (7/18/12)
SEPTEMBER	Design 9/5 (8/22/12)
OCTOBER	Trends 10/3 (9/19/12)
NOVEMBER	Technology 11/7 (10/24/12)
DECEMBER	Design 12/5 (11/21/12)

BUILDINGS

615 5th St SE
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 Ph: 800-553-8878 Fax: 319-364-4278

Advertiser:	Agency:
Contact:	Contact:
Address:	Address:
City: State: Zip:	City: State: Zip:
Phone Number:	Phone Number:
Email:	Email:
Fax Number:	Fax Number:

ADVERTISING	RUN DATES	GROSS	NET
Security e-Newsletter sponsorship			
TOTAL			

E-Newsletter Sponsorship Specifications

Leaderboard Banner 728 x 90 pixels
Skyscraper Banner 160 x 600 pixels
Text Sponsorship with Image..... Provide 75-words including headline and linking text.
 Image dimensions are 130 x 130 pixels
 Maximum file size is 30k, 72 dpi. Please also provide the URL to be linked to. Please submit images as a static JPEG or GIF format only.

Submission Guidelines

Submit materials using the *BUILDINGS* file transfer site. Please use the following steps to ensure proper file transfer to our secure and easy-to-use site. If you have questions or problems connecting or transferring, please contact Megan Kommes at: megan.komm@stamats.com or 800-553-8878, ext. 5062.

1. Type (<http://transfer.buildings.com>) in your Internet browser.
2. Login as follows: Username: **Buildings** [case sensitive]
 Password: **Transfer** [case sensitive]
3. Select the "Buildings" folder in the folder list on the left and drag and drop your files onto the site.
4. Notify Megan Kommes (megan.komm@stamats.com) when the file transfer has been completed. In your e-mail, provide the file name of the digital image and/or word document that was uploaded, and provide your contact

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 Sales Rep

 Name (Print)

 Date

 Date