

**Early  
Bird  
Special  
Offer**

# Get your message in front of professionals at the largest annual security show on the east coast.

**ASIS NYC Security Conference & Expo  
May 7-8, 2020  
Javits Center, NYC.**

**Advertise in**



- Official magazine of the ASIS NYC Chapter
- Seen by the over 2000 show attendees
- Featuring cutting-edge information on trends and best practices
- Reaches the 1600 ASIS NYC Chapter members
- Your online ad will link directly to your website
- Posted on the NYC Chapter's website before Expo opens
- Remains "live" with your ad in our archive —  
one of the most frequently visited parts of the ASIS NYC site

**Limited  
Time  
Offer!**

## **Early Bird Special Offer**

By reserving your ad now you will be supporting the ASIS NYC Chapter. And you will get a 10% discount. *Security Director* will be posted on the ASIS NYC website before the Expo so your company will have advanced exposure.

**Order by July 31, 2019 and you'll get a 10% discount.**

**Artwork not due until April 1, 2020.**

**To order your ad please follow the instructions on page 2 of this Early Bird Media Kit.**

## Advertising Information

### Premium Positions

- Inside Front Cover\*
- Inside Front Cover Right\*
- Opposite Table of Contents\*
- Inside Back Cover\*
- Back Cover\*
- Opposite Chapter Officers\*
- Opposite Editor's Message\*
- Opposite Chairman's Message\*
- Opposite Eugene Casey Award\*
- Opposite Keynote Speaker\*

### Rates

~~\$1058~~  
~~\$1175~~  
~~\$1058~~  
~~\$1175~~  
~~\$1058~~  
~~\$1175~~  
~~\$810~~  
~~\$900~~  
~~\$1125~~  
~~\$250~~  
~~\$900~~  
~~\$1000~~  
~~\$900~~  
~~\$1000~~  
~~\$900~~  
~~\$1000~~  
~~\$900~~  
~~\$1000~~  
~~\$900~~  
~~\$1000~~

\*All premium positions are subject to availability

### Standard Ads

- 2-Page spread\*
- Full page
- 2/3 page
- 1/2 page horizontal
- 1/2 page vertical
- 1/3 page vertical



~~\$1260~~  
~~\$1400~~  
~~\$720~~  
~~\$800~~  
~~\$630~~  
~~\$700~~  
~~\$495~~  
~~\$550~~  
~~\$495~~  
~~\$550~~  
~~\$315~~  
~~\$350~~

\*2-Page spread not available in premium positions

## To order advertising for Premium Positions:

Contact Diane Dudzinski  
 diane@blauweissadvertising.com  
 (914) 779-6846  
 to see if the position you would like  
 is still available.

## For Standard Ads:

Please use this link and fill out the  
 Insertion Order online:

<https://asisnyc.org/forms/advertising-insertion-form/>

**Payment by credit card required at  
 the time of order. All prices are net.  
 No agency commissions.**

## Policy Statement

*Security Director* magazine (Publisher) reserves the right to review and restrict any advertising which the magazine's Editorial Board does not believe is in the best interest of the publication, ASIS members or other readers. Solicitations for membership, subscribership, products or services, in conflict with *Security Director* magazine or its mission and purpose, will not be accepted.

## Advertiser Guidelines

Verbal agreements are not recognized until confirmed via your receipt after your online Insertion Order is completed and submitted. Please follow the instructions to the left.

## For more information:

**Diane Dudzinski**

**diane@blauweissadvertising.com**

**(914) 779-6846**

Advertisers and advertising agencies agree to indemnify, defend and save the ASIS NYC Chapter from any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels and other copyrighted material), advertisements printed or the unauthorized use of any person's name or photograph arising from *Security Director's* reproduction and publishing of such advertisement pursuant to the advertiser's or agency's order. In any case, *Security Director* magazine's liability shall be limited to the advertisement insertion cost.

*Security Director* reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

Acceptance of advertising for any product or service is subject to investigation of the product or service and of the claims made for it in the advertisement submitted for publication.

The submission of the online Insertion Order is construed as an acceptance of all the rates and conditions under which advertising is sold.

No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions that conflict with *Security Director's* policies will be binding for the Publisher.

*Security Director* is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strike, etc.

The Publisher reserves the right to place the word "Advertisement" with copy, that in the Publisher's opinion, resembles editorial matter.

## Distribution

*Security Director* magazine is a publication of ASIS International, New York City Chapter. It is given to each attendee at the Chapter's Javits Center Security Expo, made available to members of the Chapter and put on the Chapter's website. At the Publisher's discretion, additional copies of the publication are also distributed to security professionals outside the New York Metropolitan area. Some issues are distributed for promotional purposes.

## Mecahnaical Specifications

	Width	Depth
Full Page bleed	8.75"	11.25"
Full Page	7.5"	10"
2-Page spread bleed*	17.25"	11.25"
2/3-Page	4.875"	10"
1/2-Page horizontal	7.5"	4.875"
1/2-Page vertical	3.625"	10"
1/3-Page vertical	2.25"	10"
Magazine trim-size	8.5"	11"

*\*2-Page spread not available for premium positions*

- No charge for color or bleed
- Allow 1/8" (.125) for bleed
- **LIVE AREA (copy) on bleed ads must be 1/2" (.5) from trim on all sides.**
- All materials to be provided by e-mail.

### PDF Files:

PDF files cannot be altered by our office and must be supplied with fonts embedded. PDF files must be provided in high resolution (300 dpi) with images in CMYK format.

### IMPORTANT!

*Security Director will be placed on the ASIS NYC Chapter website before the Expo and remain there. Please make sure the URL in your ad is activated to create a link to your website.*

Please provide name of contact, e-mail address and phone number.

If assistance is needed to compose/design ad contact:

Don Blauweiss

don@blauweissadvertising.com

or (914) 779-6846

**Please direct insertion order or space inquiries to:**

Diane Dudzinski

Ad Coordinator

914-779-6846

diane@blauweissadvertising.com

**Please direct all ad materials or artwork inquiries to:**

Don Blauweiss

Art Director

914-779-6846

don@blauweissadvertising.com

**Please direct all editorial material or inquiries to:**

Cindiy Webster

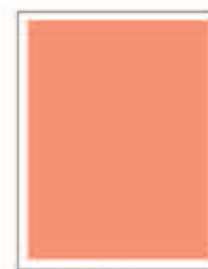
Editor

212-399-5651

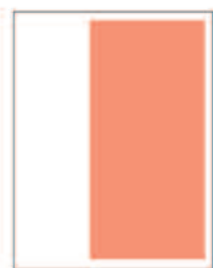
editor@asisnyc.org



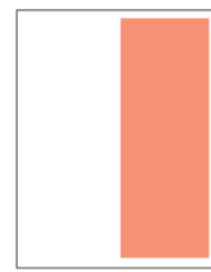
Full Page Bleed  
8.75" x 11.25"



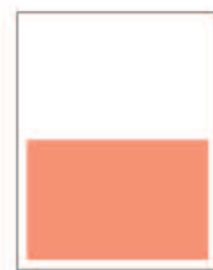
Full Page  
7.5" x 10"



2/3 Page  
4.875" x 10"



1/2 Page (vertical)  
3.625" x 10"



1/2 Page (horizontal)  
7.5" x 4.875"



1/3 Page (vertical)  
2.5" x 10"