

ACCESS CONTROL
& SECURITY SYSTEMS®

GOVERNMENT SECURITY®



MEDIA
PLANNER
&
INDUSTRY
TOOLKIT

2008



EDITORIAL CALENDAR

**ACCESS CONTROL
& SECURITY SYSTEMS®**

GOVERNMENT SECURITY®

EDITORIAL EXCELLENCE



Larry Anderson has eleven years of experience in the security industry and more than 28 years of journalism experience— including 20 years of experience as the editor of high-tech business and trade publications.

Larry Anderson, Editor
(770) 618-0118
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landerson@securitysolutions.com

He graduated with a degree in journalism from Georgia State

University and has received numerous awards for editorial excellence.

EDITORIAL MISSION

The Access Control & Security Systems family of publications is expanding in lockstep with the heightened awareness and increasingly prominent profile of security in the corporate, institutional and government arenas. In 2008, our coverage will address the vital needs of readers who are faced with a torrent

of evolving security issues — from the growing influence of information technology to the shifting threats of a changing world.

Our feature articles offer on-site reports from a team of professional journalists. We cover all facets of security, with solid, unbiased reporting, exclusive research and investigative reports. Our emphasis is on the important role of technology as a security tool, and how it can be incorporated into an overall security strategy.

Access Control & Security Systems and Government Security, along with our Web sites and e-newsletters, provide the information that security professionals must have to secure and defend our nation's people, facilities and resources. Our award-winning redesign has retooled and reformatted our flagship publication for today's busy reader.

SecuritySolutions.com | GovtSecurity.com

EDITORIAL CALENDAR

ACCESS CONTROL & SECURITY SYSTEMS

Month Closing & Material Date	Cover Story/ Technology Focus	Vertical Market Focus	IT & Network Focus	Product Focus	In Every Issue	Value-Added Opportunities/ Bonus Circulation
JANUARY 12/3/07	Research and Development Update	Corrections	Wireless Connectivity	<ul style="list-style-type: none"> • Locks • Software 	Access control, convergence, network-related products, digital video	First Monday email newsletter Profiles in Technology Section
FEBRUARY 1/6/08	Integrating Security With Building Systems	Hospitals and Health Care	IT User Spotlight	<ul style="list-style-type: none"> • Video Cameras • Perimeter Security 	Access control, convergence, network-related products, digital video	First Monday email newsletter
MARCH 2/4/08	Biometrics	Banking and Financial Construction	Smart Cards	<ul style="list-style-type: none"> • Visitor Management • Wireless/Network Products 	Access control, convergence, network-related products, digital video	First Monday email newsletter Intent to Purchase Leads Bonus Circ: ISC West
APRIL 3/5/08	Video Analytics	Specifiers/Contractors	Identification Systems	<ul style="list-style-type: none"> • Cards and Readers • Fire and Life Safety 	Access control, convergence, network-related products, digital video	First Monday email newsletter Bonus Circ: GovSec, PSA Security
MAY 4/4/08	The Next Level of Convergence	Schools and Universities	Networking Technologies	<ul style="list-style-type: none"> • Metal Detectors • Cables/Connectors 	Access control, convergence, network-related products, digital video	First Monday email newsletter Bonus Circ: CT/ST
JUNE 5/5/08	Security's Role in The Corporation	Transportation	IP Technology Supplement	<ul style="list-style-type: none"> • Biometrics • Guard Booths/Housing 	Access control, convergence, network-related products, digital video	First Monday email newsletter Bonus Circ: Buildings NY
JULY 6/6/08	Integration Trends	Public Events	Asset Protection	<ul style="list-style-type: none"> • Smart Cards • Building Systems 	Access control, convergence, network-related products, digital video	First Monday email newsletter Intent to Purchase Leads
AUGUST 7/8/08	Professional Development/ Security Education	Food Supply/Agriculture	IT User Spotlight	<ul style="list-style-type: none"> • Card Readers • Control Room Consoles 	Access control, convergence, network-related products, digital video	First Monday email newsletter
FALL 6/20/08	Security Industry Technology Guide — combined circulation of <i>Access Control & Security Systems</i> and <i>Government Security</i>					Discounts on Listings & Logos
SEPTEMBER 8/5/08	Security Director of the Year	Enterprise and Corporate Security	Encryption	<ul style="list-style-type: none"> • Night Vision Cameras • Communication 	Access control, convergence, network-related products, digital video	First Monday email newsletter Bonus Circ: ASIS
OCTOBER 9/5/08	The Impact of Networks	Schools and Universities	Corporate Cyber-Crime	<ul style="list-style-type: none"> • Turnstiles and Revolving Doors • Video Storage 	Access control, convergence, network-related products, digital video	First Monday email newsletter Intent to Purchase Leads Bonus Circ: ISC East
NOVEMBER 10/3/08	Software's Role in Integration	Retail Security	Internal Threats	<ul style="list-style-type: none"> • Access Control Systems • Guard Tour Systems 	Access control, convergence, network-related products, digital video	First Monday email newsletter
DECEMBER 11/4/08	Return on Investment/ Product of the Year 2008	Hotels and Casinos	Protecting the Data Center	<ul style="list-style-type: none"> • IP Video Systems • Card Printers 	Access control, convergence, network-related products, digital video	First Monday email newsletter

GOVERNMENT SECURITY

Month Closing & Material Date	Main Feature	Technology Feature	Product Focus	In Every Issue	Value Added Opportunities/ Bonus Circulation
JAN/FEB 1/6/07	Transportation Security	Emergency Response/ Interoperability	<ul style="list-style-type: none"> • Video cameras • Perimeter Security 	Access control, convergence, network-related products, digital video	First Monday email newsletter
MAR/APR 3/5/08	State/Municipal Government Security	Digital Video	<ul style="list-style-type: none"> • Card Printers • Software 	Access control, convergence, network-related products, digital video	First Monday email newsletter Intent to Purchase Leads Bonus Circ: GovSec, ISC West
MAY/JUN 5/5/08	Port Security	Visitor Management	<ul style="list-style-type: none"> • Biometrics • DVRs and NVRs 	Access control, convergence, network-related products, digital video	First Monday email newsletter Bonus Circ: Buildings NY
JUL/AUG 7/8/08	Critical Infrastructure	Photo ID/Badging	<ul style="list-style-type: none"> • Fire and Burglar Alarms • Guard Booths 	Access control, convergence, network-related products, digital video	First Monday email newsletter Bonus Circ: ASIS
FALL 6/20/08	Security Industry Technology Guide — combined circulation of <i>Access Control & Security Systems</i> and <i>Government Security</i>				
SEPT/OCT 9/5/08	Homeland Security Update	Access Control	<ul style="list-style-type: none"> • Locks • Smart Cards 	Access control, convergence, network-related products, digital video	First Monday email newsletter Bonus Circ: ISC East
NOV/DEC 11/4/08	Border Security	Perimeter Security	<ul style="list-style-type: none"> • Guard Technologies • Night Vision Cameras 	Access control, convergence, network-related products, digital video	First Monday email newsletter

Beyond the Printed Page

ONLINE & INTERACTIVE

Interactive marketing campaigns surrounding relevant content engage your customers, position your brand and create measurable results. Sponsor any of the subjects in the Editorial Calendar through one of our many online vehicles. Editorial topics may be featured, expanded upon and presented through the following online channels (right).

Discover how our robust suite of interactive products accelerates sales, increases revenues and measures results. We can help customize a plan tailored to your marketing goals. Call your advertising representative today for more details.

- Podcasts
- Webinars
- White Papers
- Microsite
- Blog
- Video e-postcard
- Ask the Experts
- Banner Advertising
- One-Stop Sponsorships
- Online Special Reports

Who's Who

with **ACCESS CONTROL & SECURITY SYSTEMS**
and **GOVERNMENT SECURITY**

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Visit www.pentonads.com for the Digital Ad Resource Center.

2008 INDUSTRY EVENTS

FOSE	Washington, DC	April 1-3	(202) 772-5738	www.fose.com
ISC West	Las Vegas, NV	April 2-4	(800) 840-5602	www.iscwest.com
GovSec	Washington, DC	April 23-24	(800) 524-0337	www.govsecinfo.com
PSA Security	St. Charles, IL	May 5-9	(303) 252-8607	www.psasecurity.com
CT/ST	Orlando, FL	May 13-15	(800) 803-3424	www.ctst.com
Buildings NY	New York, NY	June 11-12	(888) 334-8702	www.buildingsny.com
ASIS	Las Vegas, NV	September 15-18	(703) 519-6200	www.asisonline.org
ISC East	New York, NY	October 29-30	(800) 840-5602	www.isceast.com

**ACCESS CONTROL
& SECURITY SYSTEMS®**

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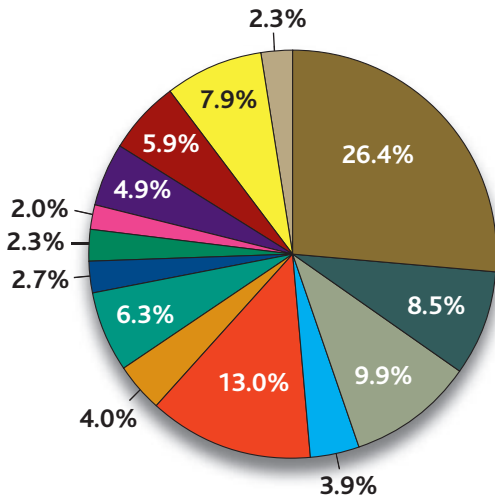
GovtSecurity.com

Access Control & Security Systems' marketing power begins with its unsurpassed circulation. Serving key market leaders, *Access Control & Security Systems* delivers industry intelligence and your marketing message to influential decision-makers in the security industry.

AC&SS is the only security publication that delivers:

- > 100% Personal Direct Request¹
- > Audited Total Fortune 1,000 Circulation of 15,667 subscribers¹

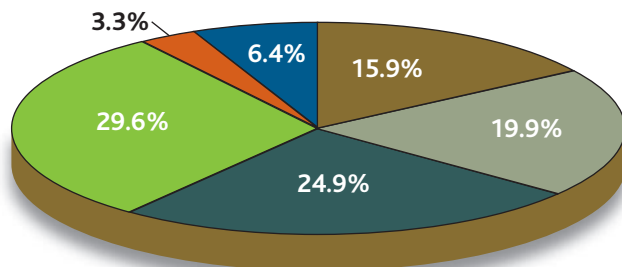
38,000 Total Qualified Circulation: End-users or Specifiers of Security/Access Control products or systems¹. Professionals in every security marketplace segment you need to reach.



- > 26.4% Industrial/Manufacturing
- > 8.5% Service
- > 9.9% Banks/Savings Institutions/Diversified Financial/Insurance
- > 3.9% Transportation (airport, port, border & cargo)
- > 13.0% Retail/Wholesale/Real Estate
- > 4.0% Utility or Telecommunications
- > 6.3% Government (Non-Military and Military)
- > 2.7% Healthcare Facilities (hospitals, nursing and mental health)
- > 2.3% Educational Institutions (public/private schools, universities and colleges)
- > 2.0% Institutional (hotels, resorts, casinos, museums, sport/entertainment)
- > 4.9% Architectural/Engineering/Contracting Firms
- > 5.9% Consultants for Security/Access Control Products/Systems
- > 7.9% Systems Houses/Systems Integrators
- > 2.3% Electrical Contractors/Electricians

Access Control & Security Systems Reaches the Key Decision-Makers

Breakout of Qualified Circulation by Title¹

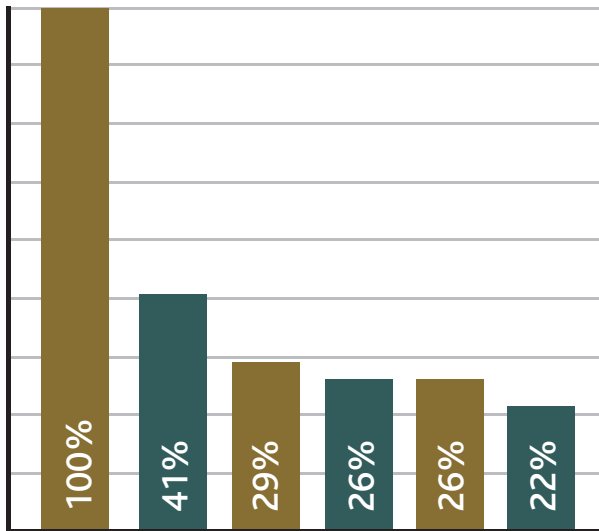


- > 15.9% IS/IT & Network Management
- > 19.9% Security and Access Control Management & Personnel
- > 24.9% Facility Management
- > 29.6% Corporate Management
- > 3.3% Financial Management
- > 6.4% Developer, Consultant, Architect, Planner, Specifier and Engineer

Access Control & Security Systems delivers unique, unduplicated circulation

Which of the following security-related magazines do you personally receive?¹

Access Control & Security Systems.....	100%
Security Management.....	41%
Security.....	29%
Security Products.....	26%
Security Technology & Design.....	26%
No other industry publication.....	22%



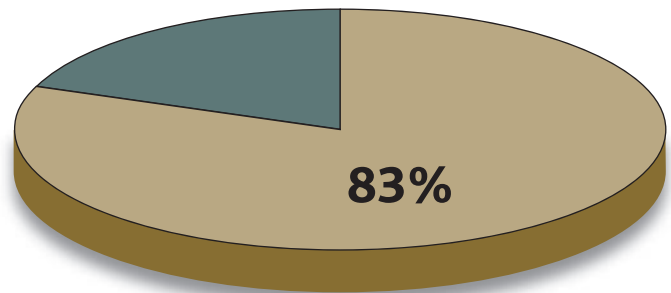
88% of subscribers expect their organizations' security purchases to increase or stay the same in 2007¹

The average subscriber passes their issue along to nearly 3 other colleagues, extending your total reach to 92,796¹

Access Control & Security Systems' Subscribers Take Action

83% of readers have taken action after reading Access Control & Security Systems¹

83% have taken 1 or more actions



Visited an advertiser's website	47%
Discussed an advertised product/service with others	43%
Contacted an advertiser directly	39%
Returned the reader service card.....	29%
Saved an advertisement for future reference.....	27%
Recommended an advertised product or service	26%
Routed an advertisement to others.....	25%
Purchased an advertised product or service	21%

1. 2006 Access Control & Security Systems Reader Profile Study

Executives turn to B2B websites first when researching new purchases¹.

Capture their attention with *Access Control & Security Systems'* innovative online marketing products. Whether you're looking to build your brand, showcase a product, generate leads or drive traffic to your website, *Access Control & Security Systems* offers several versatile programs that make it easy and cost effective to communicate with power.

Branding & Awareness:

In the security marketplace, strong brand recognition and market leadership are vital. Use the combined power of your company's message and *Access Control & Security Systems'* brand equity to build your brand awareness and reach your target audience.

Web site sponsorship

When you want to reach security professionals online, you need the source they use every day, SecuritySolutions.com. SecuritySolutions.com is the leading site for breaking news, delivering superior content to an influential audience. Advertise alongside this targeted content to reach key decision-makers as they search for all they need to know.

E-Newsletters

Security Beat is a must-read, weekly E-Newsletter that delivers the latest headlines and the best insights on current industry events. Feature your message on this highly respected online news vehicle targeted to influential security professionals.

Ask the Experts

Providing expert advice and savvy business solutions is the best way to set yourself apart from your competitors. Answer category-specific questions on SecuritySolutions.com, demonstrate your expertise and establish an interactive dialogue with your customers – all within the powerful environment of our brand.



Lead Generation:

Shorten your sales cycle. Enhance and develop your lead generation programs with *Access Control & Security Systems'* powerful marketing solutions.

Webinars/Webcasts

Drive ROI, raise brand awareness and generate qualified leads. Webinars are sponsored online events that allow participants to interact real-time with key industry leaders to discuss new solutions, best practices and actual case studies. We'll implement an aggressive marketing campaign for a seamless, powerful sales and marketing solution.

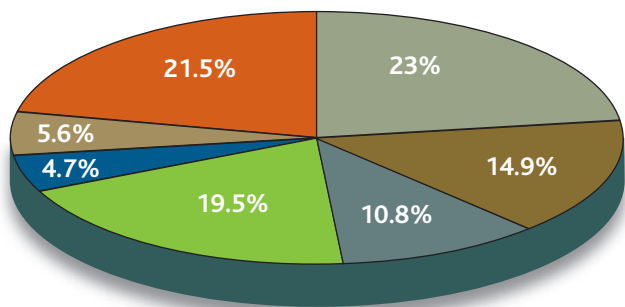
White Papers & Research

Share your knowledge and strengthen your brand as you capture qualified leads. Promote and distribute your white papers, industry research and articles to our targeted audience and we'll generate leads via our customizable registration forms.



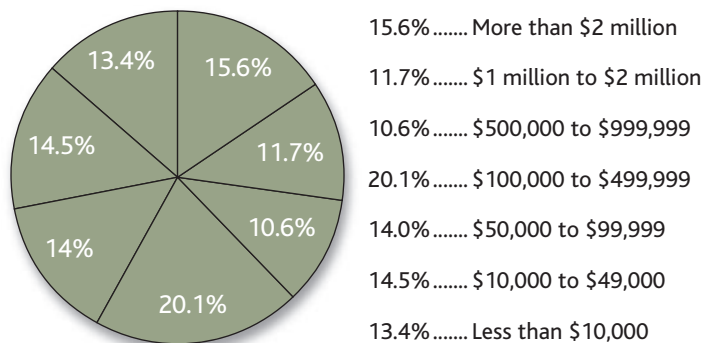
Government Security delivers key market influencers in government organizations

Government Security reaches 20,250 titled decision-makers in key government departments and agencies as well as the public and private sector.¹



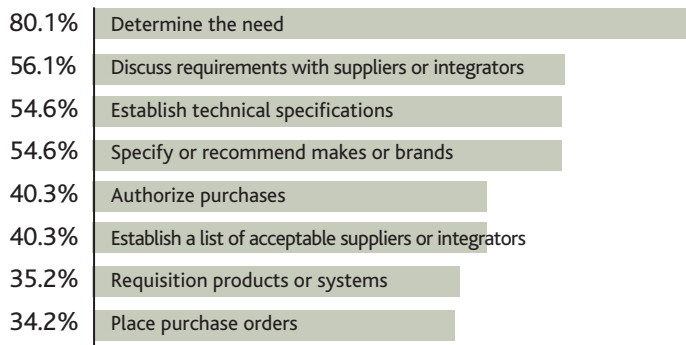
- > Federal Government..... 23%
- > State Government 14.9%
- > County Government 10.8%
- > Municipal/Metropolitan Government (cities, townships, authorities and commissions)..... 19.5%
- > Public Institutions (educational, medical and research)..... 4.7%
- > Utilities 5.6%
- > Contractors/Integrators/Designers/Installers/Consultants.....21.5%

The organizations *Government Security* readers work for annually spend over \$644,000 for security products and services²

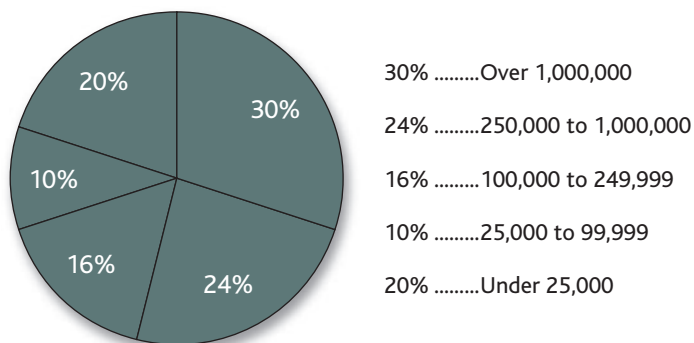


53.1% of respondents pass along their issue of *Government Security* to an average of 3.72 other people. If we expand this to the entire circulation you reach an extra 40,001 readers, for a total readership of 60,251²

94.6% of readers are involved in some stage of the purchasing process²



The average size of a city or county served by a *Government Security* subscriber is 477,206²



78% of readers have taken an action as a result of reading an ad in *Government Security*²





ACCESS CONTROL & SECURITY SYSTEMS® GOVERNMENT SECURITY.



Rate Card No. 22

www.SecuritySolutions.com
www.GovtSecurity.com

6151 Powers Ferry Road NW, Suite 200 • Atlanta, GA 30339

Issued: September 2007
Effective: January 2008

FULL RUN DISPLAY (includes 4-color process):
Access Control & Security Systems

	1x	4x	7x	13x	26x
Tab Page	\$6650	\$6255	\$5815	\$5115	\$4655
1/2 Tab Page	4725	4445	4130	3635	3310
1/4 Tab Page	3075	2890	2690	2365	2155
1/8 Tab Page	1905	1790	1665	1465	1335
1/16 Tab Page	1145	1075	1000	880	800
Junior Page	5300	4985	4685	4355	3920
2/3 Junior Page	4240	3985	3750	3485	3135
1/2 Junior Page Island	3605	3390	3185	2965	2665
1/2 Junior Page	3315	3120	2930	2725	2455
1/3 Junior Page	2155	2025	1905	1770	1595
1/4 Junior Page	1595	1500	1410	1310	1180

Multiple ad pages in a single issue earn additional discounts. Contact your sales representative for more information.

Cover Rates (includes 4-color process):

Cover II	\$11085
Cover III	10235
Cover IV	11935

Product & Literature Showcase:

Rate (net)	\$850
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Classified Advertising (net)

	1x	6x	12x
Per Column Inch	\$190	\$185	\$160
Color: \$145, Reader Service Number: \$45, Blind Box: \$40			

Web Connection

	Per Qtr.	Per Yr.
2-Color	\$860	\$3000

FULL RUN DISPLAY (includes 4-color process):
Government Security

	1x	4x	13x	26x
Page	\$4425	\$4205	\$3975	\$3760
2/3 Page	3540	3360	3175	3000
1/2 Page Island	3165	3010	2840	2685
1/2 Page	3010	2865	2705	2550
1/3 Page	1970	1865	1770	1665
1/4 Page	1450	1375	1315	1240

Cover Rates (includes 4-color process):

Cover II	\$7470
Cover III	6900
Cover IV	8045

Product & Literature Showcase:

Rate (net)	\$515
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Classified Advertising (net)

	1x	6x	12x
Per Column Inch	\$125	\$120	\$115
Color: \$95, Blind Box: \$30			

FULL RUN DISPLAY (includes 4-color process):
Security Industry Sourcebook

Page	\$4645
2/3 Page	3745
1/2 Page Island	3335
1/2 Page	3165
1/3 Page	2085
1/4 Page	1545

Special 4-Page Catalit: \$13725

Cover Rates (includes 4-color process):

Cover II	\$8190
Cover III	7555
Cover IV	8825

This special 13th issue is published in the fall and is standard magazine size. Contact your sales rep for low-cost ways to add boldface type, a mini-ad or your company logo to your Sourcebook information.

Security Industry Sourcebook Ad Closing: June 20, 2008

a. E-NEWSLETTERS

Security Beat, Government Security Reports, First Monday, Trade Show "Update" E-Newsletters

Send your message to the desktops of security professionals with e-newsletters from the *Access Control & Security Systems* franchise. Call your advertising sales representative or visit <http://securitysolutions.com/advertisers> for a fact sheet with rates and specifications.

b. ONLINE ADVERTISING:

SecuritySolutions.com, GovtSecurity.com

For information about an integrated print/online advertising program to promote your product or service and a fact sheet with online advertising rates and specifications call your advertising sales representative or visit <http://securitysolutions.com/advertisers>

c. INSERTS: Please contact your advertising sales representative for rates, shipping instructions and production specifications, or visit pentonads.com.

d. PRODUCTION CHARGES: Ad films requiring changes or electronic files requiring troubleshooting may incur additional production charges which will be billed at publisher's cost.

ADVERTISING SALES REPRESENTATIVES:

Publisher	Associate Publisher
Gregg Herring 770.618.0333 Gregg.Herring@penton.com	Marty McCallen 919.567.8166 Marty.McCallen@penton.com

Western Sales Manager	Eastern Sales Manager
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Classified Sales
Gary Kazmier, (800) 443-4969, Ext. 4, Gary.Kazmier@penton.com

For complete preparation guidelines and file delivery information, please visit www.pentonads.com or contact the publication Production Coordinator.

2. MECHANICAL REQUIREMENTS

a. ACCESS CONTROL & SECURITY SYSTEMS

Page Size: Four Columns Per Page Trim Size: 10-3/4" x 13"
Column Width: 2-1/4" Column Depth: 12-1/4"
Trim: 1/8" face/foot, 1/4" head Safety: 3/8" from trim

b. AC&SS SPACE DIMENSIONS/SPECIFICATIONS FOR BLEED

Tabloid Page:	9-3/4" x 12-1/4"
Tabloid Page Bleed:	11" x 13-1/4"
Tabloid Spread Bleed:	21-3/4" x 13-3/8"
Tabloid Spread Non-Bleed:	21-1/2" x 13"
1/2 Tabloid Horizontal Non-Bleed	9-3/4" x 6-1/4"
1/2 Tabloid Horizontal Bleed	10-7/8" x 6-5/8"
1/2 Tabloid Vertical Non-Bleed	4-5/8" x 12-1/4"
1/2 Tabloid Vertical Bleed	5-3/8" x 13-3/8"
1/4 Tabloid Horizontal	7" x 4-1/4"
1/4 Tabloid Standard	4-5/8" x 6-1/4"
Junior Page Non-Bleed	7" x 10"
Junior Page Bleed	7-5/8" x 10-3/8"
Junior Spread Non-Bleed	15-1/4" x 10" (gutter bleed only)
Junior Spread Bleed	16" x 10-3/8"
2/3 Junior Vertical	4-1/2" x 10"
1/2 Junior Page Island	4-1/2" x 7"
1/2 Junior Horizontal	7" x 4-7/8"
1/2 Junior Vertical	3-3/8" x 10"
1/3 Junior Square	4-1/2" x 4-7/8"
1/3 Junior Vertical	2-1/4" x 10"
1/4 Junior Standard	3-3/8" x 4-7/8"
1/4 Junior Horizontal	4-3/4" x 3"
1/4 Junior Vertical	2-1/4" x 6-1/4"

c. GOVERNMENT SECURITY/SECURITY INDUSTRY SOURCEBOOK

Standard Size Publication Trim Size:	7-7/8" x 10-3/4"
2 Page Spread	15" x 10"
2 Page Spread Bleed	16" x 11"
Full Page	7" x 10"
Full Page Bleed	8-1/8" x 11"
2/3 Page	4-1/2" x 10"
2/3 Page Bleed	5-1/16" x 11"
1/2 Page Spread	15-1/8" x 4-7/8"
1/2 Page Spread Bleed	16" x 5-1/2"
1/2 Page Horizontal	7" x 4-7/8"
1/2 Page Horizontal Bleed	8-1/8" x 5-1/2"
1/2 Page Vertical	3-3/8" x 10"
1/2 Page Vertical Bleed	4" x 11"
1/2 Page Island	4-1/2" x 7-1/4"
1/2 Page Island Bleed	5-1/8" x 8"
1/3 Page Square	4-1/2" x 4-7/8"
1/3 Page Vertical	2-1/4" x 10"
1/4 Page	3-3/8" x 4-7/8"

d. GENERAL SPECIFICATIONS

Printing Method: Web Offset **Binding:** Perfect Bound

Paper: Cover printed on 70-lb. coated offset; text printed on 36-lb. coated groundwood offset **Ink:** SWOP standard and 4-color process

e. DIGITAL AD SPECIFICATIONS

Advertisers are strongly encouraged to submit advertising materials in a digital format prepared according to the following guidelines:

PDF Format: Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit www.pentonads.com. *Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)*

Preferred Applications: QuarkXpress™; Adobe Pagemaker®; Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.

Photos: 300 dpi, actual size, CMYK color model, .tif or .eps format; no JPEG compression.

Line Art/Text: 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

Fonts: When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

Lettering: Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

Color Tone Value: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

Proofs: We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.). *Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.*

Media: Mac or IBM CD, Zip 100, floppy.

FTP Upload: <ftp://ftpserver2.penton.com/adclient>. User ID & Password = adclient. Please contact the publication Production Coordinator when files are submitted.

Film Conversion: Ad materials supplied as film will be converted to a digital file at a cost of \$50.00 per ad.

f. SHIPPING INSTRUCTIONS: Send all advertising contracts, insertion orders, materials, and correspondence to:

Chris MacAdam, Ad Production Coordinator
AC&SS or Government Security (issue date)
9800 Metcalf Avenue, Overland Park, KS 66212-2216.
(913) 967-1809, Chris.MacAdam@penton.com

3. GENERAL INFORMATION

RATE POLICY AND CONTRACT PROVISIONS: All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. **The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication.** The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

AGENCY COMMISSION: 15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

SEQUENTIAL LIABILITY: Advertiser and Advertising Agency are jointly and severally liable for payment. The Publisher will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc..

CANCELLATION POLICY: Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

ERROR LIABILITY LIMIT: The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

SHORT RATE PROTECTION: Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

RATE CARD IN EFFECT: Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card. Publisher has the right to increase rates with prior notification to advertiser.

TERMS OF SALE: Net 30 (thirty) days from date of invoice. No cash discounts allowed. The Publisher will not accept any form of payment, which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

LINE OF CREDIT: Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of Penton Media, and no advanced notification is promised or implied.

PAST DUE ACCOUNTS: Orders may be held at the Publisher's sole discretion.

COLLECTION RELATED ISSUES: If Penton Media must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

JURISDICTION: Advertising Agencies and/or Advertisers agree that any legal action arising between Penton Media and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

NOTIFICATION TO PUBLISHER: If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the Publisher of this change within ten working days.



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