

CAMPUS SECURITY TODAY

MEDIA PLANNER

#1 Way to Reach the Campus
Security & Safety Market

2024

CampusSecurityToday.com

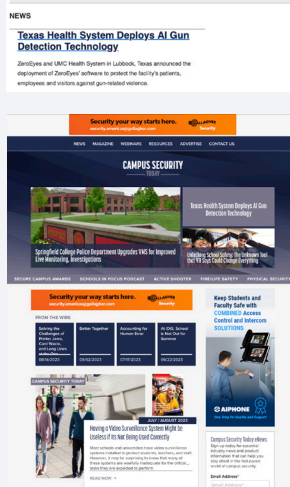
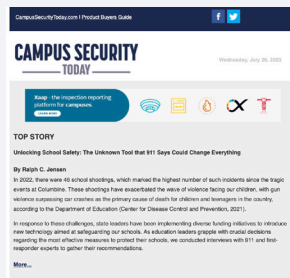
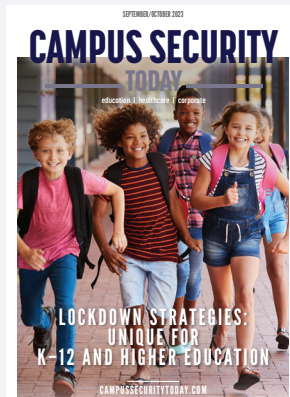


Campus Security Today brings important industry information to the largest audience of school, college, security, and healthcare professionals in the market.*

Top Editorial

Our trusted editorial team knows security and safety, and this shows in every issue of *Campus Security Today* magazine. Topics include the following and more, all with a focus on campuses:

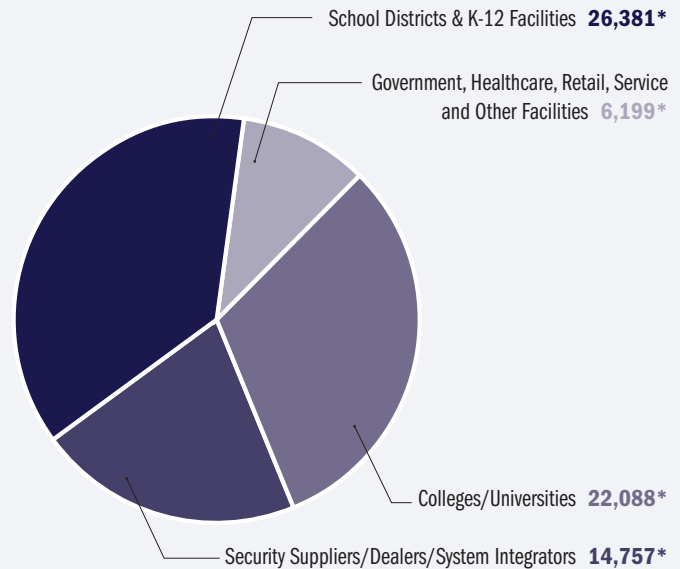
- AI
- Campus Lighting
- Cloud Security
- Crisis Management
- Cybersecurity
- Data Storage
- Emergency Communication
- Emerging Campus Technologies
- Facility Hardening/Security
- Fire Safety
- Law Enforcement/Campus Police
- Locks & Door Hardware
- Mobile Apps
- Secured Access/Access Control
- Secured Entry
- Security Operations Center
- Stadium/Venue Security
- Systems Integration
- Trusted Identity
- Video Surveillance/Remote Monitoring
- Visitor Management



BE SMART. Connect with the campus security & safety brand that connects with more.

Key Audience

• *Campus Security Today* magazine reaches 69,400* 5x/year. Distribution includes:



- *Campus Security Today* eNews reaches 60,000* of the above professionals weekly.
- The CampusSecurityToday.com website attracts thousands* of visitors each month.
- The *Campus Security Today* webinar series includes webinars developed and presented by industry experts throughout the year.

The webinars are marketed to over 100,000*, including dedicated emails to subscribers of *Security Today* magazine, *Security Today* eNews, *THE Journal*, *Campus Technology*, and 1105 Media's database of healthcare facilities. They are also promoted on SecurityToday.com, on CampusSecurityToday.com, in *Campus Security Today* and *Security Today* eNews, and in *Security Today* and *Campus Security Today* magazines.

*Media Owner's Own Data

2024 Magazine Issues

March/April

- Crisis Management
- AI
- Emergency Communication
- Secured Access/Access Control
- Mobile Apps
- Data Storage
- Bonus Distribution: ISC West & PSA TEC
- Mass Notification
- Canine Security

May/June

- Trusted Identity
- Access Control
- Cybersecurity
- Visitor Management
- Facility Hardening/Security
- Emerging Campus Technologies

July/August

- Video Surveillance
- Campus Audio
- Mass Notification
- Parking Solutions
- AI
- Cloud Storage

September/October

- Emerging Campus Technologies
- Campus Lighting
- Law Enforcement/Campus Police
- Stadium/Venue Security
- Fire Safety
- Security Operations Center
- Secure Campus Award Winners
- Bonus Distribution: GSX

November/December

- Secured Entry
- Systems Integration
- AI
- Cloud Security
- Video Surveillance/Remote Monitoring
- Locks & Door Hardware
- Company Profiles



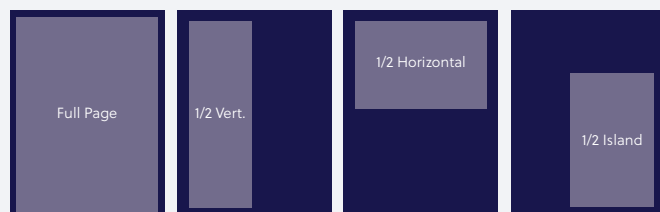
Reach education directors, administrative managers, healthcare professionals, info tech managers, top-level executives, and security dealers 5x/year with *Campus Security Today* magazine.

Half-page or larger advertisers in 4 or more 2024 issues, inclusive of the November/December 2024 issue, receive a free company profile of the same size in the November/December 2024 issue.

Magazine Trim Size: 8 x 10 3/4 (all sizes are in inches)

	Live	Trim	Bleed
Full Page	7 1/2 x 10 1/4	8 x 10 3/4	8 1/4 x 11
Spread	15 1/2 x 10 1/4	16 x 10 3/4	16 1/4 x 11
1/2 Horizontal	n/a	6 1/2 x 4 1/2	n/a
1/2 Vertical	n/a	4 1/2 x 11 1/4	n/a
1/2 Island	n/a	4 1/4 x 6 1/2	n/a
1/2 Vertical	n/a	3 1/4 x 9 1/2	n/a

Cover snipe also available.



All ads are to scale.

Acceptable File Formats

PDFs are strongly encouraged. Hi-res Illustrator EPS files are also accepted. Ads requiring work to be done by us will incur an additional charge. Ad materials are stored for one year and then deleted.

Preparing native files for printable PDFs

Multiple pages need to be submitted as single page files.
Artwork must be CMYK, minimum 300 dpi.
Files must be flattened (no layers or transparencies).
Set bleeds 1/8" beyond trim.
DO NOT use stylized fonts.
Embed all fonts.
Overall density of CMYK colors cannot exceed 300%.
Set trim marks with a 12-point offset so the marks don't overlap the bleed.

Preparing native files for printable Illustrator EPS

Artwork must be CMYK, minimum 300 dpi.
Files must be flattened (no layers).
Set bleeds 1/8" beyond trim.
Fonts must be embedded or converted to outlines.
Overall density of CMYK colors cannot exceed 300%.
Set trim marks so they don't overlap the bleed.

Submitting Digital Files

Use file names that include the magazine title, issue date, and project name. Ads can be submitted via FTP, a file-sharing service such as Dropbox, or an email to the Production Coordinator.

Uploading to FTP

It's important that the file is placed in the proper directory. All uploads should be followed by a confirmation phone call or email to the Production Coordinator.

Host: ftp://ads.1105media.com

User ID: 1105user

Password: 1105pass

Directory: /1105external/production/[magazine title]

Tip: You'll need file-sharing software to upload to FTP. One of the most user-friendly free programs for Mac and PC is FileZilla:

FileZilla Instructions

1. To install, go to <https://filezilla-project.org> and click on Download FileZilla Client.
2. Open FileZilla and enter Host, User Name, Password, and Port 21.
3. Click on the Quick Connect button at upper right.
4. In the Local Site window on the left, locate and click on the source folder containing the file to be uploaded. Your file will appear in the Filename window below.
5. In the window on the right, click on the 1105external folder, click on the production folder, and locate the folder for the magazine.
6. Select your file in the Filename window on the left, and drag it to the magazine folder on the right.

Proofs

If a proof is provided, it must be a SWOP proof created from the supplied digital file. A laserprint is not SWOP-quality and is not color-accurate. If a SWOP proof is not supplied, we are not responsible for variances between the digital file and final reproduction.

Send proofs to:

Production Coordinator

Campus Security Today, [issue date]

1105 Media, Inc.

6300 Canoga Avenue, Suite 1150

Woodland Hills, CA 91367

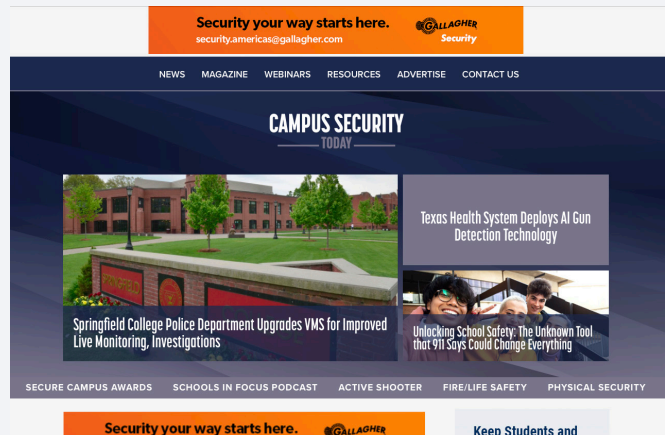
Additional Advertising Resources

<https://1105media.com/pages/ad-specs>

Website Banner Sizes

Reach the campus audience every day on our website, CampusSecurityToday.com

728x90 Leaderboard
300x300 Square
300x250 Rectangle
300x600 Super Skyscraper
468x60 or 468x90 ROS Banner
300x90 Button
640x480 In-Article
152x600 (2) Wallpaper in cohesive design



Website Banner Specs

1105 Media Ad Serving Platform is Google Ad Manager 360 (formerly DFP Premium)

Standard Image Files

Acceptable files include PNG, JPG, GIF (includes animated GIF).
Maximum file size 80K.

Click-thru URL advertisers are responsible for maintaining a working URL, which must be supplied with image file. Click rates are not guaranteed.

HTML5

Acceptable up to 100K. Ad design and development guidance can be found here: <https://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/>

Third-party ad serving

We accept all third-party ad serving, but impressions are counted and invoices are issued based on our ad serving system, DoubleClick DFP. 15-20% impression tracking discrepancy may be expected. All formats will be considered and require extra processing time for testing and implementation. If possible, please submit a test third-party ad. When submitting third-party tags, please make sure they are secured (https).

Placement

Banners are run-of-site. Targeted ads are subject to availability. Contact your account representative for more information.

Special banner specifications

Initial Load: The file size should be maximum 80K.

Number of Subsequent Loads: 1-2

Special Frame Requirements: None, but must follow our specs & file size.

FPS (frames per second): 20-25 (max 30)

Max Uninitiated Video Length: None if it fits into max 80K file size

Audio Initiation After Expansion: User controlled with click

Subsequent Load: The file size should be between 70-80K

In-banner Video: We can accommodate as long as it fits into the max 80K file size.

Max Animation Time: 10-15 seconds

Max Number of Loops: 3-5 times (or more if it fits into max 80K file size)

Concurrent Video/Animation: 25-30 seconds

Expandable Hotspot Limitation: No limitations

Click-thru URL

Advertisers are responsible for maintaining a working URL. Click rates are not guaranteed. URL should be limited to 250 characters.

Acceptable Files

Static GIF or JPG files

All creative is due 5 business days prior to launch.

Please submit materials to Jennifer Slevin at jslevin@1105media.com.

Campus Security Today eNews

eNews Banner Sizes

180x300 eNews Info Center
Sponsor Spot (2 positions)
468x60 or 468x90 Banner (Top & Bottom)
160x600 Banner
Product Placement Spot (3 positions)
Sole Sponsorship*

Specs

File size: 40K maximum static GIF or JPG files

Click-thru URL: 250 characters max

Sponsor and Product Placement Spots include: 150x150 image, headline (55 characters max, including spaces) and 40-60 words of body text. If no headline is provided, the company name will show, as listed on the insertion order.

2024 eNews Calendar

January

January 3, 10, 17, 24, 31

February

February 7, 14, 21, 28

March

March 6, 13, 20, 27

April

April 3, 10, 17, 24

May

May 1, 8, 15, 22, 29

June

June 5, 12, 19, 26

July

July 3, 10, 17, 24, 31

August

August 7, 14, 21, 28

September

September 4, 11, 18, 25

October

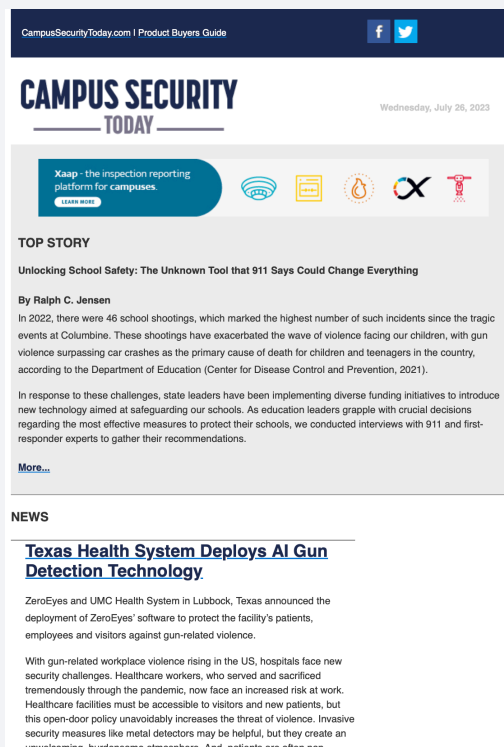
October 2, 9, 16, 23, 30

November

November 6, 13, 20

December

December 4, 11, 18



Reach education directors, administrative managers, healthcare professionals, info tech managers, top-level executives, and security dealers weekly with *Campus Security Today* eNews.

All website and eNews creative is due 5 business days prior to launch.

Please submit materials to Jennifer Slevin at jslevin@1105media.com.

*Sole-sponsored eNewsletters have ad messaging from one sponsor, content created by Campus Security Today.

Secure Quality Decision Maker Leads

Leverage your existing marketing materials — whitepapers, case studies, research, reports, and more!

We will host your asset(s) and market with targeted email promotions to our engaged database to drive quality registrations to help fill your sales pipeline.

Our Content Syndication Program will feature your asset(s) in our Resources Library on our site and will offer a wide range of custom capabilities, including audience targeting, custom lead reporting and delivery.

Program Details and Benefits

Guaranteed Leads

100 guaranteed leads (minimum buy, but not limited to...)

Types of Business

School Districts/K-12 Facilities /Colleges/Universities, Security Dealers/ Installers/ Systems Integrators, Security Consultants, Fire Protection/ Alarm Systems

Job Titles

Corporate/Executive/General Management, Security/Loss Prevention/ Safety, Superintendent/Administration/Dean/Principal, First Response/ Law Enforcement, Facilities Planning/Emergency Planning, IT/Network Security

Resources Library

All assets hosted in Resources Library for duration of campaign with dedicated landing page including asset title, summary and sponsor logo along with registration form

Email Promotion

Series of targeted email promotions, reaching our highly engaged database, to drive registrations to your asset(s) to reach your lead guarantee

Lead Delivery

Leads delivered weekly (custom delivery options available — ask your sales rep for details) including all of the following standard fields:

- Job Title
- Email
- First Name
- Last Name
- Company
- Full Address
- Phone

The screenshot shows the Campus Security Today website. At the top is a navigation bar with links: NEWS, MAGAZINE, WEBINARS, RESOURCES, ADVERTISE, CONTACT US. Below this is a dark blue header with the 'CAMPUS SECURITY TODAY' logo. The main content area is white. On the left, there's a section for a whitepaper titled 'Push-to-Talk Over Cellular (PoC) for Security Professionals' by Hytera. It includes a brief description and key takeaways. On the right is a registration form with fields for Email, First Name, Last Name, Title, Company, Country, State/Province, City, and Phone. There are also dropdown menus for 'Please enter your primary function' and 'What is your company's primary business?'. A 'DOWNLOAD WHITE PAPER' button is at the bottom of the form. A yellow circle highlights the whitepaper content, and a yellow dashed line outlines the registration form.

1

We host your asset in Resources Library with dedicated landing page

2

We promote your asset

3

We deliver your leads

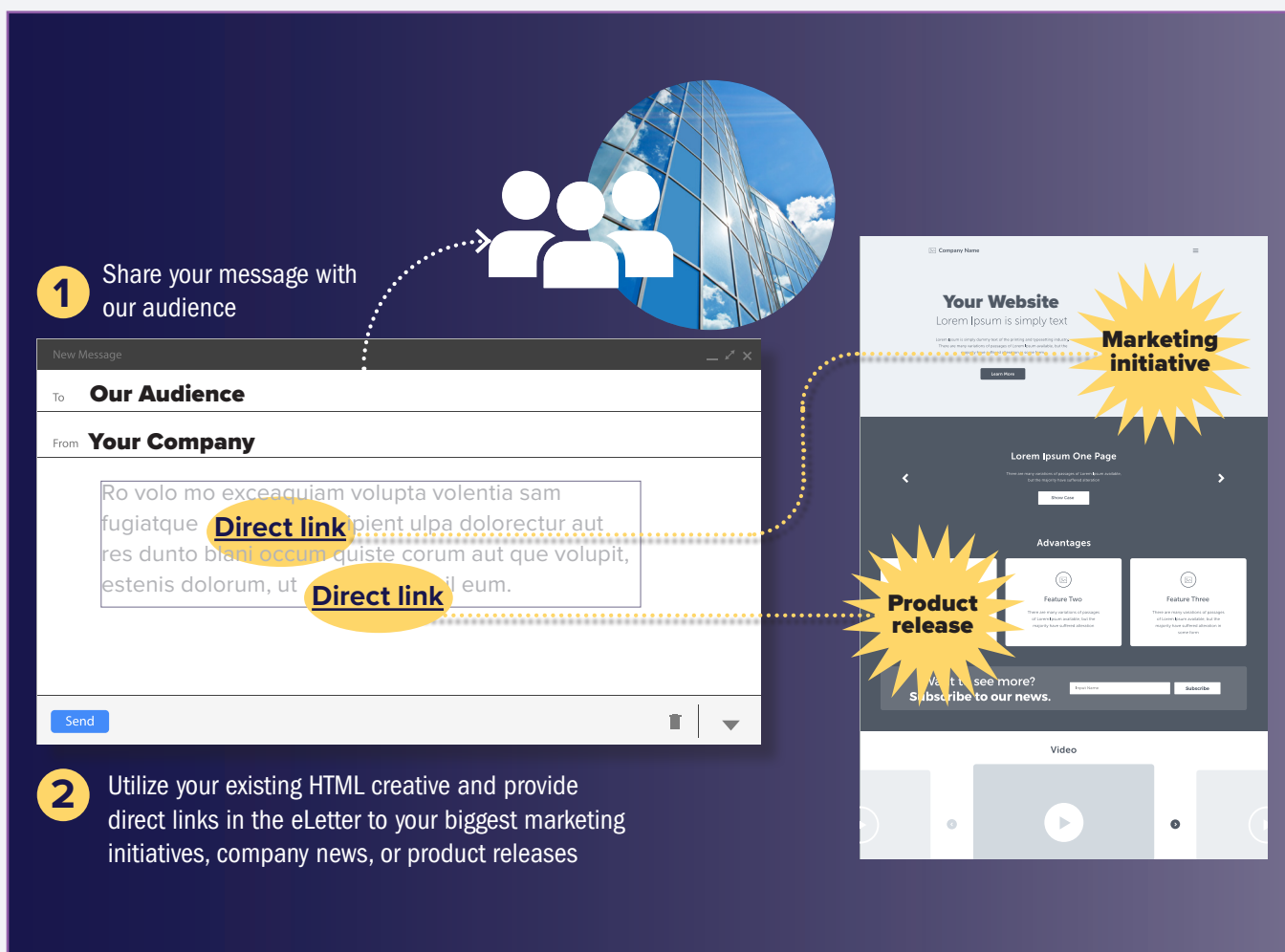
Share Your Message with our Audience

Share your messaging directly with our audience via your own HTML creative, from line, subject line and direct links to the most important marketing initiatives on your site. This custom eBlast program will help you build visibility, branding and awareness, as well as direct traffic to the destination of your choice. Audience targeting is available.

How it Works

Key Features

- Direct branding and awareness opportunity to leverage our highly engaged audience to share your story
- Exclusive sponsorship featuring your HTML creative and linking directly to your marketing initiative on your site
- Custom targeting available – contact us for availability



Campus Security Today webinar sponsorship opportunities throughout the year

Your Powerful Tool for Generating Quality Sales Leads

Budget constraints and increasingly hectic work schedules can often prohibit campus security decision makers from physically attending seminars, conferences and expositions. Instead, it is important that security product and service vendors seek innovative and cost-effective ways to disseminate key industry information and engage prospects and clients in a timely manner.

Our *Campus Security Today* editorial webinar series allows campus security products marketers to tap into our expertise and expansive market reach and drive valuable customer leads. It's easy to co-sponsor one or more webinars.

Vendor Webinars

The unique presentation of a webinar forum allows clients to deliver information and engage participants in a timely, cost-effective manner. Whether at home or on the road, participants can view presentations through their web browsers while simultaneously listening to the audio. Discussions can take place in real time, and your audience of security buyers are encouraged to ask presenters questions. You provide the speaker, the topic, and the presentation and collect all the leads.

Editorial Webinars

In addition to single-sponsored customer-supplied webinars, *Campus Security Today* offers the opportunity for companies to co-sponsor time-sensitive editorial topical webinars. This variation of the popular webinar medium allows a company to sponsor for a fraction of the cost of a sole-sponsored webinar. Plus, the webinar is promoted in the very same fashion as a sole-sponsored webinar.

Editorial Webinar Speaking Sponsorships

Enhance your editorial webinar sponsorship with a 10-minute speaking opportunity, positioning your organization as a thought leader in the industry and giving you the forum to showcase your products to an engaged audience.

Sponsorship Details

- **Event Promotion and Visibility:** Registration development through targeted email promotions, eNewsletters and more
- **Branding:** Logo placement on event promotions, registration page, webinar dashboard and other event marketing materials
- **Presentation (optional):** 10-minute presentation (pre-recorded MP4 file or live) following editorial presentation
- **Event Reporting:** Comprehensive event reporting including all registrants, attendees, questions asked and any other pertinent engagement details

Planned 2024 Webinars

- January 24
- March 21 Summit
- May 16
- July 18 Summit
- September 19
- November 14 Summit

Topics include: Active Attacker, Emergency Management, School Safety, and more.

Join us as a Sponsor of a Timely Supercast

Take advantage of the opportunity to sponsor two back-to-back webinars and gain valuable campus security leads. Two webinars presented in a single day provides an easy way for security decision makers to learn the latest information about key topics. We'll provide the industry experts, so your participation is simple.

PLUS, each sponsor receives a speaking spot! Each event will end with a presentation of our sponsors' top campus security solutions. Speaking spots are first come, first served, so reserve your spot today!

Sponsor Benefits

All sponsors will receive:

- full contact information of all registrants
- premium branding in all pre-event marketing promotions
- premium branding on all relevant web and registration pages
- the opportunity to provide an optional video message (up to 10 minutes) following second webinar
- the opportunity to provide raffle prize(s) (i.e., product samples, branded swag, gift cards)

Sample Event Agenda

- Session One: Editorial Webinar, 12 ET/11 CT/ 10 PT
- Session Two: Editorial Webinar, 1 ET/12 CT/11 PT
- Session Three: Hottest Campus Security Tools—Sponsor Demos, 2 ET/1 CT, 12 PT

For more information, contact:

Brian Rendine

brendine@1105media.com · 972-687-6761

Ralph C. Jensen

rjensen@1105media.com · 214-773-1690

Three 2024 Events

- March 21
- July 18
- November 14

Sample Event Topics

Why It's Possible to Prevent School Shootings — and How to Do It

This webinar will explain what the presenter and her team learned from their interviews with school shooters, from their analysis of decades of school shootings, and from their experience evaluating and intervening in thousands of threat cases.

Rethinking Active Shooter Preparedness

An in-depth conversation around the changes implemented at a school district, ALICE Training, and more.

Monitoring Campus Environments

Attendees will learn practical, proven ways to transform fears about the quality of their campus security system into confidence in its ability to provide safety and security.

Active Shooter: Rethinking the School Building

This webinar will show how as a society we think about the school building and why that thinking must change and will also discuss how Crime Prevention Through Environmental Design (CPTED) principles prevent crime by designing the physical environment in a way that positively influences human behavior.

Sponsor a Campus Security Podcast to Promote Your Business

Podcasts Offer Insider Views

The Schools in Focus podcast creates a marketing experience for your company and offers an insider's view into the education facilities market. Each podcast features a 20- to 30-minute conversation with one of our editors and an industry expert on a specific topic.

Topics can include active attacker, campus access control, campus safety, parent/student reunification, bullying, and more. Sponsors of the podcast are mentioned at the beginning and end of the podcast, and a brief company marketing message is included in the episode.

Schools in Focus podcasts are marketed to our *Campus Security Today* database and our *Spaces4Learning* database. They are promoted on our website and social media platforms, as well as featured on Apple Podcasts, Spotify, Google Podcasts, and Amazon Music.

Vendor Podcast Sponsorship

- Sole sponsorship of a podcast produced specifically for your company
- Sponsor named at beginning and end of podcast
- 30-second ad copy read in middle of podcast
- Inclusion on topic and direction of podcast episode
- Representative from your company heavily featured in podcast
- Mention in article about podcast being sponsored
- Inclusion in promotional eBlast to *Campus Security Today* subscribers

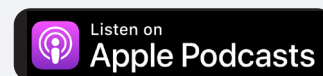
Topical Podcast Sponsorship

- Your company name mentioned at beginning and end of podcast
- 30-second ad copy read during the podcast

Get Vendor Podcast leads with a Viewpoint

Take your podcast sponsorship even further with a Viewpoint, a graphically engaging PDF containing a Q&A version of the interview. The Viewpoint is a value-add extension for a vendor podcast that includes:

- Lead generation campaign (optional)
- (1) email promotion blast
- (1) set of remarketing banners
- (1) 300x250 website banner that will run for one month
- (2) 468x60 eNewsletter banners (scheduled based on availability)



*Media Owner's Own Data

Honoring Outstanding Campus Security Services and Products



Entrant & Winner Benefits

Every entry receives great publicity, including:

- recognition in *Campus Security Today* magazine
- recognition in *Campus Security Today* eNews
- recognition on campuslifesecurity.com

Platinum and Gold winners are awarded. In addition to the above opportunities, winners will receive:

- award suitable for display
- editorial coverage in *Campus Security Today*
- discounted advertising opportunities in *Campus Security Today*
- use of the Secure Campus Awards Winner logo on all promotional materials related to winning product
- recognition in *Campus Security Today* and CampusSecurityToday.com marketing and promotions
- inclusion on Secure Campus Awards page of CampusSecurityToday.com

Sample Award Categories

- Access Control
- Artificial Intelligence
- Cameras
- Cloud Solutions & Services
- Communication Devices
- Cybersecurity
- Emergency Notification/Mass Notification
- Fire/Life Safety
- ID Badging
- Intrusion Systems/Panic Alarms
- Key Management
- Lockdown and Physical Security
- Locks & Door Hardware
- Parking Management
- Perimeter Protection
- Power Management
- Screening Equipment
- Security & Personal Safety Devices
- Security & Personal Safety Smartphone Applications
- Security System Design Planning
- Storage
- Video Surveillance Hardware
- Video Surveillance Software
- Visitor Management
- And more!

Visit CampusSecurityToday.com for more information.

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