LETTER FROM THE EDITOR

Security Sales & Integration does not just cover the electronic security industry; it is an integral part of it. Quite simply be it printed publication, online/electronic platforms or in person SSI is the clear-cut leader where it comes to editorial vision, experience, personality, quality, exclusivity, reader friendliness, original research and actionable content. SSI believes delivering highly credible, thought-provoking, solution-oriented information gets our audience to spend more time with the publication. This guarantees SSI marketing partners maximize their exposure and results.

SSI continues to uphold the principles and integrity upon which it was founded more than 35 years ago as the voice of the installing and monitoring security systems provider. Today, SSI is renowned as the electronic security industry’s most balanced source of new technology, industry trends and issues, and business advice and education. More than ever before, due to rapid technology advances, evolving customer needs and shifting business models, security dealers and integrators rely on SSI to alert them to the opportunities, guide them through the challenges and position them for success.

SSI continuously strives to produce the best possible products, and is always searching for ways to better serve and further enhance the relationship of trust and respect that has been earned among subscribers and media partners alike. With an emphasis on delivering peer-to-peer-based content, SSI’s award-winning editorial forms the foundation of a trustworthy, unbiased and educational environment that brings security professionals together for the mutual benefit of all. For all these reasons and more, SSI is the electronic security industry’s finest dealer/integrator-focused brand and publication. Thank you for reading.

SCOTT GOLDFINE, Editor-in-Chief
Security Sales & Integration

LETTER FROM THE PUBLISHER

Since purchasing Security Sales & Integration (SSI) in November 2013, we have invested in our people and our products. This ensures that SSI remains the #1 source for business and technology in the security market.

Since 1979, Security Sales & Integration has been helping advertisers reach our subscribers with online lead generation and print marketing programs. The way we all receive information continues to evolve. We have added some exciting new programs for 2016 to reflect these reading habits. Thought Leadership, Native Content, and Online Audience Extension are three of our new offerings.

SSI magazine reaches executive, sales and technical professionals who recommend, purchase and/or install security equipment including surveillance, access control, IP networked systems, biometrics, intrusion, fire alarm, home control/automation plus other security products and services. Editorial features include commercial and residential product applications, technology updates, systems design installation techniques, sales & marketing case studies, statistical research and operational management.

Please let me know how Security Sales & Integration can help you with your marketing and sales goals in 2016.

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snesbitt@ehpub.com

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REACH A POWERFUL AUDIENCE OF DECISION MAKERS

SSI delivers unparalleled coverage of the residential and commercial security marketplace reaching our vast magazine, online and newsletter audiences.

SSI/MAGAZINE SUBSCRIBERS

SECURITYSALES.COM AVERAGE UNIQUE BROWSERS

SECURITY SALES & INTEGRATION eNEWS*

TOTAL MONTHLY AUDIENCE

SSI PRODUCT SHOWCASE eNEWSLETTER

SECURITYSALES.COM AVERAGE PAGE IMPRESSIONS

SOCIAL MEDIA
TWITTER FOLLOWERS: 6,442
FACEBOOK LIKES: 1,175
LINKEDIN GROUP MEMBERS: 14,670

MANAGEMENT LEVEL²

98%

FINAL PURCHASING AUTHORITY/INFLUENCER³

Purchasing Authority³

87.4%

²JUNE 2015 BPA BRAND REPORT
TOTAL QUALIFIED = 28,050 INCLUDES EXECUTIVE MANAGEMENT, GENERAL MANAGEMENT, SALES/MARKETING MANAGEMENT, TECHNICAL MANAGEMENT, IT/NETWORK/NETWORK SECURITY MANAGEMENT

³JUNE 2015 SSI READERSHIP SURVEY-
AVERAGE % OF DECISION MAKERS/INFLUENCERS IN ACCESS CONTROL, INTRUSION DETECTION, FIRE/LIFE SAFETY, VIDEO SURVEILLANCE

1 JUNE 2015 BPA BRAND REPORT
* FORMERLY KNOWN AS eCONTROL PANEL eNEWS
SS/ READERS PLAN TO INSTALL, PURCHASE AND/OR SPECIFY THE FOLLOWING PRODUCTS OR SYSTEMS IN THE NEXT YEAR¹

- 81.3% Video Surveillance
- 77.1% Batteries/Power Supplies
- 72.2% Access Control
- 68.1% Intrusion Equipment
- 67.4% Wireless Systems/Components
- 56.9% Fire Life Safety
- 54.9% Intercom/Telephone Systems
- 30.0% Home Automation

¹JUNE 2015 SS/ READERSHIP SURVEY

SOCIAL MEDIA FOLLOWERS²

- TWITTER FOLLOWERS 6,442
- FACEBOOK LIKES 1,175
- LINKEDIN GROUP MEMBERS 14,670

²JUNE 2015 BPA BRAND REPORT

READERS THINK SS/ STANDS OUT AS ¹...

MOST INFLUENTIAL
- Security Sales & Integration (SSI)
- SDM
- Security Products
- SSN
- SD&I

MOST CREDIBLE
- Security Sales & Integration (SSI)
- SDM
- Security Products
- SSN
- SD&I

MOST USEFUL RESEARCH
- Security Sales & Integration (SSI)
- SDM
- Security Products
- SSN
- SD&I

BEST TECHNICAL EXPERTISE
- Security Sales & Integration (SSI)
- SDM
- Security Products
- SSN
- SD&I

MOST HIGH-VALUE AND IN-DEPTH ARTICLES
- Security Sales & Integration (SSI)
- SDM
- Security Products
- SSN
- SD&I

MOST KNOWLEDGEABLE CONTRIBUTORS AND INDUSTRY EXPERTS
- Security Sales & Integration (SSI)
- SDM
- Security Products
- SSN
- SD&I

¹JUNE 2015 SS/ READERSHIP SURVEY
SS/INTERNET SOLUTIONS

SSI Internet Solutions make it simple for you to achieve your marketing goals by promoting your brand, elevating your traffic, educating our audience about your products and generating leads.

These comprehensive solutions keep you, as manufacturers and service providers, in front of and interacting with the most valuable audience every month.

<table>
<thead>
<tr>
<th>INTERNET SOLUTIONS</th>
<th>Starter</th>
<th>Brand Builder</th>
<th>Market Leader</th>
</tr>
</thead>
<tbody>
<tr>
<td>SSI/eNews</td>
<td>4</td>
<td>8</td>
<td>12</td>
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<tr>
<td>SSI/Product Showcase Newsletter</td>
<td>2</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>SSI/Featured Product Newsletter</td>
<td>1</td>
<td>2</td>
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</tr>
<tr>
<td>Native Advertising</td>
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<td>SecuritySales.com Banners</td>
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<tr>
<td>SecuritySales.com Lead Generation</td>
<td>100 leads/yr</td>
<td>150 leads/yr</td>
<td>225 leads/yr</td>
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</tbody>
</table>

2016 Package Cost

- SSI/eNews: $15,000 annual / $1,250 per month* Value $23,700
- SSI/Product Showcase Newsletter: $21,000 annual / $1,750 per month* Value $36,100
- SSI/Featured Product Newsletter: $30,000 annual / $2,500 per month* Value $42,650

Our Client Services team will manage all aspects of the program for you – ensuring you quality leads and monthly feedback on the effectiveness of your program.

*ABILITY TO CANCEL WITH 30 DAYS NOTICE
<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>JAN</th>
<th>FEB</th>
<th>MARCH</th>
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<td>Ad Materials Due: January 15</td>
<td>Ad Materials Due: February 12</td>
<td>Ad Materials Due: March 11</td>
<td>Ad Materials Due: April 8</td>
<td>Ad Materials Due: May 12</td>
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<tr>
<th>SPECIAL EDITION</th>
<th>The Industry Forecast Issue</th>
<th>The Business Issue</th>
<th>The ISC West Issue</th>
<th>The Cybersecurity Issue</th>
<th>The Campus Safety Issue</th>
<th>The Distribution Issue</th>
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<thead>
<tr>
<th>MANAGEMENT</th>
<th>⬷ Annual Security Dealer Roundtable</th>
<th>⬷ Inside Dealer Programs</th>
<th>⬷ Making the ROI Case</th>
<th>⬷ Partnering With Managed Service Providers (MSP)</th>
<th>⬷ Fire Inspections &amp; Compliance</th>
<th>⬷ Strengthening Supplier Relationships</th>
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<thead>
<tr>
<th>ACCESS</th>
<th>⬷ Access Panels, Keypads &amp; Readers</th>
<th>⬷ Upselling Access Control</th>
<th>⬷ Wireless Access Control Solutions</th>
<th>⬷ Interoperability &amp; Open Platforms</th>
<th>⬷ Access Cards, IDs &amp; Credentialing</th>
<th>⬷ Door-Locking Hardware &amp; Devices</th>
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<tr>
<th>VIDEO</th>
<th>⬷ Basics of Selling IP Video</th>
<th>⬷ Upselling Video Surveillance</th>
<th>⬷ Thermal &amp; Nightvision Imaging</th>
<th>⬷ VMS &amp; PSIM Platforms</th>
<th>⬷ Megapixel &amp; HD Cameras</th>
<th>IP Network Video Migration &amp; Hybrid Systems</th>
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<tr>
<th>HOME AUTOMATION &amp; SYSTEMS INTEGRATION</th>
<th>⬷ Selling Bundled Services</th>
<th>⬷ Upselling Integrated Solutions</th>
<th>⬷ Power Supplies &amp; Accessories</th>
<th>⬷ Home Networks</th>
<th>⬷ Cabling &amp; Infrastructure</th>
<th>Residential A/V</th>
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<th>VERTICAL MARKETS</th>
<th>⬷ Retail</th>
<th>⬷ Financial Institutions</th>
<th>⬷ Gaming &amp; Hospitality</th>
<th>⬷ Utilities &amp; Critical Infrastructure</th>
<th>⬷ Educational Institutions</th>
<th>⬷ Industrial Manufacturing</th>
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<tr>
<th>BONUS DISTRIBUTION</th>
<th>⬷ ESA Summit</th>
<th>⬷ ISC West</th>
<th>⬷ PSA-TEC</th>
<th>⬷ NFPA Show</th>
<th>⬷ ESX Show</th>
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A Brand of EH Publishing
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<tr>
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<th>JULY</th>
<th>AUGUST</th>
<th>SEPT</th>
<th>OCT</th>
<th>NOV</th>
<th>ANNUAL ISSUE</th>
<th>DEC</th>
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<tr>
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<td>Ad Materials Due: June 10</td>
<td>Ad Materials Due: July 8</td>
<td>Ad Materials Due: Aug. 12</td>
<td>Ad Materials Due: Sept. 9</td>
<td>Ad Materials Due: Oct. 7</td>
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<td>Ad Materials Due: Nov. 11</td>
</tr>
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</table>

**SPECIAL EDITION**
- The Security as a Service Issue
- The Monitoring Issue
- The ASIS Issue
- The Alarm Response Issue
- The Residential Issue
- 2017 Gold Book
- The Technology Issue

**MANAGEMENT**
- Annual Systems Integrator Roundtable
- Upselling Monitored Services
- Security as a Total Business Solution
- Service & Maintenance Contracts
- Building Builder Relationships
- Complete Guide to Distributors & Service Providers
- Big Data Mining

**ACCESS**
- Managed / Hosted Access Control
- Networked Access Control
- Biometrics
- Intercoms & Telephone Entry
- Smart Locks
- Statistics, Analysis & Resources
- Innovations in Access Control

**VIDEO**
- Cloud & Video Storage and Recording Solutions
- Video Analytics
- Remote & Mobile Video
- Video Verification
- Wireless Video Surveillance
- Statistics, Analysis & Resources
- Innovations in Video Surveillance

**FIRE & INTRUSION**
- Sprinkling & Suppression
- Visual & Audible Alert Devices
- Outdoor Perimeter Protection
- Alarm Signal Communications
- Personal Emergency Response Systems (PERS)
- Statistics, Analysis & Resources
- Innovations in Intrusion Detection

**HOME AUTOMATION & SYSTEMS INTEGRATION**
- “Building Automation Systems (BAS)”
- Home Controls, Touchscreens & Keypads
- Home Central Vacuum
- Home Lighting & Shading
- Home Energy Management
- Statistics, Analysis & Resources
- Mobile Security Apps

**VERTICAL MARKETS**
- Office Buildings
- Healthcare
- Government
- Houses of Worship
- Residential Multi-dwelling
- Statistics, Analysis & Resources
- Safe Cities

**REPORTS, RESEARCH & AWARDS**
- Installers & Installations of the Year
- Supplier Stellar Service Awards
- Operations & Opportunities Report
- CSAA Monitoring Marvel Award
- Commercial End-User Study
- SSI Vendor Honors/Brands Study
- Police Dispatch Quality (PDQ) Award
- Residential Market Report
- Installation Business Report
- Top 30 Technology Innovations
- Awesome Application Awards

**BONUS DISTRIBUTION**
- ASIS Show
- CEDIA
- NEW! SSI Summit
- ISC East
- CAA Winter Conference
EDITORIAL eNEWSLETTER*

› NEW! Format – Our newly formatted newsletter has a clean, easy-to-read layout which is now optimized for mobile and tablet viewing.
› Features two rectangle ads, well positioned and simply viewed.
› Sent 2x per week to 23,199 recipients

NET INVESTMENT:
RECTANGLE (300 x 250): $800 per deployment

PRODUCT SHOWCASE eNEWSLETTER

› Announce your product directly to 22,636 recipients
› Highlight your products with a brief description and an image
› Hyperlinks to your site to drive traffic
› Shared with 4-6 other advertisers
› Sent 2x per month

NET INVESTMENT: $750 per product

FEATURED PRODUCT eNEWSLETTER

› A dedicated email highlighting your product or service
› With 100% share of voice, it is the most effective way to promote new or existing products
› Sent to over 21,937 subscribers who want to receive information about products or services
› The email is branded as SSI

NET INVESTMENT: $3,000

1 JUNE 2015 BPA BRAND REPORT
2 JUNE 2015 SSI READERSHIP SURVEY
WEBCASTS
SSI offers webcasts that excel in thought leadership & get you qualified leads
▶ Every lead comes with multiple data points
▶ Developed and executed by SSI staff.
▶ Promoted on SecuritySales.com in ads on the webcast page and in a supportive editorial article.
▶ Promoted in 3 dedicated emails.

SSI OFFERS WEBCAST OPPORTUNITIES.

SOLE SPONSORSHIP WEBCAST:
▶ You receive exclusive rights to all leads generated from the event.
▶ You receive contextual branding on all promotional items for the event.
▶ Guaranteed 200 Leads
▶ Additional Leads can be purchased @$30 per lead.

PARTNER SERIES:
▶ Developed and executed by client.
▶ Promoted and hosted by SSI.

NET INVESTMENT: $5,000 (All leads are exclusive)

NET INVESTMENT: $10,000 (All leads are exclusive)

WHITE PAPER
Generate qualified leads from the SSI audience using your white papers, videos, or educational product information.
▶ Lead Generation gathered with multiple data points
▶ Program includes email promotion of your white paper to SSI audience and the white paper remains on SecuritySales.com until the lead minimum is fulfilled

NET INVESTMENT: $2,500 for 100 leads

DON’T HAVE TIME TO CREATE YOUR OWN CONTENT?
Our editorial team will work with you to create content positioned to get you leads from your customer base. Three months lead time to develop*:

TWO PAGES: $3,500 | FOUR PAGES: $7,000 | EIGHT PAGES: $9,500
* TWO EDITORIAL CHANGES ALLOWED

LIST RENTALS
YOUR CONTENT SENT TO TARGETED BUYERS

EMAIL LIST RENTALS
▶ You get the best results when you use the best lists.
▶ Through our list rental services, you will reach the most influential buyers in the security industry and produce responsive sales leads.
▶ Target your message by demographic and geographic selections including buying influences, job function, and industry selects.

NET INVESTMENT: $350 CPM base selections

POSTAL LIST RENTALS
▶ Get the same selection ability and reach with a direct mailing of your marketing collateral directly to the SSI Professional

NET INVESTMENT: $140 CPM base selections
TECHNOLOGY SPOTLIGHT

CONTEXTUAL FOCUS ON A TECHNOLOGY CATEGORY OR TOP TREND

SecuritySales.com dedicated content is channeled and connected with your company and products on the entire top-fold of Security Sales & Integration homepage in a technology category or top trend that best fits your marketing focus.

- Sponsorship logo on the SecuritySales.com homepage, index page and on the top of each Spotlight article for a 2-week period
- Content Syndication of your downloadable documents for lead generation
- Executive Q&A on trends, your focus, etc.

CO-SPONSORSHIP: $2,500
SOLE SPONSORSHIP: $5,000

INQUIRE ABOUT OUR SPECIAL
ISC WEST (APRIL) AND ASIS (SEPT.) SPOTLIGHTS RUNS FOR 3 WEEKS

NEW! VIDEO CONTENT

Combine your goals, to drive traffic, increase brand recognition, educate and promote your products, with our high-quality video. The results will be a presentation of your message in a standout, professional manner.

Sponsorships include an introductory bumper that names you as the sponsor and you are also given recognition throughout.

<table>
<thead>
<tr>
<th>Included in Editorial Newsletter</th>
<th>Sent via Exclusive Email</th>
<th>Posted to Site</th>
<th>Price</th>
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<td>Video Product Review</td>
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<td>Featured Video Blast</td>
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<td>●</td>
<td>$3,750</td>
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<tr>
<td>News Maker &quot;Google Hangout&quot; Q&amp;A</td>
<td>●</td>
<td>●</td>
<td>$1,500</td>
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<tr>
<td>Weekly News Recap/Video*</td>
<td>●</td>
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<tr>
<td>Booth Tours at Select Trade Shows</td>
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<td>$1,500</td>
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<tr>
<td>Factory Tours</td>
<td>●</td>
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<td>$5,000</td>
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* SPONSORSHIP IS MONTHLY, MAX OF 2 SPONSORS
NEW! THOUGHT LEADERSHIP

Position your company as a leader in your field through best-in-class content
Year-long program includes:
› 8 page custom publishing print piece
› 4 full page print advertorials (1 per quarter)
› 1 webinar

NET INVESTMENT: $50,000 ($74,500 Value)
*invoiced monthly at $4,166*

NEW! NATIVE CONTENT

› Promoted posts
› A chance for you to write thought-leading, educational articles and host it on SecuritySales.com

NET INVESTMENT: $800

NEW! AUDIENCE EXTENSION

Audience extension, also referred to as site-based retargeting, is the practice of serving your ads to our select SecuritySales.com audience after they leave our site.
› Your ads follow them as they jump to other sites on the web, keeping your brand right in front of them across all channels including tablet, mobile, social and video.
› Optimization technology and near limitless reach improves campaign performance and dramatically increases the scale of your impact. (Regional selection available for an additional cost)
› Be sure to ask your rep about CRM / Database Targeting and Behavioral Targeting options

ASK YOUR SALES REPRESENTATIVE ABOUT PRICING
## SSI Magazine 2016 Rates (Gross)

### Four Color

<table>
<thead>
<tr>
<th>Rate Type</th>
<th>1x</th>
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<td>$3,591</td>
<td>$3,090</td>
<td>$2,810</td>
<td>$2,425</td>
<td>4.5625”w x 4.875”h</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>$2,835</td>
<td>$2,410</td>
<td>$2,075</td>
<td>$1,840</td>
<td>3.125”w x 4.875”h</td>
</tr>
</tbody>
</table>

### Marketplace

<table>
<thead>
<tr>
<th>Rate Type</th>
<th>1x</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 Page Vertical</td>
<td>$1,550</td>
<td>3.125”w x 4.875”h</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$2,625</td>
<td>3.125”w x 4.875”h</td>
</tr>
</tbody>
</table>

### Online Ad Unit

<table>
<thead>
<tr>
<th>Rate Type</th>
<th>Monthly Net</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>$1,400</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Rectangle</td>
<td>$1,400</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,600</td>
<td>300 x 600</td>
</tr>
<tr>
<td>Jumbo Pre/Interstitial</td>
<td>$2,000</td>
<td>640 x 480</td>
</tr>
</tbody>
</table>

### 2017 SSI Gold Book Advertising Options

- **Premium Package**: $3,800
  - 1 Full-page 4-color ad | 1 Advertorial (Corporate Profile)

### PRINT AD SPECS

- Preferred file format: PDF-x1a
- Preferred method of submission: All images must be hi-res 300 dpi, CMYK or grayscale and meet SWOP standards.
- Save in TIFF or EPS format without embedded ICC profiles.
- Embed all fonts. Use only Adobe fonts.
- Files should be 100% of print size.

For more information and uploading instructions please contact:
EH Publishing, Attn: Manuela Rosengard  
111 Speen Street, Suite 200, Framingham, MA 01701  
508.660.1500 ext. 226 | mrosengard@ehpub.com

### ONLINE AD SPECS

- JPEG or GIF (standard ad units): JPEG file size maximum is 25k; GIF file size maximum is 40k. Creative in .jpg or .gif format with linking URL. Animated GIFs can be submitted but must only rotate 3 times.
- Flash (standard ad units): File size maximum is 75k. Created in .swf format.
- Jumbo: File size maximum is 90k. Creative in .jpg format with linking URL.

EMAIL CREATIVE TO AD@EHPUB.COM