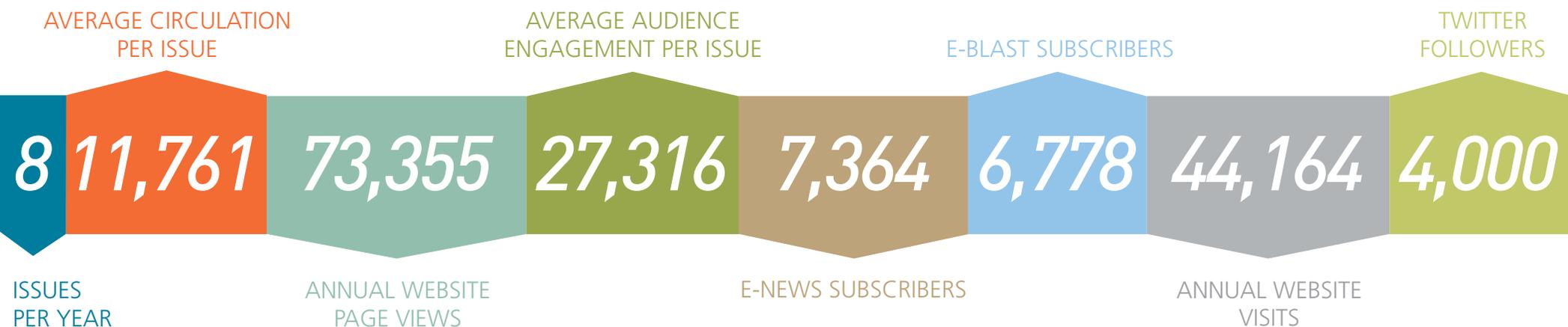


SPT & News

Canada's #1 Resource For Security Dealers & Integrators



AUDIENCE & REACH



OUR READERS

SP&T News is the only magazine in Canada that reaches the security channel — installers, dealers, integrators, distributors, resellers, channel managers, consultants and solution providers working in the Canadian alarm and security industry. Our audience of security professionals turn to *SP&T News* for the latest industry news, products, technologies, solutions, opinions and advice. *SP&T News* is published and printed in Canada.

WHY ADVERTISE?

- 73% of readers identify themselves as security dealers, resellers, and system integrators
- 78% have purchasing influence
- 51% use the publication to help make purchasing decisions
- 51% have contacted advertisers after seeing their ads in *SP&T News*
- 78% of readers recommend and/or are involved in product and service purchase decisions

QUALITY CONTENT

- 94% indicate *SP&T News* meets the needs of their industry
- 98% of readers rate the overall quality of *SP&T News*' content from Excellent to Good
- 91% have visited *SP&T News*' website
- 96% rate *SP&T News*' website from Excellent to Good

// THE RECOGNIZED AND GO-TO SOURCE FOR INDUSTRY INFORMATION AND PRODUCTS! IT HAS GROWN AND EVOLVED WITH OUR INDUSTRY. //

2018 EDITORIAL CALENDAR

ISSUE	DEADLINES	CONTENT FOCUS		TECHNOLOGY FOCUS	BONUS DISTRIBUTION
JANUARY/ FEBRUARY	EDITORIAL: DEC. 22 AD SPACE: JAN. 8 AD MATERIAL: JAN. 15	2018 Preview	Cyber Security	Access Control	
MARCH	EDITORIAL: JAN. 23 AD SPACE: FEB. 6 AD MATERIAL: FEB. 13	Monitoring	Robotics/Autonomous Vehicles	Home Automation	ISC West
APRIL	EDITORIAL: FEB. 26 AD SPACE: MARCH 12 AD MATERIAL: MARCH 19	Hiring/Recruiting	Smart Cities	CCTV	Security Canada East
MAY	EDITORIAL: MARCH 28 AD SPACE: APRIL 11 AD MATERIAL: APRIL 18	Video Verification	Marketing to Millennials	Locks and Doors	Security Summit Canada, Security Canada Alberta, Security Canada West, Security Canada Ottawa
JUNE/JULY	EDITORIAL: MAY 21 AD SPACE: JUNE 4 AD MATERIAL: JUNE 11	Attrition/Customer Loyalty	PSIM/Integration	Intrusion Detection	ASIS International
AUGUST/ SEPTEMBER	EDITORIAL: JULY 20 AD SPACE: AUG. 3 AD MATERIAL: AUG. 10	Smart Systems/Analytics	RMR	Fire and Life Safety	Security Canada Atlantic
OCTOBER	EDITORIAL: AUG. 22 AD SPACE: SEPT. 5 AD MATERIAL: SEPT. 12	Integrator of the Year	Security Pages	IP Video	Security Canada Central
NOVEMBER/ DECEMBER	EDITORIAL: OCT. 29 AD SPACE: NOV. 12 AD MATERIAL: NOV. 19	Hall of Fame	Working With End Users	ID Management	

Canada's **#1 Source** for Security Industry News!

With 11,761 readers in our verified circulation, and more than 7,600 weekly eNewsletter subscribers, plus our regularly updated website, SP&T gives you unmatched reach to your potential clients. From alarm dealers to security integrators, no other media entity gives you access to security professionals across Canada.

MEDIA PARTNERSHIPS

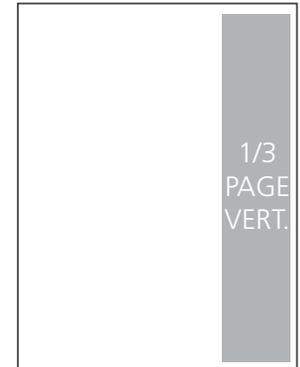
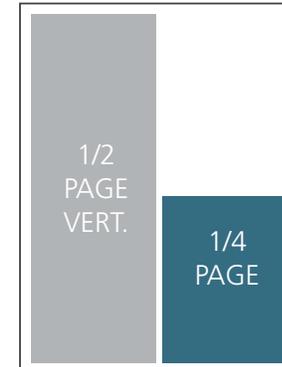
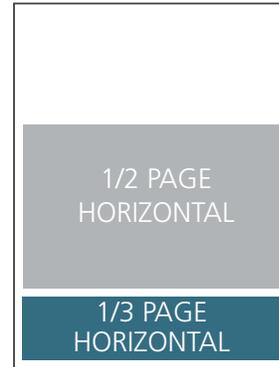
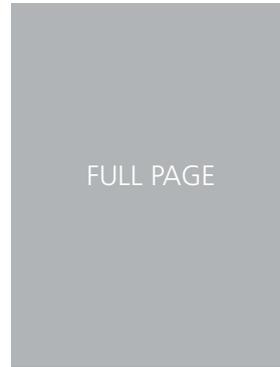
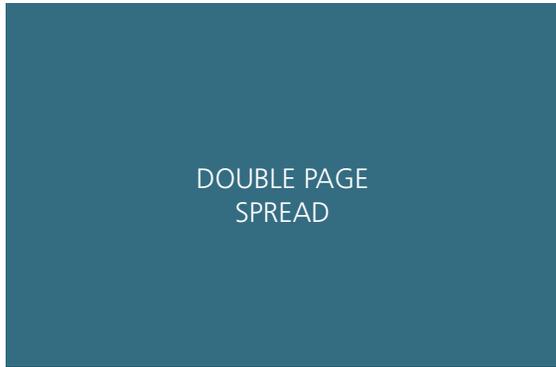
- SECURITY INDUSTRY ASSOCIATION
- CANASA
- ISC WEST & ISC EAST
- ASIS INTERNATIONAL
- MISSION 500

NEIL SUTTON

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ADVERTISING RATES AND SPECS



AD SIZE	AD SPECS	AD RATES (PER ISSUE)		
DOUBLE PAGE SPREAD	18" X 12" (TRIM) 18.25" X 12.25" (BLEED)	1X: \$9,280	4X: \$8,830	8X: \$7,100
FULL PAGE	9" X 12" (TRIM) 9.25" X 12.25" (BLEED)	1X: \$5,100	4X: \$4,590	8X: \$4,030
JUNIOR PAGE	5.874" X 7.875"	1X: \$4,270	4X: \$3,800	8X: \$3,420
1/2 PAGE VERTICAL	3.875" X 11"	1X: \$4,110	4X: \$3,545	8X: \$3,205
1/2 PAGE HORIZONTAL	8" X 5.375"	1X: \$4,110	4X: \$3,545	8X: \$3,205
1/3 PAGE VERTICAL	2.625" X 11"	1X: \$3,135	4X: \$2,610	8X: \$2,375
1/3 PAGE HORIZONTAL	8" X 3.5"	1X: \$3,135	4X: \$2,610	8X: \$2,375
1/4 PAGE	3.875" X 5.375"	1X: \$3,040	4X: \$2,845	8X: \$2,515
COVER BANNER	9" X 1.375"	1X: \$2,810	4X: \$2,445	8X: \$2,030

Outside Back Cover: \$4,635 • **Inside Front Cover:** \$4,430 • **Inside Back Cover:** \$4,430

PDF SUPPLIED FILES

We prefer to receive high-resolution PDFs. We accept high-resolution PDF files either e-mailed (less than 5MB) or submitted through our Loading Dock (FTP site). Files **MUST BE 300 dpi** and have 1/8" bleed on all bleeding sides.

FTP SITE www.annexnorth.loadingdock.ca
Follow instructions on website. An e-mail will

automatically be sent to the Annex production department, making them aware of your recent upload.

ALL FILES MUST BE COMPRESSED OR STUFFED.

If you have any questions about the above information or require more information please contact:
Trish Ramsay | Production Manager
Telephone: 416-510-6760
E-mail: tramsay@annexweb.com



“SP&T NEWS IS A VALUABLE SOURCE OF NEW PRODUCTS, DIRECTION AND TECHNOLOGY ADVANCEMENTS WITHIN THE SECURITY WORLD, WHICH TOUCHES MANY OTHER SERVICE INDUSTRIES.”

DIGITAL ADVERTISING RATES AND SPECS

CUSTOM EBLASTS & VIDEO EBLASTS

1x: \$3,365 • 2x: \$2,960

With our CASL-compliant subscriber list, lead generation e-mail campaigns have never been easier. Use our eBlast platforms to share some of your great content with security dealers and Integrators across Canada, promote upcoming events, new products and services and/or to expand overall brand awareness.

Key Stats: 6,778 recipients / 29% open rate / CASL-COMPLIANT Lead Generation Report Following Deployment

WALLPAPER

\$2,650 per month

Dominate the *SP&T News* website with ads that our online readers will definitely see and engage with. All wallpaper ads are run of site and can be animated for maximum impact!

WEBSITE – sptnews.ca

Canada's premier security channel website offers the most current and relevant news, views and analysis for security professionals looking to stay on top of the latest security issues and trends. Updated on a daily basis, our website offers mobile responsive design and a great platform for advertisers to receive continuous visibility, engage in sustained brand-building campaigns, promote new products and/or to increase traffic to their own website.

Leaderboard	728 x 90 px	\$1,120 per month (run of site)
Mobile Responsive	300 x 50 px	
Homepage Banner	468 x 60 px	\$815 per month
Big Box	300 x 250 px	\$1,120 per month (run of site)

WEEKLY ENEWSLETTER

Our exclusive weekly eNewsletter keeps security dealers and integrators up to date on the latest industry news, products, developments and trends.

Key Stats: 7,364 recipients / 32% open rate / CASL-COMPLIANT

Leaderboard	728 x 90 px	\$510 per week
Mobile Responsive	300 x 50 px	
Big Box	300 x 250 px	\$665 per week
Sponsor's Message	300 x 250 px (75-100 words)	\$665 per week

CONNECTS

SP&T's monthly shared custom eBlast is an inexpensive and measurable way to promote products, company news, services and events that you want to share with security professionals across Canada.

Key Stats: 7,364 recipients / 30% open rate / CASL-COMPLIANT / Lead Generation Report Following Deployment

Ad Material	300 x 300 px (75-100 words)	\$665 per month
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2018 DIGITAL EDITORIAL CALENDAR

	THEMED ENEWSLETTERS	DIGITAL MAGAZINES	CONTENT WEEKS	WEBINARS	VIDEOS	EVENT COVERAGE	BONUS ENEWSLETTERS
JANUARY							Top of the Month
FEBRUARY	Home Automation		IP Video	IP Video			Top of the Month
MARCH		Residential Security Handbook					Top of the Month
APRIL	IP Video	ISC Wrap Up Edition				ISC West Security Canada East	Top of the Month
MAY					ISC West Booth Videos	Security Canada Ottawa Security Canada Alberta	Top of the Month
JUNE	Access Control	Central Station Handbook		ID Management		Security Canada West	Top of the Month
JULY							Top of the Month
AUGUST	Fire & Life Safety						Top of the Month
SEPTEMBER		Access Control Handbook				ASIS International	Top of the Month
OCTOBER	Intrusion Detection		Cyber Security	Cyber Security		Security Canada Central	Top of the Month
NOVEMBER		CCTV Handbook			SCC Booth Videos		Top of the Month
DECEMBER	Software & Analytics	CCTV Year in Review Access Control Year in Review		Home Automation			Top of the Month

Digital Content Security Dealers & Integrators Can Rely On

SP&T's digital content is an extension of the great content readers have come to expect in our 8 yearly print issues. Our audience of security dealers, integrators, installers, distributors and consultants turn to SP&T's website, weekly eNewsletters, eProducts, digital magazines, and other online platforms for information they can use to expand and grow their business.

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Follow us on





SHOWCASE YOUR COMPANY'S **THOUGHT LEADERSHIP** TO OUR AUDIENCE OF **SECURITY DECISION MAKERS**

TECHNOLOGY HANDBOOKS

SP&T's Technology Handbooks are digital magazines that focus on a specific product or service within the security industry. Each Technology Handbook provides focused advertising and editorial exposure to companies looking to reach dealers, installers, system integrators, specifiers and consultants.

With its digital-only format, Technology Handbooks are an innovative, educational, multi-platform, interactive and cost-effective content marketing tool that security professionals in Canada use as a resource to stay ahead of the game.

2018 LINE UP

- **MARCH - RESIDENTIAL SECURITY**
Ad Close: Feb. 14
Ad Material Due: Feb. 16
- **MAY - CENTRAL STATIONS**
Ad Close: May 16
Ad Material Due: May 18
- **SEPTEMBER - ACCESS CONTROL**
Ad Close: Aug. 15
Ad Material Due: Aug. 17
- **NOVEMBER - CCTV**
Ad Close: Nov. 16
Ad Material Due: Nov. 20



Content Promotion

Each of SP&T's 2018 Technology Handbooks will be promoted via:

- SP&T's weekly e-Update newsletter sent to 7,364 opt-in subscribers
- Online ads on sptnews.ca
- Dedicated e-blasts sent to e-Update subscribers
- Twitter: @SecurityEd

Content Deliverables & Benefits

Advertisers in each Technology Handbooks receive the following:

- Full page ad – 8" x 10-3/4"
- 500-600 word article, posted opposite ad (article to include logo and one other graphic); article can focus on thought leadership, company expertise, technology and security solutions, or consist of a company profile, case study or Q&A interview with a company representative
- Embedded rich-media element (e.g., video, slide show)
- Lead generation report that consists of full contact information in an Excel file — excluding e-mail addresses — from those who clicked on your company's link within the e-blast we send promoting the Technology Handbooks issue

Cost: \$930

MARKET TAKEOVER

Use SP&T's **Themed eNewsletters** to let Canadian security dealers, integrators, specifiers and consultants know about your company's market-specific products, technologies, systems, solutions and industry **EXPERTISE!**

SPOTLIGHT!

Spotlight! is where content and context intersect. SP&T'S Spotlight! eNewsletter offers our readers with news, articles and insights on a particular technology in the security industry, while offering advertisers the opportunity to connect their brands with a particular industry theme.



What You Get

- Exclusive Takeover of eNewsletter
- 3 ad positions: 2 leaderboards, 1 Sponsor's Message
- 2 links in Sponsored Content section (drives traffic back to your site)
- Lead generation report following Spotlight! deployment

Cost: \$1,500

2018 SCHEDULE

- | | |
|--|---|
| <ul style="list-style-type: none"> ➤ FEBRUARY
HOME AUTOMATION
Release Date: Feb 16 ➤ APRIL
IP VIDEO
Release Date: Apr 20 ➤ JUNE
ACCESS CONTROL
Release Date: Jun 15 | <ul style="list-style-type: none"> ➤ AUGUST
FIRE & LIFE SAFETY
Release Date: Aug. 17 ➤ OCTOBER
INTRUSION DETECTION
Release Date: Oct 19 ➤ DECEMBER
SOFTWARE & ANALYTICS
Release Date: Dec 14 |
|--|---|

TOP OF THE MONTH

SP&T's Top of the Month eNewsletter offers our loyal readers a recap of that month's most popular industry articles/news from SP&T's highly visited website. Top of the Month (released the last Saturday of every month) provides one company the opportunity to takeover this eNewsletter with exclusive advertising throughout.



What You Get

- Exclusive Takeover of eNewsletter
- 3 ad positions: 2 leaderboards, 1 Sponsor's Message
- 2 links in Sponsored Content section (drives traffic back to your site)
- Feature Product (40-word description and image)
- Lead generation report following Top of The Month deployment

Cost: \$1,500

ISC WEST 2018 - EXTEND THE SHOW

ISC West Wrap-Up Edition

SP&T News' ISC West Wrap-Up Edition is an online magazine that will recap all of the news and products coming out of ISC West 2018. This is a great opportunity for your company to receive post-event exposure to a dedicated audience of security professionals — from installers, dealers and system integrators to security directors, facility managers and chief security officers in Canada.

If your company plans to introduce a new product, solution or technology at ISC West, SP&T's ISC West Wrap-Up Edition is a great fit for you!!

The online, interactive flip-style magazine will be posted on the web sites of both *SP&T News* and *Canadian Security*, as well as distributed (as an e-blast) to the more than 16,000 combined opt-in subscribers of *SP&T* and *Canadian Security's* eNewsletters.



Deadlines:

Ad space - April 18
Ad material - April 20

Ad Rates:

Full Page - \$1015
1/2 Page - \$700

ISC West Booth Video



With **SP&T News' Video Booth Interviews**, companies exhibiting at ISC West 2018 can now expand their reach beyond the show floor to security installers, dealers, resellers and integrators in Canada and across the world. These corporate videos are 2-3 minutes in length and highlight your company's latest products and services that are on display at ISC West. Here are more details:

- We schedule an on-camera interview with company representative at your booth at ISC West in Las Vegas
- Video includes on-site product and conference B-roll, and use of supplied product photos (sent before or after ISC West)
- Video is posted on *SP&T's* website following client approval / Video file provided to client for use in own marketing platforms

Rates:

- \$1,020 (video production and video hosting on sptnews.ca)
- \$1,325 (video and ad in *SP&T's* monthly Connects eBlast)
- \$1,530 (video and Sponsor's Message ad in *SP&T* eNewsletter)
- \$2,550 (video and custom eBlast to *SP&T's* e-mail subscribers)

Deadline to Book Video: March 20, 2018.

(Note: We have 20 available time slots for video shoots at ISC West)

ISC WEST WRAP-UP SPONSORSHIP OPPORTUNITIES

SPONSORSHIP #1

- Banner ad on front cover (1/3 page) of online magazine
- Double page spread on pages 2&3 in online magazine
- Recognition as ISC West Edition sponsor on all e-mails/e-blasts sent promoting online magazine
- Embedded video in your ad

Cost: \$3,200

SPONSORSHIP #2

- Full page ad opposite cover of online magazine
- 2 full page ads in centre spread of online magazine
- Recognition as ISC West Edition sponsor on all e-mails/e-blasts sent promoting online magazine
- Embedded video in your ad

Cost: \$2,700



NOW YOU CAN REACH **SECURITY DEALERS & INTEGRATORS** IN MULTIPLE MARKETING PLATFORMS FOR ONE **LOW MONTHLY INVESTMENT**

DIGITAL 360

Make your brand, products and services top of mind while garnering leads for your sales staff. These digital and multi-platform packages expedite brand-building and lead gathering, helping you to connect efficiently and cost-effectively with decision makers in Canada's alarm and security industry.

PREMIUM – 12-Month Program:

- Full page, 4-colour ad in the digital edition of SP&T News (8 issues)
- Custom Eblast to our CASL-compliant subscriber list (3 per year)
- Website Leaderboard (12 months)
- eNewsletter Leaderboard (12 months)
- SP&T Connects (12 months)
- Gold Listing in Security Pages Buyers Guide and on SecurityPages.ca
- Just \$2,600 per month

ENHANCED – 6-Month Program:

- Full page, 4-colour ad in the digital edition of SP&T News (4 issues)
- Custom Eblast to our CASL-compliant subscriber list (2 per year)
- Website Big Box (6 months)
- eNewsletter Sponsor's Message (6 months)
- Gold Listing in Security Pages Buyers Guide and on SecurityPages.ca
- Just \$2,100 per month

BASIC – 3-Month Program:

- Full page, 4-colour ad in the digital edition of SP&T News (2 issues)
- Custom Eblast to our CASL-compliant subscriber list (1 per year)
- Website Big Box (3 months)
- SP&T Connects (3 months)
- Enhanced Listing in Security Pages Buyers Guide and on SecurityPages.ca
- Just \$1,600 per month

NUMBERS THAT MATTER

