



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