

THE SECURITY + LIFE SAFETY SYSTEMS COMMUNITY

Integrated electronic security/fire-life safety, communication and building control systems comprise a rapidly expanding \$25-30B industry. CII building systems are increasingly more technologically sophisticated and dependent on integration and inter-operability with their various components. Of critical importance to the actual functioning of these systems is their total dependence on a traditional electrical power supply that is “clean”, completely reliable, and uninterruptible. Integrating these two vital elements into a complete, effective, scalable and energy efficient “package” ensures that facilities function as designed both for today and into the future.

CHANGING ROLE AND EXPANDED RESPONSIBILITY

Electrical contractors have migrated from a role of primarily being a product buyer and installer of “somebody else’s specifications”, to an integral, trusted partner in the product selection, system design and specification process. Electrical contractors have expanded their sphere of activity to include every facet of traditional power and low voltage systems. Included are security/fire/life safety/voice-data, fiber optics, lighting fixtures/controls, building automation, power quality, energy management and emerging technologies such as solar, wind, and geothermal.

Research proves that electrical contractors make specific brand decisions over 70% of the time across the entire spectrum of electrical products and systems.

1. Design Build and its various permutations have become the preferred process for the majority of CII projects. Over 80% of all electrical contractors are involved in Design Build. Over 47% of total revenue of the typical electrical contractor comes from Design Build work (firms +100 employees = 82%).
2. Product/System specifications are being delivered to the electrical contractor far less specific than ever before. Over 80% of electrical specs are written “multiple/or-equal.” Final product selection is delegated to the electrical contractor.
3. The electrical contractor is increasingly responsible for completion of schematic designs (and resulting product/system specifications).
4. Increased emphasis on convergence of major building systems better enables true integration, interoperability, system optimization and overall energy efficiency. The electrical contractor is the only entity empowered to make that connection between those systems and the traditional electrical power supply.
5. Building owners demand closer to single source responsibility for integrating and maintaining all their building’s systems; positioning the electrical contractor at the “epicenter”, able to integrate and maintain traditional power and low voltage systems.
6. Increased acceptance, availability, capability of “open architecture” systems allows more measurable and cost effective building technology systems.
7. Recent changes in CSI Master Format structure has opened more opportunity for the electrical contractor to participate across a broad spectrum of total building system integration.

S+LSS circulation is unduplicated with any other publication within the electronic security, fire/life safety, cabling/fiber optic and building control/systems market.

S+LSS is published six times per year (February, EOM) as an in-magazine supplement to *Electrical Contractor Magazine*. *Security + Life Safety Systems* magazine is the only media connection that targets and serves the growing and dramatically changing information needs of over 62,000 electrical contractors involved in “bridging the gap” between the design, specification, installation and integration of both traditional electrical power system applications and low voltage building systems.

Security + Life Safety Systems circulation consists of over 62,000 electrical and low-voltage contractors working in security/life safety, voice data/fiber optics and building automation.

- 52,519 Electronic Security/Fire/Life Safety working in over 37,750 locations
- 44,051 Facility Power Quality Systems in over 27,400 locations
- 41,521 Voice-data, Premises wiring, Fiber-optics in over 36,400 locations
- 40,655 Total Building Automation Systems in over 28,000 locations

[June 2009 BPA]

Readers of nine industry security/cabling system publications report the following:

- More than 75% DO NOT RECEIVE ANY security and/or cabling communication system publications,
- NO SINGLE PUBLICATION is received by more than 12% of electrical contractors,
- LESS THAN 8% REGULARLY READ the publications they do receive on this topic.

Security + Life Safety Systems magazine offers advertisers a targeted opportunity to expand company presence and voice, market share and profitability in a large and growing multi-billion-dollar market.

Our research identified six key manufacturer-targeted vertical markets offering a broad range of integrated electronic system activity as major sources of opportunity for electrical contractors: Education, Healthcare, Government, Public Places, Hospitality/Gaming and Commercial.

EACH ISSUE OF S+LSS CONCENTRATES ON ONE OF THESE MARKETS.

Experienced editors from *Electrical Contractor* magazine and journalists with expertise in all areas of security, fire/life safety and communications produce S+LSS editorial crucial to the information needs of electrical contractors engaged in integrated building systems projects. As with *ELECTIRCAL CONTRACTOR* magazine, all editorial content is commissioned by and paid for by the magazine. While we work closely with advertisers, we do not accept un-solicited or “Advertorial” content.

PROFILES

Each issue includes projects that fit the vertical market highlighted based on interviews with the electrical contractor or contractors responsible for security, life safety, communications, lighting control and systems integration.

FEATURES AND COLUMNS

S+LSS features and columns stay current with solid and evolving technology and cover an ever expanding list of topics. New departments and modifications to existing are launched to better serve our readers when appropriate.

S+LSS's Fire/Life Safety Focus deals with various fire-oriented life safety topics, with special emphasis on fire alarm codes and standards. It includes information on a broad range of fire safety issues, especially integration with other systems.

The Security Focus highlights details of the latest developments in this fast growing field including access control, audio/video surveillance, communication system integration, alarm systems etc.

On the Market explores the developing trends in the applications of technology to all security and life safety systems as they affect each vertical market.

IBS Alert reports news items related to happenings and events affecting security, fire/life safety and integrated systems

REGULAR COLUMNS:

- Legal - expert explanation and analysis of legal issues crucial to running their businesses.
- Codes and Standards - as they apply to security and life safety systems.
- S+LSS Products
- New products

BLACK AND WHITE SPACE RATES

(Based on number of insertions of standard units within 12-month period):

FREQ.	FULL PAGE	2/3 PAGE	1/2 (Island)	1/2 PAGE	1/3 PAGE	1/4 PAGE
1x	\$6,070	\$4,690	\$4,570	\$4,130	\$2,790	\$2,430
3x	\$5,790	\$4,440	\$4,290	\$3,830	\$2,670	\$2,380
6x	\$5,490	\$4,240	\$4,070	\$3,620	\$2,520	\$2,200
9x	\$5,350	\$4,130	\$3,970	\$3,540	\$2,450	\$2,190
12x	\$5,130	\$3,950	\$3,790	\$3,390	\$2,350	\$2,100
18x	\$4,760	\$3,670	\$3,520	\$3,160	\$2,190	\$1,970
MAX	\$4,550	\$3,630	\$3,490	\$3,040	\$2,110	\$1,860

COLOR RATES

COLOR	PER PAGE
4-Color Process	\$1,620
1 Standard AAAA Color*	\$780
2 Standard AAAA Color*	\$1,340
Matched Color, Per Color	\$1,180

*Standard colors include black

CLOSING DATES, MATERIAL DEADLINES AND SHIPPING INFORMATION

Written insertion orders are due on the 5th of the month preceding publication. Materials are due on the 10th of the month preceding publication.

Insertion orders and materials should be sent to:

Donna L. Bailey
 Associate Publisher
Electrical Contractor
 3 Bethesda Metro Center, Suite 1100
 Bethesda, MD 20814-5372
 301-215-4515

NOTE: Cancellations received by *S+LSS* after insertion order deadline for that issue are subject to a non-commissionable penalty of \$1,000.



COVERS AND GUARANTEED POSITIONS

All covers and paid premium positions are sold on a contracted, full page, every issue basis. Cancelled contracts are subject to a \$1,500 unfulfilled contract insertion short rate in addition to any normal short rate for space.

SECOND COVER: 20% additional to earned black and white page rate.

THIRD COVER: 15% additional to earned black and white page rate.

FOURTH COVER: 25% additional to earned black and white page rate.

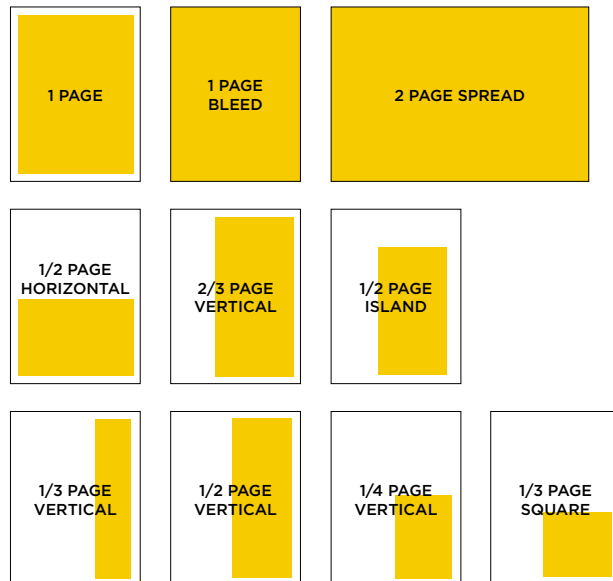
A variety of special creative options are offered for second, third and fourth cover positions as well as inside book, e.g., CDs, gatefolds, fold outs, posters, Post-it notes. Contact your marketing representative for details.

SECURITY + LIFE SAFETY SYSTEMS MECHANICAL SPECIFICATIONS

TRIM SIZE = 8¹/₈ x 10⁷/₈ INCHES

(Allow 1/8-inch top, side, bottom, and binding edge. Bleed size = 8³/₈ x 11¹/₈ inches)

SPACE UNIT	WIDTH (inches)	DEPTH (inches)
1 page	7	10
1 page bleed	8 ³ / ₈	11 ¹ / ₈
1 page gutter bleed	7 ⁹ / ₁₆	10
1 page trim size	8 ¹ / ₈	10 ⁷ / ₈
2 page spread	16 ¹ / ₄	10 ⁷ / ₈
2 page spread bleed	16 ¹ / ₂	11 ¹ / ₈
2/3 page	4 ¹ / ₂	10
2/3 page bleed	5	11 ¹ / ₈
1/2 page (island)	4 ¹ / ₂	7 ³ / ₈
1/2 page (horizontal)	7	4 ⁷ / ₈
1/2 page (vertical)	3 ⁵ / ₁₆	10
1/3 page (vertical)	2 ¹ / ₈	10
1/3 page (square)	4 ¹ / ₂	4 ⁷ / ₈
1/4 page	3 ³ / ₈	4 ⁷ / ₈



NOTE: Material not intended to bleed should be kept 1/8-inch from gutter and 1/4-inch from trim.

All live matter should be 1/4-inch from trim.

Printing: Web-offset printing **Binding:** Perfect bound

RATE PROTECTION

All 2010 display advertising contracts received at *Electrical Contractor* by December 31, 2009, will be rate protected at prevailing 2009 published rates for all insertions covered under that contract. Note: Unfulfilled contracts will be short-rated to frequency earned.

COMMISSIONS, PAYMENTS, ORDERS

Electrical Contractor and *Security+Life Safety Systems* allow advertising agencies a commission of 15% on gross billing for space, color and position charges. Supplied inserts are priced net.

Agency commission is not allowed on mechanical charges such as special binding, tipping, special printer charges or handling, etc.

POLICY

Publisher reserves the right to:

1. Reject any advertisement deemed inappropriate to our publications, NECA policy/standards, or the electrical contracting industry.
2. Notify advertiser if their agency has not paid in full within 90 days of invoice date.
3. Hold advertiser responsible for payment in full if advertiser's agency declares bankruptcy, or otherwise does not pay within 90 days of invoice date.

Advertising simulating editorial content must be clearly labeled "Advertisement." No advertisement may in any way state or imply endorsement by any NECA entity, including *Electrical Contractor* or *Security+Life Safety Systems* magazines.

NECA Show exhibitors may be denied booth set up privileges unless all outstanding NECA and *Electrical Contractor* or *Security+Life Safety Systems* magazine invoices past due (+90 days) are paid in full by show set up date.

ADVERTISING MATERIALS SPECIFICATIONS

Electronic files: Quark application files or hi-res PDFs are preferred. (Include printer/screen fonts and all imported artwork with application files). Electronic files must be on CD. Include two hard copies of the ad with your files.

For additional specs on electronic files: Contact Donna L. Bailey at 301-215-4515.

OPPORTUNITIES

NATIONAL ADVERTISING

We offer brand and product advertising with full or fractional display ads in *Electrical Contractor* magazine (85,363 circulation) and *Security + Life Safety Systems* (60,000 circulation). Please refer to our rates and mechanical specs page.

The Quarter Page Connection: New for 2010, and designed to be a cost effective print and web opportunity for those advertisers with quality products and limited marketing budgets. It gives smaller budget advertisers the opportunity to participate in the full spectrum of *ELECTRICAL CONTRACTOR* advertiser benefits at a most reasonable cost. It includes listing in the advertiser index, readership studied by Baxter Research (in applicable issues), separate URL with link to your web site. The page consists of 4 full quarter page, 4 color ads. Choose either a six or 12 time frequency. 6X rate is \$2,500/net per ad. 12X rate is \$2,200/net per ad. Use specs from our regular 1/4 page mechanicals. Each "connection" ad will also have a rotating button on the ecmag.com homepage, with a link to their website.

Christmas in September Ad Plus Issue: Our annual "Christmas in September Ad Program is a once a year effort to say "Thank You" for your business, and to help you increase your advertising effectiveness at a value added well below market rate. It is only in our landmark September NECA Show issue, ensuring maximum distribution and visibility. Details: Open to full run Electrical Contractor advertisers who run ad space in the September 2010 issue at least equal to space run in the 2009 August issue at their regular earned frequency rate. Those advertisers can run additional ad units (up to their 2009 August level) at a discount of 60% off their normal frequency rate. S+LSS advertisers in the August 2010 S+LSS supplement are eligible to run advertising space (full run circulation plus bonus NECA Show distribution) in our blockbuster Christmas in September NECA Show issue (at their August level), at their regular already heavily discounted S+LSS rate. August S+LSS advertisers are also entitled to run additional advertising (beyond their August 2009 level) at an additional discount of 10%. No other S+LSS discounts apply. For more information, contact your *ELECTRICAL CONTRACTOR* marketing representative.

September NECA Show Product Showcase Section: Advertisers in the September Issue and who exhibit at the NECA Show in Boston can run a 4

color product release in this special section. Products are showcased, 6/page and distributed to our entire 85,300 audience along with bonus distribution at the show. It is a powerful tool to boost your products and your message. Price is \$400net/product. See your Marketing Representative for more detail.

ECMAG.COM

Current print content appears in digital format along with unique content that generates 300,000 average page views per month. Please refer to our rates and mechanical specs page.

Choose from an array of expanded electronic services and advertising opportunities to make your investment in *Electrical Contractor* magazine even more cost- and reach-effective.

- **INCREASED BRAND AWARENESS:**

Reinforce/synergize your EC magazine print message. Reach thousands of additional contractors who rely on the Web, beyond/in place of print as a significant information source.

Introduce new products, services, etc., with all response directly linked to your Web site.

- **CONTENT CATEGORY PREFERENTIAL**

DISPLAY: As users view and search online content, ads associated with related key words and categories will always display on the associated article pages and search results. These are premium opportunities to keep your message at top of mind and on target with your marketing objectives.

- **PROMINENT PLACEMENT:** Your ads will appear in the most visible places throughout the site. Limited rotations/location give your message even more visibility.

- **CLICKABILITY:** Bring potential clients directly to your customized web sales message site with linked advertisements.

- **MEASURABLE RESULTS:** You receive a detailed monthly report of click numbers, click-throughs, unique visitors, number of ad displays, etc. [ECmag.com](http://ecmag.com) is the only industry Web site to document Web traffic using the BPA Interactive Audit. In addition, the magazine tracks traffic using WebTrends and Google Analytics. A detailed report can be provided to customers upon request.

OPPORTUNITIES *(continued)*

- **ADVERTISING PACKAGES:** Reach more customers and increase your brand awareness by bundling your print advertisements with your online versions. Talk to your marketing representative about available print and online ad bundling/packages.

- **VIDEOS** –Potentiate the power of your supplied 3-5 minute product demo, new promotion or corporate statement video on our new video site, at a cost effective rate. As a bonus, we will place your vertical banner ad on the same page with your video. Increase traffic to your site. This banner may require a slight change in banner size. See your Marketing representative for details.

- **WHITE PAPERS** – Select “White Papers/Case Studies”, unavailable in our print versions, can be incorporated in a new space on our site. Many manufacturer customers have invested in and developed meaningful and important to the industry statements announcing new technology, techniques and ideas. This section is our effort to give those meaningful contributions more industry wide visibility, and to offer a professionally presented opportunity for “due credit” to those who developed them. Topics must be of general industry interest and informational value. While corporate and/or product mentions within the paper are certainly acceptable. Overt “advertorials” are not. Final content subject to Publisher review and acceptance.

- **WEBINARS** – These are one hour, sponsored (single or multiple) online, single topic sessions on a virtually unlimited series of topics of interest to the *Electrical Contractor* audience. Discussions led by industry leaders and topic experts. Sponsors receive a full menu of pre/post conference promotion, access to registration lists, and prominent placement and mention of sponsorships. Package priced at \$14,500 net for 2010.

- **FEATURED SPONSORSHIPS:** Special placement with text ads on the home page are available.

- **VARIETY OF SIZES/SHAPES TO SPREAD YOUR MARKETING MESSAGES:** Buy one, buy them all. With a number of different sizes and shapes to our online ads, you could spread your message to different audiences throughout the site.

In mid 2010, look for the introduction of topic specific electronic “newsletters”, with sponsor opportunities.

For more customized online sponsorship ideas, please talk with your marketing representative.

ELECTRI-BLAST

Your message can be directly linked to your website via our opt-in email database of more than 30,000 *Electrical Contractor* subscribers. Message can be formatted text only or text and color graphics. Delivery rate is 85% with an above industry average click-through rate of 2%.

PLACEMENTS	POSITIONS
1x per year	54 cents per name
3x per year	52 cents per name
6x per year	49 cents per name
More than 6x per year	Consult Publisher

For more information, contact your marketing representative or the circulation manager, Astra Hudson, at 301-215-4517 or astra.hudson@necanet.org

2010 OFFICIAL NECA SHOW DIRECTORY AND BUYER'S GUIDE

NECA Show attendees represent the industry's largest gathering of major purchase decision makers. The official 100+ page guide presents an opportunity to reach thousands of contractors, who represent +40% of total industry dollar volume, when they are focused on planning for and learning more about their industry.

Exhibitors and September issue advertisers— Manufacturers who exhibit at the NECA Show and run a ¼ page (or more) advertisement in the September issue of *Electrical Contractor* or August of *Security + Life Safety Systems*.

Cost: \$1,200 net per page.

Benefits include:

- Repeat full page ad in directory at no additional charge
- Bold listing in alphabetical section
- Reference to display ad

Exhibitors not advertising in September issue of *Electrical Contractor*—\$1,450 net per page

OPPORTUNITIES *(continued)*

INSERTS

We deliver your insert to our highly targeted audience on a full run or regional basis. All inserts are priced net (no advertising agency commission included).

Specifications:

Paper weight 70-lb. to 100-lb. text stock.

Size of page when bound in magazine:

8-1/8 × 10-7/8 inches.

Furnished size:

8-1/2 × 11-1/4 inches, allowing for 3/16-inch trim top, bottom and side of page, and 3/16-inch at binding edge. Keep live matter 1/4-inch away from trim of margin and 1/2-inch from gutter.

NOTE: Supplied inserts are jogged to the bottom of the page. Please plan layout accordingly. Magna Strip is available at \$42/thousand extra (net). Fugitive Glue Tipping is available at \$42/thousand extra (net).

Shipping instructions for inserts:

Each shipment must have a packing slip providing the following information:

- Quantity—include total number of inserts and counts per carton.
- Advertiser's name
- Publication name
- Issue date of insertion(s)
- Samples of insert attached to outside of carton

Ship on wooden skids—postal and plastic skids not accepted. Inserts should be shipped folded.

FULL RUN INSERTS

Frequency: Each insert is considered as one insertion (regardless of number of pages in insert) for regular rate frequency discounts.

RATES	
1-4 pages	\$4,580 per page net
6-8 pages	\$4,100 per page net
8+ pages	Consult Publisher

A single page printed both sides is counted as two pages.

REGIONAL INSERTS

Four regional breakouts are offered for each issue:

REGION	APPROXIMATE CIRCULATION
Northeast	19,400
South/Southeast	25,900
Midwest	22,200
West	17,800

REGIONAL RATES

2 pages (minimum)	\$3,680 per page net
4 pages	\$3,300 per page net

Regional inserts must be supplied fully printed both sides.

No backup is available.

Ship inserts to:

Char Cain
Account Manager
Worldcolor
1700 James Savage Road
Midland, MI 48642-5897
800-448-4288, ext. 1434

EDITORIAL REPRINTS

High quality reprints of *Electrical Contractor* articles are available in any quantity. Extend coverage to your Web site with custom packages to include an e-print of articles.

For more information and specific pricing, please contact: McNeill Group, 1-800-394-5157, ext. 25, or on the web at www.mcneill-group.com.

OPPORTUNITIES *(continued)*

MARKETPLACE "A MINI TRADE SHOW IN PRINT"

Our product showcase presents 8 units per page in a special section of the magazine that appears every other month. Introduce or update a product or literature with response linked or directed to your website. This low cost, quick hit vehicle pays big inquiry dividends.

MARKETPLACE RATES	
1-3x per year	\$1,500 each
4-6x per year	\$1,400 each
7x or more per year	\$1,300 each

Marketplace ad units are priced net (based on a 12 month contract period). *Electrical Contractor* reserves the right to edit advertiser copy that exceeds word limitations.

LIST RENTAL

The complete circulation list of *Electrical Contractor* is available for rent in any configuration of title and/or geographic region.

ADVERTISER RATES	
\$170/thousand names regardless of list selection.	
EC total database (includes all nonqualified, such as engineers, architects, etc.)	\$175/M
EC subscribers (electrical contractors only)	\$190/M
S+LSS subscribers (electrical contractors only)	\$205/M
Residential subscriber ECs only	\$205/M
NECA subscribers	\$800/Flat

Available Specific Category List Selections (Based on June 2008 BPA)
Minimum list order is 5,000 names.

For further information and specific list selections, please contact:

Barbara Higgins
Bethesda List Center, Inc.
4300 Montgomery Avenue, Suite 204-B
Bethesda, MD 20814-4463
301-917-4870 (fax)
bhiggins@bethesda-list.com or
www.bethesda-list.com

CLASSIFIED ADVERTISING

Classifieds appear in a special section of the magazine monthly and present a low cost way to get exposure on a limited budget.

For rates, mechanical and all other information, please contact:

McNeill Group, 1-800-394-5157, ext. 42, or on the website at www.mcneill-group.com.

ADVERTISER SUPPORT SERVICES

Electrical Contractor magazine offers the most complete selection of free marketing support services for its advertisers than any magazine in the industry. No charge bonus market support services are dependent on display advertising volume. For more information, contact your *Electrical Contractor* marketing representative.

RESEARCH

Four times a year, February, May, August and November, display advertisers can participate in the Baxter Research Corporation Research Study free of charge. This research measures the effectiveness of your ad in that issue among total readers and competitors. A detailed report is provided.

INDUSTRY DATA

Electrical Contractor provides some of the most detailed data about the industry and the contractors who work within it, including primary and secondary research. We can produce custom studies covering the span of focus groups, mail research and online surveys and polls. Ask your marketing representative about the competitive reader preference study challenge.

CONTACTS

PUBLISHER

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■ WEST

FRANK DANTONA

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E. fmdmedia@spacesales.com

■ MIDWEST

KEITH KRUEGER

DONNA HARBACEK

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