

SECURITY

SOLUTIONS FOR ENABLING AND ASSURING BUSINESS

2017 Solutions By Sector

Multimedia sponsorship packages targeting high-growth market sectors...

Solutions By Sector are turnkey multimedia sponsorship programs targeting powerful subscribers in specialized vertical markets. You generate impressions and sales leads from *Security* subscribers through a sector-specific Webinar program — including eBlast and online promotional content! The *Security* editorial team brings thought leaders together to discuss critical issues and solutions in these powerful growth markets:



**Education:
Universities & Colleges
JANUARY**



**Education:
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MARCH**



**Retail/Convenience Stores/
Banks/Gas Stations
MAY**



**Government: Federal,
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**Critical Infrastructure
JULY**



**Cybersecurity
AUGUST**



**Active Shooter/Workplace
Violence Mitigation
OCTOBER**



**The Security 500®
NOVEMBER**



**Healthcare/Hospitals/
Medical Centers
DECEMBER**



Transitioning from Public to Private Sector Retail Security
What skills do you need to succeed in today's demanding security market? ...
Dennis Cullen, Director of Global Security for McDonald's Corporation, answered all of these questions and more during a webinar titled 'Transitioning from Public to Private Sector Retail Security.'



Sponsorship Package (1x): \$5,040 net

Webinar:

- Logo on all multimedia webinar promotion
- Lead database – all Webinar registrant information including Q&A log
- 30-second promotion at start and end of webinar
- Company name mentioned as sponsor at end of webinar

eBlast:

- **Company Logo with URL Link** deployed to 20,000 email addresses¹
- **Case Study** (300-word plus photo) published in the eBlast and linked to the SecurityMagazine.com vertical sector Topic Page

• **NEW! Leads Report** comprised of all eBlast prospect clicks

Website:

- **160 x 600 Skyscraper** (with 300 x 250 for mobile devices; jpg or .gif, max file size 40 kb) **with URL Link** on corresponding SecurityMagazine.com sector articles for three months
- **Case Study** (300-word plus photo) published in SecurityMagazine.com vertical sector Topic Page

PLUS:

- **Direct Mail List** of *Security* subscribers in your sponsored sector

¹ Media owner's data.



CONTINUING EDUCATION:

Security is authorized by IACET to offer 0.1 IACET CEU for this program.



As an IACET Accredited Provider, Security offers CEUs for its programs that qualify under the ANSI/IACET Standard

Continuing Education Webinars generate higher engagement, registration and attendance! Ask your regional sales manager for more details!

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