#1 WAY TO REACH THE CAMPUS SECURITY & SAFETY MARKET

Campus Security & Life Safety

2021 MEDIA PLANNER
Campus Security & Life Safety brings important industry information to the largest audience of school, college, security, and healthcare professionals in the market.*

**Top Editorial**

Our trusted editorial team knows security and safety, and this shows in every issue of Campus Security & Life Safety magazine. Topics include the following and more, all with a focus on campuses:

- Advanced Technology
- Secure Environments/Human Guarding
- Secured Entry/Access Control
- Smart Cards
- Clery Act
- Protecting Outdoor Spaces
- Corporate Campus
- Visitor Management
- Emergency Communication
- Crisis Management
- Facility Security
- Unified Solutions
- Campus Security
- Biometrics
- Artificial Intelligence
- Security Management
- Emerging Technology
- Evacuation Plans
- Water Quality
- Hazardous Chemicals and Materials
- Air Quality/Pollutants
- Inspections/Codes

**Key Audience**

- *Campus Security & Life Safety* magazine reaches 62,500* 6x/year. Distribution includes:
  - School Districts & K-12 Facilities 21,234*
  - Government, Healthcare, Retail, Service and Other Facilities 3,841
  - Colleges/Universities 25,181*
  - Security Suppliers/Dealers/System Integrators 12,486*

- *Campus Security & Life Safety* e-news reaches 60,000* of the above professionals 4x/month.

- The *Campus Security & Life Safety* website, campuslifesecurity.com attracts thousands* of visitors each month.

- The *Campus Security & Life Safety* webinar series includes webinars developed and presented by industry experts throughout the year.


*Media Owner's Own Data

**BE SMART. Connect with the campus security & safety brand that connects with more.**
REACH MORE OF THE CAMPUS AUDIENCE WITH EVERY MAGAZINE ISSUE

Magazine Issues

January/February
Advertising Close: 12/18/20
Materials Due: 12/18/20
- Advanced Technology
- Secure Environment/Human Guarding
- Secured Entry/Access Control
- Smart Cards
- Clery Act
- Protecting Outdoor Spaces
- Corporate Campus
- Visitor Management
- Emergency Communication
- Mobile Apps
- COVID-19
- Evacuation Plans

July/August
Advertising Close: 6/15/21
Materials Due: 6/16/21
- Video Surveillance
- Healthcare Security
- Campus Audio
- Active Shooter
- Parking Management
- Intelligent Campus
- Advanced Technology
- Risk Management
- Cloud Storage
- Mass Notification
- Fire Safety
- Hazardous Chemicals and Materials

March/April
Advertising Close: 1/27/21
Materials Due: 1/27/21
- Crisis Management
- Facility Security
- Unified Solutions
- Biometrics
- Advanced Technology
- Artificial Intelligence
- Security Management
- Emergency Communication
- Emerging Technology
- Secured Access
- Risk Management
- Resiliency Planning
- Communications/Notification Systems

September/October
Advertising Close: 8/19/21
Materials Due: 8/20/21
- Campus Communication
- Crime Prevention
- Unified Solutions
- Remote Monitoring
- Controlled Entry
- Emergency Response
- Secure Campus Award Winners
- Signage Systems
- Campus Lighting
- Extreme Weather/Storm Shelters
- Air Quality/Pollutants

May/June
Advertising Close: 4/20/21
Materials Due: 4/21/21
- Student Safety
- Healthcare Campus
- Safe Environment
- Traffic Management
- Preventing Harm
- Trusted Identity
- Turnstile Solutions
- Emergency Preparedness
- Water Quality

November/December
Advertising Close: 10/18/21
Materials Due: 10/18/21
- Secured Entry
- Advanced Technology
- Remote Video
- Security Check-up
- Systems Integration
- Campus Analytics
- Access Control, Locks and Door Hardware
- Video Surveillance
- Inspections/Codes
- Explosions

Reach 62,500* education directors, administrative managers, healthcare professionals, info tech managers, top-level executives, and security dealers 6x/year with Campus Security & Life Safety magazine.

Half page or larger advertisers in 4 or more 2021 issues inclusive of the November/December 2021 issue receive a free company profile of the same size in the November/December 2021 issue!
Reach More of the Campus Audience with Our Website and E-newsletters

Website Banner Sizes

- 728x90 Leaderboard - 8 sponsors
- 300x300 Square - 6 sponsors
- 300x250 Rectangle - 6 sponsors
- 300x600 Super Skyscraper - 4 sponsors
- 468x60 ROS Banner - 6 sponsors
- 300x90 Button - 6 sponsors
- Wallpaper - 4 sponsors
- (2) 152x600 banners in cohesive design

Reach the campus audience every day on our website, campuslifesecurity.com.

Campus Security & Life Safety E-news
Reach 60,000* education directors, administrative managers, healthcare professionals, info tech managers, top-level executives, and security dealers 3x/month with Campus Security & Life Safety e-news.

Life Safety E-news
Our newest e-newsletter focuses on campus safety.

Solutions E-news
With a monthly distribution of 60,000*, Campus Security & Life Safety Solutions e-news, focuses on specific products and services for the security industry.

CSLS and Life Safety E-news Banner Sizes
- 468x60 Top Banner
- 180x300 Banner
- 160x600 Skyscraper
- 150x150 image + 40-60 words text - 3 available
- Sole Sponsorship**

Solutions E-news Banner Sizes
- Top Banner - 1 position
  (includes 1 Product/Service spot)
- Product/Service Spot - 8 available
  (150x150 + 40-60 words text)
- Multiple spot discount!

*Media Owner's Own Data
**Sole-sponsored e-newsletters have ad messaging from one sponsor, content created by Security Today.
<table>
<thead>
<tr>
<th>Month</th>
<th>Date Range</th>
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<tr>
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WEBINAR SERIES

Campus Security & Life Safety webinar sponsorship opportunities throughout the year!

Budget constraints and increasingly hectic work schedules can often prohibit campus security decision makers from physically attending seminars, conferences and expositions. Instead, it is important that security product and service vendors seek innovative and cost-effective ways to disseminate key industry information and engage prospects and clients in a timely manner.

Our Campus Security & Life Safety editorial webinar series allows campus security products marketers to tap into our expertise and expansive market reach and drive valuable customer leads. It’s easy to co-sponsor one or more webinars.

Vendor Webinars

The unique presentation of a webinar forum allows clients to deliver information and engage participants in a timely, cost-effective manner. Whether at home or on the road, participants can view presentations through their web browsers while simultaneously listening to the audio. Discussions can take place in real time, and your audience of security buyers are encouraged to ask presenters questions. You provide the speaker, the topic, and the presentation and collect all the leads.

Editorial Webinars

In addition to single-sponsored customer-supplied webinars, Campus Security & Life Safety offers the opportunity for companies to co-sponsor time-sensitive editorial topical webinars. This variation of the popular webinar medium allows a company to sponsor for a fraction of the cost of a sole-sponsored webinar. Plus, the webinar is promoted in the very same fashion as a sole-sponsored webinar.

Planned 2021 Webinars

January
March
May
July
September
November

Topics include Active Shooter, School Safety, Bullying, and more.

We’ll handle:

• Registration development and collection
• Comprehensive event promotion on our websites and through social media
• E-blasts to over 135,000*, including subscribers to Security Today magazine, Security Today e-news, Campus Security & Life Safety e-news, T.H.E. Journal, Campus Technology, and 1105 Media’s database of healthcare facilities
• Reminder e-mails prior to webinar
• 30-day webinar registration link on campuslifesecurity.com
• Post-event participant data and complete contact info
• Three-month online archiving for on-demand use

Your company will benefit from:

• Valuable branding exposure
• Full lead information from all registrants
• Saved time — no need to find your own speaker or handle logistics

*Media Owner's Own Data
Magazine Trim Size: 8 x 10 3/4 (all sizes are in inches)

<table>
<thead>
<tr>
<th>Layout</th>
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<th>Trim</th>
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<tr>
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<td>n/a</td>
<td>3 1/4 x 9 1/2</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Cover snipe also available.

All ads are to scale.

Acceptable File Formats
PDFs are strongly encouraged. Hi-res Illustrator EPS files are also accepted. Ads requiring work to be done by us will incur an additional charge. Ad materials are stored for one year and then deleted.

Preparing native files for printable PDFs
Multiple pages need to be submitted as single page files. Artwork must be CMYK, minimum 300 dpi. Files must be flattened (no layers or transparencies). Set bleeds 1/8" beyond trim. DO NOT use stylized fonts. Embed all fonts. Overall density of CMYK colors cannot exceed 300%. Set trim marks with a 12-point offset so the marks don’t overlap the bleed.

Preparing native files for printable Illustrator EPS
Artwork must be CMYK, minimum 300 dpi. Files must be flattened (no layers). Set bleeds 1/8" beyond trim. Fonts must be embedded or converted to outlines. Overall density of CMYK colors cannot exceed 300%. Set trim marks so they don’t overlap the bleed.

Submitting Digital Files
Use file names that include the magazine title, issue date, and project name. Ads can be submitted via FTP, a file-sharing service such as Dropbox, or an email to the Production Coordinator.

Uploading to FTP
It’s important that the file is placed in the proper directory. All uploads should be followed by a confirmation phone call or email to the Production Coordinator.

Host: ftp://ads.1105media.com
User ID: 1105user
Password: 1105pass
Directory: /1105external/production/[magazine title]
Tip: You’ll need file-sharing software to upload to FTP. One of the most user-friendly free programs for Mac and PC is FileZilla:

FileZilla Instructions
1. To install, go to https://filezilla-project.org and click on Download FileZilla Client.
2. Open FileZilla and enter Host, User Name, Password, and Port 21.
3. Click on the Quick Connect button at upper right.
4. In the Local Site window on the left, locate and click on the source folder containing the file to be uploaded. Your file will appear in the Filename window below.
5. In the window on the right, click on the 1105external folder, click on the production folder, and locate the folder for the magazine.
6. Select your file in the Filename window on the left, and drag it to the magazine folder on the right.

Proofs
If a proof is provided, it must be a SWOP proof created from the supplied digital file. A laserprint is not SWOP-quality and is not color-accurate. If a SWOP proof is not supplied, we are not responsible for variances between the digital file and final reproduction.

Send proofs to:
Production Coordinator
Campus Security & Life Safety, [issue date]
1105 Media, Inc.
6300 Canoga Avenue, Suite 1150
Woodland Hills, CA 91367

Additional Advertising Resources
https://1105media.com/pages/ad-specs
Website Banner Specs

1105 Media Ad Serving Platform is Google Ad Manager 360 (formerly DFP Premium)

Standard Image Files
Acceptable files include PNG, JPG, GIF (includes animated GIF). Maximum file size 80K.

Click-thru URL
Advertisers are responsible for maintaining a working URL, which must be supplied with image file. Click rates are not guaranteed.

HTML5
Acceptable up to 100K. Ad design and development guidance can be found here: https://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/

Third-party ad serving
We accept all third-party ad serving, but impressions are counted and invoices are issued based on our ad serving system, DoubleClick DFP. 15-20% impression tracking discrepancy may be expected. All formats will be considered and require extra processing time for testing and implementation. If possible, please submit a test third-party ad. When submitting third-party tags, please make sure they are secured (https).

Placement
Banners are run-of-site. Targeted ads are subject to availability. Contact your account representative for more information.

Special banner specifications
Initial Load: The file size should be maximum 80K.
Number of Subsequent Loads: 1-2
Special Frame Requirements: None, but must follow our specs & file size.
FPS (frames per second): 20-25 (max 30)
Max Uninitiated Video Length: None if it fits into max 80K file size
Audio Initiation After Expansion: User controlled with click
Subsequent Load: The file size should be between 70-80K
In-banner Video: We can accommodate as long as it fits into the max 80K file size.
Max Animation Time: 10-15 seconds
Max Number of Loops: 3-5 times (or more if it fits into max 80K file size)
Concurrent Video/Animation: 25-30 seconds
Expandable Hotspot Limitation: No limitations

E-news Banner Specs

Banner Sponsorship - 40K maximum file size
E-news Info Center: 300x250
Large Right Boxr: 300x250
Large Squarer: 300x300
Topr: 468x60
Bottomr: 468x60
Click-thru URL

New Product - 40K maximum file size
150x150 image: (.jpg or .gif),
Headline: 55 characters max
Body text: 40-60 words
Click-thru URL

Headline
55 characters max, including spaces. If no headline is provided, the company name will show, as listed on the insertion order.

Click-thru URL
Advertisers are responsible for maintaining a working URL. Click rates are not guaranteed. URL should be limited to 250 characters.

Acceptable Files
Static GIF or JPG files

All website and e-news creative is due 5 business days prior to launch.
Please submit materials to Francisco Arreola at farreola@1105media.com.
Join us as a sponsor of a timely supercast

Take advantage of the opportunity to sponsor two or more webinars and gain valuable campus security leads. Three webinars presented in a single day provides an easy way for security decision makers to learn the latest information about these key topics. We’ll provide the industry experts, so your participation is simple!

Sponsor all three webinars as a Gold Sponsor or the Keynote plus one additional webinar as a Silver Sponsor. All participating companies will be Keynote Sponsors. Maximize your sponsorship by purchasing a Speaking Sponsorship, which allows you to include a pre-recorded video message (up to 5 minutes) before one of the presentations, and/or a Raffle Sponsorship, which gives you the opportunity to provide a prize (i.e., product sample, branded swag, gift card) to a lucky event attendee. Sponsors will be featured in promotions and on the registration site as well as during the event. You will receive full contact information of registrants of each session you sponsor.

Sample Event Topics:

Keynote: Campus Law Enforcement Highlight Proven Security Practices
During this session, attendees will have the opportunity to learn what high-profile campus police chiefs are doing to ensure safety and security in the campus setting. The panel members will address the newest technology, crisis response and training. Our panel members all have real world experience and will help attendees learn from their lessons and the demands they faced.

Parent/Student Reunification
The learning objectives from this session include a discussion of key considerations in developing the reunification plan, a discussion of integral relationships between agencies and schools, and a “Must Do” in making the plan a reality.

Preparing for an Active Shooter
This presentation will cover in-depth the preparedness and response to an active shooter situation. A wide range of topics will be discussed, from historic case reviews to preparedness steps, to response actions.

FOR MORE INFORMATION, CONTACT:
Brian Rendine
brendine@1105media.com · 972-687-6761
Sponsor a campus security podcast to promote your business

Podcasts offer Insider Views

The Schools in Focus podcast creates a marketing experience for your company and offer an insider’s view into the education facilities market. Each podcast features a 20- to 30-minute conversation with Campus Security & Life Safety and Spaces4Learning senior editor Yvonne Marquez and an industry expert on a specific topic.

Topics can include active shooter, campus access control, campus safety, parent/student reunification, bullying, and more. Sponsors of the podcast are mentioned at the beginning and end of the podcast, and a brief company marketing message is included in the episode.

Schools in Focus podcasts are marketed to our Campus Security & Life Safety database as well as our Spaces4Learning database and are promoted on our website and social media platforms as well as featured on Apple Podcasts, Google Podcasts and Stitcher.

Vendor Podcast Sponsorship

- Sole sponsorship of a podcast produced specifically for your company
- Sponsor named at beginning and end of podcast
- 30-second ad copy read in middle of podcast
- Inclusion on topic and direction of podcast episode
- Representative from your company heavily featured in podcast

Topical Podcast Sponsorship Limited to 2 sponsors

- Your company name mentioned at beginning and end of podcast
- 30-second ad copy read in middle of podcast

Added Value for Podcast Sponsors

- Mention in article about podcast being sponsored
- Mention in social media promotions
- Inclusion in promotional eblast to Campus Security & Life Safety subscribers

The Security Audience wants Podcasts!

We reached out to our security audience, and 94%* of respondents said they would listen to a podcast from us. Of these respondents, 88%* already listen to podcasts.
Honoring Outstanding Campus Security Services and Products

Entrant & Winner Benefits

Every entry receives great publicity, including:
- recognition in *Campus Security & Life Safety* magazine
- recognition in *Campus Security & Life Safety* e-news
- recognition on campuslifesecurity.com

Platinum and Gold winners are awarded. In addition to the above opportunities, winners will receive:
- award suitable for display
- editorial coverage in *Campus Security & Life Safety*
- discounted advertising opportunities in *Campus Security & Life Safety*
- use of the Secure Campus 2021 Awards Winner logo on all promotional materials related to winning product
- recognition in *Campus Security & Life Safety* and campuslifesafety.com marketing and promotions
- inclusion on Secure Campus Awards page of campuslifesecurity.com

The 2021 entry form will be available at campuslifesecurity.com in December 2020.

Award Categories

- Access Control
- Artificial Intelligence
- Cameras - IP
- Cloud Solutions & Services
- Communication Devices
- Cybersecurity
- Emergency Notification/Mass Notification
- Fire/Life Safety
- ID Badging
- Intrusion Systems/Panic Alarms
- Key Management
- Lockdown and Physical Security
- Locks & Door Hardware
- Parking Management
- Perimeter Protection
- Power Management
- Screening Equipment
- Security & Personal Safety Devices
- Security & Personal Safety Smartphone Applications
- Security System Design Planning
- Storage
- Video Surveillance Hardware
- Video Surveillance Software
- Visitor Management
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