2026 AD SPECS

Digital AD SPECS

A BILLBOARD* 970 x 250 pixels (px)

B TOP LEADERBOARD 728 x 90 px

C TOP POSTER 300 x 250 px

C VIDEO TOP POSTER 300 x 250 px
static image & YouTube URL embed link (<5 minutes)

E POSTER 300 x 250 px
Poster ads will rotate through two positions as outlined to the left.

F POP-UP 500 x 500 px

G BOTTOM LEADERBOARD 728 x 90 px

H STICKY FOOTER 970 x 90 px

URL must be supplied with all ad materials listed above.

D PODCAST*

Security Systems News in 10 is hosted by our editors in a convenient 10–15 minute podcast focused on the latest industry trends.

Package includes short advertisement read at the podcast intro, logo on landing page, ad on email sent to 9.9K subscribers, web poster (30 days) & podcast archive.

Required assets: Company name, URL, hi-res logo, poster (300 x 250 px), banner (640 x 90 px) & 70-word max sponsor ad read during podcast. Click here for example (00:31-00:58).

Sponsor-developed podcast will include all listed above & feature a team member (1), client to supply featured team member's headshot.

WHITE PAPER CAMPAIGN*

REQUIRED AD SPECS White Paper PDF, promo details: title, summary with bulleted highlights (3), up to 3 questions- added to gated user form (optional), company name, hi-res logo, URL, client-contact name & email address for post-event report.

WEBCAST*

REQUIRED AD SPECS due 80 days prior to live event: confirmed date & time, title, description with why to attend bullets (3), headshot(s), company name, title & email (internal use), sponsor's company name, hi-res logo, URL & optional questions (3) added to the registration form. Client webcast contact (1) name & email; this contact will schedule a time/date for a tech run 2-weeks prior to live event. *Optional additions due 1-week prior to event:* poll questions (3), & handout/PPT (3). All assets listed above must be submitted individually via this **LINK**. See Webcast Checklist linked here & within the submission form for reference.

BLIND MARKET SURVEY*

REQUIRED AD SPECS due 2 weeks prior to release: survey questions (limited to 15 total) & contact name, email & phone for post-event results.

CALENDAR EVENT LISTING

REQUIRED AD SPECS event title, dates, summary, registration or event link & hi-res logo.

Max file size of gif or jpeg is 50K, 15-second animation limit (3-loop max). Send eMedia materials to **cdaggett@securitysystemsnews.com** & **pmacijauskas@unitedpublications.com**. Any manipulation work that needs to be done to submitted digital files will be billable at $195/hour, with a one-hour minimum charge.

*Indicates exclusive monthly ad.

eNews EMAIL MARKETING

Newswire AD SPECS

FULL-SIZE BANNERS*
640 x 90 px with associated URL
Includes premier, primary, secondary & tertiary.

HALF-SIZE BANNERS
315 x 90 px with associated URL

NATIVE & SPONSORED CONTENT*
Native offering will feature a preview of the client-supplied content via 1x Newswire release as displayed above. Newswire clicks will direct to full article on SecuritySystemsNews.com.

Sponsored Content will display as a preview in 3 consecutive Newswire weekly releases, promoted via a dedicated email to 2K audience. Clicks via preview will direct users to full article on SecuritySystemsNews.com.

NATIVE/SPONSORED CONTENT AD SPECS Headline, up to 600-word story, optional byline, photo, link to re-source, & "teaser" text (30 words or less) presented within the eNews releases. In the event teaser text is not supplied by ad deadline, SSN will extract the beginning of article up to 30 words. Sponsored content ads require 640 x 90 px banner & will be linked to article.

Exclusive ad.

SSNNEWSWIRE

PREMIER*

PRIMARY*

SECONDARY*

TERTIARY*

NATIVE/SP CONTENT*

JOB POSTING*

| 1/2 BANNER | 1/2 BANNER |
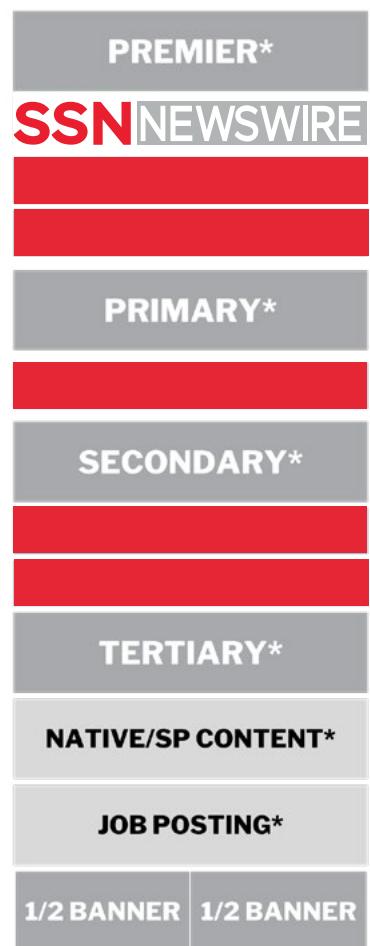
TARGETED eNEWS: SSN Top 5 & Most Read
Each targeted eNews release offers a top & bottom banner.
REQUIRED AD SPECS 640 x 90 px with associated URL *Same size for top & bottom banners.*

BRAND SPOTLIGHT DEDICATED eNEWS
REQUIRED AD SPECS Subject line, 600 px wide png or jpeg, hi-res logo, headline, URL & up to 200-word copy (including bullets).
*Note: Assets must be sent as individual files via this **link**. Proof provided one week before release. Post-proof revisions charged at $195/ hour.*

2026 AD SPECS

FREE PRODUCT *Promotions*

Note: All product promotions must be submitted by ad close date per editorial calendar & will be published at the discretion of *Security Systems News*.

PRODUCT SPOTLIGHT

Free to advertisers! Showcase your product in the Product Spotlight section of our monthly issue. Companies may submit one product per applicable sub-category. Click here for details & submission link.

NEW PRODUCT

Click here to submit product details & preferred monthy issue release.

2026 EDITORIAL CALENDAR

JANUARY
AD CLOSE · 12/5/25
AD DUE · 12/8/25

PRODUCT SPOTLIGHT
HOME SAFETY
Cameras, access control, mobile app, smart home, etc.

HIGHLIGHT Emerging Leaders Under 40 Winners

DIGITAL EDITION ONLY

FEBRUARY
AD CLOSE · 1/6/26
AD DUE · 1/9/26

PRODUCT SPOTLIGHT
SECURITY SERVICE
Security Operations Center (SOC) & related products.

DIGITAL EDITION ONLY

MARCH
AD CLOSE · 2/6/26
AD DUE · 2/9/26

PRODUCT SPOTLIGHT
CAMERAS
Megapixel (MP), doorbell, handheld, IP, etc.

INDUSTRY SHOWS
ISC WEST Mar 23-27 | Las Vegas, NV

APRIL
AD CLOSE · 3/6/26
AD DUE · 3/9/26

PRODUCT SPOTLIGHT
MONITORING & TRACKING
Monitor & tracking-related offerings.

INDUSTRY SHOWS
PSA TEC Apr 21-24 | Denver, CO

MAY
AD CLOSE · 4/6/26
AD DUE · 4/9/26

PRODUCT SPOTLIGHT
CYBERSECURITY & IT
Cybersecurity & Information Technology (IT) offerings.

HIGHLIGHT Emerging Leaders Under 40 Yearbook

DIGITAL EDITION ONLY

JUNE
AD CLOSE · 5/1/26
AD DUE · 5/4/26

PRODUCT SPOTLIGHT
VIDEO SOLUTIONS
Video hardware, software, analytics, etc.

HIGHLIGHT Monitoring Source Book

INDUSTRY SHOWS
ESX Jun 1-4 | Irving, TX
NFPA Jun 22-24 | Las Vegas, NV

JULY
AD CLOSE · 6/5/26
AD DUE · 6/8/26

PRODUCT SPOTLIGHT
CLOUD
Cloud-based solutions & storage offerings.

DIGITAL EDITION ONLY

AUGUST
AD CLOSE · 7/7/26
AD DUE · 7/10/26

PRODUCT SPOTLIGHT
ACCESS CONTROL
Locking, intrusion, turnstile, alarms, visitor mgmt, etc.

DIGITAL EDITION ONLY

SEPTEMBER
AD CLOSE · 8/4/26
AD DUE · 8/7/26

PRODUCT SPOTLIGHT
PERIMETER SECURITY
Bollards, fencing, gates, drones & robotics, etc.

HIGHLIGHT Cloud Source Book

INDUSTRY SHOWS
GSX Sep 14-16 | Atlanta, GA

OCTOBER
AD CLOSE · 9/4/26
AD DUE · 9/7/26

PRODUCT SPOTLIGHT
FIRE & LIFE SAFETY
Emergency panels, fire & water alarm/notice, Personal Emergency Response Systems (PERS), etc.

INDUSTRY SHOWS
Native Nations Events
SIA-SNG
TMA

NOVEMBER
AD CLOSE · 10/5/26
AD DUE · 10/8/26

PRODUCT SPOTLIGHT
BIOMETRICS
Voice, fingerprint, facial, iris recognition, etc.

HIGHLIGHT Access Control Source Book

INDUSTRY SHOWS
ISC EAST Nov 3-5 | New York, NY

DECEMBER
AD CLOSE · 11/6/26
AD DUE · 11/9/26

PRODUCT SPOTLIGHT
BUSINESS SOLUTIONS
System, education, billing, integration offerings, etc.

DIGITAL EDITION ONLY

2026 AD SPECS

Newspaper AD SPECS

Formats

- COVER TIP FRONT*
- BACK OF COVER TIP
- COVER SNIPE
- TAB SPREAD
- TAB PAGE
- 1/2 TAB SPREAD
- 1/2 TAB
- JR SPREAD
- JR PAGE
- 2/3 JR VERT
- 1/2 JR VERT
- 1/2 JR ISLAND
- 1/2 JR HORIZ
- 1/3 TAB HORIZ
- 1/3 JR SQUARE
- 1/3 JR VERT
- DOUBLE MARKETPLACE
- 1/4 JR
- 1/6 JR
- MARKETPLACE
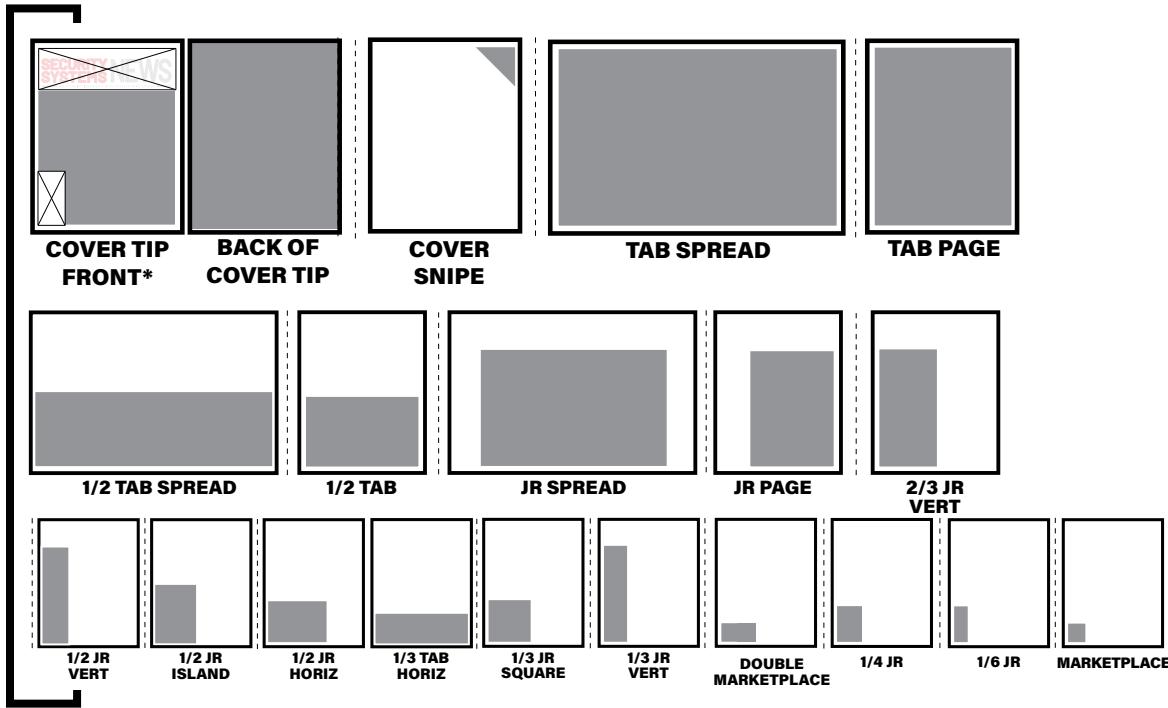
Digital Edition (DE) AD SPECS

SPONSORSHIP

eNEWS BANNER *displays in eNews release.* 640 x 90 px jpeg & URL

TAB-SIZED AD PAGE *displays adjacent to digital edition cover.* 300 DPI **PDF/X1a** format ad (see Tab page dimensions above) & URL

POP-UP

TAB-SIZED AD 300 DPI **PDF/X1a** format ad (see Tab page dimensions above) & URL

Note: This is not the web pop-up & differs in ad specs.

IMPORTANT

Client must supply URL (in addition to ad file) to hyperlink ad within the digital edition. URL asset not supplied by ad deadline may result in ad not being hyperlinked in the digital edition.

POSTCARD SPONSORSHIP*

Available for digital edition only months (see editorial calendar on page 3). No example shown.

REQUIRED AD SPECS

Hi-res logo, short URL, side one postcard ad (click **here** to download template) & company name must be supplied two months prior to the issue release date. Deadline noted on proposal.

Dimensions

Width x Height

Ad	Bleed Size	Trim Size
COVER WRAP*	10.875" x 13.875"	10.625" x 13.625"
COVER TIP*	10.75" x 13.75"	10.50" x 13.50"
COVER SNIPE*	3.25" x 3.25"	2.75" x 2.75"
TAB SPREAD	21.50" x 13.875"	21.25" x 13.625"
COVER II*, III*, IV*	*See tab page dimensions.*	*Ad positions listed below.*

CII inside front cover	CIII inside back cover	CIV outside back cover

Ad	Bleed Size	Trim Size
TAB PAGE	10.875" x 13.875"	10.625" x 13.625"
½ TAB SPREAD	21.50" x 7.50"	21.25" x 7.25"
½ TAB PAGE	10.875" x 7.50"	10.625" x 7.25"
JUNIOR (JR) SPREAD	16.50" x 11.125"	16.25" x 10.875"
JUNIOR (JR) PAGE	8.375" x 11.125"	8.125" x 10.875"
SMALL INSERT*	5" x 6.25"	4.75" x 6"
LARGE INSERT*	10.25" x 6.25"	10" x 6"

Insert must be paired with Tab Page/Spread & will be adhered 1/2 inch from the bottom of the right page.

GATE FOLD*	REQUEST TEMPLATE
TEMPLATE DOWNLOAD	Indicates clickable template download

Ad	Non-Bleed Size
⅔ JR VERTICAL	4.5625" x 10"
½ JR VERTICAL	3.375" x 10"
½ JR ISLAND	4.5625" x 7.5"
½ JR HORIZ	7" x 4.875"
⅓ TAB	9.625" x 3"
⅓ JR SQUARE	4.5625" x 4.875"
⅓ JR VERTICAL	2.1875" x 10"
DOUBLE MARKETPLACE	3" x 6"
¼ JR PAGE	3.375" x 4.875"
⅙ JR PAGE	2.1875" x 4.875"
MARKETPLACE	3" x 3"

Fractional Ad Sizes

*** Indicates exclusive monthly ad.**

Special Issues   DIGITAL EDITIONS

EMERGING LEADERS UNDER 40 YEARBOOK

Celebrate the future of our industry, show your support & showcase your brand. This annual issue highlights promising professionals shaping the security landscape.

REQUIRED AD SPECS Sponsorship directory listing assets: 300-dpi logo, company name, URL, & summary, ad placement preference (per availability). Full page sponsors (see junior page specs), half page sponsors (see ½ junior horizontal page specs) listed on page 4.

SOURCE BOOKS

A prime opportunity to position your company in front of your targeted audience via Monitoring, Cloud & Access Control Source Books. Available sponsorships include Exclusive*, full & half page positions.

REQUIRED AD SPECS Sponsorship directory listing assets: 300-dpi logo, company name URL, & summary. Exclusive* & full-page sponsors see junior page specs, half page sponsors see ½ junior horizontal page specs listed on page 4. Material deadlines outlined on proposal. ***Note:*** Exclusive* package includes client-supplied banner (1) 640 x 90 px with associated URL featured on eNews releases (2) & page positioned adjacent to the cover.
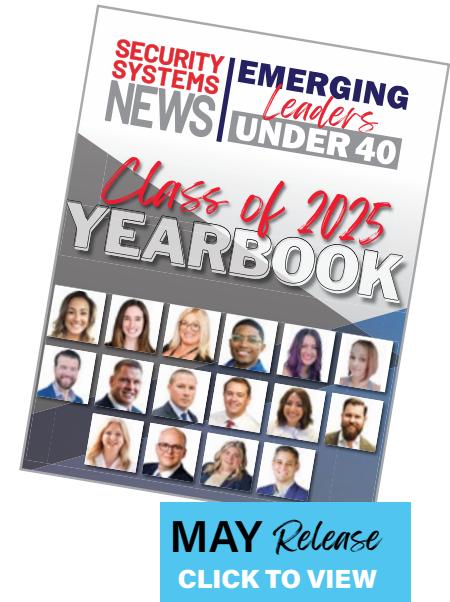
MAY *Release*
CLICK TO VIEW

AD CLOSE · 4/29/26 | AD DUE · 5/5/26
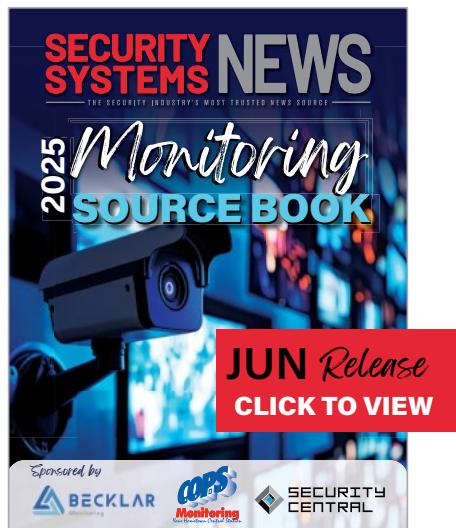
JUN *Release*
CLICK TO VIEW

AD CLOSE · 5/27/26 | AD DUE · 6/8/26

SEP *Release*
CLICK TO VIEW

AD CLOSE · 8/25/26 | AD DUE · 9/3/26

NOV *Release*
CLICK TO VIEW

AD CLOSE · 10/27/26 | AD DUE · 11/6/26

2026 AD SPECS

Newspaper GUIDELINES

FILE SUBMISSION

Files that are 10MB or smaller should be emailed directly to ldubois@unitedpublications.com.
Larger files can be emailed to the same address using a file-sharing site like **Dropbox**, **Hightail** or **WeTransfer**.

PREFERRED FILE FORMAT

- All files must be submitted "print ready" in CMYK color format.
- Keep all LIVE copy at least ½ inch away from trim area.
- Any file manipulation and/or repair is a billable service.
- Publisher will not be held responsible for errors when files are not submitted in accordance with our specifications.
- Accepted file format is PDF/X-1a.
- Use the Overprint Preview feature in Acrobat to verify your PDF will print properly before sending.

IMAGES

- TIFF or EPS format accepted. If using JPEG, use only at the maximum-quality setting.
- **All images supplied must be AT LEAST 300 DPI at 100% of image size.**
- RGB & LAB colors will be converted to CMYK during pre-flight.

FONTS

- Always embed all fonts.
- Do not allow font substitutions.

PARTNER Resources

AD CREATIVE

In a pickle & need a print or digital ad design? We can help! Proposed upon request & charged at an hourly rate of $195.

DIRECT MAIL LIST RENTAL

Explore list rental options for your next mail campaign. Reach out to Mike Mayhew, Data Axle at 402-836-5636 or by email Mike.Mayhew@data-axle.com.

AD PERFORMANCE

Ad performance reports will be supplied upon client's request (within 3-5 business days) & limited to 1/month. Scheduled &/or requests for future dates will not be accepted. Delivery of requested report will be supplied via PDF format 3–5 business days from the requested date for the past timeframe & is subject to availability. Advertisers are encouraged to use campaign URLs or QR codes, as performance data is not guaranteed.

PUBLICATION *Policies*

***Security Systems News* reserves the right to:**

- Hold advertiser & agency liable for payments due.
- Change rates upon notice.
- Reject any advertisement.
- Require "ADVERTISEMENT" label on ads simulating editorial.

Advertisers must indemnify *Security Systems News* against unauthorized use claims. *Security Systems News* is not liable for delivery delays due to uncontrollable events. Ad material modifications are accepted until close date. Ad changes post ad deadline & files not meeting ad specs may incur an hourly rate of $195 in addition to any fees incurred.

CANCELLATION OR REVISION & DATE CHANGE POLICY

All requests for cancellation, revisions or date changes of scheduled ad releases must be submitted in writing.

EXCLUSIVE ADS *(Labeled as "EXCLUSIVE" in proposal/contract)*

Cancellation/Date Change Notice: Must be received no later than 120 days prior to the ad material deadline.

Charges: 50% of the contracted rate of the original ad offering will be charged for cancellations & date change notices.

Late Notice: If received less than 120 days prior to the ad material deadline, the full rate noted on the contract will be charged.

NON-EXCLUSIVE ADS

Cancellation/Date Change Notice: Must be received no later than 60 days prior to the ad material deadline.

Late Notice: If received less than 60 days prior to the ad material deadline, the full rate noted on the contract will be charged.