

HOSPITAL / SCHOOL / UNIVERSITY Campus Safety

2017 MEDIA KIT

◆ HOSPITAL ◆ SCHOOL ◆ UNIVERSITY ◆ SECURITY ◆ MANAGEMENT



REACHING
CAMPUS SAFETY
PROFESSIONALS

The authority on technology, law enforcement, security
and emergency management in education and healthcare

CampusSafetyMagazine.com

LETTER FROM THE EDITOR



As school, university and hospital security issues continue to dominate the news, campus security and public safety professionals remain on the lookout for solutions that will help them protect their students, patients, faculty, clinicians and staff. Fortunately for them, there is one media resource that has been providing authoritative, trustworthy and actionable guidance on safety and security solutions for nearly a quarter of a century. That publication is *Campus Safety* magazine.

For years now, CS hasn't just been covering campus security. We have become an integral part of the education and healthcare public safety community we serve. This philosophy has made *Campus Safety* the go-to provider of news, best practices, product information, research and networking opportunities that hospital, school and university police chiefs, security directors, IT personnel, emergency managers and executive administrators want and need.

Whether they are viewing our content online, reading it in print, listening to our podcasts, participating in our webinars, watching our videos or attending our conferences, *Campus Safety's* audience depends on us because they know and trust that we understand the complexities and distinctive challenges of protecting our nation's campuses.

In 2017, CS will continue to deliver insightful commentary, updates and information on the topics that are of critical interest to campus protection professionals. Security technology, Clery and Title IX compliance, active shooter response, emergency room violence prevention, systems integration, mass notification, emergency management, workplace violence, law enforcement technology, student and patient privacy, cybersecurity, sexual assault and bullying are just some of the subjects that will be covered.

There is no better time for your company to develop a relationship with this important community, and utilizing *Campus Safety's* many products and services will ensure you're getting the biggest return on your marketing investment.

I encourage you to review the advertising and sponsorship opportunities outlined in this media kit. We look forward to being your partner.

ROBIN HATTERSLEY GRAY, Executive Editor
Campus Safety

LETTER FROM THE PUBLISHER



Welcome to *Campus Safety* magazine. Today we reach our audience online, in print, and with conferences. Of all the publications I have worked on in the past 20 years, this audience is the most engaged I have ever experienced.

Whether you are looking for branding or lead generation we can help you reach your marketing goals.

The number of topics regarding campus safety is endless. It is our job to write about them.

Featured articles and topics include:

- ❖ Active Shooter/Active Killer
- ❖ Access Control
- ❖ Video Surveillance
- ❖ Title IX
- ❖ Clery Compliance
- ❖ Visitor Management
- ❖ Two- Way Communication
- ❖ Body Armor
- ❖ Emergency Notification
- ❖ Threat Assessment

We continue to invest in our products and look forward to working with you in 2017.

STEVE NESBITT, Publisher
snesbitt@ehpub.com

EDITORIAL TEAM

Robin Hattersley Gray
Executive Editor
424-738-0211
rhattersley@ehpub.com

Jason Knott
Editorial Director
508.663.1500 ext. 228
jknott@ehpub.com

Arlen Schweiger
Managing Editor
508.868.1212
aschweiger@ehpub.com

Zach Winn
Web Editor
508.663.1500 ext. 327
zwinn@ehpub.com

Campus Safety

Editorial Topics For Safety Professionals in Universities, K-12, and Hospitals



CampusSafety's Audience is Engaged and Growing

1,904,096 CampusSafetyMagazine.com Impressions¹



CampusSafetyMagazine.com



Newsletters

22,327

Average eNews Recipients³



¹June 2016 BPA Brand Report and December 2015 BPA Brand Report-Total Page impressions from July 2015-June 2016

²Comparison of December 2012 BPA Brand Report: 27,453 Unique Browsers, 35,872 User Sessions, 14,529 eNews Recipients and June 2016 BPA Brand Report: 58,472 Unique Browsers, 79,938 User Sessions, 22,327 eNews Recipients

³June 2016 BPA Brand Report

➤ 87% OF OUR AUDIENCE COMES TO CAMPUS SAFETY LOOKING FOR NEW PRODUCTS AND SERVICE INFORMATION¹

MANY OF THOSE WILL BE ACTIVELY BUYING PRODUCTS THIS YEAR

BY THE PRODUCT CATEGORIES: THE PERCENT OF CAMPUS SAFETY PROFESSIONALS WHO INTEND TO INSTALL/PURCHASE THESE PRODUCTS IN THE NEXT YEAR:¹

51.8% CCTV/Video Surveillance Equipment	25.3% Mass Notification System
48.4% Access Control/Locks	19.9% Patrol Vehicles
41.0% Emergency Communications/Two-way Radios	19.2% Emergency Lighting
37.6% Uniforms	17.9% Fire Alarms/Sprinklers
33.7% Personal Gear and Equipment	17.4% Weapons — less-than-lethal
31.7% Campus Safety Devices	15.2% Incident & Records Management Software
28.3% ID Badging/Visitor Management	

¹JUNE 2016 CS READERSHIP SURVEY

➤ THE CAMPUS SAFETY CONFERENCE

A 2-day conference that attracts safety and security decision makers, education administrators, and security and law enforcement executives from all over the country education, product evaluation and networking.

WHO ATTENDS?

- School and University Public Safety Departments
- Police Chiefs
- Security Directors
- Emergency Managers
- School and University Administration
- Superintendents/Head of School
- Risk Managers
- Law Enforcement Executives
- Safety and Security Integrators
- Consultants
- Campus Safety Stakeholders From All Over the Country

SUMMER 2017

DALLAS, TEXAS PHILADELPHIA, PA LONG BEACH, CA
 JUNE 12-13 JULY 13-14 JULY 31-AUGUST 1



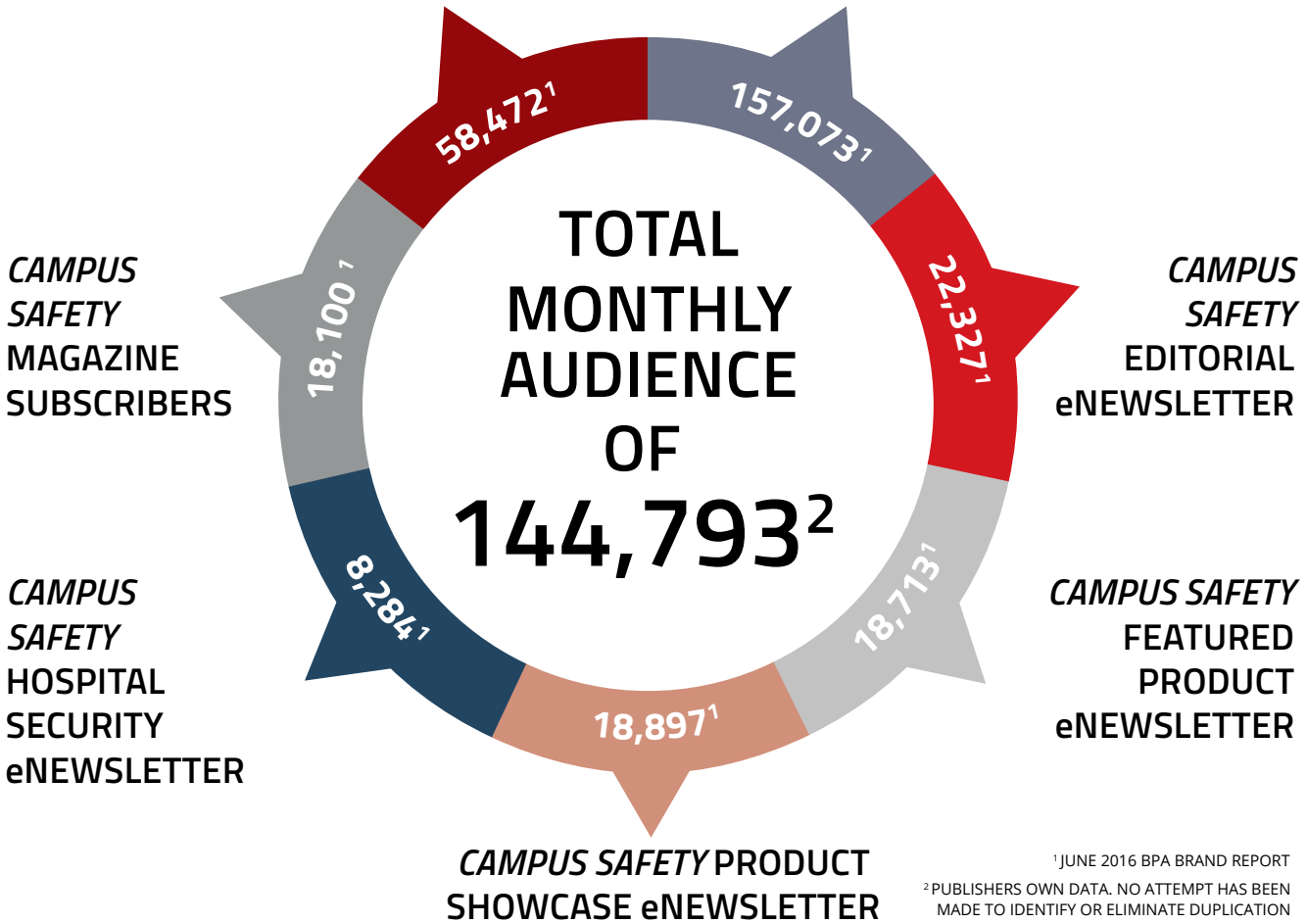
Visit Us: www.CampusSafetyConference.com

➤ REACH A POWERFUL AUDIENCE OF DECISION MAKERS

CS delivers an unparalleled coverage of the campus security marketplace reaching our vast magazine, online and newsletter audiences.

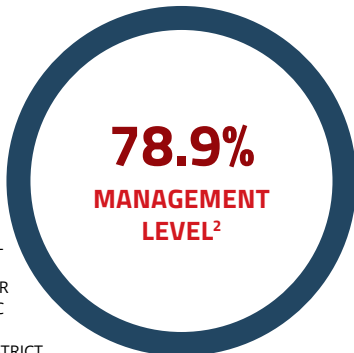
CAMPUSSAFETYMAGAZINE.COM
AVERAGE UNIQUE BROWSERS

CAMPUSSAFETYMAGAZINE.COM
AVERAGE PAGE IMPRESSIONS



AUDIENCE SIZE

MANAGEMENT LEVEL²



- ²JUNE 2016 BPA BRAND REPORT TOTAL QUALIFIED = 18,100. INCLUDES:
- > CAMPUS POLICE CHIEF/ASST CHIEF OR DIRECTOR/ASST DIRECTOR OF PUBLIC SAFETY/SECURITY
 - > DISTRICT SUPERINTENDENT/ASST DISTRICT SUPERINTENDENT OF SCHOOLS
 - > STUDENT AFFAIRS/RESIDENTIAL LIFE DEAN, ASST DEAN, VP, DIRECTOR
 - > VP/CHIEF BUSINESS OFFICER/DIRECTOR/ASST DIRECTOR OF ADMIN SERVICES, PURCHASING/FINANCE
 - > VP/DIRECTOR/ASST DIRECTOR OF FACILITIES, OPERATIONS, PHYSICAL PLANT, MAINTENANCE
 - > EMERGENCY MANAGER/RISK MANAGER
 - > POLICE OFFICER/SUPERVISOR
 - > SECURITY OFFICER/SUPERVISOR
 - > EXECUTIVE MANAGEMENT (PRESIDENT/OWNER, PARTNER, GENERAL MANAGER, EXECUTIVE VP)



PURCHASING AUTHORITY³

³JUNE 2016 CS READERSHIP SURVEY

ISSUE DATE	JANUARY/ FEBRUARY Ad Close: January 6, 2017 Ad Materials Due: January 13, 2017	MARCH Ad Close: February 3, 2017 Ad Materials Due: February 10, 2017	APRIL/MAY Ad Close: March 17, 2017 Ad Materials Due: March 24, 2017	JUNE/JULY & YEARBOOK Ad Close: May 26, 2017 Ad Materials Due: June 2, 2017
EDITORIAL FOCUS	› The Pros & Cons of Drones	› Clery, Title IX & VAWA Compliance	› Safety During Severe Weather › Managing Psychiatric Patients	› Buyers' Guide & Industry-Exclusive Research
ELECTRONIC SECURITY/ IP NETWORK CONVERGENCE	› Video Management Software, PSIM, Middleware, SOCs & VSOCs	› Access Control, Video Surveillance & Other Technology Integration	› Transitioning to IP from Analog	› Leveraging Legacy › Electronic Security Equipment
PHYSICAL SECURITY EQUIPMENT & SYSTEMS	› Incorporating CPTED & Physical Security Into New Construction › Dorm Management	› Locks & Door Hardware › What's New With Biometrics › Perimeter Security & Fences	› Visitor Management › Lockdowns › Intrusion Detection › Infant Security	› Trends in Visitor Management, Locks, Access Control › Video Surveillance & Intrusion
POLICE/ SECURITY OFFICE GEAR, EQUIPMENT & SERVICES	› Body-Worn Video Cameras	› Metal, Explosive, Radiation & Substances Detection › Sharing Video With Municipal Law Enforcement	› Non-security Personnel Training › Drills & Exercises	› Trends in Officer Training, Management & Weaponry
FIRE/LIFE SAFETY & EMERGENCY NOTIFICATION/ COMMUNICATION	› Emergency Notification Plans & Systems	› RFID & Asset Tracking › Call Boxes	› Dispatch & Centralized Monitoring › Hand-Held Radios	› Emergency Notification & Communications System Integration Update
BONUS DISTRIBUTION*		› ISC West	› IAHSS › NFPA	› Campus Safety Conference › CUPIC

HERE ARE SOME OF THE TOPICS CS WILL COVER IN 2017:

- › Clery Act
- › Title IX & Violence Against Women Act (VAWA)
- › Workplace violence
- › Threat assessments
- › Case studies
- › Emergency management
- › Infant security
- › Training & education
- › Legislation, litigation & regulation
- › Security master plans
- › Gang prevention & youth violence
- › Residence hall security
- › Cyber security
- › Social media monitoring
- › Trauma
- › Mental health issues & trends
- › Active shooters in hospitals
- › Crisis intervention
- › Information sharing & intelligence gathering
- › Incident recovery plans

*BONUS DISTRIBUTIONS ARE SUBJECT TO CHANGE

ISSUE DATE	AUGUST Ad Close: July 14, 2017 Ad Materials Due: July 21, 2017	SEPTEMBER Ad Close: August 11, 2017 Ad Materials Due: August 18, 2017	OCTOBER Ad Close: September 22, 2017 Ad Materials Due: September 29, 2017	NOV/DEC Ad Close: November 10, 2017 Ad Materials Due: November 17, 2017
EDITORIAL FOCUS	<ul style="list-style-type: none"> › Mass Notification › Developing Support from Top Execs & Administrators 	<ul style="list-style-type: none"> › What's New in Electronic Security › Annual Security Report Preparation Strategies 	<ul style="list-style-type: none"> › Spotlight on Campus Safety's Director of the Year 	<ul style="list-style-type: none"> › Preventing Work Place Violence › Continuity of Operations
ELECTRONIC SECURITY/ IP NETWORK CONVERGENCE	<ul style="list-style-type: none"> › Trends in Video Surveillance › Access Control 	<ul style="list-style-type: none"> › Spotlight on Security Consultants & Integrators › Emerging Trends in Networked Video & Access Control 	<ul style="list-style-type: none"> › IP Video & Video Analytics 	<ul style="list-style-type: none"> › Incorporating Technology into New Construction & Renovation Projects
PHYSICAL SECURITY EQUIPMENT & SYSTEMS	<ul style="list-style-type: none"> › Spotlight on Institutions of Higher Education 	<ul style="list-style-type: none"> › ID Badging › Front Entrance Lobby › Management Tracking Keys 	<ul style="list-style-type: none"> › Focus on Hospital Security 	<ul style="list-style-type: none"> › Spotlight on K-12 Schools & Districts
POLICE/ SECURITY OFFICE GEAR, EQUIPMENT & SERVICES	<ul style="list-style-type: none"> › Privacy, Records Management, FERPA & HIPAA 	<ul style="list-style-type: none"> › Selecting a Contract Security Provider › Less-Lethal Weapons 	<ul style="list-style-type: none"> › Ballistic Vests & Protective Gear 	<ul style="list-style-type: none"> › Threat Assessment & Management › Security & Police Officer Training
FIRE/LIFE SAFETY & EMERGENCY NOTIFICATION/ COMMUNICATION	<ul style="list-style-type: none"> › Mass Notification Trends › NFPA & ADA Compliance Update 	<ul style="list-style-type: none"> › Strobes, PAs, Digital Signage & Voice Evac › Panic Alarms 	<ul style="list-style-type: none"> › Two-Way Radios & Interoperability › Incident Management 	<ul style="list-style-type: none"> › Social Media & Emergency Notification › Fire Detection & Alarms
BONUS DISTRIBUTION*		<ul style="list-style-type: none"> › ASIS 		

HERE ARE SOME OF THE TOPICS CS WILL COVER IN 2017:

- › How to work with campus IT
- › Privacy, HIPAA, FERPA & social media
- › Transitioning students from high school to college
- › Critical incident stress management
- › Behavioral health patients & involuntary commitment issues
- › Crime trends
- › Alcohol enforcement
- › Grants & funding for security
- › Risk & vulnerability assessments
- › Bookstore & pharmacy security
- › Special event and sporting event security
- › Fraternity & sorority relations
- › How to respond to emergency department violence
- › Developing a crisis intervention team
- › New approaches to responding to civil disobedience
- › Use of force/restraints
- › Non-custodial parent issues

*BONUS DISTRIBUTIONS ARE SUBJECT TO CHANGE

► ONLINE OPPORTUNITIES

BANNERS	CPM (NET)	DIMENSIONS
Top Leaderboard	\$1,400	728 x 90
Rectangle	\$1,400	300 x 250
Half Page	\$1,600	300 x 600
Interstitial/Prestitial	\$2,000	640 x 480

A jumbo Pre/Interstitial banner takes over the entire web page and is an exclusive opportunity to capture the audience's attention. The large size gives you more room to place your marketing message and has a higher click-thru-rate than run-of-site banners. It is premium positioning.*

INTERSTITIAL/PRESTITIAL

*INVENTORY IS LIMITED

CS INTERNET SOLUTIONS

CS Internet Solutions make it simple for you to achieve your marketing goals by promoting your brand, elevating your traffic, educating our audience about your products and generating leads.

INTERNET SOLUTIONS	Starter	Brand Builder	Market Leader
Product	# of Deployments (per year)	# of Deployments (per year)	# of Deployments (per year)
CS eNews	4	8	12
CS Product Showcase Newsletter	2	4	8
CS Featured Product Newsletter	1	2	4
Native Advertising	1	2	4
CS Banners	ROS	ROS	ROS
CS Lead Generation	100 leads/yr	150 leads/yr	N/A
Full Print Pages	N/A	N/A	2
2016 Package Cost	\$15,000 annual /	\$21,000 annual /	\$30,000 annual /
	\$1,250 per month* Value \$23,700	\$1,750 per month* Value \$36,100	\$2,500 per month* Value \$42,650

Our Client Services team will manage all aspects of the program for you.

*ABILITY TO CANCEL WITH 30 DAYS NOTICE

TECHNOLOGY SPOTLIGHT

ISC WEST AND ASIS SHOW PACKAGES

Elevate your visibility at these key security tradeshow with our easy-to-execute premium Show Packages including*

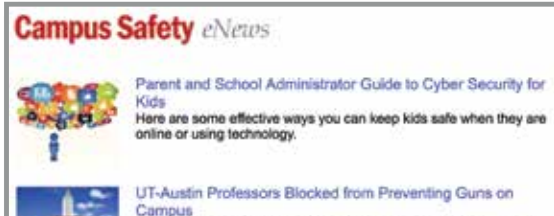
- › **Booth Interviews** ... With an editor featured on our website
- › **Full page ad** ... Plus a Product Shot (Product Release) published in both print and digital issues
- › **3 week online spotlight** ... On the homepage promoting your brand & technology at the tradeshow, guaranteed press releases & your logo with all the tradeshow news & content
- › **Newsletter coverage** ... And more

*For package specifics and pricing please contact your sales representative

INQUIRE ABOUT OUR OTHER TECHNOLOGY SPOTLIGHTS



► eNEWSLETTERS



EDITORIAL eNEWSLETTER

- › Our newsletter has a clean, easy-to-read layout is optimized for mobile and tablet viewing.
- › Features two rectangle ads, well positioned and simply viewed.
- › Sent 2x per week to 22,327 recipients¹

NET INVESTMENT: Rectangle (300 x 250)
\$800 per deployment

¹JUNE 2016 BPA BRAND REPORT



HOSPITAL SAFETY eNEWSLETTER

- › Delivered to CS's active online community
- › Sent 2x per month
- › To over 8,284 subscribers who want to receive information about hospital safety¹

NET INVESTMENT: Rectangle (300 x 250)
\$800 per deployment

¹JUNE 2016 BPA BRAND REPORT



PRODUCT SHOWCASE eNEWSLETTER

- › Announce your product directly to 18,897 recipients¹
- › Highlight your products with a brief description and an image
- › Hyperlinks to your site to drive traffic
- › Shared with 4-6 other advertisers
- › Sent 2x per month

NET INVESTMENT: \$750 per product

¹JUNE 2016 BPA BRAND REPORT



3 MP HD Mini Dome Camera with IR, Motorized Lens, and More!



The The E-37-V is the first mini dome to also offer a motorized lens. The E-37-V camera can be used inside corridors and rooms or outside. The 2.7 to 12mm lens allows for remote focus and zoom to achieve the perfect view. The E-37-V small form factor is perfect for discrete locations but also durable enough to receive an IP67 and IK10 rating.

[Learn more!](#)

VIDEOINSIGHT

▶ FEATURED PRODUCT eNEWSLETTER

- ▶ A dedicated email highlighting your product or service
- ▶ With 100% share of voice, it is the most effective way to promote new or existing products
- ▶ Sent to 18,713 subscribers who want to receive information about products or services¹
- ▶ The email is branded as from *Campus Safety*

NET INVESTMENT: \$3,000

¹JUNE 2016 BPA BRAND REPORT

FEATURED PRODUCT NEWSLETTER SPECIFICATIONS

Requirements:

- ▶ A headline
- ▶ 150 word or less text description
- ▶ A product image (max size is 640px wide by 400px tall)
- ▶ A company logo (max size is 300px wide)
- ▶ A linking URL
- ▶ Please submit these materials 3 business days in advance of the deployment date

▶ EDUCATIONAL WEBCAST SERIES

- ❖ CRITICAL SAFETY INFORMATION FOR EVERY CAMPUS
- ❖ THE MOST RELEVANT TOPICS
- ❖ OVER 1,000 REGISTRANTS¹

▶ WHY SPONSOR?

YOU GET...

- › **Leads** from this highly-promoted series on these relevant topics
- › **Brand Promotion** your brand will be connected with experts in the field

TOPICS INCLUDE:

- › **January:** Before Shots are Fired: Preparing for an Active Shooter Incident
- › **February:** Trauma and First Responders
- › **March:** Navigating Compliance: Clery Act and Title IX
- › **May:** Security Sensitive Areas in Hospitals & Infrastructure Security Planning for Public Health Emergencies
- › **June:** Visitor Management
- › **July:** Integrated Threat Management: Enhancing the Safety of Workplaces
- › **November:** Evaluating, Costing, and Bidding Security Technology Products
- › **December:** Bomb Threat Protocols for Schools

NET INVESTMENT: \$5,000 for a single webcast
\$35,000 for the entire series



¹PUBLISHER'S OWN DATA

▶ WEBCASTS

CS offers webcasts that excel in thought leadership & get you qualified leads

- ▶ Every lead comes with multiple data points
- ▶ Developed and executed by CS staff.
- ▶ Promoted on *CampusSafetyMagazine.com* in ads on the webcast page and in a supportive editorial article.
- ▶ Promoted in 3 dedicated emails.

CS OFFERS WEBCAST OPPORTUNITIES.

SOLE SPONSORSHIP WEBCAST:

- ▶ You receive exclusive rights to all leads generated from the event.
- ▶ You receive contextual branding on all promotional items for the event.
- ▶ Guaranteed 200 Leads

NET INVESTMENT: \$10,000



▶ WHITE PAPER

Generate qualified leads from the CS audience using your white papers, videos or educational product information.

- ▶ Lead Generation gathered with multiple data points
- ▶ Program includes email promotion of your white paper to CS audience and the white paper remains on *CampusSafetyMagazine.com* until the lead minimum is fulfilled

NET INVESTMENT: \$3,000 for 100 leads



▶ THOUGHT LEADERSHIP

Position your company as a leader in your field through this best-in-class content year-long program. It is packed with value and exposure for your brand across on every platform.

NET INVESTMENT: \$50,000 (\$74,500 Value)
invoiced monthly at \$4,166

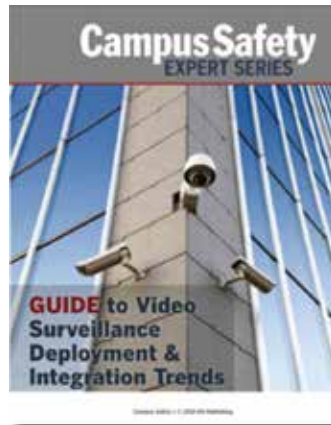
ONE 4 PAGE
 CUSTOM
 PUBLISHING
 PRINT
 PIECE



ONE
 TWO-WEEK
 TECHNOLOGY
 SPOTLIGHT



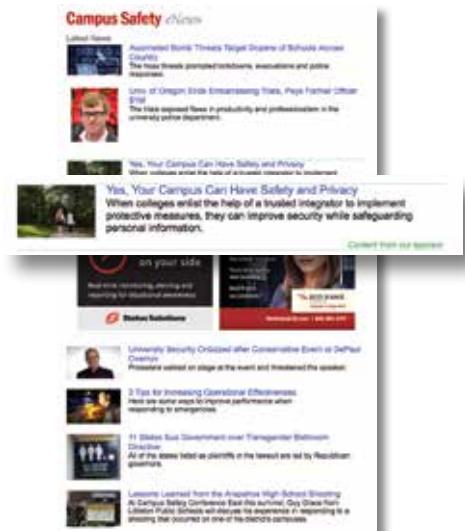
4 ONLINE
 WHITE PAPERS
 (1 PER QTR)



4 ADVERTORIAL PRINT
 PAGES (1 PER QTR)



ONE WEBCAST



4 NATIVE ADS (1 PER QTR)

▶ NATIVE CONTENT

Campus Safety eNews

Latest News



NYC School Safety Agents Union Accuses City of Deflating School Crime Stats
The head of the union suggested the alleged crime suppression is politically motivated.



LAI
The sch



How Safe Will My Child Be On Your Campus?
Why institutions need a unified campus security system.

Content from our sponsor



How
Why

Content from our sponsor

NEW!
Budget-Friendly
Wall Mount
Stanchions

GAI-TRONICS
www.gai-tronics.com



George Mason Adopts Student ID One Card Solution
The upgrade expands the applications of the ID card system across the campus.



NIJ Announces Grant Opportunities for Schools and Universities
K-12 and higher ed campuses are encouraged to submit proposals for NIJ's Comprehensive School Safety Initiative.



Court Orders Miss. School District to Desegregate
The Justice Department will enforce the desegregation at four schools.



S.C. School District Considers Changing Security Contract
Three restructuring plans are being considered by the district's school board committee.



Campus Community Perceptions and How They Affect Public Safety
Central Washington University Police Chief Michael Luvera provides an overview of his Campus Safety Conference West workshop on adapting



A successful native ad campaign can build deeper relationships, change people's perceptions and provide readers value.

Native ads are marketing messages integrated into the design of a publisher's main site, featuring content that runs in the editorial stream but is provided by (or produced with) an advertiser.

Native ads give you the opportunity to:

- ▶ Be a thought leader in your category
- ▶ Share innovative case studies or application stories
- ▶ Engage users more effectively than traditional advertising

NET INVESTMENT: \$800

FIRST: YOUR NATIVE AD IS FEATURED PROMINENTLY IN THE ENEWSLETTER

SECOND: CLICKING ON THE AD BRINGS THE AUDIENCE TO YOUR CONTENT BLENDED WITH THE EDITORIAL STREAM

THIRD: ENGAGE THE AUDIENCE WITH YOUR CASE STUDIES OR APPLICATION STORIES

FOURTH: TELL THEM WHERE THEY CAN FIND OUT MORE

➤ DON'T HAVE TIME TO CREATE YOUR OWN CONTENT?

- We create valuable, relevant and consistent content on a daily basis
- By working with our experienced editors, you gain their insight on your buyers and their purchasing behavior
- Our engaged audiences translate into targeted and actionable leads for you

Creation Options Include*

TWO PAGES: \$3,500

FOUR PAGES: \$7,000

EIGHT PAGES: \$9,500

* Three months lead time to develop

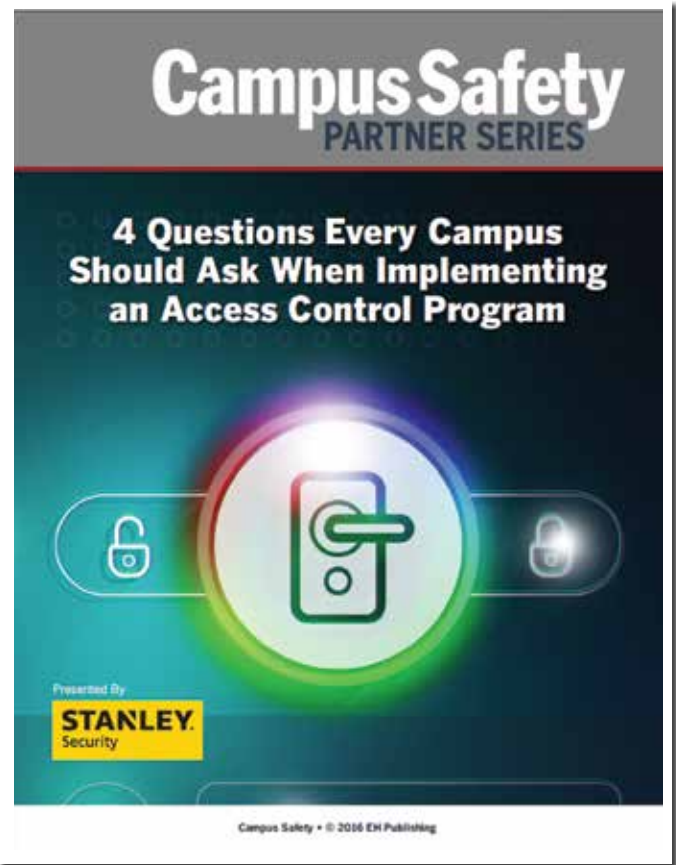
* Two editorial revisions allowed

And it doesn't end there

There is so much more we can do with the content.

We can:

- Post it to social media
- Post it online
- Archive it on the website
- Put it in print/digital editions
- And it is yours to use on your own platforms



➤ AUDIENCE EXTENSION

Audience extension, also referred to as site-based retargeting, is the practice of serving your ads to our select *CampusSafetyMagazine.com* audience after they leave our site.

- Your ads follow them as they jump to other sites on the web, keeping your brand right in front of them across all channels including tablet, mobile, social and video.
- Optimization technology and near limitless reach improves campaign performance and dramatically increases the scale of your impact. (Regional selection available for an additional cost)
- Be sure to ask your rep about CRM / Database Targeting and Behavioral Targeting options

ASK YOUR SALES REPRESENTATIVE ABOUT PRICING

CAMPUS SAFETY LIST RENTALS

- › The message is yours – drive booth traffic, promote products & services, launch a survey
- › Be selective about your audience by Primary Business, demographics, geography, buying influences and job function.
- › Choose from our email list of over 33,000 or our postal list of over 40,000¹

¹PUBLISHER'S OWN DATA

SAMPLE SELECTIONS:

PRIMARY BUSINESS:

- School District
- College/University
- Hospital/GPO/Health System
- Consultant/Architect
- Security Firm
- Law Enforcement

TITLES

- Campus Police Chief
- Public Safety Director
- School District Superintendent
- VP/CBO/Admin/Finance Director
- VP Facilities, Operations, Physical
- CIO/MIS/IT Systems
- Student Affairs Dean
- Residence Life Dean
- Emergency Manager
- Police Officer/Supervisor
- Security Officer/Supervisor
- Professor/Teacher
- Nurse Management Executive
- Executive Management
- School Admin/Principal

3M™ Safety & Security Film Window Film Ultra 800 Demonstration

Take a look at our Security Window Film Webinar for Schools and Universities

Click the link below for a brief pre-recorded webinar to learn why 3M Security Window Film has been identified as an affordable and effective measure that school systems should invest in to deter forced entry through glass. The 3M Security Film is designed to hold glass in place once broken. This allows for additional time for people to respond to events. The webinar features Troy Vlahos, EPD Green Associate, Energy Products Distribution.

To schedule a window film presentation or to coordinate a site survey and proposal please contact Troy Vlahos at 410-241-6152 or tvlahos@epdwindowfilm.com

[Click to view Webinar!](#)

Click the icons below to view:

- [PDF](#) West Virginia Case Study
- [PDF](#) 3M Ultra 800 Specification (Clear)
- [PDF](#) 3M IPA Attachment Specification

To get a site survey or emergency preparedness training from former Secret Service Security Consultants specializing in site assessments and critical incident response for schools, child care facilities, hospitals, churches and businesses please click below:

[Click Here!](#)

3M Science. Applied to Life.™ **EPD 3M** Preferred Supplier
Energy Products Distribution

Energy Products Distribution, 9327 Hartford Road, Baltimore, MD 21234

EMAIL LIST RENTALS

NET INVESTMENT: \$350 CPM BASE SELECTIONS

POSTAL LIST RENTALS

NET INVESTMENT: \$140 CPM BASE SELECTIONS

BANNER SPECIFICATIONS

SUPPORT:

Our network of web sites currently support the following IAB standard units:

Standard Support:

- › Leaderboard — 728px wide x 90px tall
- › Rectangles — 300px wide x 250px

Creation Options Include*

Advanced Support:

- › Super Leaderboard — 970px wide x 90px tall
- › Half-Page — 300px wide x 600px tall (only supported in rectangle position 2)
- › Jumbo Pre/Interstitial Unit- 640px tall x 480px wide that appears before or between user page views and is served at the interval of one per user per day
- › Rich Media Ads- Available in all positions, see creative guidelines grid below
- › Expanding Ad Units — Ask your sales representative, we can support both an expandable leaderboard or rectangle unit.

CREATIVE:

Email to ADS@EHPUB.COM

Type of Creative	File Size Maximum	Please Submit	Notes
JPEG or GIF (standard ad units)	25k	Creative in .jpg or .gif format with linking URL	Animated GIFs can be submitted but must only rotate 3 times.
Flash (standard ad units)	75k	Creative in .swf format. Including .fla file is helpful if we encounter problems.	Please also include alternative creative in .jpg or .gif format for users without Flash/tablet/mobile. See notes below for Flash submission specifications.
3 rd Party Tags (DART, Atlas, Pointroll, Eyeblander, etc.)	N/A	3 rd Party tags accepted as text file.	3 rd Party tag should support javascript/iframe implementation. See notes below for 3 rd Party tag submission specifications.
Jumbo Pre-Interstitial	90k	Creative in .jpg or GIF format with linking URL (static file preferred)	Flash, Animated GIFs or 3 rd party tags can hinder performance of this large ad unit

POSITIONS:

Additional details will be provided at the time of booking. We can support a variety of custom opportunities. Please contact your sales representative if you have questions on these or other advertising venues.





EHIMPACT

For decades **EH Media**¹ has been providing space for marketing campaigns & messaging...and will continue to do so for many more. But what about a “DONE-FOR-YOU” marketing service?

WELCOME TO EH IMPACT!

COMMON PROBLEMS THAT EXIST FOR THE MAJORITY OF MARKETERS:

- › **Lack of human resource bandwidth**
The hiring & training of additional employees that have the requisite skills can be a challenge.
- › **Lack of marketing tools**
Do you go out and invest in new marketing automation systems? Who has the time/staff to run them effectively?
- › **Lack of time**
There are never enough hours in a day to do all the things you know you should be doing.
- › **Lack of expertise**
Unless it is your full time job, keeping up on the constantly evolving landscape of digital marketing is an impossible task.

EH IMPACT WAS SPECIFICALLY DESIGNED TO MEET THOSE CHALLENGES!

EH IMPACT provides a wide range of digital marketing services to help our clients reach their next stage of growth, including:

- › Marketing strategy development
- › Funnel building & optimization
- › Real Time Lead generation & distribution
- › Analytics & reporting
- › Traffic maximization
- › Content development
- › Market research
- › Email marketing & automation

EH IMPACT is focused on helping our clients solve a multitude of challenges, including high-quality lead generation, at a reasonable cost. We rely on an uncommonly effective analytics platform as well as a unique suite of digital marketing tools to build marketing and sales funnels that deliver quantifiable ROI.

For Additional Information Visit: ehimpact.com

¹EH Publishing, Inc. dba EH Media

CS MAGAZINE 2017 RATES (GROSS)

Four Color	1-2x	3-6x	7-10x	Dimensions	
2 Page Spread	\$8,480	\$7,509	\$6,947	15.75"w x 10.75"h (Trim)	15"w x 10"h (Live Area)
<i>Spreads should allow .375" for gutter on each side. Please keep live matter .375" from edge. Bleed requires .125" added to all sides for trim.</i>					
Full Page & Bleed	\$4,515	\$4,074	\$3,729	7.875"w x 10.75"h (Trim)	7"w x 10"h (Live Area)
<i>Please keep live matter .375" from edge. Bleed requires .125" added to all sides for trim.</i>					
Back Cover	\$5,645	\$5,093	\$4,661	7.875"w x 10.75"h (Trim)	7"w x 10"h (Live Area)
Cover Two	\$5,420	\$4,889	\$4,475	7.875"w x 10.75"h (Trim)	7"w x 10"h (Live Area)
Cover Three	\$4,965	\$4,481	\$4,102	7.875"w x 10.75"h (Trim)	7"w x 10"h (Live Area)
2/3 Page	\$4,067	\$3,667	\$3,358	4.5625"w x 10"h	
1/2 Page Island	\$3,164	\$2,853	\$2,611	4.5625"w x 7.5"h	
1/2 Page Horizontal	\$2,710	\$2,446	\$2,240	7"w x 4.875"h	
1/2 Page Vertical	\$2,710	\$2,446	\$2,240	3.375"w x 10"h	
1/3 Page Vertical	\$2,260	\$2,039	\$1,864	2.1875"w x 10"h	
1/3 Page Square	\$2,260	\$2,039	\$1,864	4.5625"w x 4.875"h	
1/4 Page Vertical	\$1,352	\$1,221	\$1,118	3.375"w x 4.875"h	

Marketplace	1x	Dimensions
1/4 Page Vertical	\$1,040	3.375"w x 4.875"h
1/2 Page Horizontal	\$1,770	7"w x 4.875"h

Online Ad Unit	Monthly Net	Dimensions
Top Leaderboard	\$1,400	728 x 90
Rectangle	\$1,400	300 x 250
Half Page	\$1,600	300 x 600
Jumbo Pre/Interstitial	\$2,000	640 x 480

PRINT AD SPECS

- > Preferred file format: PDF-x1a
- > Preferred method of submission: All images must be hi-res 300 dpi, CMYK or grayscale and meet SWOP standards.
- > Save in TIFF or EPS format without embedded ICC profiles.
- > Embed all fonts. Use only Adobe fonts.
- > Files should be 100% of print size.

For more information and uploading instructions please contact:

EH Media, Attn: Manuela Rosengard
111 Speen Street, Suite 200, Framingham, MA 01701
508.660.1500 ext. 226 | mrosengard@ehpub.com

PRINT AD MATERIALS: UPLOAD A HIGH-RESOLUTION PDF TO ADS.EHPUB.COM

ONLINE AD SPECS

- > JPEG or GIF (standard ad units): JPEG file size maximum is 25k; GIF file size maximum is 40k. Creative in .jpg or .gif format with linking URL. Animated GIFs can be submitted but must only rotate 3 times.
- > Flash (standard ad units): File size maximum is 75k. Created in .swf format.
- > Jumbo: File size maximum is 90k. Creative in .jpg format with linking URL.

EMAIL CREATIVE TO AD@EHPUB.COM

YEARBOOK

Exclusive vendor directory in this special issue of *Campus Safety* and online all year. The Yearbook Issue, online year round.
csyearbook.ehpub.com

2017 CS Yearbook Advertising Options

Premium Package	\$3,600
1 Full-page 4-color ad 1 Advertorial (Corporate Profile)	

SALES

Publisher
 Steve Nesbitt
 774.256.1101
snesebitt@ehpub.com

Associate Publisher & West Coast Sales Manager
 Dynise Hiebert
 760.519.5541
dhiebert@ehpub.com

East Coast Sales Manager
 Sarah Flanagan
 207.319.6967 (c)
 207.847.0581 (w)
sflanagan@ehpub.com

RESEARCH

Director of Research
 Daryl Delano
 508.663.1500, ext. 266
ddelano@ehpub.com

CREATIVE SERVICES

Creative Services Director
 Manuela Rosengard
 508.663.1500 ext. 226
mrosengard@ehpub.com

Ad Production Manager
 Jason Litchfield
 508.663.1500 ext. 252
jlitchfield@ehpub.com

ONLINE ADVERTISING PRODUCTION

Online Client Services Manager
 Jeff Miller
 508.663.1500 ext. 253
jmiller@ehpub.com

Newsletter Production Coordinator
 Amy Brennan
 508.663.1500 ext. 477
abrennan@ehpub.com

Online Ad Trafficking & Webinar Production Coordinator
 Alison Martins
 508.663.1500 ext. 484
amartins@ehpub.com