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DOOR SECURITY + SAFETY

Door Security + Safety is the official magazine of DHI-Door Security + Safety Professionals, a trade association proudly serving door security and safety professionals, and the dynamic companies they represent, in the non-residential construction industry.

THE AUDIENCE

Our readers are distributors, sales agents, manufacturers, architects, specifiers, facility managers, fire marshals, and code officials—all involved in the details of the non-residential door, hardware and security industries.

WHY ADVERTISE?

1. Door Security + Safety delivers your message to a highly targeted audience of dedicated industry professionals and decision-makers.
2. You will reach more stakeholders interested in your products than with any other publication.
3. We are the exclusive communications vehicle into the distribution channel of our industry.
4. Industry professionals rely on our content and take action as a result of reading Door Security + Safety.

READERSHIP HIGHLIGHTS

Recipients primarily read Door Security + Safety to:
1. Discover new practices and stay current on the latest industry news.
2. Learn about new products and services, and to find vendors serving the industry.
3. Gain valuable insight on current issues impacting the industry.
4. Educate themselves, their employees, and their customers.

58% Distributor/Dealer Manufacturer/Supplier
42% Stakeholders: Sales Reps/Architect/Specifier/ Facility Manager/Code Officials/ Local/State/Federal Government

19,000 TOTAL SUBSCRIBERS (PRINT/DIGITAL)

* Average based on Ads Online data.

Source: 2021 Reader Survey
### BY THE NUMBERS

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>94%</td>
<td>of readers consider DS+S content to be good or excellent.</td>
</tr>
<tr>
<td>88%</td>
<td>contacted the advertiser, visited their website, met with their sales rep, and/or recommended the purchase of an advertised product or service.</td>
</tr>
<tr>
<td>73%</td>
<td>recommend/approve the purchasing of products for their company.</td>
</tr>
<tr>
<td>72%</td>
<td>of readers are manager-level or higher.</td>
</tr>
<tr>
<td>71%</td>
<td>save an article for future reference.</td>
</tr>
<tr>
<td>57%</td>
<td>referred to or discussed an ad with a colleague.</td>
</tr>
<tr>
<td>56%</td>
<td>shared their issue with at least one colleague.</td>
</tr>
<tr>
<td>53%</td>
<td>of readers have recently either purchased and/or specified an advertised product or recommended the purchase.</td>
</tr>
<tr>
<td>51%</td>
<td>spend a half-hour or more reading each issue.</td>
</tr>
</tbody>
</table>

*Source: 2021 Reader Survey*

### WHAT OUR ADVERTISERS SAY

- "Door Security + Safety is one of the few publications that addresses our specific segment of the industry so comprehensively. The editorial content covers a wide range of topics and is a great resource for professionals to stay current on the latest developments impacting our industry.”
  — ASSA ABLOY

- "A go-to source for industry news and education—DS+S is a great place to gain brand recognition.”
  — Security Lock Distributors

- "Advertising with DHI gives us voice that is heard within the door hardware community. Truly a great return on our investment.”
  — Hager Companies

- "Door Security + Safety communicates with our industry well. It is really a focal point in the industry, whether you are in hardware, frames, doors – anything to do with the total opening. Door Security + Safety is the source of a lot of information and really helps bring people together.”
  — VT Industries
## 2024 Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVE</th>
<th>AD MATERIAL</th>
<th>ISSUE THEME</th>
<th>PRODUCT FOCUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY/</td>
<td>December 18</td>
<td>January 8</td>
<td>2024 Forecast, Trends, Codes, Product Standards and Specifications</td>
<td>Industry Forecast for Business and Technical Trends, Updates on Codes and Standards</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MARCH</td>
<td>January 19</td>
<td>January 30</td>
<td>Talent and Workforce Development</td>
<td>Blast, Bullet, and Forced Entry Products, Sliding Doors, Folding Doors, Barn Doors, RF Shielding, Access Control, High Security Keying</td>
</tr>
<tr>
<td>APRIL</td>
<td>February 20</td>
<td>February 27</td>
<td>Hospitals, Health Care and Assisted Living</td>
<td>ICU Doors, Behavioral Healthcare Products, Automatic Doors, Lead-lined Doors, Acoustic/STC Doors, Ligature-Resistant Hinges</td>
</tr>
<tr>
<td>JUNE/JULY</td>
<td>April 23</td>
<td>April 30</td>
<td>Hospitality and Division 10 Specialties</td>
<td>Integrated Door and Hardware Assemblies, Electronic Locking Solutions, Decorative Hardware, Signage, Operable Partitions, Demountable Partitions, Toilet Accessories, Toilet Partitions, Lockers, Key Cabinets, Electronic Key Control</td>
</tr>
<tr>
<td>AUGUST</td>
<td>June 18</td>
<td>June 25</td>
<td>Multi-family, Mixed-use, Retail and Business Occupancies</td>
<td>Mobile Credentials, Pre-hung doors, Interconnected Locks</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>July 23</td>
<td>July 30</td>
<td>Accessibility</td>
<td>Accessibility-related Products</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>August 20</td>
<td>August 27</td>
<td>ConNextions Electrified Hardware DHI ConNextions Bonus Distribution</td>
<td>Innovative Products, Access Control Solutions, Electrified Hardware, Biometrics</td>
</tr>
<tr>
<td>DECEMBER</td>
<td></td>
<td></td>
<td>Restaurants, Theaters, Arenas, and Museums</td>
<td></td>
</tr>
</tbody>
</table>

*Editorial subject to change without notice*

If the deadlines have passed but you are interested in last-minute advertising opportunities for a particular issue, contact Hallie Brown at 202.367.1229 or hbrown@dhi.org.
### Door Security + Safety

**Net Rates & Specifications**

<table>
<thead>
<tr>
<th>Covers</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
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<tbody>
<tr>
<td>Back</td>
<td>$6,190</td>
<td>$5,860</td>
<td>$5,435</td>
<td>$5,220</td>
</tr>
<tr>
<td>Inside Front</td>
<td>$5,960</td>
<td>$5,660</td>
<td>$5,260</td>
<td>$5,065</td>
</tr>
<tr>
<td>Inside Back</td>
<td>$5,730</td>
<td>$5,465</td>
<td>$5,090</td>
<td>$4,910</td>
</tr>
<tr>
<td>4-Color</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$8,120</td>
<td>$7,540</td>
<td>$7,175</td>
<td>$6,965</td>
</tr>
<tr>
<td>1/2 Page Spread</td>
<td>$6,580</td>
<td>$6,480</td>
<td>$6,380</td>
<td>$6,280</td>
</tr>
<tr>
<td>Full Page</td>
<td>$4,650</td>
<td>$4,355</td>
<td>$4,150</td>
<td>$4,050</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$4,350</td>
<td>$4,050</td>
<td>$3,880</td>
<td>$3,790</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$4,060</td>
<td>$3,760</td>
<td>$3,610</td>
<td>$3,525</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$3,520</td>
<td>$3,325</td>
<td>$3,170</td>
<td>$3,105</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$3,005</td>
<td>$2,830</td>
<td>$2,730</td>
<td>$2,670</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2,725</td>
<td>$2,560</td>
<td>$2,490</td>
<td>$2,445</td>
</tr>
</tbody>
</table>

### Ad Dimensions

**Trim size** ................... 8.375 x 10.875
**Full-page bleed** ........... 8.625 x 11.125
**Full-spread bleed** .......... 17 x 11.125

All live matter should be kept .25 inch from final trim.

All bleeds require at least .125 inch outside of trim.

### Sending Your Ad File

**Email:** lallen@dhi.org OR upload to Dropbox  •  **File Format:** PDFx-1a or PDFx-4  •  **Edits:** one round per advertiser.  
**Fonts:** PostScript and/or Open Type  •  **Graphics:** 300 dpi (150 line screen) at 100%  •  **Color:** CMYK

### Ad On-Site

(Ads not provided in CMYK will be automatically converted to the required color mode for printed materials. Advertiser assumes responsibility for all color variations if artwork is provided in the incorrect format.)
ADVERTORIALS
Distinguish your company with a powerful marketing message. Door Security + Safety offers this special advertising option on a limited basis during the year. Full Page and Spread advertorial opportunities are available on first-come, first-served basis. All materials and copy must be pre-approved and will be marked as advertorial prior to running. DHI reserves the right to reject advertorial that does not align with our readership. Specifications and sample layouts are available.

SPONSORED EMAIL OPPORTUNITIES
Sponsored email opportunities include a custom spotlight, product focus and custom ebooks. This is a great way to draw attention to your marketing campaigns in 2024.

REPRINTS AND BONUS COPIES
Discover the marketing power of reprints. For more information, contact Al Rickard at arickard@dhi.org or 703.402.9713.

DSS LAUNCH EMAIL
Reach 14,000+ readers with a first look at each new issue of Door Security + Safety digital edition. Exclusively sponsor our launch email with three clickable ad placement options: logo, skyscraper and sponsored spotlight content.

DHI CAREER CENTER
Post your job online in the DHI Career Center and recruit the industry’s highest quality candidates. Your job can be posted quickly and easily by visiting careers.dhi.org/employers. For information on packages, pricing, or service, contact the Customer Service Center at 888-491-8833 Ext. 2422 or email customerservice+782368@support.boxwoodtech.com.

MAGAZINE ARCHIVES
DHI.ORG offers members a complete archive of past issues of Door Security + Safety, with full issue PDFs dating back to 2008 and more than 1,000 articles organized by year and topic. Visit www.dhi.org and click on Business & Technical Resources/Door Security + Safety Magazine to access these resources.

DOOR SECURITY + SAFETY DIGITAL EDITION
When you run in print, your ad is also included in our digital edition and archived on the DHI website to provide you with added value. This expands your opportunity to reach more prospects while keeping your brand top-of-mind.

All print advertisers are included in the digital edition and the archived PDFs, allowing you to leverage your brand to a wider audience.

YOUR DOOR SECURITY + SAFETY TEAM
Editorial/Reprints: AL RICKARD
703.402.9713 • arickard@dhi.org

Print & Digital Sales: HALLIE BROWN
202.367.1229 • hbrown@dhi.org

Classifieds: info@dhi.org

"Your magazine is full of great information for anyone involved in this industry, both large and small distributors."
–Door Security + Safety reader
Construction spending increases as record-high September job openings "subject to an analysis of federal spending data by the Associated General Contractors of America (AGC)."

"The record-high job openings, not adjusted for inflation, totaled $1.997 trillion at a seasonally adjusted annual rate in September, according to the numbers of an analysis of federal spending data by the Associated General Contractors of America (AGC)."

"If the numbers were adjusted to reflect the actual number of job openings, the record-high job openings would be quite a bit higher than the year-over-year numbers."

"The numbers should be even more impressive if the industry didn't have so many unfilled job openings."
We encourage you to bundle these new opportunities for 2024 with print advertising in the magazine for maximum impact.

**PRODUCT FOCUS & INFOSPOTLIGHT**

**DIGITAL ADVERTISING**

Each month, this email will feature three to five products from various companies with their own description, images, or video. DHI will send to 23,000+ recipients.

**Pricing:** $900 for position A and $600 for all other positions.

**Schedule:** Monthly

**Materials to supply:** Max 8-word headline, company logo (PNG), up to 50 words of descriptive copy, one image (JPG), web link, contact information.

**INFOSPOTLIGHT - DEDICATED SPONSORED EMAIL**

DHI’s exclusive sponsored email allows you to draw attention to your sales and marketing campaign. Your personalized and customized message will be emailed directly to an audience of 30,000 recipients.

**Average open rate:** 18.3%

**Average CTR:** 2%

**Pricing:** $2,095

**Schedule:** Monthly

**Materials to supply:** Banner image 650x200px high, HTML layout with embedded hyperlink(s), up to 150 words of copy plus head line and up to two images (PNG), subject line.

We encourage you to bundle these new opportunities for 2024 with print advertising in the magazine for maximum impact.
DHI.org, the online resource dedicated to the commercial openings industry, features more than 5,500 visitors each month. What better way to get your company’s name and products front and center than on www.DHI.org!

**Leaderboard**.....728x90px.....$750 p/month

**Skyscraper**......160x600px.....$500 p/month

**SOCIAL MEDIA BUNDLE**

See significant boost in reach and brand awareness when you leverage DHI's social media channels for your next marketing campaign:

- Twitter: 1,944 followers
- Facebook: 1,493 followers
- LinkedIn: 4,385 followers

Social Media Bundle.....$1,000/month (includes posts on all three channels)

Advertising campaigns that include digital opportunities benefit from an effective and economical way to increase your company’s brand awareness and product visibility while also driving traffic directly to specific sections of your website.
DIGITAL OPPORTUNITIES

CUSTOM CONTENT E-BOOK

Be seen as a thought leader in your area of expertise. Create your own branded e-book and email us the final product. When completed, your special themed booklet will be emailed to a targeted audience of 24,000+ and promoted on DHI’s social media channels. After publication, your e-book will be archived on DHI.org as a resource for our members.

Average open rate: 26%
Average click-through rate: 5.9%

Custom Content E-Book.....$5,000/month package
Materials to supply: Create your own booklet and email us the final PDF. This exclusive sponsorship will be promoted by email, the DHI.org home page and social media.

DSS LAUNCH EMAIL

Reach 14,000+ readers with a first look at each new issue of Door Security + Safety digital edition. Exclusively sponsor our launch email with three clickable ad placement options: logo, skyscraper and sponsored spotlight content.

DSS Launch Email.....$3,000/month

Skyscraper ad artwork (155w x 450h pixels) with preferred URL (PNG or JPEG logo file)
Brief title (less than 50 characters preferably) and "Sponsor Spotlight" body copy (less than 200 characters preferably) with any URLs provided
Small “Sponsor Spotlight” product/service image (150w x 150h pixels)
CUSTOM WEBINARS

Establish your organization as an industry thought leader by sponsoring a webinar. You provide the content and subject matter experts, and we’ll manage the entire process from start to finish, including marketing, hosting and moderating. There’s no better way to generate leads and grab the attention of industry professionals who need your products and services. What’s more, our webinar program includes a DHI Education Partnership, aligning your company with DHI’s technical education program and showcasing your commitment to advancing our industry.

<table>
<thead>
<tr>
<th>Service</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>60-minute time slot</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Hosting services, including a practical rehearsal</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Live organizer during the webinar</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recording of webinar</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Full list of opt-in registrants and attendees</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to conduct live polls and Q&amp;A</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Service</th>
<th>2 months</th>
<th>1 month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Focus</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Website Advertisement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IndustryWatch E-Newsletter</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Dedicated Webinar E-blast</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Social Media Posts</td>
<td>12</td>
<td>9</td>
</tr>
</tbody>
</table>

| TOTAL VALUE                                | $22,340  | $13,745  | $8,500  |
| SPONSOR RATE                               | $18,000  | $12,375  | $7,600  |
EDUCATION NEWSLETTER SPONSORSHIP

Education is the cornerstone of DHI! Support industry knowledge and the career advancement of door security and safety professionals by placing an ad in our monthly edition of the DHI Education eNewsletter! This eNewsletter reaches 25,000+ industry professionals each month with information on continuing education events and upcoming courses.

Monthly Sponsorship: $3,500
Quarterly Sponsorship: $9,000
Annual Sponsorship: $25,000
Specs: Banner ad: 600x300

NEW Exclusive Digital Option in 2024!

NOVEMBER 2023
DHI Education Newsletter

We hope your November is off to a good start! Continue reading this edition of the DHI Education Newsletter to learn more about our next online, instructor-led offerings, how to keep your door openings secure, and more.

Register Now: COR163 and COR160

End 2023 with a bang by taking the last two online, instructor-led courses from DHI: COR163, Developing Masterkey Systems, and COR160, Material Purchasing Concepts. Learn more about each offering below and register today!
AGENCY COMMISSION
Recognized ad agencies should make necessary adjustments unique to their customers when advertising in Door Security + Safety.

PAYMENT
NET 30 DAYS.
Credit Card payments: a 3 percent charge will be added on charges over $3,000. Payment for all space, production and position charges is due 30 days from the date of publisher’s invoice. A finance charge of 1.5 percent per month will be assessed for all invoices over 30 days. Advertisers more than 30 days in arrears in any Door and Hardware Institute publication must pay outstanding invoices or submit cash with copy before current insertions can be accepted.

Digital advertisements for the DHI website and enewsletter must be paid within 30 days of the invoice date. In case of non-receipt of payment within 30 days, DHI will discontinue running the ad. Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Short rates will be based upon frequency earned against published rates.

SHORT RATE AND REBATES
Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Short rates will be based upon frequency earned against published rates.

PUBLISHER’S PROTECTIVE CLAUSE
In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, indemnify and hold harmless the Door and Hardware Institute, its officers, agents and employees against all expenses, including attorney’s fees, damages and losses resulting from the publication of the advertisement, including but not limited to claims or suits for libel, violation of the right of privacy, copyright or patent infringement, and use of the product or services advertised, either proper or improper.

All advertisements are accepted and published on their presentation of the agency and advertiser that both are authorized to publish the entire contents of the material provided to DHI in the manner selected by the advertiser, be it print or electronic media. Advertisements and product information do not constitute an endorsement nor a DHI position concerning their suitability. The publisher reserves the right to reject any advertising in DHI publications, DHI website or enewsletter. The publisher makes every effort to ensure suitable placement of advertising but assumes no responsibility in this regard.

All advertisements, including digital advertisements, placed in DHI publications must be accompanied by a valid insertion order specifying net advertising rate, size, color, position and information sufficient for proper identification of the advertisement by DHI production personnel. Requested positions are not guaranteed unless stated as a paid position. Contracts for multiple frequency discounts must be in place prior to the first insertion.

Publisher will not be bound by any terms and conditions printed on advertising agency or company insertion orders or copy instructions when those rates and conditions conflict with the Door Security + Safety rate card. Editorial subject to change without notice.

While publisher and printer will make every effort to correct inaccurate artwork, DHI is not liable for faulty materials provided by the agency or the advertiser. Such advertisements will be billed as run. The publisher does not guarantee changes or corrections after the closing date.

CANCELLATIONS
Any contract or insertion order placed is non-cancelable by advertiser after the published close date for issues contracted. Special placements and cover positions are non-cancelable by advertiser. All cancellation requests must be made in writing by our published close and confirmed in writing by the DHI Sales Manager. If contracted advertising materials are not received by the published deadlines, existing artwork will be picked up. If no new advertising materials have been received or an existing advertisement cannot be picked up, advertiser is still responsible for the full invoice total for that ad as contracted.

No ad changes will be accepted after the material closing date unless the substituted ad is of like size and color. If new materials or artwork are not received by the advertising material deadline, the previous advertisement will be repeated.

AUTHOR GUIDELINES
Door Security + Safety welcomes articles from our volunteer authors on a variety of topics that are relevant to door and hardware professionals. Articles should be educational rather than promotional in nature. Product and company names may only be included within case studies, troubleshooting, and how-to articles where such details are necessary for the educational value of the reader. Companies that submit articles and also wish to place advertising within their article can do so for an additional fee.

Submissions should include a short biography that includes your name, job title, company and location, any professional credentials, and a professional headshot. Articles and inquiries should be sent to Al Rickard at arickard@dhi.org.
DHI IS DEDICATED TO EXCELLENCE

DHI – Door Security + Safety Professionals – is an association proudly serving door security and safety professionals and the dynamic companies they represent, in the non-residential construction industry. Through education, advocacy, accreditation and facilitated networking, we provide members with the collective intelligence to meet the security and safety needs of their customers.

Our membership is comprised of individuals and consultants who are involved in the important work of safely securing the built environment. DHI continually strives to be the voice of the door security + safety industry, representing distributors, manufacturers and sales representatives/agency firms, as well as architects, specifiers and contractors who rely on such professionals.

We look forward to working with you and helping you grow your business!