ADVERTISING GUIDE 2018
YOUR PREMIER RESOURCE FOR PRINT AND DIGITAL ADVERTISING
WHY ADVERTISE IN DOOR SECURITY + SAFETY?

1. A targeted readership - all involved in the non-residential doors, hardware and security industry
2. Is the exclusive communications vehicle into the distribution channel of our industry
3. Targets more stakeholders interested in your products than any other publication
4. Has a readership that is qualified annually to receive our magazine
5. Readers take action!

Door Security + Safety remains the most cost-effective and efficient communications vehicle to reach industry professionals.

THE AUDIENCE

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

READERSHIP HIGHLIGHTS

Recipients primarily read Door Security + Safety to:
1. Educate themselves and their employees
2. Learn more about new products, practices, and the latest industry news
3. Better understand issues impacting our industry
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

“Advertising with DHI gives us voice that is heard within the door hardware community. Truly a great return on our investment.”

—Hager Companies

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

—Security Lock Distributors

“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

BY THE NUMBERS

59% of readers pass along the magazine to multiple additional readers, giving it 74% more exposure

57% contact the advertiser or visit their website for more info

53% of readers spend more than 30 minutes reading the magazine, and 15% spend an hour

49% refer or discuss the ad with a colleague

47% purchase/specify/recommend an advertised product

Source: 2017 Reader Survey
Contact Molly Long today! 703.766.7014 or MLong@dhi.org

Door Security + Safety covers technical subjects that focus on hardware, doors, electronic security devices, technology, fire and life safety, codes and ADA issues and many specialty products. The magazine serves as the primary resource for emerging issues, developments and timely events that affect its readers.

COLUMNS AND DEPARTMENTS

In Touch: DHI’s CEO Jerry Heppes Sr., CAE
Faces: Meet a DHI member
Decoded: Allegion’s Manager of Codes, Lori Greene, DAHC/CDC, FDAI, FDHI, CCPR
Impact: Quotes and interesting facts and figures about DHI and its impact on our industry and members
Real Openings: A humorous look at a serious concern regarding the prevalence of code violations in public spaces.
The Revenue Growth Habit: Marketing Strategist Alex Goldfayn
Shelf Life: Distribution expert Jason Bader helps distributors become more profitable through strategic planning and operating efficiencies.
Closing Thoughts: Legal, business, marketing and technical information
Social Enter/Action: How to grow your professional relationships by leveraging the power of social media

FEATURE ARTICLES

Focus on specific products, building types and industry issues.
Case Studies: Real-life projects and product installations
How To: Installation and troubleshooting

74% save an article for future reference
60% refer or discuss the article with a colleague

Source: 2017 Reader Survey

READERS REACT TO ARTICLES

The clear majority of readers take action in response to advertisements and articles in Door Security + Safety.

“WHAT OUR READERS SAY”

“Door Security + Safety is a valuable asset to our industry. The contributors and staff do an excellent job of bringing us current news, innovation and interesting articles for the ‘door geek’ at heart. Thanks!”

“You are continuing to produce, month after month, an excellent magazine for our industry. The latest issue is full of great articles—everything from shimming hinges to NFPA 80 updates. They are relevant, current, and expertly written.”

Contact Molly Long today! 703.766.7014 or MLong@dhi.org
## DOOR SECURITY + SAFETY
### 2018 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EDITORIAL FEATURE</th>
<th>PRODUCT FOCUS</th>
<th>DEADLINES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FEBRUARY Installation/Troubleshooting/How To</td>
<td>• Products for Installation and Fabrication&lt;br&gt;• Door Trim and Accessories</td>
<td>Ad Space: 12/14/17&lt;br&gt;Materials: 12/21/17&lt;br&gt;Editorial: 12/15/17</td>
</tr>
<tr>
<td>MARCH</td>
<td>Healthcare Facilities Pre-DHI conNextions 2018</td>
<td>• Life Safety/ADA/Ligature-Resistant Products&lt;br&gt;• Specialty Hardware and Products</td>
<td>Ad Space: 1/18/18&lt;br&gt;Materials: 1/25/18&lt;br&gt;Editorial: 1/12/18</td>
</tr>
<tr>
<td>APRIL</td>
<td>Codes, Product Standards and Specifications DHI conNextions 2018</td>
<td>• High-Security Hardware and Systems&lt;br&gt;• Washroom Accessories and Partitions</td>
<td>Ad Space: 2/15/18&lt;br&gt;Materials: 2/22/18&lt;br&gt;Editorial: 2/15/18</td>
</tr>
<tr>
<td>MAY</td>
<td>Educational Institutions</td>
<td>• Mechanical Locking Devices and Systems&lt;br&gt;• Key Systems</td>
<td>Ad Space: 3/15/18&lt;br&gt;Materials: 3/22/18&lt;br&gt;Editorial: 3/16/18</td>
</tr>
<tr>
<td>JUNE</td>
<td>Wood and Custom Doors, Sustainability</td>
<td>• Sliding/Folding Door Hardware&lt;br&gt;• Moveable Partitions</td>
<td>Ad Space: 4/19/18&lt;br&gt;Materials: 4/26/18&lt;br&gt;Editorial: 4/13/18</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Metal and Specialty Doors</td>
<td>• Specialty and Security Hardware&lt;br&gt;• Exit Controls</td>
<td>Ad Space: 7/19/18&lt;br&gt;Materials: 7/26/18&lt;br&gt;Editorial: 7/13/18</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Historic Restoration/Renovation</td>
<td>• Cabinet Hardware and Brackets&lt;br&gt;• Decorative and Restoration Hardware</td>
<td>Ad Space: 8/16/18&lt;br&gt;Materials: 8/23/18&lt;br&gt;Editorial: 8/15/18</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Hospitality/Mixed-Use/Office Facilities</td>
<td>• Door Controls and Closers&lt;br&gt;• Lites and Louvers</td>
<td>Ad Space: 9/20/18&lt;br&gt;Materials: 9/27/18&lt;br&gt;Editorial: 9/14/18</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Fire and Egress Door Assembly Inspection</td>
<td>• Fire-Rated Glass and Glazing&lt;br&gt;• Fire/Smoke Closing and Deflection Devices</td>
<td>Ad Space: 10/18/18&lt;br&gt;Materials: 10/25/18&lt;br&gt;Editorial: 10/15/18</td>
</tr>
</tbody>
</table>

*Editorial is subject to change*
COVERS 1x 3x 6x 9x 12x
Back $6,189 $5,857 $5,430 $5,220 $5,066
Inside Front $5,958 $5,660 $5,260 $5,063 $4,919
Inside Back $5,726 $5,463 $5,089 $4,906 $4,771

4-COLOR 1x 3x 6x 9x 12x
2-Page Spread $8,114 $7,540 $7,174 $6,963 $6,754
Full Page $4,650 $4,352 $4,147 $4,037 $3,925
2/3 Page $4,347 $4,046 $3,878 $3,787 $3,695
1/2 Page Island $4,056 $3,762 $3,607 $3,523 $3,438
1/2 Page $3,519 $3,322 $3,166 $3,102 $3,037
1/3 Page $3,001 $2,830 $2,728 $2,668 $2,612
1/4 Page $2,724 $2,559 $2,485 $2,443 $2,401

Available Upon Request:
- 2-Color and B/W Ad Rates
- Insert Quotes

Add-Ons:
- Page 1: 20%
- Page 2: 15%
- Special Position Requests: 10%

Current Door Security + Safety print advertisers with six or more placements receive a discount off digital!
Be sure to review pages 8-10 for digital opportunities.

SENDING YOUR AD FILE
Email: MLong@dhi.org OR upload to Dropbox
File Format: PDFx-1a or PDFx-4
Fonts: PostScript and/or Open Type
Graphics: 300 dpi (150 line screen) at 100%
Color: CMYK
Proofs: For an additional charge, a SWOP proof is available upon request.

DOUBLE YOUR EXPOSURE EVERY MONTH!

PRODUCT SPOTLIGHT
New in 2018!
The Product Spotlight section will now be available every month! Product Spotlights are a value-added opportunity exclusively for advertisers placing a half page or larger ad and will be included in the same issue as your ad – doubling your exposure! The higher your annual frequency, the more Spotlights for you to showcase your products to an audience involved in non-residential doors, hardware and security.

IT’S AS EASY AS 1-2-3!
1 PLAN YOUR SCHEDULE: Each half page or larger ad receives double exposure in any given issue!
SEND US: A Word document including your Spotlight title with a 50-word product description, and your website URL along with a 300 dpi .jpg or .eps file of a 4-color, hi-res photo–no less than 4.5 inches
3 We will do the rest!

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.

Contact Molly Long today! 703.766.7014 or MLong@dhi.org
ADVERTORIALS
Distinguish your company with a powerful marketing message. Door Security + Safety offers this special advertising option on a limited basis during the year. It is first-come, first-served, and all materials must be approved. Specifications and sample layouts are available.

ADVERTISER PROFILES
Door Security + Safety would like to recognize our advertisers! An Advertiser Profile is a great opportunity to showcase your company with content that highlights your company history, locations, brands and much more. If you place six or more ads per year (half-page or larger), contact us today to learn about this great promotional opportunity for you and your company.

BONUS DISTRIBUTION
Door Security + Safety has an ongoing program to increase circulation among our industry's targeted stakeholder audience. Bonus mailings are carefully selected based on interest in specifying, purchasing and/or authorizing openings products.

REPRINTS AND BONUS COPIES
Discover the marketing power of reprints. For more information, contact Denise Gable at dgable@dhi.org or 703.766.7018.

MAILING LIST RENTAL
Do you want to supplement your advertising campaign with direct mail? The Door Security + Safety circulation list may be rented for a minimal cost, using a third-party mailing house. To take advantage of this option, contact INFOCUS Marketing at 800.708.5478 or sales@infocusMarketing.com, or view list details online at www.infocusmarketing.com/datacard/dhi.

CLASSIFIED ADVERTISING
Door Security + Safety is your exclusive print resource for employment opportunities and services in the commercial door and hardware industry. The classified section is for industry-related classified advertising only (Help Wanted, Positions Wanted, Services, Businesses for Sale). Promotional advertising is prohibited. There is a 10% discount for DHI members or customers placing a six-month contract. Email classifieds@dhi.org if interested.

CAREER CENTER
Advertising opportunities, including classified, are available on our Career Center web pages. Go to www.dhi.org under Business & Technical Resources. Go to our Career Center to find a job, post a job and review your career resources.

MAGAZINE ARCHIVES
DHI.ORG offers members a complete archive of past issues of Door Security + Safety magazine, with full issue PDFs dating back to 2009 and more than 1,000 articles organized by year and topic. This collection is invaluable for research, education and networking.

Your magazine is full of great information for anyone involved in this industry, both large and small distributors.

“Door Security + Safety reader

YOUR DOOR SECURITY + SAFETY TEAM

Print & Digital Sales:
MOLLY LONG
703.766.7014 • mlong@dhi.org

Editorial/Reprints:
DENISE GABLE
703.766.7018 • dgable@dhi.org

Materials/Art:
ELENA PAPADEMETRIOU
elenapapademetriou@tdgcom.com

Classifieds:
CARLA MANGONE
703.766.7012 • cmangone@dhi.org

ADVERTISING GUIDE 2018
**BENEFITS YOU GAIN FROM A DIGITAL CAMPAIGN:**

- **EXPAND your reach**
- **GROW your message frequency**
- **REINFORCE your DS+S print campaign**
- **INCREASE brand awareness**

**RECEIVE A BUNDLING DISCOUNT WHEN YOU PLACE SIX (6) OR MORE PRINT ADS IN DOOR SECURITY + SAFETY.**

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IndustryWatch, published bi-weekly, offers an unparalleled way to get directly into the inbox of more than 8,000 qualified industry professionals. It includes news about non-residential construction, the latest developments in construction and design, and security and government affairs that affect your business, as well as timely updates from DHI that impact industry legislative issues, initiatives and matters of importance within the distribution channel. DHI members will also be able to customize which news categories and companies they want to read in their biweekly e-newsletter, creating more interest and engagement in the content and your advertising.

<table>
<thead>
<tr>
<th>Format</th>
<th>Description</th>
<th>Price</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Medium Square</td>
<td>468x60px</td>
<td>$3000</td>
<td>6 issues</td>
</tr>
</tbody>
</table>

Acceptable formats: JPG, PNG, GIF

<table>
<thead>
<tr>
<th>Format</th>
<th>Description</th>
<th>Price</th>
<th>Duration</th>
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<tbody>
<tr>
<td>B Lower Banner</td>
<td>468x60px</td>
<td>$3900</td>
<td>6 issues</td>
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Acceptable formats: JPG, PNG, GIF

<table>
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<tr>
<th>Format</th>
<th>Description</th>
<th>Price</th>
<th>Duration</th>
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<tbody>
<tr>
<td>C Featured Content</td>
<td>144x92px</td>
<td>$2700</td>
<td>6 issues</td>
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Acceptable formats: JPG, PNG, GIF

<table>
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<th>Format</th>
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<tbody>
<tr>
<td>D Leaderboard</td>
<td>468x60px</td>
<td>$3900</td>
<td>6 issues</td>
</tr>
</tbody>
</table>

Acceptable formats: JPG, PNG, GIF

**RECEIVE A BUNDLING DISCOUNT WHEN YOU PLACE SIX (6) OR MORE PRINT ADS IN DOOR SECURITY + SAFETY.**

**CONTACT:**
Molly Long
703.766.7014 or MLong@dhi.org

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**Contact Molly Long today! 703.766.7014 or MLong@dhi.org**
INDUSTRYWATCH NEWS FEED

DIGITAL ADVERTISING

RECEIVE A BUNDLING DISCOUNT WHEN YOU PLACE SIX (6) OR MORE PRINT ADS IN DOOR SECURITY + SAFETY.

The new IndustryWatch News Feed is aggregated from multiple sources, including companies in our industry across North America, and is available 24/7 to anyone who comes to DHI.org. DHI members will be able to customize which news categories and companies they want to see in their news feed to personalize their experience and increase their engagement. These selections will also then become what members receive in their bi-weekly e-newsletter.

A1

Q&A: Threat Assessment And Threat Management in Schools

A1

Wednesday’s tragic shooting in South Florida exemplifies the need for schools across the country to establish effective threat assessment and threat management programs. These programs are essential for selecting school officials of problem within their student population and community. Of course, school districts have limited resources to devote to...

C

Featured Story

All digital prices are net rates.

A2

Leaderboard

B

Medium Square

C

Featured Story

The Acceptable formats are: JPG, PNG, GIF.
DHI.org offers prominent banner advertising opportunities to enhance and increase your company's exposure.

**RECEIVE A BUNDLING DISCOUNT WHEN YOU PLACE SIX (6) OR MORE PRINT ADS IN DOOR SECURITY + SAFETY.**

DHI.org, the online resource dedicated to the commercial openings industry, features more than 6,000 unique visitors each month. What better way to get your company's name and products front and center than on www.DHI.org!

**W1**
Leaderboard......728x90px......$750 p/month

**W2**
Skyscraper......160x600px......$500 p/month

DHI’s Career Center offers digital advertising opportunities! A great location to spotlight your company to those searching for a new job.

**W3**
Leaderboard......728x90px......$695 p/month

All website ad spaces allow up to three advertisers per ad location and no more than a total of 3 rotations. If you desire exclusivity and/or flash capability, contact us for a quote.

*Acceptable format: JPG*  
*Please include linking URL with material submission.*

*All digital prices are net rates.*

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.
EXHIBIT

AT THE INDUSTRY’S ONLY EVENT DEDICATED TO DOOR SECURITY AND SAFETY PROFESSIONALS

DHI conNextions is THE place to market non-residential doors, hardware, electronic security and access control, specialty building products and other related products and services for the architectural openings industry. Nowhere else can you reach MORE distributors/dealers and influential stakeholders in one place than at DHI conNextions.

EXHIBIT SPACE RATES

DHI Corporate Members: $35.50/sq. ft.
Non-members: $44.50/sq. ft.
(min. booth size 10’ x 10’)

ATTENDEE PROFILE

53% DISTRIBUTORS
5% STAKEHOLDERS (architects, code official, fire marshals, building managers)
15% OTHER (contractors, fire company staff, speakers, unknown business type)
15% NON-EXHIBITING SUPPLIERS

RESERVE YOUR SPACE TODAY!
Contact Anthony O’Shea at 770.432.8410 ext. 109 or aoshea@tradeshowlogic.com

DHIconNextions.com
ADVERTISING GUIDE 2018 TERMS & CONDITIONS

AGENCY COMMISSION
Advertising in Door Security + Safety is commissionable at 15% to recognized ad agencies on space, color and position, provided the insertion is paid within 30 days of the invoice date.

PAYMENT
NET 30 DAYS.

Credit Card payments: a 3% charge will be added on charges over $3,000.
Payment for all space, production and position changes is due 30 days from the date of publisher’s invoice. A finance charge of 1.5% 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 e-newsletter 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.

By placement of the advertisement in any DHI publication, website or e-newsletter, advertiser and agency agree to be jointly liable for all payments due to DHI. Late charges incurred by the publisher caused by an advertiser will be passed on to the advertiser. Advertisers and their agencies are subject to standard credit inquiries that will be made by the publisher from whatever source necessary to certify that the advertiser/agency has good credit. Both advertiser and agency are equally responsible for payment of ads appearing in DHI’s publications. Default by either party does not remove the burden of payment by remaining party. Publisher reserves the right to take all steps necessary to secure payment for advertising published, including but not limited to contacting the advertiser directly if its agency fails to make payment.

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. Rebates will be earned and applied to billings when, in a 12-month period following the first insertion, the advertiser runs sufficient space to qualify for the lower rate.

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 e-newsletter. 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 gross 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.

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.

Publisher is not liable for delays in delivery and/or nondelivery of its publications in the event of any conditions beyond the control of the publisher that may affect production or shipping of its publications. Advertisers may not include product/service pricing or discount copy in advertisements in DHI publications, DHI website and e-newsletter.

CANCELLATIONS
Any contract or insertion order (except for covers, preferred and special positions) may be suspended or canceled on 30 days’ prior written notice by agency or advertiser. Rate adjustments, if any, will be made upon confirmation of the change in frequency. No cancellations of written or verbal contracts are possible after the published closing dates in this rate card. In the event that a cancellation is received after published closing dates, and no advertising materials have been received or an existing advertisement cannot be substituted, a net cancellation fee of 50% of the gross rate of the advertisement will be due and payable.

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 Denise Gable at dgable@dhi.org.
DHI is dedicated to excellence

DHI 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 architectural openings 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!

Your Door Security + Safety Team