ADVERTISING GUIDE 2020
YOUR RESOURCE FOR PRINT & DIGITAL ADVERTISING
# 2020 Advertising Guide

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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. Our readership is qualified annually to receive Door Security + Safety.
5. 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.

DOOR SECURITY + SAFETY

84% OF THE DS+S READERSHIP IS YOUR TARGET AUDIENCE!

38% Stakeholders: Architect/Specifier/Facility Manager/Code Officials

46% Distributor/Dealer

11,000 SUBSCRIBERS
(20,000 WITH PASS ALONG READERSHIP)

Source: 2018 Reader Survey
“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

BY THE NUMBERS

20,000 The average number of industry professionals you reach monthly (with pass along readership).

55% contact the advertiser, visited their website or met with sales rep

52% refer or discuss the ad with a colleague

51% of readers spend more than 30 minutes reading the magazine, 18% spend an hour or more

47% purchase/specify/recommend an advertised product

Source: 2018 Reader Survey

WHAT OUR ADVERTISERS SAY
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.

*Closing Thoughts*: Legal, business, marketing and technical information

*Installation and Troubleshooting/How To*: Experienced installers share tips and best practices

**FEATURE ARTICLES**

Focus on specific products, building types and industry issues.

*Case Studies*: Real-life projects and product installations

For more information on submitting feature articles and case studies, contact Al Rickard at 703.402.9713 or arickard@dhi.org.

**READERS REACT TO ARTICLES**

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

77% save an article for future reference

61% refer or discuss the article with a colleague

Source: 2018 Reader Survey

“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.”

Contact Kathy Sveen • 312.673.5635 • ksveen@dhi.org
# 2020 Editorial Calendar

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<tr>
<th>ISSUE</th>
<th>RESERVE</th>
<th>ARTWORK</th>
<th>COVER FEATURE</th>
<th>PRODUCT FOCUS</th>
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<tr>
<td>JANUARY</td>
<td>November 15</td>
<td>November 28</td>
<td>2020 Forecast, Trends and Innovations</td>
<td>Closers/Openers; Locks and Latches; Washroom Accessories</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>December 13</td>
<td>December 27</td>
<td>Codes, Product Standards, Specifications</td>
<td>Hanging Devices/Hinges, Low Energy Automatic Door Operators; Products for Installation and Fabrication</td>
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<tr>
<td>MARCH</td>
<td>January 15</td>
<td>January 28</td>
<td>Access Control and Security</td>
<td>Electronic Locking Devices and Systems; Key Systems; Distribution ERP/Computer Software</td>
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<tr>
<td>APRIL</td>
<td>February 14</td>
<td>February 28</td>
<td>Hospitals and Healthcare</td>
<td>Ligature-Resistant Products; FRP Doors; ADA/Products for the Disabled</td>
</tr>
<tr>
<td>MAY</td>
<td>March 13</td>
<td>March 27</td>
<td>School Security + Safety</td>
<td>Mechanical Locking Devices and Systems; High-Security Hardware; Life Safety Products</td>
</tr>
<tr>
<td>JUNE</td>
<td>April 15</td>
<td>April 28</td>
<td>Doors and Sustainability</td>
<td>Thresholds, Weather Stripping, Gasketing, Sealing, Fire-Rated Glass and Glazing; Door Trim and Accessories</td>
</tr>
<tr>
<td>JULY</td>
<td>May 15</td>
<td>May 28</td>
<td>Hospitality</td>
<td>Access Cards; Fire Doors; Door Operators</td>
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<tr>
<td>AUGUST</td>
<td>June 15</td>
<td>June 26</td>
<td>Mixed-Use/Office Buildings</td>
<td>Lites, Louvers; Door Stops and Holders Sliding/Folding Door Hardware; Moveable Partitons</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>July 15</td>
<td>July 28</td>
<td>Custom Doors and Unique Solutions</td>
<td>Historic Restoration/Renovation, Protective Hardware; Decorative/Restoration Hardware</td>
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<tr>
<td>OCTOBER</td>
<td>August 14</td>
<td>August 28</td>
<td>Access Control and Security</td>
<td>Biometrics, Access Cards, Credentialing, Smart Locks Specialty and Security Hardware</td>
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<td>NOVEMBER</td>
<td>September 15</td>
<td>September 28</td>
<td>Metal and Specialty Doors</td>
<td>Sliding/Folding Door Hardware; Specialty Products: Div. 10 Exit Devices and Electronic Options</td>
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<tr>
<td>DECEMBER</td>
<td>October 15</td>
<td>October 28</td>
<td>Fire and Egress Door Assembly Inspection</td>
<td>Fire-Rated Glass and Glazing Fire/Smoke and Detection Devices</td>
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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 Kathy Sveen at 312.673.5635 or ksveen@dhi.org.
DOOR SECURITY + SAFETY
NET RATES & SPECIFICATIONS

<table>
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<td>$6,480</td>
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<td>$4,355</td>
<td>$4,150</td>
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<tr>
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<td>$4,050</td>
<td>$3,880</td>
<td>$3,790</td>
<td>$3,700</td>
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<tr>
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<tr>
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<tr>
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Available Upon Request:
For information about inserts or other advertising options, contact Kathy Sveen at 312.673.5635 or ksveen@dhi.org.

Add-Ons:
For information about pages of choice and pricing, contact Kathy Sveen at 312.673.5635 or ksveen@dhi.org.

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.

YOUR INVESTMENT COUNTS!
For information on special customized programs, contact Kathy Sveen at 312.673.5635 or ksveen@dhi.org.

Sending Your Ad File
Email: kgivan@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
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 2020.

CLASSIFIED ADVERTISING

Door Security + Safety's classified section is for industry-related classified advertising only. Promotional advertising is prohibited. There is a 10% discount for DHI members or customers placing a six-month contract. Email info@dhi.org if interested.

MAGAZINE ARCHIVES

DHI.ORG offers members a complete archive of past issues of *Door Security + Safety*, 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. For information on past issues, contact Jessica Byrnes at jbyrnes@dhi.org.

 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.

ADDITIONAL OPPORTUNITIES FOR PRINT & DIGITAL

REPRINTS AND BONUS COPIES

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

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 infocusmarketing.com/datacard/dhi.

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.

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

–Door Security + Safety reader

www.DHI.org • 2020 Advertising Guide
IndustryWatch e-newsletter, published bi-weekly, offers an unparalleled way to get directly into the inbox of more than 11,000 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.

“I love the magazine and IndustryWatch – and so do our customers! Our advertisements in both have proven extremely effective at reaching our target audience and we’ve been very pleased with the results.”

–IndustryWatch advertiser

**BENEFITS YOU GAIN FROM A DIGITAL CAMPAIGN:**

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

A

**Leaderboard**....468x60px.....$3900; six (6) consecutive issues
Acceptable formats: JPG, PNG, GIF

B

**Medium Square**.....300x250px......$2500; six (6) consecutive issues
Acceptable formats: JPG, PNG, GIF

C

**Featured Content**.....144x92px.....$2700; six (6) consecutive issues
100 Characters for title plus 300 Characters for message
Acceptable formats: JPG, PNG, GIF

D

**Lower Banner**.....468x60px.....$3000; six (6) consecutive issues
Appears directly above DHI and Door Security & Safety Foundation News.
Acceptable formats: JPG, PNG, GIF

All digital prices are net rates.
The 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.

**A1**
Leaderboard.....728x90px.....$500/month package
Header and Footer
Acceptable formats: JPG, PNG, GIF

**B**
Medium Square.....300x250px.....$400/month
Acceptable formats: JPG, PNG, GIF

**C**
Featured Content.....220x145px.....$300/month
Include 300 characters for introduction message
Acceptable formats: JPG, PNG

All digital prices are net rates.
PRODUCT FOCUS & INFOSPOTLIGHT

DIGITAL ADVERTISING

We encourage you to bundle these new opportunities for 2020 with print advertising in the magazine for maximum impact.

**Product Focus - Multi-Sponsor Email**

Each month, this email will feature three to five products from various companies with their own description, images, or video. DHI will send to 30,000 recipients.

**Pricing:** $850 for position A and $550 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.

**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.

*All digital prices are net rates.*
DHI.ORG
DIGITAL ADVERTISING

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!

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

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

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

C
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.

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.
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 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 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.

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 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 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.

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 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!