# 2021 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. 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.

25,000 TOTAL SUBSCRIBERS (PRINT + DIGITAL)
“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

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**BY THE NUMBERS**

- **83%** purchase/specify/recommend products for their company.
- **75%** of readers are manager-level or higher.
- **56%** referred to or discussed an ad with a colleague.
- **50%** contacted the advertiser, visited their website, met with their sales rep, and/or recommended the purchase of an advertised product or service.

*Source: 2020 Reader Survey*
**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 leaders
- **Faces:** Meet a DHI member.
- **Decoded:** Experts discuss code-related matters.
- **Inside Contract Clauses:** An informational column about contractor contracts.
- **Best Business Practices:** Practical advice on business strategy and operations.
- **International Insights:** Personal profiles and stories of how North American codes are used in installations around the world.
- **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.

### Feature Articles

Focus on specific products, building types and industry issues, including “how-to” and troubleshooting tips.

- **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.

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**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.”

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**Readers React to Ads and Articles**

- **71%** save an article for future reference.
- **61%** discuss an article with a colleague.
- **51%** spend a half-hour or more reading each issue.

Source: 2020 Reader Survey
## DOOR SECURITY + SAFETY
### 2021 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVE</th>
<th>AD MATERIAL</th>
<th>ISSUE THEME</th>
<th>TOPIC AND PRODUCT FOCUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH</td>
<td>January 15</td>
<td>January 29</td>
<td>Military and Government</td>
<td>Blast, Bullet, and Forced Entry Products, SCIF Room Products, RF Shielding, Access Control, High Security Keying</td>
</tr>
<tr>
<td>APRIL</td>
<td>February 12</td>
<td>February 26</td>
<td>Hospitals, Healthcare 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 16</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, Key Boxes (Knox), Electronic Key Control, Postal Specialties</td>
</tr>
<tr>
<td>AUGUST</td>
<td>June 11</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>OCTOBER</td>
<td>August 13</td>
<td>August 27</td>
<td>Access Control and Electrified Hardware DHI ConNextions Bonus Distribution</td>
<td>Innovative Products, Access Control Solutions, Electrified Hardware, Biometrics</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.
YOUR INVESTMENT COUNTS!

For information on special customized programs, contact Hallie Brown at 202.367.1229 or hbrown@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

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.
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 2021.

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.

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 magazine is full of great information for anyone involved in this industry, both large and small distributors.”
---Door Security + Safety reader
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

INDUSTRYWATCH E-NEWSLETTER
DIGITAL ADVERTISING

IndustryWatch e-newsletter, published bi-weekly, offers an unparalleled way to get directly into the inbox of more than 9,600+ 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.

Average open rate: 18.22%
Average click-through rate: 5.21%

A
Leaderboard….. 468x60px.....$3000; 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.

BENEFITS YOU GAIN FROM A DIGITAL CAMPAIGN:

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

- **Leaderboard**.....728x90px.....$500/month package
  Acceptable formats: JPG, PNG, GIF

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

- **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 2021 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 28,700+ recipients.

Average open rate: 18.77%
Average click-through rate: 10%

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 28,000+ recipients.

Average open rate: 18.6%
Average click-through rate: 6%

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, the online resource dedicated to the commercial openings industry, features more than 5,200+ visitors each month. The average click-through rate on DHI.org is 1.08%. 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.
Max file size: 40 KB
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.
NEW!
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 29,300+ 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: 19.3%
Average click-through rate: 28.1%

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.

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: 1,922 followers
- Facebook: 1,417 followers
- LinkedIn: 1,634 members

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

CUSTOM WEBINARS
See page 15 for details.

DSS LAUNCH EMAIL
Reach 29,300+ 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

[OPTIONAL] Small “Sponsor Spotlight” product/service image (150w x 150h pixels)
NEW!

**DHI EDUCATION PARTNERSHIP OPPORTUNITIES**

Education is a cornerstone of DHI. From the content in *Door Security + Safety* magazine, to experiences at our events, the variety of classes at technical schools, as well as our credential and certification programs, DHI education is highly sought-after and instrumental in elevating the level of expertise in our industry.

By sponsoring DHI technical schools, Education Partners will be recognized as supporters of DHI’s education, which furthers students’ careers and strengthens our industry as a whole.

<table>
<thead>
<tr>
<th></th>
<th>Summa Cum Laude Partner $6,000 annually</th>
<th>Magna Cum Laude Partner $2,500 annually</th>
<th>Honor Roll Partner $1,500 annually</th>
</tr>
</thead>
<tbody>
<tr>
<td>DHI Education Partner logo for use on company website, email and marketing materials</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to participate in Innovation Night with tabletop</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Mention of Innovation Night participation in school wrap-up issue of <em>Door Security + Safety</em> magazine</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to offer branded collateral to students</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition on signage at technical schools</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Promotion of Education Partnership in DHI emails and e-newsletters</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Recognition in <em>Door Security + Safety</em> magazine</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Presence on DHI Education Partner webpage to include company description and link to website</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social media post promoting Education Partners</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Company-branded item to include in student registration package (supplied by Education Partner)</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Opportunity to provide a giveaway at Innovation Night</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Article in <em>Door Security + Safety</em> magazine</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Guaranteed table at Innovation Night</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

**Innovation Night**

A highlight of DHI’s Education Partner Program is our Innovation Night. This event is an opportunity for manufacturers to gain an audience of industry up-and-comers. This will provide the opportunity to showcase your top three most cutting-edge technologies and products to motivated professionals and soon-to-be influencers.

**Technical Schools**

DHI education is an important step to becoming a door security + safety professional, and annual technical schools are the most popular way to gain knowledge and network with peers. In fact, many door security + safety professionals consider attendance at our technical schools a rite of passage and significant milestone in their careers.

**Combine your Education Partnership with a DHI Custom Webinar!**

See page 15 for details.
NEW!
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>Feature</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>
<tr>
<td>Product Focus</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website Advertisement</td>
<td>2 months</td>
<td>1 month</td>
<td></td>
</tr>
<tr>
<td><em>IndustryWatch</em> E-Newsletter</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Dedicated Webinar E-blast</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>DHI Education Partnership</td>
<td>Summa Cum Laude</td>
<td>Magna Cum Laude</td>
<td>Honor Roll</td>
</tr>
<tr>
<td>Social Media Posts</td>
<td>12</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>TOTAL VALUE</td>
<td>$22,340</td>
<td>$13,745</td>
<td>$8,500</td>
</tr>
<tr>
<td>SPONSOR RATE</td>
<td>$18,000</td>
<td>$12,375</td>
<td>$7,600</td>
</tr>
</tbody>
</table>
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.

By placement of the advertisement in any DHI publication, website or enewsletter, 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.

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. 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.

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!