



Reach the leaders in the security hardware industry through effective low-cost advertising in the **2016 SHDA INDUSTRY CONFERENCE GUIDE AND MEMBERSHIP DIRECTORY**.

Advertising in this publication provides an excellent opportunity to reach a pre-qualified, target audience and will be distributed to all attendees at the 2016 Industry Summit. It will also be mailed to any company key contact not in attendance. **Reserve Now!**

**Select your advertising options from the available listings. Act now!**

Company Name: \_\_\_\_\_

Individual Contact: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Special Instructions: \_\_\_\_\_

Special Placement Instructions (extra \$200 charge):  
\_\_\_\_\_

Check Enclosed for: \$ \_\_\_\_\_

Charge a total of: \$ \_\_\_\_\_

MasterCard  Visa  Discover  AMEX

Card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Address of Card \_\_\_\_\_

Signature: \_\_\_\_\_ Card Phone: \_\_\_\_\_

Or, please bill me.

**Please return this form by mail to:**

SHDA, Attention Guide Editor  
105 Eastern Ave, Suite 104  
Annapolis, MD 21409  
**Or by fax to:** 410. 263.1659

**Questions?** Contact Beth Hiltabidle, SHDA Marketing at [bhiltabidle@shda.org](mailto:bhiltabidle@shda.org) or Kristin Thompson, Editor at [kthompson@shda.org](mailto:kthompson@shda.org) or call 410-940-6346

**2016- 2017**  
**SHDA ANNUAL MEMBERSHIP**  
**DIRECTORY AND CONFERENCE GUIDE**

**TO RESERVE YOUR ADVERTISING, RESPOND**  
**BY MARCH 18, 2016!**

**FIRST COME, FIRST SERVED!**

**Standard Black & White Rates**

*Please check box and fill in amount*

- Directory Ad – 1/6 page - \$285 \$ \_\_\_\_\_
- Directory Ad – 1/4 page - \$405 \$ \_\_\_\_\_
- Directory Ad – 1/3 page - \$525 \$ \_\_\_\_\_
- Directory Ad – 1/2 page - \$695 \$ \_\_\_\_\_
- Directory Ad – 2/3 page - \$825 \$ \_\_\_\_\_
- Directory Ad – Full page - \$935 \$ \_\_\_\_\_
- Directory Ad – Logo Ad - \$210 \$ \_\_\_\_\_
- Directory Ad – Business Card Ad - \$150 \$ \_\_\_\_\_

**Full-Color and Special Placement Options**

- Add Four Color to any size ad - \$500 \$ \_\_\_\_\_
- Special Placement in section of choice  
- \$200 \$ \_\_\_\_\_

(See Special Placement Instructions to the left)

**Special Placement Pricing**

- Back Cover - 2,550 \$ \_\_\_\_\_
- Inside Front Cover - \$1,850 \$ \_\_\_\_\_
- Inside Back Cover - \$1,595 \$ \_\_\_\_\_

**Computation Section**

Directory Ad selection from above \$ \_\_\_\_\_  
Color and Special Placement Options \$ \_\_\_\_\_  
Or, Special Placement Pricing \$ \_\_\_\_\_

**Grand Total** \$ \_\_\_\_\_

**Insertion Order due by: MARCH 18, 2016**

**Ad Copy due by: MARCH 25, 2016**