



SHDA Advertising Opportunities 2020
Advertise and increase your exposure in the security hardware industry

Print Options

Digital Options

SHDA's Membership Directory:

Advertising in this outstanding publication provides an excellent opportunity to reach a pre-qualified, target audience. It is distributed to all SHDA contacts, over 600 in number.

Standard Full Color Ad Rates:

- ☐ Business Card Ad - \$450
- ☐ 1/4 page Ad - \$650
- ☐ 1/3 page Ad - \$1,000
- ☐ 1/2 page Ad - \$1,200
- ☐ Full page - \$1,500

Premium Placement Rate:

- ☐ \$600

SHDA Website Scrolling Logo & Company Link:

Visible on every page of the website
 (logo should be high res JPG or PNG file)

- ☐ 1 months - \$125
- ☐ 6 months - \$600
- ☐ 12 months - \$1,000
 (Limit 4 Logo ads)

SHDA Unlocked (Quarterly E-Newsletter):

(banner size - 600 x 200 pixels)

- ☐ Rectangle Footer Ad – 1 issue \$125
- ☐ Rectangle Footer Ad - 2 issues - \$250
- ☐ Rectangle Footer Ad - 4 issues - \$450
 (Limit 2 ads)
- ☐ Premium Placement Ad - 1 issue -\$200
- ☐ Premium Placement Ad – 2 issues -\$400
- ☐ Premium Placement Ad – 4 issues-\$750
 (Limit 1 Premium ad)

SHDA Website Logo PLUS E-Newsletter:

- ☐ Website logo (12 months) + E-Newsletter Footer ad (4 issues) - \$1250
- ☐ Website logo (6 months) + E-Newsletter Footer ad (2 issues) - \$700
- ☐ Website logo (3 month) + E-Newsletter Footer ad (1 issue) - \$400

[RESERVE YOUR 2020 ADVERTISEMENT HERE](#)

SHDA Membership Directory ad copy due date is July 6, 2020

SHDA Unlocked E-Newsletter ads are due 3/5, 6/4, 9/3, 12/3

Questions? Contact Cathy Vick, Sales Development Manager at cvick@shda.org or call 410-940-6346

SHDA Advertising Technical Specifications 2020

Build the ad to actual size:

If ad size is 4 ½" x 7 ½", then the document size should be 4 ½" x 7 ½".

Can accept files electronically:

Email to Cathy Vick at cvick@shda.org

Preferred formats:

Adobe illustrator eps file, convert all type to outlines

Hi-res PDF file with fonts embedded

Hi-res Photoshop file with fonts embedded

Full Page Bleeds: Document Trim Size is 8 ¼" x 10 ¾"; please supply 8 ½" x 11"; safety ¾" from both sides, ⅜" from top and bottom. Other dimensions available upon request.

SIZE SPECIFICATIONS:

Full Page: 8 ¼" wide by 10 ¾" high

1/2 Page: Horizontal ad - Maximum dimensions – 6 ⅞" wide x 4 ⅝" high

1/2 Page: Vertical ad - Maximum dimensions – 4 ½" wide x 7 ½" high

1/3 Page: Horizontal ad - Maximum dimensions – 4 ½" wide x 4 ⅝" high

1/3 Page: Vertical ad - Maximum dimensions – 2 ¼" wide x 9 ¾" high

1/4 Page: Maximum Dimensions – 3 3/8" wide x 4 5/8" high

Business Card: Maximum dimensions – 3.5" wide x 2" high (jpeg, eps, pdf, in 300 dpi or greater)