

SHDA Advertising Packages 2022

CLICK TO SUBMIT YOUR AD



Advertise and increase your exposure in the security hardware industry and beyond!

SHDA'S SUMMIT GUIDE & MEMBERSHIP DIRECTORY

Advertising in this outstanding publication provides an excellent opportunity to reach a pre-qualified, target audience. It is distributed to 2022 Industry Advancement Summit attendees and mailed to all SHDA contacts, over 600 in number.

Standard Full-Color Ad Options:

- Business Card Ad: \$500
- Third-Page Ad: \$1,100
- Half-Page Ad: \$1,400
- Full-Page Ad: \$1,700

Premium Placement:

- Special Placement Ad: \$600

Acceptable Formats:

- Adobe Illustrator EPS file, convert all type to outlines
- Hi-res PDF file with fonts embedded
- 300 dpi or greater

Size Specifications:

- Full-Page Ad: 8 ¼" wide by 10 ¾" high
- Half-Page Horizontal Ad: 6 ⅞" wide x 4 ⅝" high
- Half-Page Vertical Ad: 4 ½" wide x 7 ½" high
- Third-Page Horizontal Ad: 4 ½" wide x 4 ⅝" high
- Business Card Ad: 3 ½" wide x 2" high

Full Page Bleeds:

Please supply an 8 ½" x 11" formatted document.

- Document Trim Size: 8 ¼" x 10 ¾"
- Safety: ¼" from both sides, ⅜" from top and bottom

Ad order deadline is March 9, 2022.

Ad copy must be submitted by March 16, 2022.

SHDA UNLOCKED (QUARTERLY E-NEWSLETTER)

Quarterly e-newsletter informing members on industry topics, member news and members only benefits.

Premium Placement:

Your ad linked to your website is placed at the top of the newsletter (limit one per issue).

- \$700 (2 issues)
- \$1,200 (4 issues)

High Placement:

Your ad linked to your website is placed in the middle of the newsletter (limit one per issue).

- \$600 (2 issues)
- \$1,000 (4 issues)

Footer Placement:

Your ad linked to your website is placed at the bottom of the newsletter (limit one per issue).

- \$450 (2 issues)
- \$750 (4 issues)

Acceptable Formats:

- JPEG or PNG format

Size Specifications:

- 600 x 200 pixels in JPEG or PNG format

Ad copy must be submitted by the first Thursday of the month for quarterly distribution (March 3, June 2, September 1, and December 1, 2022).

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SHDA SOCIAL MEDIA

Your 30-second commercial or advertisement will be posted on SHDA's social media channels during the month of your choosing.

- \$500 per post

Acceptable Formats:

- MP4 video format, no more than 30 seconds in length
- Maximum of 200 characters for text ads

Ad copy must be submitted the last Monday of the previous month, prior to ad placement.

SHDA WEBSITE SCROLLING LOGO

Visible on every page of the website. Your logo is linked directly to your company website.

- \$600 (6 months)
- \$1,000 (12 months)

Acceptable Formats:

- High resolution JPEG or PNG format

Size Specifications:

- 500 x 500 px



For questions contact Cathy Vick, SHDA's Sales Development Manager, at cvick@shda.org.

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