

# SHDA Advertising Packages 2023

CLICK TO RESERVE 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 2023 Industry Advancement Summit attendees and mailed to all SHDA contacts, over 600 in number.

### Standard Full-Color Ad Options:

- Third-Page Ad: \$1,210
- Half-Page Ad: \$1,540
- Full-Page Ad: \$1,870

### Premium Placement:

- Special Placement Ad: \$660

### 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

### Full Page Bleeds:

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

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

**Ad order deadline is March 10, 2023.**

**Ad copy must be submitted by March 17, 2023.**

## 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).

- \$770 (2 issues)
- \$1,320 (4 issues)

### High Placement:

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

- \$660 (2 issues)
- \$1,100 (4 issues)

### Footer Placement:

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

- \$495 (2 issues)
- \$825 (4 issues)

### Acceptable Formats:

- JPEG or PNG format

### Size Specifications:

- 200 x 600 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, 2023).**

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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.

- \$550 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.

- \$660 (6 months)
- \$1,100 (12 months)

### Acceptable Formats:

- High resolution JPEG or PNG format

### Size Specifications:

- 500 x 500 px

