

## Model of Success >>>

Lisa Oliveri, CPP | Director of Security | American Friends Service Committee



“ I find *Security Management* valuable because the content is current, relevant across industries, and is provided by both ASIS staff editors and contributing authors within the security profession.”

## Content Marketing

Attract customers by creating valuable content for their benefit. Though *Security Management* content marketing campaigns, deliver helpful information to your audience and increase the prospect they will reward you with business and continued loyalty.



### WHITE PAPERS

**\$6,000 net**

White papers focus on a relatively narrow subject and are based on your company's existing resources, interviews with 1-2 subject matter experts in your company, and general research. Baseline projects will typically run 4-6 published pages.



### WEBINARS

**See pricing below**

Webinars enable you to select a compelling topic, develop the content, and participate in presenting. A producer will assist you in tailoring your concept to ensure your webinar is eligible for recertification credits.

Avg. Registrants: **1,284**

Avg. Attendees: **898**



### CASE STUDIES

**\$8,000 net**

*Security Management* case studies focus on specific installations or applications of a technology, products, or services. Case studies require more extensive interviews, often with company representatives, end-users, and installers.



### ROAD SHOWS

**Contact your sales rep for pricing and additional details**

A road show is a live event that allows a company to position itself as an industry leader by providing education to attendees on topics that affect the entire security industry. This half-day workshop allows face-to-face interaction with decision makers, providing a company with increased brand awareness and a forum to present unique solutions to critical problems.



### ORIGINAL RESEARCH PROJECTS

**\$7,500 net**

Custom research

**\$4,500 net**

Companion White Paper based on research

Original research is conducted through surveys and interviews of ASIS professional members. Research project deliverables consist of full results, charts, and graphics.

## Start a Conversation

*Security Management* webinars offer participants a diverse selection of timely topics about current, and emerging security risks, technology, and best practices. Webcast titles have included *ESRM: Another Fad or Enduring Industry Trend?*, *Seven Best Practices for Active Shooter Preparedness*, *Shift Your Security Paradigm by Balancing Risk and Trust Through an Integrated Approach*, *Protecting Against Common Vulnerabilities: Access Control Best Practices*, and more.

### Webinar Rates and Discounts

	1X	2X	3X	4X	6X
<b>Security Management Custom Webinars</b>	\$15,000	\$12,750	\$12,000	\$11,250	\$10,500

Frequency discounts apply to the number of events in any 12-month period. Please note: All rates are NET.

### Webinar Statistics (Jan.-June 2018)

	Registered	*Unique Attendance	Live	On Demand
<b>Total</b>	7,055	4,417	3,450	1,402
<b>Average</b>	415	260	83	203

Source: ON24 Webcast

\*Unique attendance does not include duplicates from live and on demand viewers.