



# The Apps Guide



The Security Industry's First-Ever Guide  
iPad App & Print Supplement

Editor's  
Picks

Print  
Online  
Mobile

Category  
Listings



## Killer Apps

With the explosion of apps for tablets and smartphones, there is a critical industry need for a comprehensive guide to the wide array of technology and solutions apps, calculators, remote access apps, and informational apps now available for use.

If you have a professional or consumer-designed app for the security industry, then you **MUST** be a part of this important and exclusive industry reference guide.



## Guide Content

### Guide to Apps

A full listing of apps, organized within categories  
(e.g. alarm system control, remote video access, technician's tools, etc.)

Organized by popularity (based on downloads from app stores).

Regular Listing (no charge) includes:

- Company name
- Name of app
- Platform supported in the print Apps Guide

### Editor's Picks for Security Apps

- Our editors will feature some of the most dynamic apps with unique functionality or application, along with apps that are poised to have the greatest impact on the security industry.
- Picks for: Best video apps, best alarm apps, best apps for technical staff.
- One of our featured columnists will provide his view of the growing world of mobile-device apps and their use.

Enhance It  
and They Will  
Come!  
A 1/4-page  
Showcase  
Drives Traffic!



## Distribution

SECURITY TECHNOLOGY  
**EXECUTIVE**

The Voice of the  
Channel  
**sd&i**  
SECURITY DEALER  
& INTEGRATOR

### Security Technology Executive / Security Dealer & Integrator

- Combined print and digital distribution: **Over 85,000 security professionals**
- Eblast to subscriber lists/social media push

### SecurityInfoWatch.com / iPad App

- Hosted online and in special iPad app edition available in the iTunes App store
- SecurityInfoWatch.com unique monthly visitors: **Over 100,000**



### Security Industry Event Bonus Distribution:

- ASIS, September 10-13, 2012
- Secured Cities/Secured Campus, October 10-11, 2012
- ISC East in New York, October 31 - November 1, 2012





## Opportunity

# Impactful Marketing Opportunities in the SIW Apps Guide

### Enhanced Listing -- \$750.00

Receive a highlighted, Four-Color 1/4-page ad  
Receive a company Logo  
Receive an App screenshot  
150-word description of your company App  
Receive a link to your App on SecurityInfoWatch.com

### ASIS Print Package, Full Page Ad -- \$3,000.00, Half Page Ad -- \$2,000.00

Receive a Full Page or a half-page, 4-C ad in the Apps Guide  
Receive a highlighted, 4-C 1/4-page enhanced listing to showcase your App  
Receive a company Logo  
Receive an App screenshot  
Receive a link to your App on SecurityInfoWatch.com  
Receive an Exhibitor's Booth Spotlight on SIW's interactive ASIS i-Pad edition of the Apps Guide featuring an interactive map of the ASIS show floor to help direct traffic to your booth

### ASIS Multi-Media Package – Limited to Five Sponsors -- \$4,500.00

Receive a fully interactive digital ad on the SIW interactive ASIS i-Pad edition  
Opportunity to supply an interactive digital feature editorial for the SIW interactive ASIS i-Pad edition  
Receive impactful visual marketing at the Cygnus Security Media's ASIS booth  
Receive a Full Page, 4-C ad in the Apps Guide  
Receive a highlighted, 4-C 1/4-page enhanced listing to showcase your App  
Receive a company Logo  
Receive an App screenshot  
Receive a link to your App on SecurityInfoWatch.com  
Receive an Exhibitor's Booth Spotlight on SIW's interactive ASIS i-Pad edition of the Apps Guide featuring an interactive map of the ASIS show floor to help direct traffic to your booth

### Special Consideration for Advertising Partners Already in the September Issues of STE/SD&I -- \$1,000

Receive a Full Page, 4-C ad in the Apps Guide  
Receive a highlighted, 4-C 1/4-page enhanced listing to showcase your App  
Receive a company Logo  
Receive an App screenshot  
Receive a link to your App on SecurityInfoWatch.com  
Receive an Exhibitor's Booth Spotlight on SIW's interactive ASIS i-Pad edition of the Apps Guide featuring an interactive map of the ASIS show floor to help direct traffic to your booth



## Contacts

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