

## The leading Security portal

Created in 2000, **SecurityPark** has rapidly established itself as the site of reference for the Security industry and now enjoys the enviable reputation of being the most highly respected and the most popular online Security News portal.

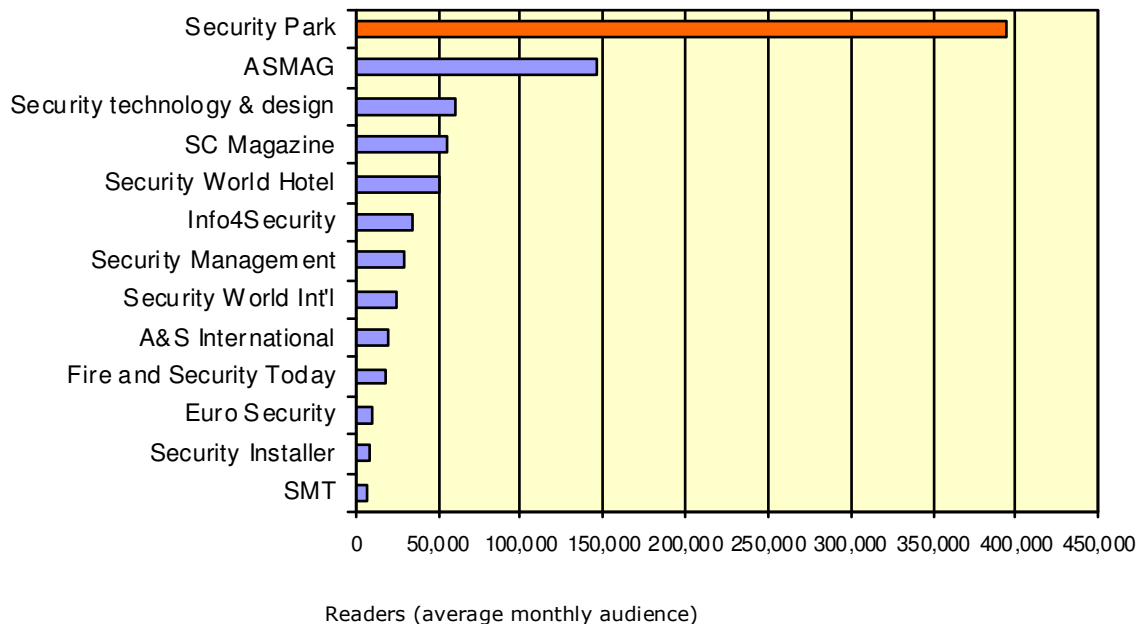
Today, **SecurityPark** is the **undisputed leading online publication** for the Security industry:

- Many more security professionals log on to **SecurityPark** every month than read paper trade magazines: The average monthly audience of print magazines is 10,000 to 30,000 readers - **SecurityPark's** monthly average audience is over 400,000.
- **SecurityPark** is far ahead of other online Security magazines: We get more readers in 1 month than most of them get in 1 year.
- 'Sticky' content: Our readers devote half an hour to each visit they make to our site.
- Our audience keeps on growing, month after month.

Monthly readers:  
**400,000 +**  
Monthly page views:  
**2,300,000**  
Average visit length:  
**29 minutes**

(2009 average data)

## The largest audience of security professionals



### Do you need more information?

To get further information you can call our advertising team on +44 (0)208 563 1312 or email: [sales@securitypark.co.uk](mailto:sales@securitypark.co.uk) or visit [www.SecurityPark.net](http://www.SecurityPark.net)

## Quality content

We publish industry and product news **on a daily basis**, across the complete range of Security products and services, from CCTV and remote monitoring to access control and biometrics, and from IT security to intruder alarms, perimeter protection, manned guarding and physical security.

We provide product analysis, in-depth technical articles, case studies, information on the latest product launches and an events calendar. We also report company changes and people moves, and reveal the latest Security industry trends.

In addition to our News, we offer a range of additional services to our readers, thus ensuring they regularly visit our site:

- Our **Directory** lists the main suppliers and distributors for a wide range of Security products and services.
- Our online **job forum** allows candidate to search vacancies and apply online, while recruiters can post their latest job adverts.
- Readers can **request a quote** online for the specific products and services they require.
- We provide in-depth **industry reports** and technical **white papers**.
- We also deliver our news **directly** to the desktop of the Security decision-makers through our weekly email newsletter and our RSS news feeds.

## Top rankings with Search Engines

Thanks to the quality of our editorial content, **SecurityPark** news are found on hundreds of websites, including Yahoo News, MSN News, Google News, and all the major news aggregators.

Our articles get regularly listed in the top sites on the leading Internet search engines, thus driving even more traffic to our advertisers' sites.

*“I am very very pleased with your professionalism and the speed at which I can search keywords of my business through Google”*

(unsolicited quote from a SecurityPark advertiser)

In particular, we have been identified by Google, Yahoo! and MSN as a key 'authority' publisher for the Security industry, and our site is indexed daily by their robots: Our articles usually get listed within a few hours on these search engines, often in the top 10 entries.

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SecurityPark regularly achieves top ranking positions for most of our keywords, including "access control", "remote monitoring", "perimeter protection", "intruder alarms", "manned guarding", "financial services security", "retail security", "healthcare security", "public sector security", "security news", etc.

The screenshot shows a Google search for "financial services security". The search results page displays "Results 1 - 10 of about 730,000,000 for financial services security (0.46 seconds)". The top result is "Security Park - bank security News and Resources", which is highlighted with a red box. A yellow callout box points to this result, stating: "SecurityPark achieves a Google top position on most keywords (e.g. #1 for 'financial services security' out of 730 million sites)". Other visible results include "BANKERSONLINE.COM -- the premier resource for financial services ..." and "Wachovia - Personal Finance and Business Financial Services".

The screenshot shows a Yahoo! search for "financial services security". The search results page displays "1 - 10 of about 80,900,000 for financial services security - 0.31 sec. | SafeSearch is OFF". The top result is "Security Park - News and Resources", which is highlighted with a red box. A yellow callout box points to this result, stating: "SecurityPark also achieves top rankings on Yahoo! (#1 for 'financial services security' out of 80 million pages)". Other visible results include "Eagle Financial Group" and "Financial Services - Breaking Business and Technology News at silicon.com".

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Live Search financial services security Only from United Kingdom

Web Images News Maps More

financial services security Page 1 of 8,631,200 results · Options · Advanced

Car Finance - [www.alliance-leicester.co.uk](http://www.alliance-leicester.co.uk) SPONSORED SITES  
Save with Alliance & Leicester. 5.9% Typical APR - Apply Today!  
[Alternative to Bankruptcy - www.yourdebtmanagement.co.uk](http://www.yourdebtmanagement.co.uk)  
Struggling with Debt? Don't worry we can write off upto 95% of debts  
[Reduce Debts by up to 75% - www.debt-saver.co.uk](http://www.debt-saver.co.uk)  
Debt problems? Free advice to legally reduce debt. We can help today.

**Bank and financial services security**  
To understand and then combat a brute force attack, also known as a dictionary attack, we must start by understanding why it might be an appealing tool for a hacker. To a hacker, anything that must be ...  
[www.securitypark.co.uk/newsbycategory.asp?categoryid=58&title=bank%20security](http://www.securitypark.co.uk/newsbycategory.asp?categoryid=58&title=bank%20security) · [Cached page](#)

**Security Park - News and Resources**  
The leading online News site and Directory ... Banks, mortgage companies, insurance companies and other **financial services** organisations are often ...  
[www.securitypark.co.uk/newsbycategory.asp?categoryid=58&sector=financial-security](http://www.securitypark.co.uk/newsbycategory.asp?categoryid=58&sector=financial-security) · [Cached page](#)  
+Show more results from "www.securitypark.co.uk".

Lewkay **Financial Services** - our privacy & **security** statement

SPONSORED SITES  
[5.6% \(TYP APR\) Loans here](#)  
Use our loan finder to compare over 100 UK loans and apply online.  
[Shops](#)  
local services, from today.

**Financial Services**  
Top info on **Financial Services**. Fast, easy & effective comparison!  
[money.easycanything.co.uk](http://money.easycanything.co.uk)

**Financial Services Search**  
Searching 15 UK Search Engines for **Financial Services**  
[www.Searchy.co.uk](http://www.Searchy.co.uk)

**Financial Services**  
Deals on **Financial Services**? Compare offers.  
[www.e-shopping.co.uk](http://www.e-shopping.co.uk)

By getting coverage in **SecurityPark**, you automatically ensure you will get strong exposure for your products, services and brand not just on our site but on the leading search engines worldwide.

## Targeted audience

Actual **decision-makers** in corporate environments and those with purchasing responsibility form the core target of the publication, so you can be sure **SecurityPark** is read by those who matter most to your business. Our readers use **SecurityPark** to learn about new Security products and services, source suppliers and follow the latest trends of the Security industry.

So if you want to reach actual purchasers and decision makers, look no further than **SecurityPark**.

**SecurityPark** is aimed at Security professionals. Our readership profile includes the following job titles: CEO, President, managing Director, COO, CTO, IT Operations Director, IT Security Director, Chief Security Engineer, Senior Security Advisor, Network and Telecom Manager, VP Critical Infrastructure, Security Director, Procurement Director, Head of Security, Project Manager, Supply Chain Security Manager, Security Systems Engineering, Security Consultant, Security Manager, Loss Prevention Manager, Service / Installation Engineer, Support Engineer, Operations Manager, Product Manager, Security Service Engineer, Security Installer, Security Integrator.

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Our readers control or influence purchasing decisions for a wide range of technologies and services, including:

**72 %** influence purchasing decision of access control systems

**70 %** influence purchasing decision of biometric systems

**69 %** influence purchasing decision of CCTV and remote monitoring systems

**67 %** influence purchasing decision of intrusion detection

**63 %** influence purchasing decision of IT Security systems

- Access control
- ANPR
- Anti-malware and anti-hacking
- Authentication systems
- Biometrics systems
- CCTV cameras and systems
- Computer security
- Data protection
- Gates, barriers and bollards
- Intruder and burglar alarms
- Manned guarding
- Mobile and Internet security
- Network and endpoint security
- Perimeter protection
- Remote monitoring
- RFID
- Surveillance equipment
- Security systems
- Smart cards
- Fire
- Health & Safety

## Benefits

**SECURITYPARK** is an online publication - our business is to deliver quality and up-to-date industry news, not printing and mailing paper. Therefore, we do not have the constraints of printed magazines and offer a range of unique benefits:

- **The latest News:** We publish news daily and do not have the need for a features list or an editorial calendar. All topics get reviewed as soon as they get released, you do not have to wait for several weeks before your news stories are published (conversely to paper magazines).
- **Interactive:** **SecurityPark** is designed to offer a wide range of resources to Security professionals, as well as generate traffic to your own web site or specific pages within it. It allows you the opportunity to market your products or services direct to the customer, and offers you the chance to get immediate direct response. It is not unusual for us to receive phone calls or emails from potential clients in the hours that follow the posting of a new article.

*93.4% of clients use the Internet when they need to make a business-to-business purchase decision (source: Enquiro survey).*

Make sure your organisation is featured and promoted in the leading Internet portal for the Security industry:  
**SECURITYPARK**

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- **Industry focus:** SecurityPark reaches Security professionals who work and are actively interested in the security industry, including end users, installers, consultants and integrators.
- **Value for money:** Because we do not incur the paper magazines' printing and delivery costs, we are in a position to offer a range of highly cost-effective ways to promote your products and services to SecurityPark's wide audience of Security professionals.
- **Effective advertising:** Advertising is much more effective when linked with relevant content. In paper magazines, you cannot precisely control where your article will appear. With SecurityPark, readers will see your advert in the right context and on the relevant product category, thus increasing further the impact of your promotion.
- **Authoritative content:** SecurityPark is the publication of reference for the security industry. Our articles and case studies constitute the largest, most accessible and distributed information repository for the security industry. All published content can be easily retrieved through our searchable archives.

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## ADVERTISING PACKAGES

**"Online banner advertising can be highly effective for long-term brand building" (source: Bunnyfoot Universality research)**

**SecurityPark** offers a wide range of advertising and promotional opportunities, to meet all your branding and sales generation requirements:

### Top banners

Sponsorship banners are displayed in the top right corner of the page, which is the prime advertising location and ideal for building and reinforcing your brand. All banners can be hyperlinked to your corporate website, providing you with quality leads.

Your banner can appear on the home page and/or on any channel's home page (e.g. Access control or IT Security for instance).



Banners are displayed in rotation, with a maximum of 4 banners per page. Depending on availability, you can also select exclusive banner advertising so that only your banner appears on your chosen channels.

**Technical:** Files types: GIF, JPG or BMP - Resolution: 72 dots per inch (dpi)  
Banner dimension: 468 (w) x 60 (h) pixels - Maximum file size: 12kB

### Right banners

Banners can also be displayed in the right column, just in front of the copy. All banners can be hyperlinked to your corporate website, providing you with quality sales leads.

Your banner can appear on the home page, on any channel's home page (e.g. Access control or IT Security for instance), or in front of all articles – which is prime advertising space as it faces editorial content.

These are exclusive banners: only your banner will appear on your chosen channels.

**Technical:** Files types: GIF, JPG or BMP - Resolution: 72 dots per inch (dpi)  
Banner dimension: 180 (w) x 80 (h) pixels - Maximum file size: 12kB

### Pay per click

With Pay Per Click (PPC), you only pay when your advert is clicked. Our flat rate PPC is competitively priced, compared with what you would pay with Google, Yahoo! or Microsoft. And due to our highly targeted focus, you can be sure that it will be seen by the right audience.

Importantly, we guarantee the number of clicks you will receive: Your banner will be prominently featured on our site for as long as it takes to reach your target (in 1,000 clicks increments).

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## Channel sponsorship

With this option, you get your company logo and a promotional message of your choice on the channel's home page, together with your banner on the right hand side of all news stories in the selected channel.

When Security professionals conduct a search on the relevant keyword on Google and other search engines (e.g. 'remote monitoring'), by following the link to **SecurityPark**, they will automatically land on the relevant channel's home page, thus giving strong exposure to your brand and products.



**Technical:** Files types: GIF, JPG or BMP - Resolution: 72 dots per inch (dpi)  
Banner dimension: 180 (w) x 80 (h) pixels - Maximum file size: 12kB

## Keyword sponsorship

With this new powerful option, you can "purchase" a specific keyword on **SecurityPark**, e.g. "central alarm" or "retail security". Then, for the entire duration of your campaign, we will automatically generate an active hyperlink from this keyword to your website (home page or specific product page for instance).

This hyperlink will appear on ALL instances where the keyword appears in the copy of ALL the articles we have published.

When you consider the excellent rankings we achieve in Google and other search engines for these various keywords, our keyword sponsorship will necessarily result in a strong influx of traffic to your site.

## Directory

Our Online Directory is one of the most visited areas of the entire site as many Security professionals use it to source suppliers of Security products and services. EVERY DAY, we keep receiving emails and phone calls from people trying to source specific Security products and services and we refer them back to our Online Directory. **If your company is not listed in our Directory, you ARE losing valuable sales leads.**

Getting listed in the **SecurityPark** Directory represent exceptional value for money compared with traditional lead generation techniques: Conversely to advertising in paper magazines (where you never know who will read your advert) or advertising in general directories, our audience is highly targeted. The Security professionals searching our Online Directory are actively trying to source a supplier for the Security product or service they need NOW.

When you consider the revenues a single quality lead might generate, adding your company to our Online Directory is simply one of the best investments you could make.

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We offer three options to promote your organisation and your products and services to our readers.

- **Standard Directory entry**  
With your standard entry, you will get:
  - Your company's full contact details
  - Your company's description
  - Listing in **all** categories relevant to your business
  
- **Upgraded Directory entry**  
Upgrading your entry will result in more visitors to your page and will ensure that your entry stands out from your competition. By upgrading your entry into **SecurityPark's** Online Directory, in addition to the standard entry features, you will also get:
  - Guaranteed placement in the top 10 companies for all products & services categories relevant to your company
  - Highlighted entry to stand out from the competition
  - Your logo, to promote your brand Linked email and Internet site, to allow prospects to contact you immediately
  - With these active links and top position placement, you also benefit from the traffic we generate in Google and other search engines.
  
- **Top banner**  
With this option, you will dominate all other entries for the category of your choosing, as your banner will be displayed in the centre top of the page.
  - This means that whenever a **SecurityPark** reader conducts a search in the Directory, your banner will be the first thing they will see on their results page (and remember that when they do this, it means they are actively looking to source a supplier).
  - We are restricting this option to only 1 top banner for each category, thus ensuring that your company will clearly stand out for your competition.

**Technical:** Files types: GIF, JPG or BMP - Resolution: 72 dots per inch (dpi)  
Banner dimension: 450 (w) x 80 (h) pixels - Maximum file size: 15kB

## Feature article

**W**ith this option, the title and opening paragraph of the feature article are displayed on **SecurityPark's** home page and in the "feature articles" section of the site. The detailed feature article page also includes a corporate presentation of the sponsor, an email and hyperlink to your site, together with a profile of the sponsor's expert who wrote the article.

This is a very valuable option: during the entire duration of your campaign you can ensure that your article is displayed prominently on the **SecurityPark** home page. Feature articles allow you to capitalise on our recognised editorial credibility, which has a major impact on search engine rankings: If clients search for a specific keyword on a search engine, they are more likely to find it via **SecurityPark** than on a company's website.

It is estimated that over 80% of a website's traffic comes from search engines. With a feature article you benefit both from the leads coming via our regular readers and also from the search results in Google and other Internet search engines.

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## Sales lead generation

Most **SecurityPark** readers are actively looking to source and purchase security equipment or services. You can now make it easy for them to receive your latest brochure, promotion, catalogue or additional information about your products / company by registering for our sales lead generation service.

**SecurityPark's** sales lead generation service represents a significant improvement to the "bingo card" service provided by print magazines, as it is immediate and it is detailed. When a potential prospect is interested about a specific product or service, s/he needs the information now, not in several weeks time. With our Internet based sales lead generation service, you get "hot" leads with a precise description of their needs and you can contact your prospects straight away.

From previous experience, our sales lead service could generate hundreds of genuine sales leads for your organisation. Obviously, this may vary depending on the content of your articles, but when you consider the impact of just 1 new client on your sales and profit, ensuring you are getting all these valuable leads makes a lot of commercial sense.

With the sales lead generation service, we will also display your banner at no extra cost with all your articles on the **SecurityPark** site. This alone, based on the number of page impressions generated by our site, is worth several hundred pounds.

## Email newsletter

At **SecurityPark** we can offer the ultimate in direct marketing: e-marketing. You can contact our ever-growing base of industry professionals (currently 10,000 + subscribers), present your latest new products or services, or run special online promotions, by sponsoring our weekly email newsletter. All interested users can then contact you directly or visit your website.

There is only 1 sponsor per email newsletter, so you get an exclusive package to promote your products and company. And you can get this interactive direct response campaign for a fraction of the cost of a regular mail shot.

We offer 3 options:

- Standard sponsorship: up to 500 characters and hyperlink back to your site.
- Enhanced sponsorship: up to 500 characters, image or logo, hyperlink and email links. (For standard and enhanced sponsorship, the sponsor's message appears in the middle of the newsletter)
- Top banner, positioned at the top of the email newsletter, for maximum exposure. The sponsor's message can include up to 500 characters, image or logo, hyperlink and email links.

**Technical:** Files types: GIF, JPG or BMP - Resolution: 72 dots per inch (dpi)  
Logo / image: 160 (w) x 50 (h) pixels - Maximum file size: £2.5kB  
Banner dimension: 460 (w) x 60 (h) pixels - Maximum file size: 5kB

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## ADVERTISING RATES 2010 - 2011

|  |            |             |            |
|--|------------|-------------|------------|
| <u>Sponsorship Banners – Top (monthly fee)</u>         |            |             |            |
|  | <i>GBP</i> | <i>Euro</i> | <i>USD</i> |
| Home Page  | £1,250     | 1500€       | \$2,125    |
| Exclusive sponsorship of Home Page                     | £2,150     | 2580€       | \$3,650    |
| Channel Home Page                                      | £490       | 590€        | \$840      |
| Exclusive sponsorship of Channel Home Page             | £1,250     | 1500€       | \$2,125    |
| Entire site  | £2,950     | 3540€       | \$5,000    |
| <u>Sponsorship Banners - Right (monthly fee)</u>       |            |             |            |
|  | <i>GBP</i> | <i>Euro</i> | <i>USD</i> |
| Home Page  | £2,150     | 2580€       | \$3,650    |
| Channel Home Page                                      | £1,250     | 1500€       | \$2,125    |
| Articles (Entire site)                                 | £2,950     | 3540€       | \$5,000    |
| <u>Channel sponsorship (monthly fee)</u>               |            |             |            |
|  | <i>GBP</i> | <i>Euro</i> | <i>USD</i> |
| Channel's Home Page                                    | £1,450     | 1750€       | \$2,450    |
| <u>Keyword sponsorship (monthly fee)</u>               |            |             |            |
|  | <i>GBP</i> | <i>Euro</i> | <i>USD</i> |
| Keyword sponsorship                                    | £1,500     | 1,800€      | \$2,550    |
| <u>Pay per click (per '000 clicks)</u>                 |            |             |            |
|  | <i>GBP</i> | <i>Euro</i> | <i>USD</i> |
| Price per thousand clicks                              | £0,50      | 0,60€       | \$0,85     |
| <u>Online Directory (price per annum)</u>              |            |             |            |
|  | <i>GBP</i> | <i>Euro</i> | <i>USD</i> |
| Standard entry   | £149       | 185€        | \$259      |
| Enhanced entry   | £449       | 549€        | \$759      |
| Top banner   | £950       | 1140€       | \$1599     |
| <u>Feature article (monthly fee)</u>                   |            |             |            |
|  | <i>GBP</i> | <i>Euro</i> | <i>USD</i> |
| Feature article on home page                           | £1,250     | 1500€       | \$2,125    |
| <u>Sales lead generation (monthly fee, min 6 mths)</u> |            |             |            |
|  | <i>GBP</i> | <i>Euro</i> | <i>USD</i> |
| Monthly sales lead generation                          | £149       | 185€        | \$259      |
| <u>Email newsletter (price per issue)</u>              |            |             |            |
|  | <i>GBP</i> | <i>Euro</i> | <i>USD</i> |
| Standard sponsorship                                   | £250       | 300€        | \$425      |
| Enhanced sponsorship                                   | £375       | 450€        | \$640      |
| Top banner   | £500       | 600€        | \$850      |

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## **Terms and conditions**

**General:** All copy is subject to approval of the publisher as are all placement locations and durations. Publisher reserves the right to reject any misleading or objectionable copy. Advertiser assumes full responsibility and liability for their copy and illustrations.

**Agency commissions:** A commission of 10% of the gross amount of the billing is offered to agencies recognized by the publisher, *provided the account is paid in full within 30 days of invoice date.*

**Billing details:** Net total due 10 days from invoice date: 1% monthly finance charge on unpaid balance amounts for accounts exceeding 30 days. Contracts for 3, 6, or 12 months must be paid quarterly in advance of each insertion. Delinquent accounts result in termination of further advertising until the balance is paid in full, including finance charges.

**Cancellations:** Should the advertiser choose to cancel or break this agreement at any time during the contract period, advertiser must provide written notice by the first day of the month prior to cessation. Advertiser will remit all outstanding balances for ads run and will be short rated if the number of ads actually run did not meet the level required to entitle the rates paid.

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