



The Official Journal of the Homeland Security Professional

# Counter Terrorist

Media  
Opportunities  
2010

An SSI® Publication  
[www.thecounterterroristmag.com](http://www.thecounterterroristmag.com)

# The Counter Terrorist

Official Journal of the Homeland Security Professional

Your first look at the Official Journal of the Homeland Security Professional says it all; it's about the content, the information, and making sure advertisers aren't lost in a sea of ads.

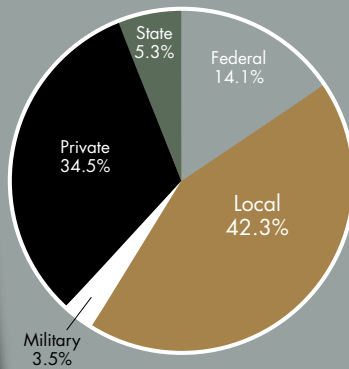
Unlike other publications, *The Counter Terrorist* takes expert opinion and gives technical information in counter terrorism. Whether you are a Fireman, Medic, Security Professional or Law Enforcement Officer you are informed by *The Counter Terrorist*. Knowledge is power – a power *The Counter Terrorist* shares with you.

## The Information Source

*The Counter Terrorist* features articles on the hot topics important to Homeland Security Professionals:

- School Safety
- Airport Security
- Port and Maritime Security
- Protecting VIP's
- Communications Interoperability
- Bio-Chemical detection
- Nuclear terrorism
- Blast mitigation
- Building Safety
- Terrorism and Organized Crime
- and many other topics

READERSHIP BY AGENCY TYPE



## Reaching all of Homeland Security

If it were easy, everyone would be doing it! Reaching the Homeland Security market isn't easy. It's a very fragmented market – spread across Federal, State and local agencies and many different First Responders: Fire, EMS, EMT, Law Enforcement and Military. Only *The Counter Terrorist* and SSI bring you all of this IN ONE instead of having to advertize in many different publications.

## We do more than just fill orders

Why do advertisers rave about results? Because at SSI, we don't stop when we take your order. We are constantly working to help you do well and better serve this market. We are first and foremost a Homeland Security company – not a media group – and we know what it takes to thrive in the single biggest opportunity in the US economy today – Homeland Security.



# Reaching the Homeland Security market through SSI

Security Solutions International (SSI) is much more than a media company. Since 2004, SSI has trained more than 700 government agencies at the federal, state and local level. The SSI reputation and expertise is admired by First Responders:

“Whether it’s the magazine, the newsletter, an SSI training program or conference, everything SSI does is characterized by excellence.”

— JOHN KOST, SARASOTA SHERIFF’S DEPARTMENT

## Fully-Integrated Media:

Get the respect of key decision makers and users in Homeland Security through fully integrated media solutions:

- The Counter Terrorist: Official Journal of the Homeland Security Professional
- Busiest web sites, listed as favorites by the security profession
- e-Newsletter that over 65,000 read twice per month
- Variety of training events and seminars that allow you to demonstrate your product and interact with participants



- Homeland Security is a \$400 Billion industry
- There are 3.5 million First Responders
- There are over 1 million Law Enforcement Officers
- Homeland Security budgets are expected to double in the next decade
- It is estimated that 85% of all critical infrastructure is privately controlled
- Estimates suggest that 35% of all US companies are planning to invest in and expand security programs

## SSI Training Events in 2010:

- SSI Homeland Security Missions to Israel
- The Islamic Jihadist Threat
- Jihad 2.0 – From Virtual to Physical
- Suicide Terror & the Threat of Explosives
- Islamic Jihadist Threat
- Operational Response to Mass Casualty Incidents (ORMAC)
- Building Safety & Security Engineering
- SSI SWAT Counter Terrorism Operations
- SSI KRAV MAGA Training in Israel
- 5th Annual Gulf Coast Terrorism Prevention Conference

# The Counter Terrorist Magazine Advertising Rates (U.S. Dollars)

	1X	2X	3X	4X	5X	6X
<b>4-C ad rates</b>						
2-page spread	8,708	8,272	7,836	7,400	6,966	6,530
Full page	4,746	4,508	4,270	4,034	3,796	3,558
2/3 page	3,322	3,154	2,988	2,822	2,656	2,490
1/2 page	2,846	2,702	2,560	2,418	2,276	2,134
1/3 page	2,610	2,478	2,348	2,218	2,088	1,956
1/4 page	2,134	2,026	1,920	1,812	1,706	1,600
<b>B&amp;W Rates</b>						
2 page spread	6,966	6,616	6,269	5,920	5,572	5,224
Full Page	3,796	3,606	3,416	3,226	3,036	2,846
2/3 page	2,656	2,522	2,390	2,256	2,124	1,992
1/2 page	2,276	2,160	2,048	1,934	1,820	1,706
1/3 page	2,088	1,982	1,878	1,774	1,670	1,564
1/4 page	1,706	1,620	1,536	1,448	1,364	1,280

## Special Positions

Back Cover: \$6,000  
 Inside Front Cover: \$5,000  
 Inside Back Cover: \$5,000

**PMS, Metallic or Fifth Color** call for quote.

**Bleeds** no extra charge.

**Inserts and Tip-ins** call for quote.

**Cash Discounts** 2% Net 30 days.

**Mailing Lists** Please contact SSI Advertising office.

**Initial Circulation** 15,000 First Responders in United States, Europe and Canada

## Advertising Sales

Kelli Richardson  
 Security Solutions International

13155 S.W. 134th Street, Suite 204  
 Miami, Florida 33186

**Phone:** (866) 573-3999, ext. 107 **Fax:** (786) 573-2090

**email:** sales@thecounterterroristmag.com

**web:** www.thecounterterroristmag.com

# 2010 Rates (U.S. Dollars)

## The Counter Terrorist Website Ad Rates

**Banner** (banner will be on the index page in rotation) ..... \$750 per month

**Skyscraper** (skyscraper will be on index page in rotation) ..... \$1,000 per month

**Cube** (cube will be on index page in rotation) ..... \$550 per month

**Logo and Description on Sponsor Page** ..... \$2,000 per month

**Featured on Sponsor Page** ..... \$3,000 per month

## Website Ad Packages

The Counter Terrorist, SSI and SecurityEvent.net

Includes all three sites plus options for additional partner sites— over 100,000 unique visitors each month.

**Banner Package** (banner will be on the index page in rotation) \$2,000 per month

**Skyscraper Package** (skyscraper will be on index page in rotation) \$2,800 per month

**Cube** (cube will be on index page in rotation) ..... \$1,000 per month

**Logo and Description on Sponsor Pages** ..... \$5,500 per month

**Featured on Sponsor Page** ..... \$8,500 per month

## The Counter Terrorist eNewsletter Sponsorship

Sent out twice per month to over 65,000 professionals. One month minimum (two issues).

**Banner** (Best Available Position) \$750 per month

**Banner** (Prominent Position) \$1,000 per month

**Banner plus 50 words text** \$1,500 per month

**Banner plus article** \$2,000 per month

**Sponsor panel cube placement** \$1,500 per month

## SSI® Training Event Sponsorship

SSI seminar, training event and conference sponsorships include your company name and logo as part of all marketing materials for event including: co-advertising, direct mailings, email campaigns, press releases, web marketing. Also includes physical participation with display and demo of your products at the event.

**Two-day Seminars** ..... \$5,000

**Week-long Programs** ..... \$8,000

**Tactical Programs and Special Events** call for pricing

# More Subscribers, More Decision Makers, More Value...

*The Counter Terrorist* is a global magazine. Distributed throughout Western Europe, the Far East, Africa, and Eastern Europe the magazine is avidly read on US Military bases throughout the world. In addition to the very important subscriber base, the Counter Terrorist gives you **BONUS CONFERENCE AND EVENT DISTRIBUTION.**

Every participant in an SSI training event or conference receives a magazine. That's nearly 5000 bonus targeted readers for each issue!

National UASI Conference

GovSec

Michigan Hostage Negotiators Conference

1 Inch to 100 Yards Conference

South Florida Police Expo

FBINAA Annual Conference

NOBLE National Conference

America's Fire & Security Expo

Disaster Planning for Hospitals

Midwest Security & Police Expo

National Homeland Security Summit

Annual National Tactical Officers Association (NTOA) Conference

California's Fire, EMS & Disaster Expo

Florida SWAT Association – Annual Tactical Operations Conference

International Association of Bomb Technicians & Investigators (IABTI) Conference

5th Annual Gulf Coast Terrorism Prevention Conference

EMS Expo

International Counter Terrorism Officers Association (ICTOA) Annual Conference

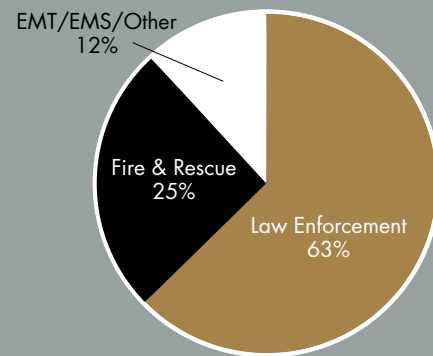
National Homeland Defense Foundation Symposium

IABTI Conference

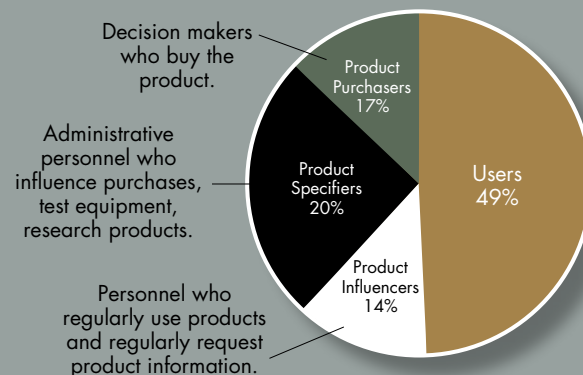
LSU – Improving Disaster Supply Chain Management

The Counter Terror Expo

## SUBSCRIBERS FROM GOVERNMENT AGENCIES



## PURCHASING ROLES OF SUBSCRIBERS



## Contact Information

### Advertising Sales

Kelli Richardson

Security Solutions International

13155 S.W. 134th Street, Suite 204

Miami, Florida 33186

**Phone:** (866) 573-3999, ext. 107 **Fax:** (786) 573-2090

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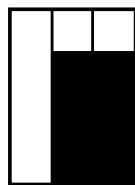
## Advertising Sizes



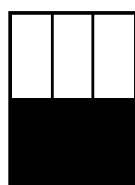
Full Page  
7.25 x 10"



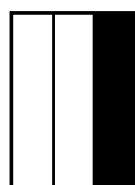
2/3 Page  
Vertical



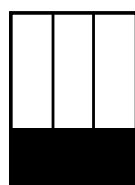
1/2 Page Vertical  
4.75 x 7.5"



1/2 Page Horizontal  
7.25 x 4.875"



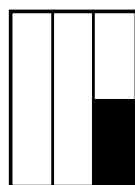
1/3 Page  
Vertical



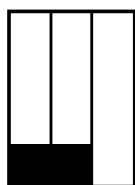
1/3 Page Horizontal  
3.125 x 7.25"



1/3 Page Square  
4.75 x 4.875"



1/4 Page Vertical  
2.25 x 4.875"



1/4 Page Horizontal  
4.75 x 2.25"

## Ad Dimensions

Ad Size	Width	Height
2-page (bleed)	17"	11.125"
Magazine Trim Size	8.375"	10.875"
Full page (non bleed)	7.25"	10"
Full page Active Area	7.25"	10"
2/3 page	4.75"	10"
1/2 page (vertical)	4.75"	7.5"
1/2 (horizontal)	7.25"	4.875"
1/3 page (vertical)	2.25"	10"
1/3 page (square)	4.75"	4.875"
1/3 page (horizontal)	3.125"	7.25"
1/4 page (horizontal)	4.75"	2.25"
1/4 page (vertical)	2.25"	4.875"

## eNews/Website Dimensions

Ad Type	Width x Height
Banner	(468 X 60)
Skyscraper	(160 X 600)
Cube	(125 X 125)

## Magazine Mechanical Requirements

### FILE TYPES:

- Ads may be submitted as .eps, .tif or .pdf or original InDesign CS or Photoshop source documents "packaged" with all linked files and fonts. PDF's must be sent as Press Quality or PDF/X-1 files. Do not use menu-styled fonts. For ads submitted in Photoshop, please outline or rasterize fonts and supply.
- WE DO NOT ACCEPT ads built in Pagemaker, Freehand, Quark, Microsoft Word, Publisher or IBM-formatted files.

### ALL ADS SUBMITTED MUST:

- Be built to the correct size with crop marks offset by at least 18 points (.125 inches)
- Full bleed ads must include an extra .125 on all sides. If using black backgrounds, use rich black: C40, M40, Y40, K100.
- All colors must be CMYK. No spot color, no Pantone colors. Please remove extra colors.
- All ads must be to size at 300 dpi resolution to ensure print accuracy. Please be sure all photos placed within ads are high resolution (300 dpi) as well.
- Digital files should be accompanied by a proof: If no proof is supplied, any errors are the responsibility of the advertiser. Proofs must be representative of the file(s) supplied.

### RESTRICTIONS:

- Design and prepress services are charged at publisher's cost. Charges are not subject to agency commission or cash discount. The accuracy of all ads supplied is the responsibility of the advertiser or ad agency. • Publisher reserves the right to reject any advertising incompatible with the policy of the publication. No cancellations after closing dates.
- Dual Responsibility – Advertiser agrees to accept "dual responsibility" on all advertising billed directly to the advertising agency at net rate. Payment must be made by agency within 60 days. Should advertiser prefer to be billed directly, net rate may still apply.

### SUBMIT TO:

Kelli Richardson  
Security Solutions International

**Phone:** (866) 573-3999, ext. 107 **Fax:** (786) 573-2090

**email:** sales@thecounterterroristmag.com

## e-Newsletter/Website Mechanical Requirements

### FILE TYPES:

- Ads must be submitted as .jpeg files 72 dpi at size.