



Security Shredding News

Serving the Security Shredding & Records Storage Markets

Visit us online at www.SecurityShreddingNews.com



2017 media kit



Security Shredding News is your most cost-effective journal for reaching document & product destruction contractors and document & media storage facility owners!



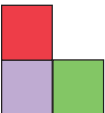
For advertising information, contact Rick Downing

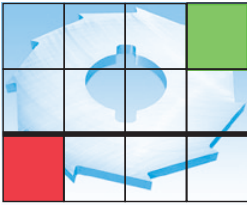
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www.securityshreddingnews.com





Security Shredding News

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2017 MEDIA KIT

MARKET OVERVIEW

Security Shredding News is a quarterly publication designed to give advertisers greater visibility at a reasonable cost. As a newsletter publication, our total folio size does not exceed 24 pages in any one issue. By maintaining a smaller folio size, along with shorter articles, we encourage readers to read *Security Shredding News* as soon as they receive it, which helps advertisers get immediate exposure.

Each issue of *Security Shredding News* is distributed to more than 3,100 business professionals nationwide, including document & product destruction contractors, records & media storage facility owners and hospital service contractors. *Security Shredding News* is also distributed to attendees at various industry trade conferences throughout the year.

Why is Security Shredding News the Better Advertising Buy?

1. *Security Shredding News* delivers nearly 100% (saturate coverage) of the document and product destruction (contractor) market and records & media storage industry.
2. *Security Shredding News* is unique in that it offers advertisers the opportunity to deliver their sales message to the entire document destruction market.
3. *Security Shredding News* is distributed at more industry trade shows than any other publication serving the document shredding industry.

CIRCULATION PROFILE

• Document & Product Destruction Contractors	1,790
• Records & Media Storage Facility Owners	680
• Medical/Pharmaceutical Waste Transporters	684
	<hr/>
	Total Circulation 3,154



Trade Show Issues

(Bonus Distribution To All Shows)

Spring

Special Focus: Plant-based
Shredding Equipment
(This article will profile our
shredder advertisers)

Southeast Recycling
Conference & Trade Show
March 12-15, 2017
Destin, FL

NAID 2017 Annual Conference
March 22-24, 2017
Las Vegas, NV

Summer

2017 PRISM International
Annual Conference
May 8-11, 2017
Tuscan, AZ

Waste Expo 2017
May 9-11, 2017
New Orleans, LA

CleanMed 2017
May 16-18, 2017
Minneapolis, MN

Fall

WasteCon 2017
September 25-27, 2017
Baltimore, MD

AHE Exchange 2017
September 2017

ARMA 2017
September 2017
Orlando, FL

Canadian Waste & Recycling
Expo 2017
November 2017

Winter

Buyers Guide Issue

ADVERTISING DEADLINES

<u>Issue</u>	<u>Space</u>	<u>Artwork</u>
Spring	Feb 3, 2017	Feb 10, 2017
Summer	Apr 12, 2017	Apr 19, 2017
Fall	Aug 4, 2017	Aug 11, 2017
Winter	Nov 3, 2017	Nov 10, 2017

DISPLAY AD SIZES

Advertising Dimensions:

	<u>width x height</u>
Full page	8 ³ / ₈ x 10 ⁷ / ₈
1/2 pg - island	5 ⁷ / ₁₆ x 7 ¹ / ₈
1/2 pg - horizontal	8 ³ / ₈ x 5 ¹ / ₈
1/2 pg - vertical	4 ¹ / ₁₆ x 10 ¹ / ₂
1/3 pg - vertical	2 ⁵ / ₈ x 10 ¹ / ₂
1/3 pg - square	5 ⁷ / ₁₆ x 5 ⁷ / ₈
1/4 pg - vertical	4 ¹ / ₁₆ x 5 ¹ / ₈
1/6 pg - vertical	2 ⁵ / ₈ x 5 ¹ / ₈
Business Card	2 ⁵ / ₈ x 1 ¹ / ₄

DISPLAY AD RATES

Frequency Discounts:

Available to 4X Advertisers

(15% commissionable to recognized advertising agencies)

	<u>B&W Rates</u>		<u>4-Color Rates</u>	
	1x	4x	1x	4x
Full page	\$1300	\$1175	\$1995	\$1870
1/2 pg - island	\$1095	\$995	\$1790	\$1690
1/2 pg - std	\$895	\$795	\$1590	\$1490
1/3 pg	\$750	\$650	\$1345	\$1245
1/4 pg	\$650	\$550	\$1145	\$1045
1/6 pg	\$550	\$450	\$925	\$825
Business Card	\$95	\$75	\$170	\$150

Inserts: Product brochures are billed at a cost of 29 cents per insert (1,000 minimum), plus \$35 per thousand to cover the cost of inserting your brochures. See next page for full details.



INSERT (BROCHURE) ADVERTISING

SAVE ON POSTAGE ...

Tailor your next brochure mailing to a specific portion of our readership or target all of our readers ... run your next direct mail promotion through *Security Shredding News*. Your cost per insert is only 29 cents, plus \$35 per thousand to cover the cost of inserting your brochures.

INSERT REQUIREMENTS:

- Inserts are supplied by advertiser
- Minimum insert run is 1,000
- Maximum insert run is 3,500
- Inserts must be single-page (single or double-sided print)
- Insert paper must not exceed 80lb. standard weight
- Insert size must not exceed 8 ½" x 11"



GUIDELINES FOR ELECTRONIC FILES

- **High quality print .pdf file preferred with URL link active.** Be sure that black and white ads are Grayscale and color ads are CMYK.
- Other file formats accepted: .eps, .tif, .psd or .jpg - must be at least 300 dpi.
- RGB colors may produce unexpected colors. Black type should be 100% black only to avoid registration issues.
- Spot colors should be converted to a CMYK mix.
- Emails must include ad size and issue date. Please include a contact name and phone number should questions or difficulties arise.
- Emails over 15 MB cannot be accepted. Files larger than 15 MB may be uploaded to our ftp site. Call for upload instructions.
- Art/photos must be in .tif, .eps, or .jpg formats only. All art/photos should be scanned at a minimum of 300 dpi.

Send all electronic ad files to: downassoc2@oh.rr.com.

Security Shredding News is not responsible for errors or omissions in files/disks provided. ADS WILL BE RUN AS PROVIDED, see guidelines above for ad requirements. We are not responsible for the production quality of ads which do not meet the above specifications. All ads will be reproduced to the best of our ability.