

2011  
ADVERTISING &  
INSERTION  
RATES

# PROTECTION CONNECTION

A QUARTERLY PUBLICATION OF THE ILLINOIS ELECTRONIC SECURITY ASSOCIATION

**SINGLE PAGE ADVERTISING RATES**

Advertisement Size	Member	Non-Member
Biz Card — B/W — 3-1/2" x 2"	▶ \$100	▶ \$175
1/4 Page — B/W — 3-3/4" x 4-7/8"	▶ \$200	▶ \$275
1/2 Horizontal — B/W — 7-1/2" x 5"	▶ \$300	▶ \$375
1/2 Vertical — B/W — 3-1/2" x 10-1/5"	▶ \$300	▶ \$375
Full Page — B/W — 7-1/2" x 10-1/5"	▶ \$400	▶ \$475
Inside Covers — B/W — 7-1/2" x 10-1/5"	▶ \$500	▶ \$575

**4X-ISSUE ADVERTISING RATES**

Advertisement Size	Member	Non-Member
Biz Card — B/W — 3-1/2" x 2"	▶ \$350	▶ \$600
1/4 Page — B/W — 3-3/4" x 4-7/8"	▶ \$600	▶ \$900
1/2 Horizontal — B/W — 7-1/2" x 5"	▶ \$1,000	▶ \$1,300
1/2 Vertical — B/W — 3-1/2" x 10-1/5"	▶ \$1,000	▶ \$1,300
Full Page — B/W — 7-1/2" x 10-1/5"	▶ \$1,400	▶ \$1,700
Inside Covers — B/W — 7-1/2" x 10-1/5"	▶ \$1,800	▶ \$2,100

All advertisements must be sent digitally, correctly sized for live area and saved at true 300 DPI resolution in either .pdf, .eps, .jpg or .tif format.

TOTAL \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

**SINGLE SHEET INSERTION RATES — LIMITED TO ONE PER ISSUE**

Members	1 Issue	2 Issues	3 Issues	4 Issues
	▶ \$500	▶ \$950	▶ \$1,350	▶ \$1700

Non-Members	1 Issue	2 Issues	3 Issues	4 Issues
	▶ \$600	▶ \$1,100	▶ \$1,500	▶ \$1,850

Have a single sheet inserted into the center spread to mail along with the *Protection Connection*. Advertisers must supply printed material.

**Which Issue?**     Spring     Summer     Fall     Winter

**Starting When?**     Spring     Summer     Fall     Winter

TOTAL \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

**ISSUE SCHEDULE & ADVERTISING DEADLINE**

Issue	Material Deadlines (digital & insert sheets)
January — March	December 24, 2010
April — June	April 15, 2011
July — September	July 15, 2011
October — December	October 15, 2011

**ADVERTISING POLICY & INFORMATION**

All contents of advertisements are subject to the IESA's approval and the IESA reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time without cause. The IESA also reserves the right to insert the word "Advertisement" above or below any copy. The acceptance or rejection of any advertisement does not imply the endorsement or lack of endorsement by the Illinois Electronic Security Association, its product or services. Call (630) 305-8800 for more information about advertising quarterly in the IESA's *Protection Connection*, which is sent to all licensed alarm dealers in Illinois.

**ADVERTISING AUTHORIZATION**

Company Name: \_\_\_\_\_ Authorized by: \_\_\_\_\_

Address: \_\_\_\_\_

City, ST, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please sign and return to the IESA PROTECTION CONNECTION, 309 E. Rand Rd., #107, Arlington Heights, IL 60004, by the deadlines specified. You will be invoiced or you may choose to remit by credit card. All invoices must be paid in full prior to the deadline date.

INVOICE ME     PAYMENT AUTHORIZATION (COMPLETE FORM BELOW)

Printed Name: \_\_\_\_\_

MC VISA AMEX (circle one): \_\_\_\_\_ Total Charge: \$ \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Card Number Exp. Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# 2011 IESA SPONSORSHIP RATES

# PROTECTION CONNECTION



## YES, I WANT TO BE AN IESA PLATINUM SPONSOR FOR ONLY \$2,500!

PLATINUM SPONSORS RECEIVE \$950 IN VALUE-ADDED PUBLICITY, WHICH INCLUDES:

- Annual Associate Member dues
- Signage at all IESA events
- Special recognition in the *Protection Connection* quarterly newsletter (logo and special notation)
- Special recognition in the Members Only Area of the IESA website (logo link and company description)
- Summer event sponsorship
- Inside cover advertising\* in four consecutive issues of the *Protection Connection*
- Admittance for two people at each of the five scheduled IESA dinner meetings (January, March, May, September and November)

\* *With only two Platinum Sponsorship packages available for 2010, secure your position now to receive the best value available.*

## YES, I WANT TO BE AN IESA GOLD SPONSOR FOR ONLY \$2,000!

GOLD SPONSORS RECEIVE \$750 IN VALUE-ADDED PUBLICITY, WHICH INCLUDES:

- Annual Associate Member dues
- Signage at all IESA events
- Special recognition in the *Protection Connection* quarterly newsletter (logo and special notation)
- Special recognition in the Members Only Area of the IESA website (logo link and company description)
- Summer event sponsorship
- Full-page advertisement in four consecutive issues of the *Protection Connection*
- Admittance for two people at each of the five scheduled IESA dinner meetings (January, March, May, September and November)

## YES, I WANT TO BE AN IESA SILVER SPONSOR FOR ONLY \$1,700!

SILVER SPONSORS RECEIVE \$650 IN VALUE-ADDED PUBLICITY, WHICH INCLUDES:

- Annual Associate Member dues
- Signage at all IESA events
- Special recognition in the *Protection Connection* quarterly newsletter (logo and special notation)
- Special recognition in the Members Only Area of the IESA website (logo link and company description)
- Summer event sponsorship
- Half-page advertisement in four consecutive issues of the *Protection Connection*
- Admittance for one person at each of the five scheduled IESA dinner meetings (January, March, May, September and November)

## YES, I WANT TO BE AN IESA BRONZE SPONSOR FOR ONLY \$1,400!

BRONZE SPONSORS RECEIVE \$550 IN VALUE-ADDED PUBLICITY, WHICH INCLUDES:

- Annual Associate Member dues
- Signage at all IESA events
- Special recognition in the *Protection Connection* quarterly newsletter
- Quarter-page advertisement in four consecutive issues of the *Protection Connection*
- Special recognition in the Members Only Area of the IESA website (logo link and company description)

### SPONSORSHIP AUTHORIZATION

Company Name: \_\_\_\_\_ Authorized by: \_\_\_\_\_

Address: \_\_\_\_\_

City, ST, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please sign and return to the IESA PROTECTION CONNECTION, 309 E. Rand Rd., #107, Arlington Heights, IL 60004, by the deadlines specified. You will be invoiced or you may choose to remit by credit card. All invoices must be paid in full prior to the deadline date.

INVOICE ME       PAYMENT AUTHORIZATION (COMPLETE FORM BELOW)

Printed Name: \_\_\_\_\_

MC VISA AMEX (circle one): \_\_\_\_\_ Total Charge: \$ \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Card Number Exp. Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_