

PROSecureNewsonline

the latest news for security buyers & suppliers

Traffic Levels
up 141%
year on year



Marketing Opportunities 2011



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Below is a list of the current options available for running a marketing & promotional campaign on www.prosecurenewsonline.co.uk

ProSecureNewsonline traffic levels have increased year on year by 141%, proving that our continued development and investment in the our circulation of over 10,000 UK Security Professionals, who have a power to purchase or specify security products or services, is working.

All promotional options are designed to be to help promote and raise awareness of your companies name and products within UK Security market place, giving you constant exposure both through advertisements and editorial profiles.

Video Presentations – This is a dedicated section to promote companies product and promotion video presentations. We create a dedicated section for company video presentations. This will be promoted on the main website home page and Video Presentation Index page with a brief description of the content available a fuller description is available underneath each video presentation. The section is run on a subscription basis where you pay £500 for 12 months access. For this subscription you get to add or edit as many videos as you require, we in turn will promote the videos on the weekly newsletter, main website, Twitter and relevant product pages. Each time you add a new presentation it will be promoted on the next available weekly newsletter, website and twitter.

Independent Email Blasts – The Independent email promotions are designed as email adverts/promotions/messages for specific events, product promotions, etc... We can direct independent email promotions direct to our full circulation. We can design a template for email promotions or we can use html artwork provided, linking to specific pages within your website or if required sections held within our site. Independent email promotions cost £450 per blast. Email blast promotions are limited to a maximum of 3 per month.

Home Page and Weekly Email Newsletter Banner Adverts - Companies advertising on the home page of the website have two additional bonuses in doing so. The first is that they will appear within the weekly email newsletter, sent out to 10,000 UK based security companies. The second is that all future press releases for that company are guaranteed coverage within the website site and weekly newsletter. A standard 650 x 150 pixel banner on the home page would cost £600 per month for a run of 6 months or £450 per month for 12 months. We also run fixed position adverts; this means that you do not have to keep refreshing the page in order to view your promotion. If you book to run an advert within the latest Camera News on the home page, that is where you will see your advert – you are not one of three or four.



For more information on ProSecureNewsonline.co.uk please contact
Henry Lott - Tel 01622 844505 - Email henry@prosecurenewsonline.co.uk
Nick Randolph - Tel 01622 840218 - Email nick@prosecurenewsonline.co.uk
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Special Features - The Special Features on Prosecurenewsonline are sent independently to the full circulation of prosecurenewsonline, and then promoted on the weekly newsletter, home page of the site and relevant product pages. Throughout the year we run at least two Special Features a month on a range of product and industry sectors; such as IP cameras, DVR's, Retail Security, Transport Security, etc... The special features are limited to only eight companies per feature and we aim to get a lead article from a relevant trade association or inspectorate for each feature. The cost to run a article within the feature is £150, which gets you 600 words, logo, up to 3 images and a 190 x 100 pixel banner advert.

HEADLINE Sponsorship of the Special Features – The Special Features on Prosecurenewsonline are now available for one company to take the headline sponsorship. As a Special Feature Sponsor you will receive the lead 1000 word article, on the feature including any links and images, a head banner advert 650x100 pixels, top banner 190x100 pixels on the right hand column, also announced as the sponsor on the website home page with links to the feature. Sponsorship of a Special Feature is £300.

Flexibility - ProSecureNewsonline is a highly flexible medium and unlike a magazine, where once in print a copy cannot be changed. With ProSecureNewsonline, copy, visuals and graphics can be changed within a couple of days.

The benefit of this flexibility is that our partners can take both a strategic and a tactical approach to promoting products or services – it's absolutely “now” – no need to wait weeks or months to bring something new to the campaign. If a change of emphasis or direction is what a partner wants – that is what they can have!

Quite simply; what we can offer in a sense is a “Blank sheet of Paper”. We have the capability and experience to adapt a marketing campaign to the given requirements of a client.



Contact Details - If you have any questions regards to the above please feel free to contact us on:

Henry Lott -	Tel 01622 844505 - Email henry@prosecurenewsonline.co.uk
Nick Randolph -	Tel 01622 840218 - Email nick@prosecurenewsonline.co.uk
Robbie Lott -	Tel 01622 840033 - Email robbie@prosecurenewsonline.co.uk
Editorial Email -	news@prosecurenewsonline.co.uk

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Advertising Rates & Data

Banner/Skyscraper adverts

Home Page/Weekly Newsletter (home page banners appear on the website and newsletter) Cost below are per month. To appear on a specific product page only please take 25% off the prices listed below.

	SIZE	3	6	12
Banners	650 x 150	£700	£600	£450
	650 x 100	£600	£500	£400
<i>(right hand column)</i>	190 x 100	£500	£400	£270
	190 x 200	£600	£500	£370
Skyscraper	195 x 575	£800	£700	£500

Video Presentations

Annual subscription £500, up to 6 videos at one time, delete or add as many as you require within the year.

Independent Email Blast

SIZE	2	4	6
650 x 800	450	400	350

Design service is available, price on application

Special Features

£150 per article for 600 words, 3 images and a 190 x100 pixel banner limited to 10 companies per feature.

HEADLINE Sponsorship Special feature

£300 per feature - 1000 word lead article - upto 5 images - head banner 650 x 100 pixel banner advert, top banner 190x100 announced on weekly newsletter and main website as sponsor.

Production Requirements

We can accept advertising copy in either JPEG or animated Gif form. Flash can be accepted but only for use on the web site. If required our designers can produce the material - a lead in time of 7 – 10 days is required.

Artwork should be emailed to henry@prosecurenewsonline.co.uk

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2011 Specialist Features

January 2011

Dome Cameras

Deadline

25th Jan

Published

27th Jan

February 2011

Locks/Locksmiths

Deadline

8th Feb

Published

10th Feb

PTZ Cameras

22nd Feb

24th Feb

March 2011

Alarm Systems

Deadline

8th Mar

Published

10th Mar

NVR/DVR

22nd Mar

24th Mar

April 2011

IFSEC Preview

Deadline

19th April

Published

21st April

May 2011

Thermal Imaging

Deadline

3rd May

Published

5th May

Cameras

June 2011

IFSEC Review

Deadline

7th June

Published

9th June

Access Control

28th June

30th June

July 2011

IP Cameras

Deadline

5th July

Published

7th July

August 2011

IP Video Surveillance

Deadline

16th Aug

Published

18th Aug

September 2011

Biometric Security

Deadline

6th Sept

Published

8th Sept

Guarding Services

27th Sept

29th Sept

October 2011

IP Cameras

Deadline

4th Oct

Published

6th Oct

NVR/DVR

25th Oct

27th Oct

November 2011

Access Control

Deadline

8th Nov

Published

10th Nov

Perimeter Protection

22nd Nov

24th Nov

December 2011

Video Analytics

Deadline

6th Dec

Published

8th Dec

All copy for Special Features should be supplied as word documents or email for text, with jpeg or gif images and banners.

All Special Features are mailed independently and promoted on the Weekly Email newsletter

The cost to run a 600 word article with logo, 3 images and a 190 x 100 pixel banner is only £150.

Headline Sponsor - All of the above plus a 650x100 pixel head banner, lead article, and promoted on main website and weekly newsletter £300

Contacts:

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