SERVING THE ELECTRONIC AND FIRE/LIFE SAFETY INDUSTRY
CONTACT: Jerry Lenander/Beth Landau 800-490-9680 | info@snnonline.com

WESTERN STATES

**TOTAL MAILED 3,000**
Alaska – Arizona – California – Colorado – Hawaii – Idaho – Montana – Nevada - New Mexico

<table>
<thead>
<tr>
<th>SIZE</th>
<th>Price</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$600</td>
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<tr>
<td>Half Page</td>
<td>$350</td>
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<tr>
<td>Quarter Page</td>
<td>$175</td>
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NORTHEAST & MIDWEST STATES

**TOTAL MAILED 2,000**

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SOUTHEASTERN STATES

**TOTAL MAILED 2,000**

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<td>Business Card</td>
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<tr>
<td>Inserts</td>
<td>$500</td>
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NATIONWIDE SPECIAL ADVERTISING RATES

**TOTAL MAILED 7,000**
Please use these special rates if you run in ALL THREE MAGAZINES
All pricing for FULL COLOR ads.
Specs and information at [www.snnonline.com](http://www.snnonline.com)

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<tr>
<td>Half Page</td>
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<tr>
<td>Quarter Page</td>
<td>$ 450</td>
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<tr>
<td>Business Card</td>
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SAVE $100
ADVERTISING SPACE RESERVATION

Please reserve the following advertising space:
SIZE:  FULL PAGE______  HALF PAGE______  QUARTER PAGE______  BUSINESS CARD______
     ___ MONTHLY Until Further Notice  or  List Months ________________________________

PLACEMENT:  Please run our ads in:  ___ All Three Magazines (9,000 Circulation)
             Special Rate:  Full $1,500  Half $900  Quarter $450
             Please place ad in:  ___ THE SENTINEL  ___ THE MIRROR  ___ THE SENTRY

PAYMENT
     __ Invoice Monthly – P.O. # __________________________
     __ Credit Card Payment (AMEX, VISA, MASTERCARD, DISCOVER)
        Amount $__________  Card # _______________________
        Exp. ______  Billing Zip ______  Security Code______
        Name on Card ___________________________________

COMPANY ______________________________________________________________
CONTACT ______________________________________________________________
BILLING ADDRESS _______________________________________________________
CITY __________________________  ST _______  ZIP _______________________
TEL _________________________  FAX ________________________________
EMAIL ________________________________________________________________

PAYMENT TERMS
    • Advertisers will be invoiced on publication.
    • Business card ads are billed in two segments: Jan-June and July- Dec.

SPACE DEADLINE
All magazines are published and mailed monthly on the first of the month. The deadline for advertising
space reservations and material is the 15th of the month prior to publication.

Editorial:
   Send your news releases to info@snonline.com and they will run in all three magazines.

Training Dates:
   Send your Training dates (Title, Location, City, State, Telephone and Website) to info@snonline.com.

Special Events:
   Send your special events including conferences (Title, Location, City, State, Telephone and Website) to info@snonline.com.

SEND COMPLETED FORM TO SYNCOMM MANAGEMENT GROUP
[Contact Information]
AD POSITION: All advertisements are R.O.P. Preferred positions are assigned based on space availability, ad size and frequency.

AD SIZES:
- Full page: 11” high x 8-1/2” wide (trimmed size)
- Half page horizontal: maximum 5” high X 7-1/2” wide
- Half page vertical: maximum 10” high X 3-5/8” wide
- Half page island: maximum 7-1/2” high X 4-1/2” wide
- Quarter page: maximum 5” high X 3-5/8” wide
- Business card: 2” high x 3-1/2” wide.
- Vertical cards also accepted: 3-1/2 “ high x 2” wide
- Double business card: 4” high X 3-1/2” wide

AD COLOR: full color accepted. All color must be cmyk. Do not send rgb color - we convert all color to cmyk with no adjustments.

For color management, our color profile is US Sheeted coated V2. Otherwise, turn off color management.

AD SPECIFICATIONS:
1. We accept EPS files or flattened TIF files at 300 pixels per inch. We accept eps files up to version CS6. If you convert your eps files to high resolution tif files, they will be easier to transmit and handle. For EPS files- convert ALL fonts to curves.
   All files will ultimately be converted to tif files for use in production.
2. We accept PDF: Embed ALL fonts or first convert them to curves in your layout. Set pdf settings to “Press” or high resolution - 2400 line or higher, or 300 pixels. There are many ways to set up a pdf file. Please use pdf files only if you know how to create a high resolution “Press” level pdf file and make sure that all elements inside of the file are high resolution. You can use the PDF/X-1a:2001 output setting where available.
   PDF and CROP MARKS - vital info if your ad bleeds off the edges
   1. For full page ads: do not use crop marks unless you can set them up to be visible in the opened pdf file. If you open your pdf in the Acrobat Reader and you do not see your crop marks, then we can’t either and your bleed area has disappeared.
   The alternative is to make your layout page 8-3/4 x 11-3/4” and keep live copy within 7-1/2 x 10” except for the elements that you want to bleed such as the background color. When you send in your ad file, provide full notes.
   2. For fractional ads sizes (smaller than a full page): Fractional ads ordinarily do not require bleed. If you include bleed in a fractional ad, you must provide crop marks and they must show up in the Acrobat Reader or else we cannot see them, and we will not know where you intend to crop, and the entire image will be reduced to spec size. It is best if you send fractional ad files cropped as desired.

FONTs- very important for all files
- For PDF files, embed ALL fonts, or convert to curves before you make the pdf file.
- For EPS files, convert all fonts to outlines.
- For TIF files, rasterize fonts (in Photoshop). Do NOT send type in layers. Flattening layers will rasterize fonts.
- Convert psd files to flattened tif files.

OTHER INFORMATION
Application files are NOT accepted. Do NOT send Quark, InDesign, Corel, Word, Publisher, Excel or Powerpoint. Do not send layered PSD files. If you need help, call the publishing office well before the ad deadline so that we can assist you.

If you zip up your files, use Zip or Winzip - do not use Aladdin or Stuffit.

Send your files by email or by Hightail or other independent digital sending service to: info@snnonline.com.
(Disks can be mailed to the publishing office.)

PUBLICATION MATERIALS
Tifs and jpg files should open at 133 to 150 line (266 pixels to 300 pixels per inch) at minimum 2 X 3” approx. Do NOT send graphics from the internet - these are too small to be used. Please call the publishing office with questions.

PUBLISHING OFFICE
333 Washington Blvd., Suite 433, Marina del Rey, CA 90292
info@snnonline.com

For advertising rates and schedules please call Jerry or Dan at the publishing office at 800-490-9680