



**Advertise and increase your exposure in the security hardware industry and beyond!**

## **SHDA'S SUMMIT GUIDE & MEMBERSHIP DIRECTORY**

Advertising in this outstanding publication provides an excellent opportunity to reach a pre-qualified, target audience. It is distributed to 2026 Industry Advancement Summit attendees and mailed to all SHDA contacts, over 600 in number.

### **Standard Full-Color Ad Options:**

- Third-Page Ad: \$1,397
- Half-Page Ad: \$1,777
- Full-Page Ad: \$2,266

### **Premium Placement:**

- Special Placement Ad: \$765

### **Acceptable Formats:**

- Adobe Illustrator EPS file, convert all type to outlines
- Hi-res PDF file with fonts embedded
- 300 dpi or greater

### **Size Specifications:**

- Full-Page Ad: 8 1/4" wide by 10 3/4" high
- Half-Page Horizontal Ad: 6 7/8" wide x 4 5/8" high
- Half-Page Vertical Ad: 4 1/2" wide x 7 1/2" high
- Third-Page Horizontal Ad: 4 1/2" wide x 4 5/8" high

### **Full Page Bleeds:**

Please supply an 8 1/2" x 11" formatted document.

- Document Trim Size: 8 1/4" x 10 3/4"
- Safety: 3/8" from both sides, 5/8" from top and bottom

**Ad order deadline is March 2, 2026.**

**Ad copy must be submitted by March 9, 2026.**

## **SHDA UNLOCKED (QUARTERLY E-NEWSLETTER)**

Quarterly e-newsletter informing members on industry topics, member news and members only benefits.

### **Premium Placement:**

Your ad linked to your website is placed at the top of the newsletter (limit one per issue).

- \$891 (2 issues)
- \$1,524 (4 issues)

### **High Placement:**

Your ad linked to your website is placed in the middle of the newsletter (limit one per issue).

- \$765 (2 issues)
- \$1,271 (4 issues)

### **Footer Placement:**

Your ad linked to your website is placed at the bottom of the newsletter (limit one per issue).

- \$572 (2 issues)
- \$952 (4 issues)

### **Acceptable Formats:**

- JPEG or PNG format

### **Size Specifications:**

- 200 x 600 pixels in JPEG or PNG format

**Ad copy must be submitted by the 1st of the month for quarterly distribution [March, June, September, December]**

# Advertising Packages

## 2026

### SHDA SOCIAL MEDIA

Your 30-second commercial or advertisement will be posted on SHDA's social media channels during the month of your choosing.

- \$600 per post

#### Acceptable Formats:

- MP4 video format, no more than 30 seconds in length
- Maximum of 200 characters for text ads

**Ad copy must be submitted the last Monday of the previous month, prior to ad placement.**

### SHDA WEBSITE SCROLLING LOGO

Visible on every page of the website. Your logo is linked directly to your company website.

- 765 (6 months)
- \$1,271 (12 months)

#### Acceptable Formats:

- High resolution JPEG or PNG format

#### Size Specifications:

- 500 x 500 px

