



Protection Connection

A QUARTERLY PUBLICATION OF THE ILLINOIS ELECTRONIC SECURITY ASSOCIATION

The Illinois Electronic Security Association represents the business interests of every alarm dealer in the state. For almost three decades, the IESA's mission has been to serve and promote the electronic security industry, providing direction through communication, education and fraternization events.

The *Protection Connection* newsletter is the most essential element to help the association accomplish these important tasks. ***It is distributed quarterly to every licensed alarm dealer in the State of Illinois.***

The *Protection Connection* not only keeps dealers informed of professional education opportunities and legislative updates, but the revenue it generates allows the association to shape the business landscape by funding lobbyists that represent our members' interests.

2010 ADVERTISING & INSERTION RATES

Single Issue Advertising Rates

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

4x-Issue Advertising Rates

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

Starting When? Spring Summer Fall Winter

Have a single sheet inserted into the center spread to mail along with the *Protection Connection*?

Note: Advertisers must supply printed material.

SINGLE SHEET INSERTION RATES

Members

1 Issue	2 Issues	3 Issues	4 Issues
<input type="checkbox"/> \$240	<input type="checkbox"/> \$480	<input type="checkbox"/> \$720	<input type="checkbox"/> \$960

Non-Members

1 Issue	2 Issues	3 Issues	4 Issues
<input type="checkbox"/> \$390	<input type="checkbox"/> \$780	<input type="checkbox"/> \$1,170	<input type="checkbox"/> \$1,560

Which Issue? Spring Summer Fall Winter

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.

Issue Schedule & Advertising Deadline

Issue	Material Deadlines (digital & insert sheets)
January — March	December 11, 2009
April — June	March 5, 2010
July — September	June 4, 2010
October — December	September 3, 2010

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 Insertion Authorization

Company Name: _____ Authorized by: _____

Address: _____

City, ST, ZIP: _____

Phone: _____ FAX: _____ E-mail: _____

Please sign and return to the IESA PROTECTION CONNECTION, 4238 N. Arlington Heights Rd., #107, Arlington Heights, IL 60004, by the deadlines specified. OR Fax to (877) 230-5110

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: _____