



MARKET TAKEOVER

Use SP&T's **Themed eNewsletters** to let Canadian security dealers, integrators, specifiers and consultants know about your company's market-specific products, technologies, systems, solutions and industry **EXPERTISE!**

SPOTLIGHT!

Spotlight! is where content and context intersect. SP&T'S Spotlight! eNewsletter offers our readers with news, articles and insights on a particular technology in the security industry, while offering advertisers the opportunity to connect their brands with a particular industry theme.



What You Get

- Exclusive Takeover of eNewsletter
- 3 ad positions: 2 leaderboards, 1 Sponsor's Message
- 2 links in Sponsored Content section (drives traffic back to your site)
- Lead generation report following Spotlight! deployment

Cost: \$1,500

2018 SCHEDULE

- | | |
|--|---|
| <ul style="list-style-type: none"> ➤ FEBRUARY
HOME AUTOMATION
Release Date: Feb 16 ➤ APRIL
IP VIDEO
Release Date: Apr 20 ➤ JUNE
ACCESS CONTROL
Release Date: Jun 15 | <ul style="list-style-type: none"> ➤ AUGUST
FIRE & LIFE SAFETY
Release Date: Aug. 17 ➤ OCTOBER
INTRUSION DETECTION
Release Date: Oct 19 ➤ DECEMBER
SOFTWARE & ANALYTICS
Release Date: Dec 14 |
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TOP OF THE MONTH

SP&T's Top of the Month eNewsletter offers our loyal readers a recap of that month's most popular industry articles/news from SP&T's highly visited website. Top of the Month (released the last Saturday of every month) provides one company the opportunity to takeover this eNewsletter with exclusive advertising throughout.



What You Get

- Exclusive Takeover of eNewsletter
- 3 ad positions: 2 leaderboards, 1 Sponsor's Message
- 2 links in Sponsored Content section (drives traffic back to your site)
- Feature Product (40-word description and image)
- Lead generation report following Top of The Month deployment

Cost: \$1,500