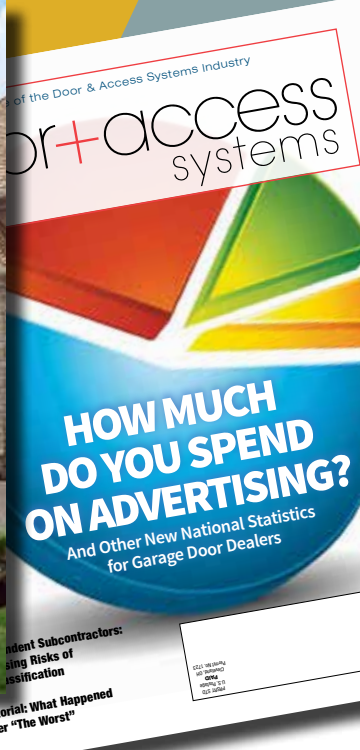
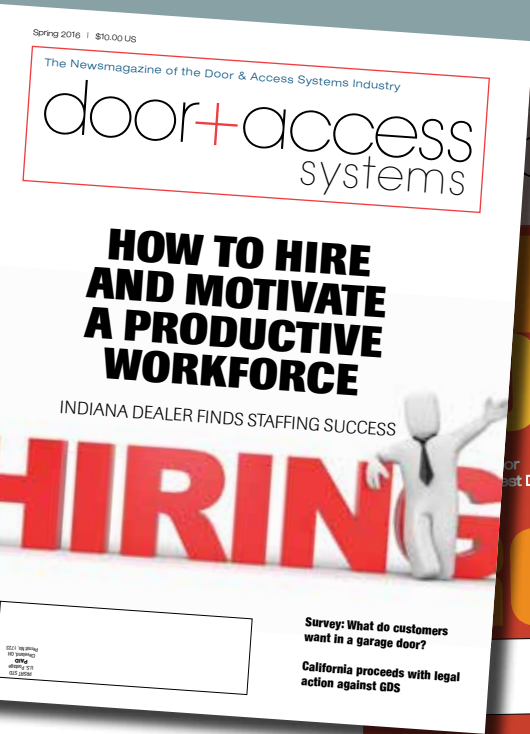


ADVERTISING KIT

2017

MORE READERS
BETTER READERSHIP
BEST CPM



“IT IS RELEVANT,
INTERESTING TO
READ, NOT AFRAID
TO TACKLE THE HARD
TOPICS, AND A GOOD
PLACE TO LOOK FOR
NEW IDEAS AND
PRODUCTS.”

Ownership/Mission

Door + Access Systems newsmagazine is a quarterly, non-subscription periodical published by the Door & Access Systems Manufacturers Association (DASMA), the association of companies engaged in the manufacture of commercial and residential garage doors, rolling doors, high performance doors, door and gate operators, remote controls, and related products. The magazine's purpose is to increase the level of knowledge and professionalism within this industry by providing timely news and feature stories.

Circulation

The magazine is mailed to more than 20,000 professionals in this industry. More than 90% of our readers are dealers who sell, service, and install door and access systems products. These dealers are located in all 50 U.S. states and throughout Canada.

Editorial Content

Door + Access Systems welcomes press releases and photos of product, personnel, and company news for our industry. See our Press Release Guidelines at www.DoorandAccessSystems.com.

Our editorial content includes the latest news, trends, and tips related to the door and access systems industry. We welcome your editorial ideas and articles. We will pay \$250 for every full-page article submitted by a member of the door and access systems industry (after it is published).

Ad Production

Art materials are accepted as a print-ready pdf or InDesign files. Ad production requested by advertiser will be billed at cost. Macintosh files are preferred. Digital files may be uploaded directly to the printer's FTP site at <http://www.agscg-sendafile.com> to the attention of Elaine Ramos. Another option is to email a print-ready, high-resolution pdf (300 dpi or greater) to the advertising manager at ann@CunninghamBaron.com.

Note: Unless new ad material is provided, your ad will be picked up from the latest issue of Door + Access Systems.

Advertising Content

No advertisement that contains price information will be accepted. The editor and publisher reserve the right to reject any advertising material that does not uphold the dignity of this professional journal or the industry it represents. Advertising that simulates editorial content must carry the word "Advertisement" in 8 pt. or larger type.

2017

Trim Size and Bleed

Magazine trim size is 8-1/2" x 11", perfect bound. Bleed size is 8-3/4" x 11-1/4". Live matter not intended to bleed off trimmed page should be confined to 1/8" from trimmed edge. Bleeds allow 1/8" excess on all sides. Bleeds are free.

Inserts

Pre-printed inserts are accepted in 2-page multiples. Contact publisher for rates and specifications.

Guaranteed Placement and Positioning

Requests for positions (e.g., "far forward," "right-hand page," etc.) are honored when available. Guaranteed positions can be purchased at earned rates plus 15%.

Premium Advertisements

Inside front cover, inside back cover, back cover, page one, page two, page seven, and the first ad placed in the cover story are available as premium pages on a four-insertion basis. Reservations must be received by Dec. 31 for advertisements published in the following year. Premium positions are selected by



lottery in early January. (Contact us for other lottery details.) All premium positions must be four-color ads. Back cover advertisements are 15% more than other premium positions, and they must change content after four consecutive issues. If any premium position is not filled by the lottery, the magazine may sell that position to any DASMA member,

Rates/Colors

Rates (see back page) are non-commissionable. DASMA reserves the right to change advertising rates upon 60 days' notice.

Qualifying Advertisements and Discounts

Eligibility: Advertising in the magazine is a benefit of being a DASMA member. If you are not a DASMA

member, you may advertise only if (1) you are not eligible to be a member, or (2) you are eligible to be an Associate member. Discounts: DASMA members receive discounted advertising rates; these rates also apply for non-members who are not eligible for DASMA membership.

"YOUR MAGAZINE IS THE BEST IN OUR INDUSTRY, WITH THE MOST RELEVANT ARTICLES AND TOPICS."



Advertising Space Requirements

Two-Page Spread	Full Page Premium	Full Page Standard	Partial Page Vertical		Partial Page Horizontal	Island Half Page
17" wide x 10" high 17½" wide x 11¼" high (bleed)	Inside Front Cover Inside Back Cover Back Cover 7½" x 10" 8¾" x 11¼" (bleed)	7½" x 10" (non-bleed) 8¾" x 11¼" (bleed) Trimming to 8½" x 11"	Two Thirds 4⅞" x 10"	One Third 2⅝" x 10"	Half Page 7½" x 5" One Third 7½" x 3¼"	Island Half Page 4½" x 7½"

Advertising Space Rates

Ad Sizes	1- & 2-Color Rates		4-Color Rates				
	1x rate	4x rate	1x rate	4x rate	6x rate	8x rate	12x rate
Full Page Standard	3275	2890	4645	4100	3695	3610	3530
Member Rate	1870	1655	2655	2340	2105	2055	2015
2-page Spread	7175	6460	10180	9170	8255	8070	7890
Member Rate	4095	3685	5815	5240	4710	4610	4505
Premium - Back Cover	N/A	N/A	N/A	6200	N/A	N/A	N/A
Member Rate	N/A	N/A	N/A	3550	N/A	N/A	N/A
Inside Front/Back Cover	N/A	N/A	N/A	5395	N/A	N/A	N/A
Member Rate	N/A	N/A	N/A	3080	N/A	N/A	N/A
2/3-page Vertical	3100	2740	4400	3905	3525	3425	3305
Member Rate	1770	1565	2515	2230	2015	1955	1890
Island 1/2 Page	2990	2650	4245	3770	3410	3305	3200
Member Rate	1710	1515	2425	2155	1945	1890	1830
1/2-page Horizontal	2580	2255	3665	3195	2875	2810	2740
Member Rate	1475	1290	2095	1825	1645	1605	1565
1/2-page Vertical	2580	2255	3665	3195	2875	2810	2740
Member Rate	1475	1290	2095	1825	1645	1605	1565
1/3-page Vertical	2200	1930	3120	2750	2475	2435	2390
Member Rate	1255	1100	1780	1570	1415	1390	1365
1/3-page Horizontal	2200	1930	3120	2750	2475	2435	2390
Member Rate	1255	1100	1780	1570	1415	1390	1365

1. The 4x rate applies to advertisers that purchase 4 or 5 ads in a calendar year. (For 2-color ads, 4x applies to 4 ads or more.)
2. The 6x rate applies to advertisers that purchase 6 or 7 ads in a calendar year.
3. The 8x rate applies to advertisers that purchase 8-11 ads in a calendar year.
4. The 12x rate applies to advertisers that purchase 12-15 ads in a calendar year.

2017 Dates and Deadlines

Issue	Material Deadline	Mailing Date
Spring	Feb. 15	Apr. 3
Summer	May 15	July 3
Fall	Aug. 15	Oct. 3
Winter	Nov. 15	Jan. 2

**"A MUST-READ TO
STAY UP ON NEWS
AND HAPPENINGS
IN OUR INDUSTRY
AND TO TRACK
MANUFACTURER
ACTIVITIES."**

Contact Information

Advertising Inquiries
Ann Marie Cunningham
Advertising Manager
216-579-6100 ext. 1
216-579-6102 Fax
ann@cunninghambaron.com

Editorial Inquiries
Tom Wadsworth
Editor
815-285-3861
815-301-5495 Fax
trw@tomwadsworth.com

Mailing Address
1300 Sumner Avenue
Cleveland, OH 44115-2851
216-241-7333
216-241-0105 Fax
dasma@dasma.com

door+access
systems

www.DoorandAccessSystems.com



2017 Editorial Calendar, Deadlines, Contacts

	Spring '17	Summer '17	Fall '17	Winter '17-'18
Due Date for Space Reservations	Feb. 15	May 15	Aug. 15	Nov. 15
Last Day to Submit Ad Material and Press Releases	Feb. 15	May 15	Aug. 15	Nov. 15
Issue Date	Apr. 3	July 3	Oct. 3	Jan. 2
Editorial Emphasis*	<i>Trends</i>	<i>Training</i>	<i>Safety</i>	<i>Management</i>
	<i>Management</i>	<i>Expo 2016</i>	<i>Marketing</i>	<i>Case Studies</i>
	<i>New Products</i>	<i>Trends</i>	<i>Hot Issues</i>	<i>Legal</i>

* Since Door + Access Systems is a newsmagazine, the topics of editorial emphasis may change without notice. This allows the magazine to focus on late-breaking topics of interest to our readers.

Editorial Offices

Wadsworth Communications
Tom Wadsworth, Editor
 1152 Bay Drive
 Dixon, IL 61021
 815-285-3861
 815-301-5495 Fax
 trw@tomwadsworth.com

Advertising Sales

Cunningham Baron
Ann Marie Cunningham
 1900 Superior Ave., Ste. #304
 Cleveland, OH 44114
 216-579-6100 ext. 1
 216-579-6102 Fax
 ann@cunninghambaron.com

Ad Sizes	1- & 2-Color Rates		4-Color Rates				
	1x rate	4x rate	1x rate	4x rate	6x rate	8x rate	12x rate
Full Page Standard	1870	1655	2655	2340	2105	2055	2015
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This agreement authorizes **DOOR + ACCESS SYSTEMS** to print a _____ [submit a size—see chart above] advertisement in the following issues for 2017: Spring Summer Fall Winter. [check all that apply] _____ [your company] agrees to pay \$_____ per insertion [submit a rate—see chart].

(Note: If you fill in the incorrect amount, you will be billed the correct rate.)

Check here if you wish this contract to renew each year automatically at the rates in effect for subsequent years.

- All advertisers must abide by the specifications and terms listed on the current **DOOR + ACCESS SYSTEMS** rate card.
- The publisher must have on file a signed contract from the advertiser prior to publication.
- Payment for advertising must be received within 30 days of date of invoice. Late payments will be charged a penalty of two percent (2%) per month or fraction thereof, in addition to any collection charges.
- Digital advertising material must be provided to **DOOR + ACCESS SYSTEMS** prior to deadline.
- If **DOOR + ACCESS SYSTEMS** provides any production or changes in artwork at the request of the advertiser, charges for same will be billed to the advertiser.
- Unearned frequency charges will be charged back to the advertiser.
- The publisher reserves the right to approve all advertisements; however, the publisher does not assume any responsibility for advertisement content.
- The additional terms and conditions set forth on the attached Liability page are incorporated herein by reference.

Advertiser _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____ E-mail _____

Date submitted _____ Authorized by _____

Bill our company at the above address. Bill our ad agency at the following address:

Ad Agency _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____ E-mail _____

Please return this contract to: **DOOR + ACCESS SYSTEMS**
c/o Cunningham Baron, 1900 Superior Avenue, Suite 304, Cleveland, OH 44114 or Fax: 216-579-6102 or email ann@CunninghamBaron.com

Ad Sizes	1- & 2-Color Rates		4-Color Rates				
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Full Page Standard	3275	2890	4645	4100	3695	3610	3530
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Advertiser _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____ E-mail _____

Date submitted _____ Authorized by _____

Bill our company at the above address. Bill our ad agency at the following address:

Ad Agency _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____ E-mail _____

Please return this contract to: **DOOR + ACCESS SYSTEMS**

c/o Cunningham Baron, 1900 Superior Avenue, Suite 304, Cleveland, OH 44114 or Fax: 216-579-6102 or email ann@CunninghamBaron.com



LIABILITY

The publisher reserves the right to refuse copy deemed inappropriate to the policies and standards of the Door & Access Systems Manufacturers Association, International (DASMA).

The publisher reserves the right to hold advertisers and/or their advertising agencies jointly and severally liable for money due and payable to the publisher.

The advertiser and agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels, or other copyrighted matter), or the unauthorized use of any person's name or photograph, arising from the publisher's reproduction and publication of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue, or omit any advertising or any part thereof, but this right does not imply that publisher has reviewed or assumes any responsibility for advertisement content, and publisher does not assume any such responsibility. This right, and the above indemnity, shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

The publisher reserves the right to cancel this contract at any time upon default by the advertiser and/or its agency in the payment of bills or in the event of any other substantial breach of this contract. Upon such cancellation, charges for all advertising published and all other charges payable under this contract shall become immediately due and payable by the advertiser and its agency upon rendition of bills therefor.

If the advertiser and/or its agency defaults in the payment of bills, or if in the judgment of the publisher its credit becomes impaired, the publisher shall have the right to require payment for further advertising under this contract upon such terms as the publisher may see fit.

If the publisher is unable to set any advertisement in the type or style requested, it may set such advertisement in such other type or style as in the publisher's opinion most nearly corresponds thereto, and the advertisement may be inserted without submission or proof.

Where cuts, electrotypes, or material furnished by the advertiser or its agency occupy more space than specified in the contract or insertion order, the publisher should immediately communicate with the advertiser or its agency for definite instructions. If the publisher is unable to secure definite instructions, the advertisement shall be omitted.

Failure by the publisher to insert an advertisement in any particular issue or issues invalidates the order for insertion in the missed issue, but shall not constitute a breach of contract.

Unless otherwise stipulated, the publisher shall have the right to omit any advertisement when the space allotted to advertising in the issue for which such advertisement is ordered has all been taken, and also to limit the amount of space an advertiser may use in any one issue.

A waiver by either party hereto of any default or breach by the other party shall not be considered as a waiver of any subsequent default or breach of the same or any other provisions hereof.