

New York Security Signal

Official newsletter of the New York Electronic & Life Safety Association

Advertising Rate Information

2025		Six Issues Pay Total In Advance 16.67% SAVINGS	Four Issues Pay Total In Advance 10% SAVINGS	Three Issues Pay Total In Advance 5% SAVINGS	Individual Issues Pay Per Issue
Mechanical Size (Width X Height)					
1/8 Page	3.5" W x 2" H	\$300	\$216	\$171	\$80
1/4 Page	3.5" W x 5" H	\$600	\$414	\$328	\$125
1/2 Page	7.5 W" x 5" H	\$1,100	\$756	\$599	\$210
Full Page	7.5" W x 10" H	\$1,800	\$1,242	\$983	\$350
Inside Cover	7.5" W x 10" H	\$2,400	\$1,368	\$1,083	\$450
Back Cover	7.5" W x 7.5" H	\$2,000	\$1,368	\$1,083	\$400

About Our Publication

Size: 8 1/2" x 11" 16 to 32 pages

Frequency: (6) issues annually – distributed electronically / professional designed PDF file format

Issues: February, April, June, August, October, December

Circulation: 800+ copies sent to NYELSA members and industry stakeholders
Selected issues sent to all NY Licensed Alarm Dealers (3000+)

Special Issues: February – Membership Drive issue
August – Annual Conference issue
October – ISC East issue

Advertising Deadline: 15th of the month proceeding publication

Advertising Copy: Camera Ready or Electronic (PDF format)

Advertising Reservation Form

Size of Ad (*select one*) ☐ 1/8 page ☐ 1/4 page ☐ 1/2 page ☐ Full Page

Ad Frequency (*select one*) ☐ 6 issues ☐ 4 issues ☐ 3 issues ☐ Individual Issue

Ad Run Cycle Beginning mm/yy: _____ to Ending mm/yy: _____

Ad Billing Frequency: ☐ Pay Total In Advance ☐ Pay Per Issue

Authorized By: _____ Date: _____

Company or Agent: _____

Full Billing Address: _____

City / State / Zip: _____

Phone: _____ Fax: _____ Email: _____