

THE TECHNICAL RESOURCE FOR THE PHYSICAL & ELECTRONIC SECURITY SPECIALIST

LOCKSMITH LEDGER
International

This is Your Most Comprehensive Security Information Resource

Details inside ...



Published by the editors of *Locksmith Ledger International*,
Security Technology Executive and *Security Business* magazines,
the security industry's most comprehensive buyers guide
will deliver your advertising message to more
than 15,000 influential security decision makers.

The Security Register is the 'where to-buy' source for installers, facility managers, specifiers, security directors, locksmiths, and security technicians.

The Security Register is the ultimate buying source.

- Contains alphabetical listings of manufacturers plus a numerical code indicating the product produced.
- Companies engaged in the distribution of products in the locksmith and security industry - plus a numerical code indicating the products represented.
- Trade names commonly used in the industry.
- Manufacturers and distributors outside North America.
- International, national and regional associations serving the security industry.
- Chronological listing of 2021 seminars, conventions and trade shows.

No other directory stacks up against the Security Register. This clean and easy-to-read format provides security professionals who design, specify and purchase hardware, software and services the ideal directory reference tool. By including Security Register in your advertising plan, your company's message will be seen by more than 15,000 readers, which ensures you the largest circulation of any directory in the industry. This high profile buyers' guide averaged over 10,000 leads a year for its advertisers.

As an advertiser, your exposure is enhanced by listing your company in bold face type with a reference to the page number of your ad. This publication is an economical way to have your ad message seen by tens of thousands every day for the next 12 months. Invest now in Security Register and ensure a successful 2021 ad campaign.

... And Bonus Distribution, Too!

Not only is your ad message assured of reaching a direct-mail audience of over 15,000, additional copies of Security Register are also distributed among selected members of these security and related associations:

- National Facilities Management & Technology Conference (NFM&T)
- American Society for Industrial Security (ASIS)
- National Fire Protection Association (NFPA)
- Door and Hardware Institute (DHI)
- Associated Locksmiths of America (ALOA)
- International Security Conference (ISC)
- Security Industry Association (SIA)
- International Association for Healthcare Security and Safety
- Electronic Security ESX Expo ... and many more!



www.locksmithledger.com

LOGO AND LISTING AD SPACE COMBO

Don't Miss Out This Year

Complement your display advertising with a 4/C or B/W LOGO above your listing. This is a sure-fire attention-getter that will set your listing apart from the competition.

LOGO STOPPERS

← 2 1/8" →

Panasonic

↑ 3/4" ↓

Display the company logo in an area 3/4" high X 2 1/8" wide (column width; taller ads are possible - see below). You can place as many Logo Stopper ads in the Security Register, under any or all of the categories listed at right.

**2021 Security Register
Print and Online Categories**

1. Alarms
2. Bank Security Equipment
3. Builders Hardware
4. Business & Technical Aids
5. Electronic & Electronic Security/Access Control
6. Lock Devices
7. Locksmith Supplies and Tools
8. CCTV, Photoimaging & Related Equipment
9. Safes, Vaults & Related Equipment

Place your logo above your listing, in the product index, and now online!

- Creates an association between name and logo
- Available in B&W or color.
- Set your company apart from the rest.
- Just check that you want your logo to appear above the listing on the SPECIAL OFFER page in this brochure.
- You can place as many Logo Stopper ads in the Security Register under any or all of the categories listed.

Print Rate: 4/C \$445

JLM Wholesale
3095 Mullins Ct.
Oxford, MI 48371
Phone: 248-628-6440, 800-522-2940
Fax: 800-782-1160
E-mail: sales@jlmwholesale.com
Web Site: www.jlmwholesale.com
30, 50, 60
See ad on page 141

Johnson/CAAL Enterprises Inc.
8120 Pinewood Circle
Chaska, MN 55317
Phone: 612-448-9550
Fax: 612-448-7898

2021 NEW and UPDATED Buyer's Guide Opportunity

Expanded Online Listing Packages Plus Video Option

**Featured Company Listing in Sub-Category - \$900/year net
OR Featured Company PLUS (1 Product Video) - \$1,900/year net**

Premium Location: Logo, company title and short description in shaded "premium" box located above general listings, but below Sub-Category Sponsor. Limit of 5.

- | | |
|--|-----------------------|
| • Searchable Company and Products | • Product Images |
| • Large Profile Logo | • Product Links |
| • Individual Company Contacts | • Company Links |
| • Address, Phone, Fax | • Mapped Address Link |
| • Company 'More Info' Web Link | • Downloadable VCard |
| • Easy Online Profile & Listing Management | |

**Sub-Category Sponsor - \$1,500/year net
OR Sub-Category PLUS(1 Product Video) - \$2,500/year net**

300 x2 50 Banner Ad position below the site masthead on one sub-category page and in rotation on the main category page. Included on page:

- | | |
|--|----------------------|
| • Searchable Company and Products | • Large Profile Logo |
| • Company Links | • Product Links |
| • Individual Company Contacts | • Product Images |
| • Address, Phone, Fax | |
| • Easy Online Profile & Listing Management | |
| • Downloadable VCard | |
| • Mapped Address Link | |
| • Company 'More Info' Web Link | |

* Ask about our Full Category Sponsorship Package.

2021 Security Register

QUESTIONNAIRE AND DISTRIBUTOR PRODUCT LISTING

Company Name _____

Address _____

City _____ State _____ Zip _____

Updated Information Authorized By (Print) _____

Title _____

Signature _____ Date _____

Phone () _____ () _____ () _____

800 Number() _____ () _____

Fax Number () _____ () _____

E-mail address _____

Web site address _____

Officers _____

Overseas address - attach separate lists of each overseas address. For each location, please indicate whether it is a distributor or a manufacturer.

My company is a (please check one):

Distributor

Manufacturer

Trade names _____

Miscellaneous _____

Product Codes _____

Deadline for FREE listing is November 3, 2020

To complete online, please first download and save this interactive pdf to your computer hard drive. Then complete the form and email it back to epike@endeavorb2b.com.

Distributors please use a 2 digit code (see bottom of form)
Manufacturers please indicate categories on the next pages.

DISTRIBUTOR PRODUCT LISTING

Please make any necessary corrections on the enclosed questionnaire using the product numbers shown below.

Please list product members only

10	ALARMS	50	ELECTRONIC AND ELECTRONIC SECURITY/ACCESS CONTROL
20	BANK SECURITY EQUIPMENT	60	LOCK DEVICES
30	BUILDERS HARDWARE	70	LOCKSMITHING SUPPLIES AND TOOLS
40	BUSINESS AND TECHNICAL AIDS	80	CCTV, PHOTO IMAGING AND RELATED EQUIPMENT
		90	SAFES, VAULTS, AND RELATED EQUIPMENT

MANUFACTURERS PRODUCT CATEGORIES

To make sure you get your FREE listing in Locksmith Ledger's 51st Annual Directory and Buyers' Guide, return your questionnaire by November 3, 2020

Alarms & Video

- Alarm batteries & power rack
- Alarm parts & components
- Alarms, burglar, intruder, personal
- Alarms, central station, monitoring
- Alarms, emergency
- Alarms, exit
- Alarms, motion actuated, ultrasonic
- Alarms, perimeter
- Alarms, radio signaled
- Alarms, remote area
- Alarms, residential
- Alarms, smoke, fumes
- Alarms, sound actuated
- Alarms, telephone dialing, signaling
- Alarms, vehicle
- Alarms, window
- Horns, signaling

CCTV, Photoimaging & Related Equipment

- Badges easy print-out
- Cables and connectors
- CCTV cameras
- CCTV housings
- CCTV installation accessories
- CCTV lenses
- CCTV monitors
- CCTV mounting accessories
- CCTV pan & tilt devices
- CCTV time lapse video recorders
- CCTV transmission systems - coaxial cable
- CCTV video multiplexers
- Photo ID - complete systems
- Video imaging
- Video signal equipment

Door Hardware

- Bars, sliding door & patio
- Bolts, doors & windows
- Cabinet & furniture hardware
- Decorative lock hardware
- Door closers
- Door holder releases, electrical
- Door holders, electric
- Bars, sliding door & patio
- Bolts, doors & windows
- Cabinet & furniture hardware
- Decorative lock hardware
- Door closers
- Door holder releases, electrical
- Door holders, electric
- Door holders, mechanical
- Door openers, mechanical
- Door push & kick plates
- Door push & pull bars
- Door stops
- Door viewers
- Doors, Aluminum
- Doors, Replacement
- Doors, Steel
- Doors, wood
- Emergency exit hardware
- Escutcheons, roses
- Fire door fixtures
- Fire prevention & exit hardware
- Fire security doors
- Frames, door
- Gate operators
- Gates, motorized
- Guards, door, window & skylight
- Handles, door & drawer
- Hasps
- Hinges
- Knob plates
- Knobs, cabinet & furniture
- Knobs, door

Door Hardware

- Latches, door
- Lock shields
- Low-energy Door Operators
- Panic devices
- Pivots
- Strikes

Electronics & Access Control

- Automatic gate controls
- Biometric access control
- Card access control & readers
- Card reader & keypad combination
- Closed circuit equipment
- Control panels & accessories
- Door openers, electrical
- Electronic card identification
- Entrance & exit control, electrical
- Intercom system
- Intrusion detection sensors, interior
- Key-controlled switches
- Locks, card operated
- Locks, electric, electronic
- Locks, emergency exit, electrical
- Locks, high security, electrical
- Locks, magnetic, electrical
- Locks, pushbutton door, electrical
- Locks, smart
- Panic devices, electrical
- Power Supplies
- Pushbuttons/REX Buttons
- Stand alone keypads
- Strikes, electro-magnetic
- Telephone entry systems
- Time & attendance hardware
- Time & attendance software
- Touchless Switches
- Video entry systems
- Wireless systems

MANUFACTURERS PRODUCT CATEGORIES

Keys/Tools

- Automotive tools
- Card key systems
- Codes, key
- I.D. tags
- Key blanks
- Key blanks, insignia
- Key blanks, special embossing
- Key cabinets
- Key cases
- Key chains, rings, tags
- Key control systems
- Key machine cutters
- Key machine, electronic
- Key machine, mechanical
- Installation Tools & Templates
- Lights, vehicle and work
- Locksmithing parts, supplies & tools
- Lubricants, graphite guns, rust solvent
- Picks, locks
- Pins, pin kits
- Tool boxes, holders, mounts
- Transponder Programming Equipment

Locks

- Automotive door, ignition & trunk locks
- Chains, locking
- Cylinders, high security
- Cylinders, removable core
- Cylinders, rim & mortise
- Deadlocks, night latches
- Emergency exit hardware
- Entrance control
- Gate locks
- Hasps
- Latches
- Lock control systems

Locks

- Locks, aluminum door
- Locks, auxiliary door
- Locks, bank electric
- Locks, bank mechanical
- Locks, cam
- Locks, combination vault & safe
- Locks, combination, not safe or vault
- Locks, computer & bus. Machines
- Locks, cylindrical
- Locks, deadbolt
- Locks, decorative
- Locks, desk & furniture
- Locks, file cabinet
- Locks, glass door
- Locks, high security
- Locks, key-in-knob
- Locks, keyless
- Locks, letter box
- Locks, locker
- Locks, magnetic
- Locks, mortise
- Locks, narrow stile doors
- Locks, privacy
- Locks, pushbutton door
- Locks, rim
- Locks, showcase
- Locks, sliding door
- Locks, trailer
- Locks, truck & tailgate
- Locks, tubular
- Locks, vending machines
- Locks, window
- Padlocks, alloy metal
- Padlocks, brass

Locks

- Padlocks, combination
- Padlocks, high security
- Padlocks, laminated
- Padlocks, removable core
- Padlocks, smart
- Safe deposit boxes
- Strikes

Safes

- Boxes, fire resistant
- Cabinets, insulated file
- Cannabis Safes
- Drop boxes-cash, under counter
- Safe Deposit box locks
- Safe locks, electronic
- Safe locks, mechanical
- Safe moving equipment
- Safe parts
- Safes & containers, burglar resistant
- Safes & containers, fire resistant
- Safes, bank
- Safes, floor
- Safes, gun
- Safes, money chests
- Safes, thru wall
- Safes, wall
- Vault doors
- Vaults

For more information regarding your free listing, logo or advertising, contact:

Publisher

Nancy Levenson-Brokamp

847-454-2702 • E-mail: nbrokamp@endeavorb2b.com

Your Security Register ad does count toward the frequency rate. Advertising rates for the Security Register are the same rates for the monthly Ledger.

BLACK AND WHITE RATES

	1X	4X	7X	13X	18X	24X
2 Page SPD	5,730	5,450	5,150	4,740	4,465	4,145
Full Page	2,880	2,735	2,585	2,370	2,120	2,025
2/3 Page	2,220	2,150	2,030	1,880	1,735	1,640
1/2 Page Isl	1,995	1,800	1,705	1,560	1,395	1,350
1/2 Page	1,880	1,645	1,550	1,430	1,305	1,285
1/3 Page	1,220	1,145	1,130	975	910	845
1/4 Page	1,040	970	930	890	805	780
1/6 Page	725	660	650	595	540	520
1/8 Page	596	545	525	475	420	400

COLOR RATES

Standard 2/C.....	\$430
Matched Color.....	\$485
Four Color.....	\$1,170
Four Color Spread.....	\$1,830

COVERS

Inside Cover	\$4,340
Inside Back Cover	\$4,230
Back Cover.....	\$4,475

SUPPLIED INSERTS

- Supplied complete and ready for bindery, the earned black and white page rate applies. Any Return Mail requests MUST be bar-coded.
- Inserts of 4 pages earn 25 percent discount at the earned rate.
- Inserts of 6 pages earn 35 percent discount at the earned rate.
- Inserts of 12 or more pages, please consult Publisher.
- The number of insert pages count toward the frequency rate.
- Inserts must conform to USPS regulations.

BINDING

The Security Register will be perfect bound. Keep essential elements 3/8" from gutter and outside edges.

MAILING INSTRUCTIONS

Send all pre-printed inserts to:

LSC Communications: Attn: Carol Carman,
Locksmith Ledger
13487 South Preston Highway
Lebanon Junction, KY 40150
Locksmith Ledger Security Register-December

Page	Unit Width	Depth
full page	7	9.875
2/3 page	4.5	9.875
1/2 page (horizontal)	7	4.875
1/2 page (vertical)	3.375	9.875
1/2 page (island)	4.5	7.375
1/3 page (SQ)	4.625	4.875
1/3 page (vertical)	2.125	9.875
1/4 page (vertical)	3.375	4.875
1/6 page (vertical)	2.125	4.875
trim size	7.75	10.75
bleed size	8	11

Live Area

Essential elements should be kept 3/8 " from out side edges, 1/2" in from the gutter .

PDF is the preferred format for file submission

Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly.

Page file printouts

- Note special instructions directly on your provided laser proof.
- If fifth or spot colors (actual PMS color) are to be used, they should be clearly indicated .

Ad Submission

- Go to WeTransfer.com and upload your file (up to 2GB)
- Enter the email address you are sending to
- Enter your email address
- Type in a message
- Click transfer and you're done
- You will receive a confirmation email that the file was successfully sent .

Terms and Conditions

Production charges may be billed at a rate of \$85 per hour if applicable . Interest will be charged if invoice is not paid within 30 days. The rates are only guaranteed for the frequency herein. Changes and cancellations must be made in writing. No cancellations permitted after closing date. Contract frequencies not met may receive a short rate.

Endeavor Business Media is not responsible for either the content or the opinions expressed within paid advertisements, or for any errors they may contain. Publisher reserves the right to reject any advertisement deemed unsuitable for publication .

Recognized advertising agencies are allowed 15% of gross billing, provided account is paid in full within 30 days.

Detailed material instructions

For specific information on materials and digital ad submission please visit, <http://www.locksmithledger.com/arc/> and click on the "Print" tab.

Please direct any questions regarding ad materials to :

Jane Pothlanski, Production Manager
jpothlanski@endeavorb2b.com

Remember...

Ad Closing Date is November 3, 2020
Call Nancy (847) 454-2702