



BUYERS GUIDE

SAFETY AND SECURITY

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GIT-SECURITY.com

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WEBCASTS



www.GIT-SECURITY.com



Online Portal for Safety and Security

GIT-SECURITY.com serves information adapted to its readers needs for business, news and education. Furthermore, it offers fast and comprehensive access to up-to-date briefings in Safety and Security. This eases work, saves time and stands for a considerable surplus value for the daily work of the target groups' specialists and executives.

ePaper

The GIT SECURITY journal is online available as an ePaper version including a full text search for relevant information. This presents a great value in addition to the printed version.

Industry News

Up-to-date daily news for business, particulars, joint ventures, mergers & acquisitions, awards, market data, reports from the associations, trend topics, trade show previews and reviews, and further industry information are available at GIT SECURITY news.

Whitepaper

Detailed information on current trends and new products will be presented as case study, user report, market study, interviews and analysis in PDF format and is available for online view and download, respectively.

Webcasts & Webinars

Webcasts – webcasting is “broadcasting” on the “web” – provide information using video and audio files to perform a multi-media-based information on relevant news, insights, and products. A special application of webcast is the webinar, an interactive online seminar with live event character. It combines image sequences with audio content and presentations. The live webinar even allows for interaction between author and audience. The GIT SECURITY portal offers webinars to specific issues. It is an attractive and efficient way for your marketing.

The screenshot shows the GIT-SECURITY.com website with the following sections and annotations:

- Header:** "Be there too!" with a green eye graphic. Navigation links: About us, Magazines, Print Order, Media Kit, Contact, Partners. Language: DE | EN. myGIT-SECURITY.com login | register.
- Navigation:** News | Topstories | Products | Whitepaper | Webcasts | Buyers Guide | Jobs | Events.
- Latest News:**
 - Partners for Video Surveillance: The Cooperation of Bosch and Siemens
 - Machine and System Safety: Ready to Go? Machine manufacturers and operators must be prepared for the New Machinery Directive
 - Bluehill ID and SCM Microsystems: Combined company adopts a new name: Identive Group
 - Valtonen of Idesco is Engineer of the Year: Union of Professional Engineers in Finland selected the MD of Idesco
- Search:** Keyword... [Search] [RSS] [Newsletter]
- Available through our usual channels and directly from Dedicated Micros:** Click here for further information
- News:**
 - Panasonic System Solutions and Panasonic Communications Company to Merge: Early in 2009 Panasonic reported its decision to merge the business operations of Panasonic System Solutions PSS, a division that markets ...
 - Nedap AEOS supports Java Card technology: Nedap Security Management is one of the first players on the security market to adapt its access control system AEOS for the use of Java Card ...
 - Pelco VMS Available with Intransa VideoAppliance: Pelco announced the integration between its open software video management system and Intransa's VideoAppliance family of IP server, storage and ...
 - Andrew Acquarulo named ComNet President and COO: Communication Networks has named Andrew Acquarulo Jr., as its President and Chief Operating Officer (COO). Acquarulo will be responsible for ...
- Products:**
 - Video Content Analysis for IP Cameras: Geutebruck's new VCA4IP software package is a set of its tried-and-tested professional video content analysis algorithms for use in third party IP ...
 - Practical solutions for handling hazardous materials: Denios has released its new 2010 product catalogue. It offers a variety of practical solutions for handling hazardous materials and a wide range of ...
 - Continental Enterprise Class Access Solutions answers the need for speed: Continental Access recently released new and improved CA3000 v2.7 software that works at super fast speeds for seamless multi-tasking duty even ...
 - Arecont Unveils MegaFlash Cameras: Arecont Vision announces new compact cameras with MegaFlash technology in 1.3, 2, 3 or 5 megapixel formats. The MegaFlash camera series can capture ...
- IMAGING WITH ADDED VALUE:** ILLUMINATION, OPTICS, CAMERAS, CARLINING, ACQUISITION, SOFTWARE, SYSTEMS, ACCESSORIES. WWW.STEMMER-IMAGING.COM
- Modular Vision:** WWW.MAKVISION.COM
- inspect-online.com:** WWW.INSP-ONLINE.COM
- Whitepaper:** Video Management: Looking Back & Looking Forward: Gunn Thiel, CEO of VCA Technology, pioneered Video Content Analytics more than 10 years ago when the company he headed then, PI Vision, developed ...
- Webcasts:** Camera Test: Sanyo HD4000 and Axis Q1755: In December 2009 GIT SECURITY and Seetec did test the new IP Cameras Sanyo HD4000 and Axis Q1755. Have a look at the results: ...
- Top Stories:**
 - Samsung Techwin plus Samsung Electronics equals Samsung: Samsung set to reorganize CCTV Business Areas of Subsidiaries. Since the spring of 2009 there have been reports surfacing that the management of Samsung Group had been discussing the company's strategy for their ...
 - Taking Care of Evacuation: What Employers Should Know About Stairway Evacuation. Most employers are already highly aware of the need to provide a safe and healthy workplace to protect their employees against potential health and ...
 - Partners for Video Surveillance: The Cooperation of Bosch and Siemens. In October the two companies Cisco and Pelco surprised the market with an extensive cooperation in the field of IP video cameras. Now, Siemens ...
 - Machine and System Safety: Ready to Go? Machine manufacturers and operators must be prepared for the New Machinery Directive. As the European Union has grown closer together there has been increasing harmonisation of laws, regulations and provisions. The Machinery Directive ...
- Poll:** Will Business in the Safety and Security area will be better in 2010?
 - Yes, it will be much better
 - Yes, it will be better
 - It will be about the same as this year
 - No, 2010 will be worse
- Top-Stories:** Current top stories focused on Safety and Security.
- Full Text Search:** Keywords based quick search within the entire web site.
- Jobs:** Continuously updated job portal for highly motivated industry specialists and executives.
- Buyers Guide:** International online database for components, products, systems, and services concerning Safety and Security. The visitors will get a comprehensive and complete overview of vendors and products. Get always the appropriate vendor, partner, and solution provider at one mouse click.
- Newsletter and RSS Feed:** Up-to-date industry news can be received as a free newsletter or RSS feeds. This way all new data will be present at your desktop without delay.

WEBCASTS, WEBINARS, JOBS, BUYERS GUIDE

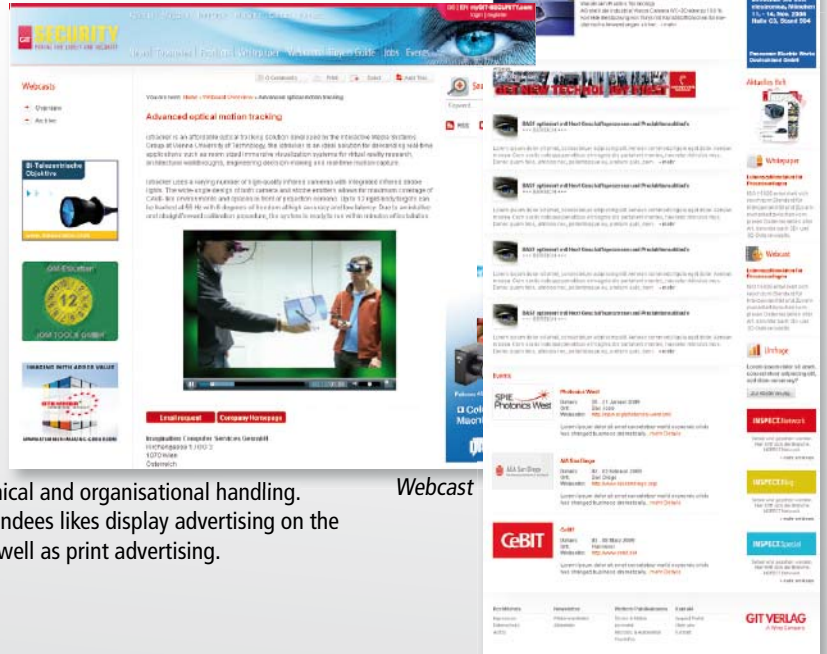
- **Webcast:** EUR 810 for 6 months including:
 - Teaser text
 - Product video
 - Company address for lead generation
 - Choice between Lead Generation, addresses from potential customers or Branding (maximum circulation without registration)

- **Webinar communication package:**
 - One exclusive sponsor: EUR 9,920
 - Two sponsors: EUR 4,960 per sponsor
 - Three sponsors: EUR 3,310 per sponsor
 - Four sponsors: EUR 2,480 per sponsor.

Webinars are online seminars with live-character – a brilliant instrument for lead generation.

The webinar communication package not only includes the technical and organisational handling. Additional activities which generate an optimum of webinar attendees likes display advertising on the website, newsletters midterm and shortly before the webinar as well as print advertising.

- **Jobs:** EUR 810 up to 3 months



Webcast

Newsletter

GIT-SECURITY.com BUYERS GUIDE

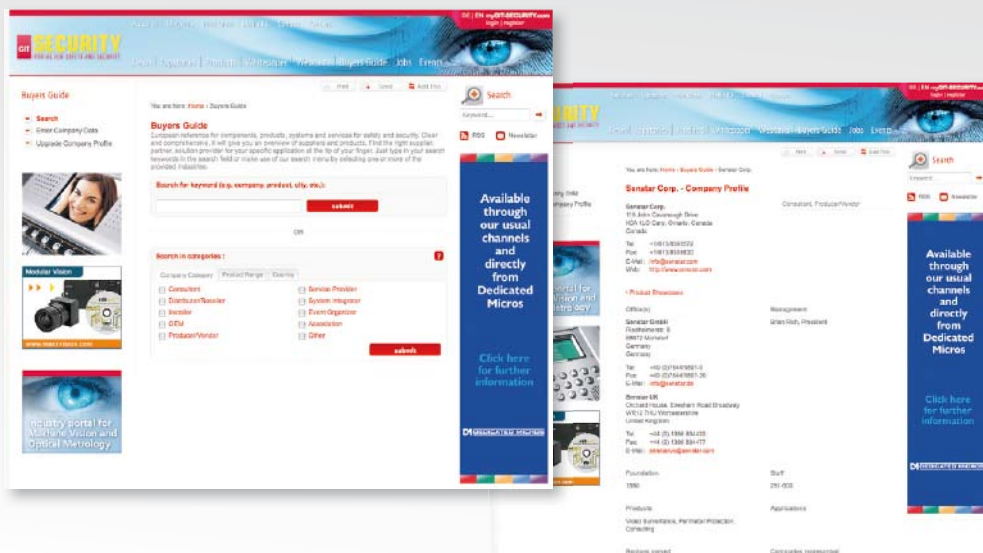
Reach your future customers

The GIT SECURITY Buyers Guide is the European reference for components, products, systems and services for Safety and Security.

- Basic Company Entry: free
- Premium Company Entry: EUR 510 / 12 months
- Product Showcase: EUR 100 per Showcase

Clearly structured, complete with company profile, product information and cross-references, market overviews and trend reports.

Use this platform for your success.



BANNER, WHITEPAPER, PRODUCTS, NEWSLETTER

GIT-SECURITY.com offers you all types of web-advertisements of the "Universal Ad Package", which was listed for Europe by the Interactive Advertising Bureau (IAB) and the European Interactive Advertising Association (EIAA). On top of that, additional attractive banner types like Full Banner, Skyscraper or the special format PagePeel are available.



Website

Newsletter

- Wide Skyscraper (at top right): EUR 885
- Full-Banner (middle): EUR 770
- Product Feature: EUR 420 plus price for product information (€ 285 or € 510)

In case of „Product Feature“ the product will be highlighted one time in the newsletter.

Banner formats & prices:

| | | |
|-------------------|-----------------|------------------------------|
| Leaderboard: | 728 x 90 Pixel | € 810 / month, run of site* |
| Medium Rectangle: | 300 x 250 Pixel | € 1,130 / month, start page |
| Wide Skyscraper: | 160 x 600 Pixel | € 1,080 / month, run of site |
| Rectangle: | 180 x 150 Pixel | € 1,070 / month, run of site |
| Full Banner: | 468 x 60 Pixel | € 580 / month, run of site |
| Skyscraper: | 120 x 600 Pixel | € 850 / month, run of site |
| Page Peel: | 500 x 500 Pixel | € 1,200 / month, run of site |

* „run of site“ means that the ad placements may appear on any page of the target site. They will be shown randomly in a rotating scheme by each new page impression (maximum of four banners at one position).

Leaderboard & Full Banner

Page Peel

Rectangle

Wide Skyscraper & Skyscraper

Medium Rectangle

Technical Data:

Please send your files by mail to your sales representative. We will take care of all further steps.

Banner:

Size of data: max. 40 KB, Flash (SWF no FLV)

Data formats: GIF, JPG

Target-website: please tell us the exact URL, where your banner should be linked to.

Exception Flash banner: We require an additional banner as GIF or JPG for users without Flash.

Exception Newsletter: Only static banners, no animated GIF and no Flash.

Whitepaper:

Data format: pdf

Size of data: max. 8 MB

Product Information:

Text: up to 1,000 characters incl. blanks

Pictures: JPG, PNG, TIF

Webcasts:

Data format: Flash (FLV no SWF)

Size of data: max. 40 MB

Whitepaper/Applications:

€ 810 for 6 months

including:

- ↳ teaser text
- ↳ product photos
- ↳ company contacts
- ↳ pdf for download
- ↳ Choice between Lead Generation, addresses from potential customers or Branding (maximum circulation without registration)

Product Information

(in combination with PRO-4-PRO.com):

€ 285 for 6 months

€ 510 for 12 months

including:

- ↳ text (1,000 characters/150 words)
- ↳ product photos
- ↳ company contacts
- ↳ Product information appears also at vertical product search engine PRO-4-PRO.com, segment Safety & Security

ADDED VALUE

- Multi-Channel-Marketing through cross-media campaigns in web, newsletters and print
- Laser-precision addressing of the target audience without wastage
- Advertising in high value content environment
- Measurable success and measurable marketing ROI
- Through newsletter advertisements (banner and product presentation) direct contact to industry decision makers
- Lead generation through webinars: high value contact data from persons who have documented their specific product interest by webinar participation; the leads are preselected through customized questionnaires
- Your Buyers Guide entry with your most important company information will be found by the purchase decision makers with online research
- Your Buyers Guide entry will be present already at the beginning of the decision making process and the vendor research
- Buyers Guide entries generate relevant and strong back links to your company website and thus enhance your own Search Engine Optimization (SEO)
- All standard banner formats are available and embedded in high value content
- Webcasts to allow for new ways of corporate and product communication and optimized customer contact
- Whitepaper marketing: a chance to present your application, technology, new development or success stories in ample length

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