



## The Canadian Society for Industrial Security Inc

### Multi-Media Advertising Opportunities

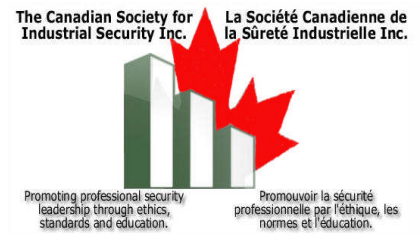
#### Editorial Control

- **CSIS, Inc reserves the absolute right to refuse posting advertisements or sending mail-outs.**
- **CSIS, Inc reserves the right to request/demand changes to all advertisements to meet ethical and or legal requirements and will verify the suggested changes with the external agency prior to publishing their ad.**

#### Notes:

- **Prices in this guide are subject to change without notice.**
- **Space is available on a first comes first serve basis.**
- **All advertising costs are subject to GST.**

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PO Box 57006, Jackson Station,  
2 King Street West,  
Hamilton ON  
L8P 4W9  
Phone (905) 895-6523 ■ Toll Free 1-800-461-7748 ■ Fax 905-972-0404



## Preface

The Canadian Society for Industrial Security, Inc. (CSIS, Inc.), is a federally incorporated professional not-for-profit organization. It was founded in 1954 and originally called the Security Association of Ontario.

The Society provides for a collegial membership structure for Canadian security practitioners and also serves as a forum for the discussion of professional security issues as well as providing impetus and opportunities for achieving high standards in security education and training.

The Society is committed to recognizing standards of excellence in professional education and training as part of its mandate in offering leadership to the private sector and advocacy for higher professional standards.

Professional credentials offered through our Certification and Accredited Security Professional Programs attest and confirm that reliable and acceptable standards of knowledge, skill and competency have been achieved. This is the Society's contribution to the Community of security practitioners.

CSIS, Inc. has a current membership base of approximately 500 corporate, individual and life members. Our membership is approximately 60% individuals at an executive level in the security industry or governments, 30% in a non-executive security position, 5% students in the security fields and 5% miscellaneous academic and security manufacturer fields. Annual membership growth of 6-7% is anticipated to continue.

The "Focus" newsletter is distributed to all members nationwide and there is an electronic version posted on the website ([www.csis-scsi.org](http://www.csis-scsi.org)). Web hits consistently average a minimum of 1500 per day.

Advertising with CSIS, Inc. can produce significant exposure for your company to people in key decision making positions in the Security Industry and Government.



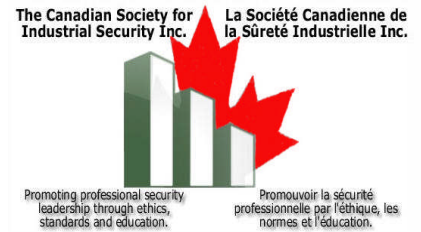
## Website Advertising

### Technical Requirements:

- Information regarding position/advertisement, company, the employment application process and a company contact should be send is MS Word format.
- If you would like to place your organization's logo, please send the logo as a separate attached file in JPG or GIF format. The logo can be retrieved when it is placed in the MS word document, but the quality of the logo (image) is lost when captured from Word and placed on the web.
- Please include closing date for employment postings so that we can determine when the employment opportunity is to be removed from the site. (Note: The placement will generally stay on the site for one or two days after the closing date). If you would like the employment opportunity to be removed sooner, or change the closing date, please let us know.
- Send in similar format (this varies) that your company would use to place a newspaper advertisement.

### Posting Times:

- Items will be posted within 1-3 working days of receiving the required materials.



## Corporate Logos

Advertisers may place their logo on as many pages as they like (subject to availability).

Logo positioning is at the discretion of CSIS, Inc. and depends on page content.

<b><i>Logo Placement</i></b>	<b><i>Cost per month CSIS, Inc Member</i></b>	<b><i>Cost per month Non-Member</i></b>
Home page (Limited Space Available)	\$100.00	\$175.00
Other Site Pages	\$20.00 (for each pages)	\$40.00 (for each page)

## Job Recruitment Postings

Posting for jobs will be placed in the Employment Opportunities section of the website.

Jobs will only be posted in the language they are submitted.

<b><i>Type of Posting</i></b>	<b><i>Cost per posting CSIS, Inc. Member</i></b>	<b><i>Cost per posting Non-Members</i></b>
Web Posting Only (for a period of no greater than 1 month or portion thereof)	\$50.00	\$100.00
Web Posting (for a period of no greater than 1 month or portion thereof) and Member Broadcast Email	\$75.00	\$150.00
Member Broadcast Email	\$50.00	\$100.00

## Event Listing

The Event Listing will be placed in the Events section of the website. Listings will only be posted in the language they are submitted.

<b><i>Type of Posting</i></b>	<b><i>Cost per year CSIS, Inc. Member</i></b>	<b><i>Cost per year Non-Member</i></b>
Basic: Includes contact details, web link, description (max 255 characters)	FREE!	\$125 per posting
Enhanced: Includes contact details, web link, description (max 6400 characters) company logo, downloadable documents)	\$100 per posting	\$200 per posting

## Focus Newsletter

The quarterly newsletter is distributed via email and is posted on our website. It includes articles of interest to the security field, national/regional/chapter CSIS, Inc. updates and other various content. Months of distribution are January, April, July and October. Our research shows that through membership distribution via email, the total circulation for our newsletter is in the area of five thousand.

<i>Type of Ad</i>	<i>Cost per issue CSIS, Inc. Member</i>	<i>Cost per issue Non-Member</i>
Business Card	\$55.00	\$85.00
¼ page	\$85.00	\$115.00
½ page	\$125.00	\$160.00
Full page	\$155.00	\$205.00

## Chapter Meeting Sponsorship

The Society currently has four active Chapters. The Atlantic Region Chapter meets on a bi-annual basis; the Toronto-GTA Chapter meets monthly from September to May, the National Capital Region (Ottawa) and the South Central Ontario Chapters meet bi-monthly from September to May. Attendance ranges from 25-100 members depending on venue and timing.

<i>Benefits of Sponsorship</i>	<i>Cost CSIS, Inc. Member</i>	<i>Cost Non-Member</i>
<p>Your logo will appear:</p> <ul style="list-style-type: none"> <li>• On a sponsor banner at the entrance of the venue.</li> <li>• As a link on the appropriate Event Page.</li> <li>• On emails sent to members regarding the meeting</li> <li>• Provisions for you to display advertising material at the meeting.</li> </ul> <p>Your company will be acknowledged during the Chapter meeting as a sponsor.</p>	\$250.00	\$500.00

## National Conference 2010-Sponsorship



**“The Business of Security”** September 19, 20, and 21  
Crowne Plaza Hotel, 101 Lyon Street  
Ottawa ON  
K1R 5T9

### **GOLD LEVEL \$1000**

- Eight foot table that can be utilized for advertising and/or company material
- Banner in presentation rooms for the two days of the Conference.
- Logo and company name on signage indicating sponsorship of refreshments in presentation rooms and at the President’s reception.
- Logo and company name on signage at luncheon.
- Logo and company name with link on CSIS website for Conference and two years thereafter.
- Logo, company name and acknowledgement in CSIS conference material, including advertising inserts.
- Logo and company name on advertising brochures.

### **SILVER LEVEL \$750**

- Logo, company name on signage indication sponsorship of refreshments in presentation rooms.
- Logo and company name on signage at luncheon.
- Logo and company name with link on CSIS website for Conference and one year thereafter.
- Logo and company name on advertising brochures.

### **BRONZE LEVEL \$500**

- Logo and Company name with link on CSIS website for Conference.
- Logo and company name on advertising brochures.

For further information please contact Executive Director Bob Marentette, by phone 1-800-461-7748 or via email; [csisinc@sympatio.ca](mailto:csisinc@sympatio.ca)