

「smartPerimeter.ai」



2025

MEDIA PLANNER

smartperimeter.ai

Audience & Demographics

Reach over 500,000 safety and security professionals across core vertical markets:

- Architects
- Engineers
- Specifiers
- Security Integrators
- Consultants
- Safety Experts
- Safety and Security Resellers
- Security Practitioners
- Safety Practitioners
- Enterprise
- City Planners
- Property managers and real estate developers
- Large-scale event organizers

The SmartPerimeter.ai Marketing Platform

We offer a variety of advertising channels to maximize brand exposure and engagement with our audience:

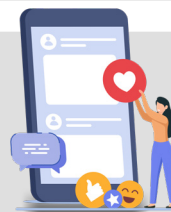
1. Website Advertising

- Banner ads (homepage, product pages, blog articles)
- Sponsored content and guest articles
- Featured partner spotlights



2. Social Media Promotions

- Sponsored posts on LinkedIn, X, Facebook, and Instagram
- Product showcase videos and influencer collaborations
- Giveaways and promotional campaigns



3. Email Marketing

- Inclusion in our monthly newsletter
- Dedicated email blasts to our subscriber base
- Exclusive promotional announcements



4. Webinars & Events

- Webinars dedicated to SmartPerimeter.ai best practices with industry experts
- Participation in the SmartPerimeter.ai virtual events
- Onsite branding opportunities at trade shows and expos



5. Content Marketing

- Sponsored blog posts and case studies
- Co-branded video content



SmartPerimeter.ai Founding Sponsor Programs

SmartPerimeter.ai is your strategic advertising partner to reach the \$3 billion US perimeter safety and security market.

SmartPerimeter.ai gives you targeted, results-driven marketing that aligns with your business objectives. Our outcome-based advertising model ensures that your investment delivers measurable results, maximizing brand visibility, engagement and conversions.

All Programs begin March 30, 2025, and run through July 31, 2025

SmartPerimeter.ai Founding Partners:



Level 1: \$4,000

(50,000 Impressions)

ISC West E-Blast:

Your exclusive content to 25,000 qualified decision-makers

Post ISC West E-Blast:

Your exclusive content to 25,000 qualified decision-makers with your exclusive messaging and content

SmartPerimeter.ai Website:

Best from ISC West Perimeter Showcase Page on SmartPerimeter.ai Company logo and booth number, and 2 Exhibit Profiles

100 x 100 Product Profile including image, text and links

SmartPerimeter.ai Website:

Home Page & Run of Site Advertising

- 600 x 100 Leaderboard Banner Rotation
- 300 x 250 Block Banner Rotation

SmartPerimeter.ai Monthly Newsletter:

Advertising and Sponsored Content in the May and June Issues: Select one of the following demographic editions for your marketing message:

- A&E/C: 4,000+ qualified recipients
- Channel 9,000+ qualified recipients
- End-User 10,000+ qualified recipients

Choose to run either a 300 x 250 advertisement OR a 300 x 250 sponsored content

Level 2: \$7,000

(125,000 Impressions)

ISC West E-Blast:

Your exclusive content to 30,000 qualified decision-makers

Post ISC West E-Blast:

Your exclusive content to 30,000 qualified decision-makers with your exclusive messaging and content

SmartPerimeter.ai Website:

Best from ISC West Perimeter Showcase Page on SmartPerimeter.ai Company logo and booth number, and 2 Exhibit Profiles 100 x 100 Product Profile including image, text and links

SmartPerimeter.ai Website:

Home Page & Run of Site Advertising

- 600 x 100 Leaderboard Banner Rotation
- 300 x 250 Block Banner Rotation

SmartPerimeter.ai Monthly Newsletter:

Advertising and Sponsored Content in the May and June Issues: Select two of the demographic editions for your marketing message:

- A&E/C: 4,000+ qualified recipients
- Channel 9,000+ qualified recipients
- End-User 10,000+ qualified recipients

Choose to run either a 300 x 250 advertisement OR a 300 x 250 sponsored content

Social Media:

2 Posts on SmartPerimeter.ai LinkedIn page promoting your brand and solution

Level 3: \$10,000

(250,000 Impressions)

ISC West E-Blast:

Your exclusive content to 35,000 qualified decision-makers

Post ISC West E-Blast:

Your exclusive content to 35,000 qualified decision-makers with your exclusive messaging and content

SmartPerimeter.ai Website:

Must See at ISC West Perimeter Showcase Page on SmartPerimeter.ai Company logo and booth number, and 2 Exhibit Profiles 100 x 100 Product Profile including image, text and links

SmartPerimeter.ai Website:

Home Page & Run of Site Advertising

- 600 x 100 Leaderboard Banner Rotation
- 300 x 250 Block Banner Rotation

SmartPerimeter.ai Monthly Newsletter:

Advertising and Sponsored Content in the May and June Issues:
Select two of the demographic editions for your marketing message:

- A&E/C: 4,000+ qualified recipients
- Channel 9,000+ qualified recipients
- End-User 10,000+ qualified recipients

Choose to run either a 300 x 250 advertisement OR a 300 x 250 sponsored content

Social Media:

4 Posts on SmartPerimeter.ai LinkedIn page promoting your brand and solution

SmartPerimeter.ai Perimeter Leaders Webinar Sponsorship:

Logo, Sponsor slide and company introduced as a Sponsor during our 3-part Webinar Series

SmartPerimeter.ai Media Dimensions:

100x100

300x250

600x100

How to Sponsor:

For more information, please contact:

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Phone: 610.390.7139