



July 2025 Edition / eNewsletter

Reach Over 35,000 Perimeter Security & Safety Pros

*Get In Front of 10,000+ Integrators, Resellers, Specifiers and A&Es!
Advertise in the July Issue!*

“It’s not just a Fence. It’s a Living System”

-Cathy Lanier, CSO, NFL

smartPerimeter.ai is your media & marketing platform that reaches the \$20 Billion US Perimeter Safety and Security Market with...

- Unique & Vital Content Dedicated to Perimeter Safety & Security
- Targeted, Vetted and Verified Readers
- Powerful Readership with Over 50% Open Rate and 4% Click-Thru Rate
- Advertiser Lead Generation Averaging over 200 Leads/Banner
- The Community’s Platform: Builders, Sellers & Buyers Meet Here

July’s Informative Editorial Line-up Gets Your Advertising Read by Buyers:

- **Systems Integration:** An inside look at the leading Integrators reinventing perimeter safety & security solutions
- **Stopping Retail Crime** by protecting expensive stuff stored outside – school buses, construction equipment, RVs, landscaping equipment, copper wire – 70% of property crime is now outdoors
- **Focus on Drones, Terrestrial Robots, and Drone Defense** as a powerful and reliable perimeter protection solution
- **Pedestrian Safety:** Lessons from New Orleans, Liverpool and Knoxville featured in this month’s Specifier Corner
- **5 Questions With Smart People:** Brad Donaldson, VP of Computer Vision, SAFR

SPONSOR PACKAGES TO EXTEND YOUR REACH AND GENERATE LEADS

Sponsorship Package Includes:

- Premium banner ad placement in the July Newsletter
- July newsletter content and advertising posted on the website for 1 year
- Inclusion in feature editorial and product focus

Advertiser Bonus:

- FREE website banner ad: 600 x 100 Banner for August!

Key Dates:

- Reserve your space TODAY. Close date is **July 24, 2025**
- Materials due by **July 25, 2025**
- Issue deploys **July 31, 2025**

Newsletter: Rate Base 25,000

Advertising Unit:	Size:	CPM	1X	3X	6X
Top Leaderboard Banner	728 x 90	\$75.00	\$1,875.00	\$1,775.00	\$1,675.00
Body Banner #1	600 x 100	\$50.00	\$1,250.00	\$1,150.00	\$1,050.00
Body Banner #2	600 x 100	\$45.00	\$1,125.00	\$1,025.00	\$925.00
Top Right Hand Banner	300 x 250	\$45.00	\$1,125.00	\$1,025.00	\$925.00
Right Hand Skyscraper Banner	160 x 600	\$45.00	\$1,125.00	\$1,025.00	\$925.00
Showcase Listing #1	200 x 200	\$50.00	\$1,250.00	\$1,150.00	\$1,050.00
Showcase Listing #2	200 x 200	\$45.00	\$1,125.00	\$1,025.00	\$925.00
Showcase Listing #3	200 x 200	\$40.00	\$1,000.00	\$900.00	\$800.00

Specifications: e-Newsletter banners must be static .jpg or .gif files only. Maximum file size is 50KB. Animated .gif files are not acceptable. Banner position may vary slightly depending on final content.

smartPerimeter.ai July 2025 Newsletter Circulation

BUSINESS/INDUSTRY			JOB TITLE/FUNCTION	
Enterprise Organizations	Total	Percent	Safety & Security Executive & Business Management	Facilities, IT and Operations Management & Staff
Ports (Land, Sea, Air, Rail)	2450	6.44%	1580	870
Industrial/Manufacturing	2841	7.47%	2131	710
Energy/Utilities	2477	6.51%	1881	596
Information Technology/Data Centers	2337	6.14%	1640	697
Construction/Real Estate/Property Management	2384	6.27%	1749	635
Logistics/Supply Chain/Distribution/Warehouse	2477	6.51%	2051	426
Health Care/Medical Centers/Hospitals	1653	5.94%	1306	347
Transportation	1036	2.72%	932	104
Retail /Restaurants	5125	13.48%	474	4651
Government (federal/State/Local)	1730	4.55%	1168	562
Education (K-12/University)	1011	2.66%	893	118
Finance/Banking/FinTech	834	2.19%	610	224
Arena/Venue/Hospitality/Casino/Attractions	1147	3.02%	873	274
Agriculture	327	0.86%	212	115
TOTAL ENTERPRISE ORGANIZATIONS	27829	73.17%	15920	11909
Security Channel				
Distributors	315	0.83%	315	0
System Integrators/Resellers	7250	19.06%	3834	3416
Specifiers: Architects/Engineers/Consultants	2510	6.60%	822	1688
Manufacturer's Representatives	128	0.34%	128	0
TOTAL SECURITY CHANNEL	10203	26.83%	5099	5104
TOTAL CIRCULATION	38032	100.00%	21019	17013

To secure your placement, reply to this email today!

For more info contact:
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For Advertising Sales contact:
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 310.927.4475