

Business Development
Opportunities via the
Homeland Security Network





“Last fall, U.S. Army Maj. Nidal Malik Hasan allegedly opened fire at Fort Hood, Tex., killing 13 people and wounding 30. In the days after the shootings, information emerged about Hasan’s increasingly strange behavior at Walter Reed Army Medical Center, where he had trained as a psychiatrist and warned commanders that they should allow Muslims to leave the Army or risk “adverse events.” He had also exchanged e-mails with a well-known radical cleric in Yemen being monitored by U.S. intelligence.

But none of this reached the one organization charged with handling counterintelligence investigations within the Army.”

“The complexity of this system defies description.”

— US Army Lt. Gen. Retired.

- Some 1,271 government organizations and 1,931 private companies work on programs related to counterterrorism, homeland security and intelligence in about 10,000 locations across the United States.

Connecting the dots

We were created with a simple mission: connect the country’s three million First Responders, and Military both here and abroad and give them a secure network that allows them to communicate and connect the dots.

The nation’s backbone information source for First Responders THE HOMELAND SECURITY NETWORK offers you the chance to reach the country’s 3 million First Responders and take part in the \$100 billion dollar market for Homeland Security – growing at the rate of 9% per annum.

Join our many advertisers that realize that the first truly national network is making a big difference in the way Homeland Security communicates.

Terms & Conditions

Placement of Advertising: We will assign best position to your ad or you may choose where you want the ad to appear.

Advertising: The Homeland Security Network reserves the right to reject any advertising and /or promotions that are not consistent with our standards.

Space Cancellations: Orders for advertisements must be cancelled in writing prior to the relevant ad space closing date, but in the event that any cancellations are made after such date, Homeland Security Network shall be entitled to charge the full cost of the advertisement.

Contract Protection: When new rates are announced, advertisers currently under contract will be protected at the contract rate, provided all terms and conditions of the contract are met. Cancelling any portion of a contract voids all rate and position protection.

Invoices and Credit: Our invoices are NET 30 DAYS, with 2% pre-payment discounts. Commissions disallowed on invoices not paid within 30 days of invoice date. Overseas advertisers must prepay in NET US dollars. New advertisers and agencies must prepay their first insertion. After credit approval, we bill following publication. No advertiser or agency with invoices more than 60 days outstanding will be permitted to place advertising or contract for exhibit booths until all outstanding invoices are paid. Payments received will be credited to the oldest outstanding balance.

Agency Information: An agency commission of 15% of gross billings on space and color charges to recognized ad agencies supplying electronic files or camera-ready artwork. Commission withdrawn on accounts not paid within 30 days of invoice. If the Agreement is executed on behalf of Advertiser by Agency, Agency represents that it has the authority to execute this Contract on behalf of Advertiser. Advertiser shall at all times be ultimately responsible for payments due under the Agreement.

Discounts, Rebates, and Short Rates: You will be billed at the one-time rate unless we have entered into an advertising contract. An advertiser who does not complete a committed schedule will be subject to a short rate.

Contact us:



Director of Sales sales@homelandsecuritynet.com

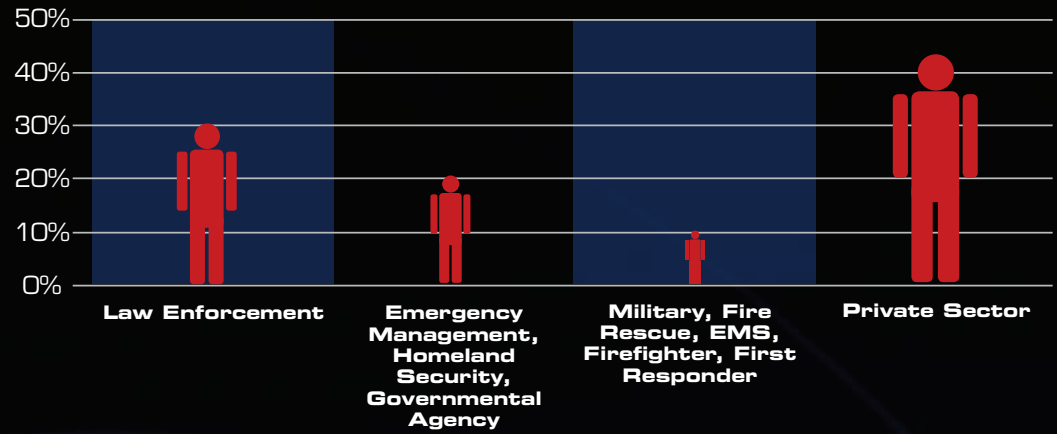
Director of Advertising . . . contact@homelandsecuritynet.com

By Phone 1-877-811-3885

Subscribers by State

AL	1%
AR	0%
AZ	1%
CA	10%
CO	2%
CT	0%
DC	1%
DE	0%
FL	9%
GA	3%
IA	1%
IL	5%
IN	1%
KS	0%
KY	1%
LA	1%
MA	2%
MD	6%
MI	3%
MN	2%
MO	2%
NC	3%
NE	2%
NH	0%
NJ	0%
NV	2%
NY	5%
OH	5%
OK	1%
ON	1%
OR	2%
PA	2%
PR	1%
SC	0%
TN	1%
TX	11%
UT	1%
VA	3%
VT	0%
WA	5%
WI	1%
WY	0%

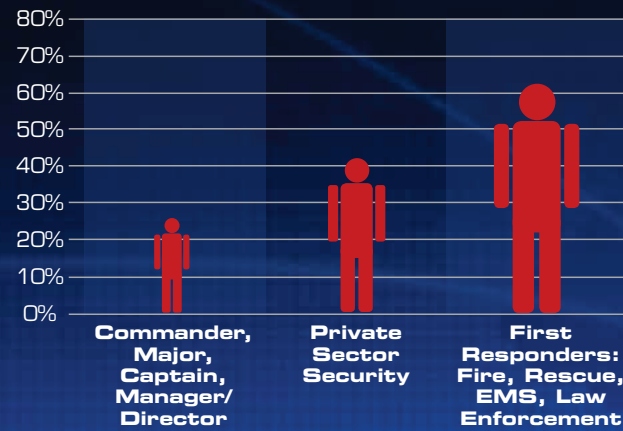
Subscribers by Career Field



Subscribers by Agency



Subscribers by Position



Private Sector Sampling

Position

Company

Director, Security Services	American Express
Loss Prevention Specialist III	State Farm Insurance
LP/Safety Mgr.	Office Depot
Regional Security Manager	FedEx Office
RLPM.	Cracker Barrel Old Country Store Inc.
Security Manager	NBC
Training and Development Officer	United Nations
Vice President - Security	Bank of America
Vice President Protective services	Bank Of America
VP, Security & Fraud Risk	HSBC

Web Advertising

The Homeland Security Network is a great way to reach the First responder community.

Available Ad Positions: Skyscraper, Horizontal Banners, Featured Cube (all including Flash ads)

HSN eNewsletter

The Homeland Security Network News e-newsletter has been providing up-to-the-minute details on critical topics from border security to cyber security, and everything in between including analysis by a 27 year veteran of Law Enforcement and Intelligence. This weekly e-newsletter is sent directly to HSN's 75,000-strong member base of first responders, Homeland Security professionals and private sector security personnel. Historically speaking, our open and click rates are top in the industry, further testifying to the value of the information we provide.

Available Ad Positions: Skyscraper, Horizontal Banners, Featured Cube (all including Flash ads) as well as Sponsored Links and added content.

Dedicated eBlast

With our dedicated e-mail blast, your message will get into the inboxes of over 75,000* first responders, homeland security and law enforcement professionals. The e-mail's message, branding and content are exclusive to you, the sponsor. You can drive traffic to your home page, a specific section or product within your web site, a lead generation form—whatever is best for you.

***Please note:** we routinely clean our lists, deliver the e-blast in both text and html versions, run the draft email through spam filters and limit the frequency of the list. These steps ensure that you receive the highest delivery and open rates!

Webinars

Webinars enable companies such as yours to interact with a national audience on a real-time or pre-recorded basis. They are proven to provide some of the best ROI in generating new business prospects. This is truly an integrated marketing program. We bring learning and the web together!

Our pricing is extremely competitive, both for a co-sponsored Webinar, and for a sole-sponsored event. And if you are also an HSN advertiser, you are entitled to a discount.

Custom Webinar

(Your company provides the content): Generate leads and market your company's products and services. You have the opportunity to choose a topic that relates to your product or service offerings while enhancing your company's visibility. With our Custom Webinars, you are able to ensure important business communication and a product demonstration can be delivered efficiently and effectively.

Specifications & Rates

Web Advertising

a) Skyscraper

Homepage Rate: \$1,500 Per Month (\$25.00 CPM)
Run-of-site Rate: \$1,000 Per Month
Specs: 160w x 600h pixels. GIF, JPG, SWF (rich media, FLASH with backup GIF)
Max file size: 30k GIF/JPG, 35k FLASH*

b) Horizontal Banner

Homepage Rate: \$950 Per Month
Run-of-site: \$750 Per Month
Specs: 468w x 60h pixels. GIF, JPG. Max file size: 15k*

c) Cube

Homepage Rate: \$550 Per Month
Specs: 160h x 120w pixels. GIF, JPG. Max file size: 10k*

d) Video Box

Homepage and Run-of-Site Pages Rates: \$550 Per Week
Specs: Video, WMV, MP3. Max 60 seconds.
* May have 3 changes of animation; banner freezes on final image. Links to advertiser's Website.

HSN eNewsletter

a) Skyscraper

Rate: \$1,500 Per Month *No animation accepted.
Specs: 160w x 600h pixels. Static JPG, Max file size: 30k

b) Banner

Rate: \$750 Per Month *Best available position.
Animated Banner: \$850 Per Month
Specs: 468w x 60h pixels. Static JPG or GIF, Max file size: 30K, 35k FLASH

c) Sponsor Panel Cube

Rate: \$1,000 Per Month *No animation accepted.
Specs: 100w x 100h product image JPG. 50 words text, URL. Prominent position.

Dedicated eBlast

\$3,500 Per Distribution.

HSN Webinars

- a) Custom Webinar Includes turnkey assistance in production of 60-minute presentation \$10,000
- b) SSI Live Training Sole Sponsorship \$8,000
- c) SSI Live Training Co-sponsored \$4,000
- d) SSI Live Training Sponsorship (3+). \$2,500

*Discounts available for *The Counter Terrorist* magazine advertisers



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