

# TransSec



2008 MEDIA KIT

# eNewsletters

TransSec produces and distributes a bi-weekly eNewsletter (24 annually) serving TransSec's readership, keeping them abreast of the latest news in the security arena.

Distributed to TransSec's ever-growing email list, this html document is an excellent source of information, and provides you with an opportunity to spotlight your company with a hyperlinked advertisement!

Hyperlinked ads can be programmed to open a browser to your website or email address, while simultaneously promoting your company.

## WEB SPECIFICATIONS

Custom web banners available on request, Ask your representative for pricing and details.

	Pixels	Inches
<b>A</b> BANNER (TOP)	570 x 122	7.917 x 1.694
<b>B</b> BANNER (SIDE)	166 x 600	2.306 x 8.333
<b>C</b> BANNER (BUTTON)	166 x 122	2.306 x 1.694
<b>D</b> BANNER (HALF)	231 x 122	3.208 x 1.694

Artwork: Jpg or Gif (animated accepted) file. We can assist you in designing your web banner.

**TransSec e-newsletter**  
January 11, 2007

**TOP STORY**  
**Agro research yields security dividend**  
The principal agricultural research institute in New Zealand, AgResearch, says that it has developed a technology that for the first time can precisely identify explosives concealed in aircraft luggage  
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UPDATED 11 January 2007

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**FAA wants airliner security improved**  
The Federal Aviation Administration (FAA) has proposed that new airliners be outfitted with a range of features to improve security and protect passengers and crew  
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**Texas port to get radar-based security**  
Port Freeport, in Texas, will soon be equipped with a radar-based port security system based on technology provided by Ultra Electronics SML Technologies (UESML)  
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**E-scooter patented**  
The 'Zappy3' line of electric personal transporters has been granted a design patent by the U.S. Patent and Trademark Office  
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A Russian computer security expert says that terrorists could attack his country using computers to take out critical infrastructure  
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In what could be seen as a sign of things to come, Liverpool John Lennon Airport has recently introduced a security charge on departing passengers  
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Alpha Flight Services tested one of its new catering high-lifts for the A380 last month in Australia as the aircraft made its way through the Asia-Pacific region  
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**Gulf Air Sky Chef prepares airline fare at gourmet show**  
Gulf Air Sky Chef Jack Peacock joined a group of chefs from across the globe in Johannesburg, South Africa for the country's annual "Good Food and Wine Show"  
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**KLM revamps catering product**  
Starting December 1, passengers KLM Royal Dutch Airlines saw improvements in its food service on international long haul and routes Europe  
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**Integrated In-Flight Solutions**  
Catering Equipment Supply Chain Retail In-Flight Management  
www.globalmarketing.com  
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Aijaz Khan, Publisher

Tel: 1 905 821 3344 ext#23;

email: aijaz@globalmarketing.com.ca

**TransSec**  
**Safer havens**  
largest build, the better, security

**Privacy alert**  
Biometric & privacy challenges

**Helping hands**  
E-passport & next generation

# Calendar

**JAN/FEB/MAR 2008**

Toxic Waste Transport  
Cargo on Commercial Transport

**APR/MAY/JUN 2008**

Emerging Terrorist Threats  
Perimeter Security  
Trace Detection Technology  
Surveillance Camera Systems  
Cargo Inspection Systems  
Rail System Security

Magazine Distribution: **ISC WEST** 2nd – 4th April 08, Las Vegas, NV  
**GOVSEC** 23rd – 24th April 08, Washington, DC

**SEP/OCT 2008**

Security Training  
Biometrics  
Securing International Borders  
Biochemical Threat

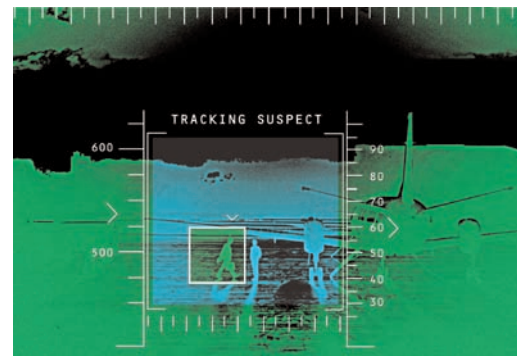
Magazine Distribution: **ASIS** 24th – 27th Sept 08, Las Vegas, NV  
**ISC EAST** 29th-30th Oct 08, New York, NY  
**AVSEC** {location to determined}

**NOV/DEC 2008**

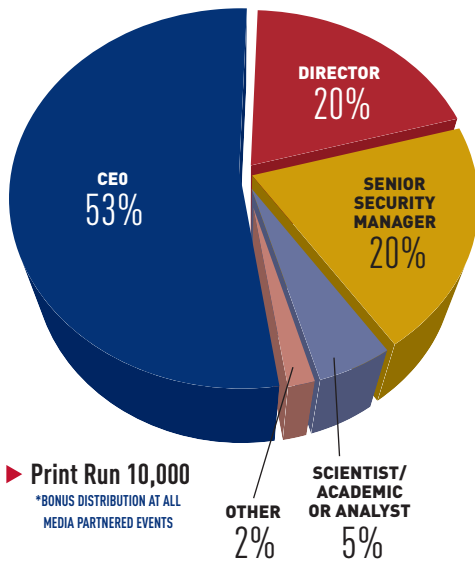
Cruise Security  
Maritime Transport Security  
**U.S MARITIME**

Magazine Distribution:

*TransSec Magazine will be distributed to all major exhibitions and conference such as ASIS, US Maritime, GovSec, and ISC east and west, AVSEC and FPED*



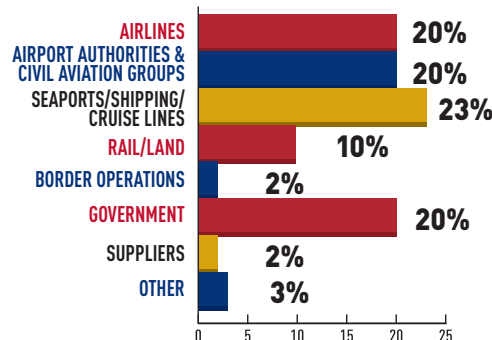
## Reader profile



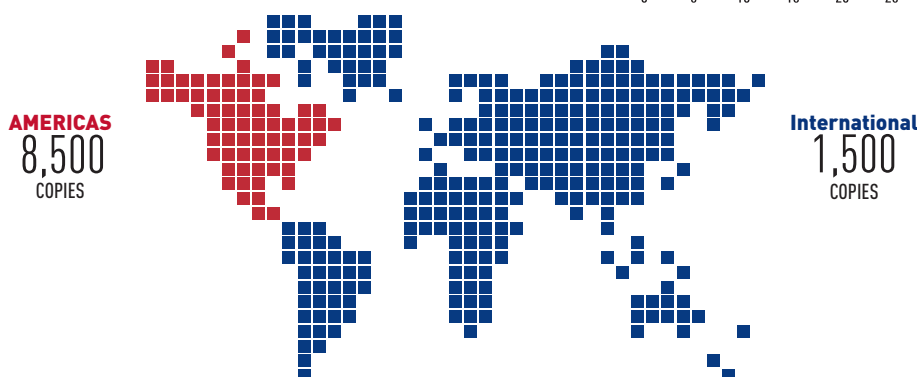
## DEMOGRAPHICS

CEO	5300
Director	2000
Senior Security Manager	2000
Scientist/Academic/Analyst	500
Travel/Retail	200
<b>Total</b>	<b>= 10,000</b>

## CIRCULATION BY BUSINESS



## CIRCULATION BY REGION



# TransSec Magazine

## Target Your Audience...

TransSec is the trusted source for news and analysis of the many aspects of land, air and sea transportation security.

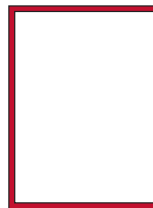
## Advertising rates

Position	1X US\$
▶ Outside back cover	6,000
▶ Inside front cover	5,000
▶ Inside back cover	5,000
▶ Double-page spread	9,000
▶ Full page	4,000
▶ Half page	2,000
▶ Third of a page	1,250
▶ Quarter page	1,000

**For more information,** please contact David McGrew, Advertising & Marketing Manager;  
 Tel: 1 905 505 0024  
 Fax: 1 905 895 2128  
 Email: david@globalmarketing.com.ca

**Artwork:** All artwork must be provided to Global Marketing Company in digital format (Mac, pdf – 300 dpi minimum), on CD or via e-mail. A Matchprint is recommended to guarantee color.

## Mechanical details



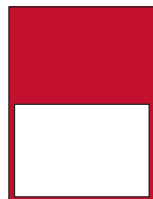
### FULL PAGE

	Millimeters	Inches
Overall trim size	210 x 297	8 <sup>5</sup> / <sub>16</sub> x 11 <sup>5</sup> / <sub>8</sub>
Bleed size	216 x 303	8 <sup>1</sup> / <sub>2</sub> x 12
Type area	188 x 275	7 <sup>3</sup> / <sub>8</sub> x 11



### DOUBLE-PAGE SPREAD

	Millimeters	Inches
	434 x 303	17 <sup>1</sup> / <sub>16</sub> x 12



### HALF-PAGE HORIZONTAL

	Millimeters	Inches
	188 x 134	7 <sup>3</sup> / <sub>8</sub> x 5 <sup>5</sup> / <sub>16</sub>



### THIRD of a PAGE

	Millimeters	Inches
	75 x 275	3 x 11



### HALF-PAGE VERTICAL

	Millimeters	Inches
	94 x 275	3 <sup>3</sup> / <sub>4</sub> x 11



### QUARTER PAGE

	Millimeters	Inches
	94 x 134	3 <sup>3</sup> / <sub>4</sub> x 5 <sup>5</sup> / <sub>16</sub>

# TransSec

The publication for transportation security professionals

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