

# WHAT COULD HAVE BEEN

**The bad news:** Fencetech and Expo were cancelled.

**The good news:** You can still reach your target audience!

D+AS is offering a unique opportunity to promote all the products you planned to showcase at the trade show and reach the 18,000 dealers on our mailing list.

**Don't miss out! Reserve your spot in the 2021 D+AS "No Show" Guide today.**



## THE D+AS "NO SHOW" GUIDE

This year, we've revised our typical D+AS Show Guide publication to reflect the times. Instead of highlighting exhibitor booths, the 2021 "No Show" Guide will feature products and services that companies would have promoted at the show(s).

### What a deal!

This one-of-a-kind publication provides an ideal platform to market your products to potential customers for a fraction of the cost of exhibiting at a trade show!

"No Show" Guide participants will receive a full-page, full-color ad plus a full page of editorial for as little \$1,700. See our specific ad packages for DASMA member versus non-member rates.

### DASMA Membership Perks

DASMA members are eligible to receive a discounted rate on all advertising packages. This is one of the many advantages of DASMA membership. To learn more about how to become a DASMA member, please contact [dasma@dasma.com](mailto:dasma@dasma.com)

### KEY DETAILS ABOUT THE D+AS "NO SHOW" GUIDE:

- **Essential Publication:** This is the only publication to recap the "show that could have been." D+AS has the largest mailing list in the industry, so advertising in it is the best way to connect with potential new customers.
- **Eligibility:** All companies are eligible to advertise in the 2021 D+AS Show Guide. DASMA members are eligible for a discounted rate. See ad information for details.
- **Timely Mailing:** This publication will be strategically circulated at the end of April, close to the originally scheduled Expo dates.
- **Unique Size:** Its distinctive and handy size (5-1/2" x 8-1/2") differentiates it from any other publication, catching the eyes of our subscribers.
- **Easy Ad Specs and Rates:** To simplify advertising, all ads are full page ads (5-1/2" x 8-1/2"), bleeds are free, and you can buy one of three packages.
- **Questionnaire:** To help us draft the editorial portion of your content, advertisers will be asked to complete a brief questionnaire.

### CONTACT INFORMATION

#### Advertising Manager

Ann Marie Cunningham  
Phone: 216-579-6100, ext. 1  
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#### Editor

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## AD INFORMATION

Take advantage of this unique advertising opportunity today. Simply choose from one of the three packages below and return your advertising contract to [ann@CunninghamBaron.com](mailto:ann@CunninghamBaron.com).

### Choose One of Three Easy Packages.

- **1+1 Package:** Buy a full-page ad and get one full page of editorial free.  
DASMA Member Rate: **\$1,700**  
Non-DASMA Member Rate: **\$1,950**
- **2+2:** Buy two full-page ads and get two full pages of editorial free.  
DASMA Member Rate: **\$3,100**  
Non-DASMA Member Rate: **\$3,600**
- **Premium Position Package 1:** You get either the back cover or the inside front cover.  
DASMA Member Rate: **\$1,700**  
Non-DASMA Member Rate: **\$1,950**
- **Premium Position Package 2:** You get the 1+1 package plus one of the two premium positions. These two positions will be granted on a first-signed, first-served basis.  
DASMA Member Rate: **\$2,900**  
Non-DASMA Member Rate: **\$3,300**

**Ad Production:** Submit your ad as a high-resolution (300 dpi or greater) print-ready pdf or in InDesign files. If you request ad production work, you will be billed at cost. Email your ad materials to the advertising manager at [ann@CunninghamBaron.com](mailto:ann@CunninghamBaron.com).

**Trim Size and Bleed:** Magazine trim size is 5-1/2" x 8-1/2". Bleed size is 5-3/4" x 8-3/4". Live matter not intended to bleed off trimmed page should be confined to 1/8" from trimmed edge. Bleeds allow 1/8" excess on all sides. Bleeds are free.

**Advertising Content:** No advertisement that contains price information will be accepted. The editor and publisher reserve the right to reject any advertising material that does not uphold the dignity of this professional journal or the industry it represents. Advertising that simulates editorial content must carry the word "Advertisement" in 8 pt. or larger type.

## DEADLINE

All D+AS "No Show" Guide contract commitments, ads, and questionnaires must be submitted no later than

**Mar. 1, 2021**

Ad Packages					Check one	
CHECK ONE	AD PACKAGE	YOU GET	COST MEMBER	COST NON-MEMBER	INSIDE FRONT COVER	BACK COVER
<input type="checkbox"/>	1+1	1 full-page ad + 1 full page of editorial	\$1,700	\$1,950		
<input type="checkbox"/>	2+2	2 full-page ads + 2 full pages of editorial	\$3,100	\$3,600		
<input type="checkbox"/>	Premium Position 1*	Back cover ad or inside front cover ad	\$1,700	\$1,950	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Premium Position 2*	1+1 <b>PLUS</b> a premium position ad	\$2,900	\$3,300	<input type="checkbox"/>	<input type="checkbox"/>

\*If you select a Premium Position Package, be sure to check one box in the right columns to select either the inside front cover or the back cover. These two positions are available on a first-signed, first-served basis.

All advertisers must complete the following:

[Your company] \_\_\_\_\_ agrees to pay \$ \_\_\_\_\_ for the package checked above.

(Note: If you fill in the incorrect amount, you will be billed the correct rate.)

- The editor will work closely with you to gather the information to be covered on your editorial content page. Due to the extremely tight deadlines, you will not be able to review this page.
- All advertisers must abide by the specifications and terms listed on the current **D+AS Show Guide** rate card.
- The publisher must have on file a signed contract from the advertiser prior to publication.
- Payment for advertising must be received within 30 days of date of invoice. Late payments will be charged a penalty of two percent (2%) per month or fraction thereof, in addition to any collection charges.
- Digital advertising material must be provided to **D+AS Show Guide** prior to deadline.
- If **D+AS Show Guide** provides any production or changes in artwork at the request of the advertiser, charges for same will be billed to the advertiser.
- Unearned frequency charges will be charged back to the advertiser.
- The publisher reserves the right to approve all advertisements; however, the publisher does not assume any responsibility for advertisement content.
- The additional terms and conditions set forth on the attached Liability page are incorporated herein by reference.

Advertiser \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Date submitted \_\_\_\_\_ Authorized by \_\_\_\_\_

Bill our company at the above address.  Bill our ad agency at the following address:

Ad Agency \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Please return this contract to: **D+AS Show Guide** c/o Cunningham Baron, 1900 Superior Avenue, Suite 304, Cleveland, OH 44114  
or Fax: 216-579-6102 or email [ann@CunninghamBaron.com](mailto:ann@CunninghamBaron.com)



## LIABILITY

The publisher reserves the right to refuse copy deemed inappropriate to the policies and standards of the Door & Access Systems Manufacturers Association, International (DASMA).

The publisher reserves the right to hold advertisers and/or their advertising agencies jointly and severally liable for money due and payable to the publisher.

The advertiser and agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels, or other copyrighted matter), or the unauthorized use of any person's name or photograph, arising from the publisher's reproduction and publication of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue, or omit any advertising or any part thereof, but this right does not imply that publisher has reviewed or assumes any responsibility for advertisement content, and publisher does not assume any such responsibility. This right, and the above indemnity, shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

The publisher reserves the right to cancel this contract at any time upon default by the advertiser and/or its agency in the payment of bills or in the event of any other substantial breach of this contract. Upon such cancellation, charges for all advertising published and all other charges payable under this contract shall become immediately due and payable by the advertiser and its agency upon rendition of bills therefor.

If the advertiser and/or its agency defaults in the payment of bills, or if in the judgment of the publisher its credit becomes impaired, the publisher shall have the right to require payment for further advertising under this contract upon such terms as the publisher may see fit.

If the publisher is unable to set any advertisement in the type or style requested, it may set such advertisement in such other type or style as in the publisher's opinion most nearly corresponds thereto, and the advertisement may be inserted without submission or proof.

Where cuts, electrotypes, or material furnished by the advertiser or its agency occupy more space than specified in the contract or insertion order, the publisher should immediately communicate with the advertiser or its agency for definite instructions. If the publisher is unable to secure definite instructions, the advertisement shall be omitted.

Failure by the publisher to insert an advertisement in any particular issue or issues invalidates the order for insertion in the missed issue, but shall not constitute a breach of contract.

Unless otherwise stipulated, the publisher shall have the right to omit any advertisement when the space allotted to advertising in the issue for which such advertisement is ordered has all been taken, and also to limit the amount of space an advertiser may use in any one issue.

A waiver by either party hereto of any default or breach by the other party shall not be considered as a waiver of any subsequent default or breach of the same or any other provisions hereof.