

door+access
systems

www.DoorandAccessSystems.com

2022 ADVERTISING KIT



Ownership/Mission

Door + Access Systems newsmagazine is a quarterly, non-subscription periodical published by the Door & Access Systems Manufacturers Association (DASMA), the association of companies engaged in the manufacture of commercial and residential garage doors, rolling doors, high performance doors, door and gate operators, remote controls, and related products. The magazine's purpose is to increase the level of knowledge and professionalism within this industry by providing timely news and feature stories.

Circulation

The magazine is mailed to more than 20,000 professionals in this industry. More than 90% of our readers are dealers who sell, service, and install door and access systems products. These dealers are located in all 50 U.S. states and throughout Canada.

Note: Unless new ad material is provided, your ad will be picked up from the latest issue of Door + Access Systems.

Editorial Content

Door + Access Systems welcomes press releases and photos of product, personnel, and company news for our industry. See our Press Release Guidelines at www.DoorandAccessSystems.com.

Our editorial content includes the latest news, trends, and tips related to the door and access systems industry. We welcome your editorial ideas and articles. We will pay \$250 for every full-page article submitted by a member of the door and access systems industry (after it is published).

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.

Trim Size and Bleed

Magazine trim size is 8-1/2" x 11", perfect bound. Bleed size is 8-3/4" x 11-1/4". 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.

Inserts

Inserts are available only to DASMA members and are accepted in 2-page multiples at the following rates.

2-Page Insert

You Print..... \$3,300
We Print..... \$4,800

4-Page Insert

You Print..... \$3,900
We Print..... \$6,400

6-Page Insert

You Print..... \$4,600
We Print..... \$8,100

8-Page Insert

You Print..... \$5,400
We Print..... \$10,000

**"D+AS IS THE HIGHEST
QUALITY MAGAZINE
IN OUR INDUSTRY
AND HAS THE MOST
RELEVANT ARTICLES."**

– MINNESOTA DOOR DEALER

Ad Production

Art materials are accepted as a print-ready pdf or InDesign files. Ad production requested by advertiser will be billed at cost. Macintosh files are preferred. Digital files may be uploaded directly to the printer's FTP site at <https://spaces.hightail.com/uplink/AGSCG> to the attention of Mike Maria. Another option is to email a print-ready, high-resolution pdf (300 dpi or greater) to the advertising manager at ann@CunninghamBaron.com.

Advertising Space Requirements

Two-Page Spread	Full Page Premium	Full Page Standard	Partial Page Vertical	Partial Page Horizontal	Island Half Page
17" wide x 10" high 17½" wide x 11¾" high (bleed)	Inside Front Cover Inside Back Cover Back Cover 7½" x 10" 8¾" x 11¼" (bleed)	7½" x 10" (non-bleed) 8¾" x 11¼" (bleed) Trimming to 8½" x 11"	Two Thirds 4¾" x 10"	One Third 2⁹/₁₆" x 10"	Half Page 7½" x 5" One Third 7½" x 3¼"

Advertising Space Rates

Ad Sizes	1- & 2-Color Rates		4-Color Rates				
	1x rate	4x rate	1x rate	4x rate	6x rate	8x rate	12x rate
Full Page Standard	\$3,700	\$3,275	\$5,250	\$4,650	\$4,200	\$4,100	\$4,000
Member Rate	\$2,125	\$1,875	\$3,000	\$2,650	\$2,400	\$2,330	\$2,275
2-page Spread	\$8,150	\$7,325	\$11,550	\$10,500	\$9,350	\$9,150	\$8,950
Member Rate	\$4,650	\$4,175	\$6,600	\$5,950	\$5,350	\$5,225	\$5,100
Premium - Back Cover	N/A	N/A	N/A	\$7,025	N/A	N/A	N/A
Member Rate	N/A	N/A	N/A	\$4,025	N/A	N/A	N/A
Inside Front/Back Cover	N/A	N/A	N/A	\$6,100	N/A	N/A	N/A
Member Rate	N/A	N/A	N/A	\$3,500	N/A	N/A	N/A
2/3-page Vertical	\$3,500	\$3,100	\$5,000	\$4,425	\$4,000	\$3,900	\$3,750
Member Rate	\$2,000	\$1,775	\$2,850	\$2,525	\$2,275	\$2,225	\$2,150
1/2-page Island	\$3,400	\$3,000	\$4,800	\$4,275	\$3,850	\$3,750	\$3,625
Member Rate	\$1,950	\$1,725	\$2,750	\$2,450	\$2,200	\$2,150	\$2,075
1/2-page Horizontal	\$2,925	\$2,550	\$4,150	\$3,625	\$3,250	\$3,200	\$3,100
Member Rate	\$1,675	\$1,450	\$2,375	\$2,050	\$1,850	\$1,825	\$1,775
1/2-page Vertical	\$2,925	\$2,550	\$4,150	\$3,625	\$3,250	\$3,200	\$3,100
Member Rate	\$1,675	\$1,450	\$2,375	\$2,050	\$1,850	\$1,825	\$1,775
1/3-page Horizontal	\$2,500	\$2,200	\$3,550	\$3,100	\$2,800	\$2,750	\$2,700
Member Rate	\$1,425	\$1,250	\$2,025	\$1,775	\$1,600	\$1,575	\$1,550
1/3-page Vertical	\$2,500	\$2,200	\$3,550	\$3,100	\$2,800	\$2,750	\$2,700
Member Rate	\$1,425	\$1,250	\$2,025	\$1,775	\$1,600	\$1,575	\$1,550

1. The 4x rate applies to advertisers that purchase 4 or 5 ads in a calendar year. (For 2-color ads, 4x applies to 4 ads or more.)
2. The 6x rate applies to advertisers that purchase 6 or 7 ads in a calendar year.
3. The 8x rate applies to advertisers that purchase 8-11 ads in a calendar year.
4. The 12x rate applies to advertisers that purchase 12-15 ads in a calendar year.

2022 Dates and Deadlines

Issue	Material Deadline	Mailing Date
Spring	Feb. 1	Mar. 9
Summer	May 1	June 15
Fall	Aug. 15	Oct. 3
Winter	Nov. 15	Jan. 3

**"THE BEST
MAGAZINE IN THE
DOOR BUSINESS.
IT'S INFORMATIVE
AND IMPARTIAL."**

**- ONTARIO (CANADA)
DOOR DEALER**



www.DoorandAccessSystems.com

Contact Information

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 216-241-7333
dasma@dasma.com



2022 Editorial Calendar, Deadlines, Contacts

	Spring '22	Summer '22	Fall '22	Winter '22
Due Date for Space Reservations	Feb. 1, 2022	May 1, 2022	Aug. 15, 2022	Nov. 15, 2022
Last Day to Submit Ad Material and Press Releases	Feb. 1, 2022	May 1, 2022	Aug. 15, 2022	Nov. 15, 2022
Issue Date	Mar. 9, 2022	June 15, 2022	Oct. 3, 2022	Jan. 3, 2023
Editorial Emphasis*	Pre-Expo 2022	Training	Safety	Management
	Management	Post-Expo 2022	Marketing	Case Studies
	New Products	Trends	Hot Issues	Legal

* Since Door + Access Systems is a newsmagazine, the topics of editorial emphasis may change without notice. This allows the magazine to focus on late-breaking topics of interest to our readers.

Editorial Offices

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ann@cunninghambaron.com

Ad Sizes	1- & 2-Color Rates				4-Color Rates				4-Color Insert Rates	
	1x rate	4x rate	1x rate	4x rate	6x rate	8x rate	12x rate	You Print	We Print	
Full Page Standard	\$2,125	\$1,875	\$3,000	\$2,650	\$2,400	\$2,330	\$2,275			
2-page Spread	\$4,650	\$4,175	\$6,600	\$5,950	\$5,350	\$5,225	\$5,100			
Premium - Back Cover	N/A	N/A	N/A	\$4,025	N/A	N/A	N/A			
Inside Front/Back Cover	N/A	N/A	N/A	\$3,500	N/A	N/A	N/A			
2/3-page Vertical	\$2,000	\$1,775	\$2,850	\$2,525	\$2,275	\$2,225	\$2,150			
1/2-page Island	\$1,950	\$1,725	\$2,750	\$2,450	\$2,200	\$2,150	\$2,075			
1/2-page Horizontal	\$1,675	\$1,450	\$2,375	\$2,050	\$1,850	\$1,825	\$1,775			
1/2-page Vertical	\$1,675	\$1,450	\$2,375	\$2,050	\$1,850	\$1,825	\$1,775			
1/3-page Horizontal	\$1,425	\$1,250	\$2,025	\$1,775	\$1,600	\$1,575	\$1,550			
1/3-page Vertical	\$1,425	\$1,250	\$2,025	\$1,775	\$1,600	\$1,575	\$1,550			

4-Color Insert Rates

	You Print	We Print
2-Page Insert	\$3,300	\$4,800
4-Page Insert	\$3,900	\$6,400
6-Page Insert	\$4,600	\$8,100
8-Page Insert	\$5,400	\$10,000

(See media kit for details.)

This agreement authorizes **DOOR + ACCESS SYSTEMS** to print a _____ [submit a size—see chart above] advertisement in the following issues for 2022: Spring Summer Fall Winter. [check all that apply] _____ [your company] agrees to pay \$ _____ per insertion [submit a rate—see chart].

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

Check here if you wish this contract to renew each year automatically at the rates in effect for subsequent years.

- All advertisers must abide by the specifications and terms listed on the current **DOOR + ACCESS SYSTEMS** 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 **DOOR + ACCESS SYSTEMS** prior to deadline.
- If **DOOR + ACCESS SYSTEMS** 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: **DOOR + ACCESS SYSTEMS** c/o Cunningham Baron, 1900 Superior Avenue, Suite 304, Cleveland, OH 44114 or Fax: 216-579-6102 or email ann@CunninghamBaron.com

Ad Sizes	1- & 2-Color Rates		4-Color Rates				
	1x rate	4x rate	1x rate	4x rate	6x rate	8x rate	12x rate
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Premium - Back Cover	N/A	N/A	N/A	\$7,025	N/A	N/A	N/A
Inside Front/Back Cover	N/A	N/A	N/A	\$6,100	N/A	N/A	N/A
2/3-page Vertical	\$3,500	\$3,100	\$5,000	\$4,425	\$4,000	\$3,900	\$3,750
1/2-page Island	\$3,400	\$3,000	\$4,800	\$4,275	\$3,850	\$3,750	\$3,625
1/2-page Horizontal	\$2,925	\$2,550	\$4,150	\$3,625	\$3,250	\$3,200	\$3,100
1/2-page Vertical	\$2,925	\$2,550	\$4,150	\$3,625	\$3,250	\$3,200	\$3,100
1/3-page Horizontal	\$2,500	\$2,200	\$3,550	\$3,100	\$2,800	\$2,750	\$2,700
1/3-page Vertical	\$2,500	\$2,200	\$3,550	\$3,100	\$2,800	\$2,750	\$2,700

This agreement authorizes **DOOR + ACCESS SYSTEMS** to print a _____ [submit a size—see chart above] advertisement in the following issues for 2022: Spring Summer Fall Winter. [check all that apply] _____ [your company] agrees to pay \$ _____ per insertion [submit a rate—see chart].

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

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- 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: **DOOR + ACCESS SYSTEMS** c/o Cunningham Baron, 1900 Superior Avenue, Suite 304, Cleveland, OH 44114 or Fax: 216-579-6102 or email 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.