

# DOOR+ACCESS

The Newsmagazine of the Door & Access Systems Industry

systems

# 2025

**ADVERTISING KIT**



[www.DoorandAccessSystems.com](http://www.DoorandAccessSystems.com)

**More Readers • Better Readership • Best CPM**

## 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 approximately 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.

## 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.dasma.com/press-release-guidelines/](http://www.dasma.com/press-release-guidelines/).

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).

## 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](mailto:ann@cunninghambaron.com).

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

## 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.

**HEAD LINES**

# A NEW GARAGE DOOR PAYS FOR ITSELF... TWICE

New national study reveals highest-ever ROI for garage and entry doors

By Vicki Jones, Editor

**DOUBLE YOUR INVESTMENT**  
LET YOUR CUSTOMERS KNOW THAT A GARAGE DOOR REPLACEMENT ALMOST DOUBLES THEIR INVESTMENT COMPARED TO 23 OTHER COMMON HOME IMPROVEMENT PROJECTS.

**2024 Top 5 Projects**

Project	Type of project	Cost	Repayment
#1 Garage Door Replacement	Exterior	\$4,531	104%
#2 Entry Door Replacement (Steel)	Exterior	\$2,355	108%
#3 Manufactured Stone Veneer	Exterior	\$11,267	63%
#4 Grand Entrance (Paving)	Exterior	\$11,323	61%
#5 New Kitchen Remodel (Full range)	Interior	\$22,482	98%

Source: Cost vs. Value Report ([www.costvsvaluereport.com](http://www.costvsvaluereport.com))

**Editor's note:**  
The ROI for garage door replacements in 2024 takes the "unifit" we reported last year and takes it out of the water. Find out just how fantastic an investment a garage door can be in the following Cost vs. Value Report article.

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**HEAD LINES**

# ROLLING DOORS 101: ANATOMY, STYLES, AND APPLICATIONS

A dealer's in-depth guide to selecting the best door for the job

By Alpine Overhead Doors

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

You Print..... \$3,750  
We Print..... \$5,410

You Print..... \$4,370  
We Print..... \$7,180

You Print..... \$5,170  
We Print..... \$9,100

You Print..... \$6,065  
We Print..... \$11,235

HOOD

PIPE/BARREL ASSEMBLY

OPERATOR

CURTAIN

GUIDES AND MOUNTING ANGLES

BOTTOM BAR

Figure 10-10

**Both Options:** Art, content, stock, and size must be approved by DASMA in advance.

Requests for positions (e.g., "far forward," "right-hand page," etc.) are honored when available. Guaranteed positions can be purchased at earned rates plus 15%.

Inside front cover, inside back cover, back cover, page one, page two, page seven, and the first ad placed in the cover story are available as premium pages on a four-insertion basis. Reservations must be received by Dec. 30 for advertisements published in the following year. Premium

Rates (see next page) are non-commis-  
sionable. DASMA reserves the right to change  
advertising rates upon 60 days' notice.

**Eligibility:** Advertising in the magazine is a benefit of being a DASMA member. If you are not a DASMA member, you may advertise only if (1) you are not eligible to be a member, or (2) you are eligible to be an Associate member. Discounts: DASMA members receive discounted advertising rates; these rates also apply for non-members who are not eligible for DASMA membership.



## Advertising Space Requirements

Two-Page Spread	Full Page Premium	Full Page Standard	Partial Page Vertical		Partial Page Horizontal	Island Half Page
17½" wide x 11¼" high (bleed) 17" wide x 10" high	Inside Front Cover Inside Back Cover Back Cover 8¾" x 11¼" (bleed) 7½" x 10"	7½" x 10" (non-bleed) 8¾" x 11¼" (bleed)  Trimming to 8½" x 11"	Two Thirds 4⅞" x 10"	One Third 2⅝" x 10"	Half Page 7½" x 5"  One Third 7½" x 3¼"	Island Half Page 4½" x 7½"

## 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	\$4,160	\$3,685	\$5,900	\$5,220	\$4,735	\$4,610	\$4,495
Member Rate	\$2,400	\$2,100	\$3,370	\$2,975	\$2,695	\$2,625	\$2,560
2-page Spread	\$9,150	\$8,220	\$13,000	\$11,795	\$10,505	\$10,275	\$10,060
Member Rate	\$5,225	\$4,680	\$7,415	\$6,680	\$6,015	\$5,870	\$5,720
Premium - Back Cover	N/A	N/A	N/A	\$7,895	N/A	N/A	N/A
Member Rate	N/A	N/A	N/A	\$4,525	N/A	N/A	N/A
Inside Front/Back Cover	N/A	N/A	N/A	\$6,855	N/A	N/A	N/A
Member Rate	N/A	N/A	N/A	\$3,935	N/A	N/A	N/A
2/3-page Vertical	\$3,930	\$3,485	\$5,620	\$4,975	\$4,495	\$4,370	\$4,215
Member Rate	\$2,250	\$1,980	\$3,205	\$2,840	\$2,560	\$2,500	\$2,415
1/2-page Island	\$3,825	\$3,370	\$5,390	\$4,805	\$4,330	\$4,215	\$4,080
Member Rate	\$2,185	\$1,935	\$3,090	\$2,760	\$2,475	\$2,415	\$2,330
1/2-page Horizontal	\$3,290	\$2,860	\$4,660	\$4,080	\$3,650	\$3,590	\$3,485
Member Rate	\$1,875	\$1,625	\$2,675	\$2,310	\$2,080	\$2,050	\$2,000
1/2-page Vertical	\$3,290	\$2,860	\$4,660	\$4,080	\$3,650	\$3,590	\$3,485
Member Rate	\$1,875	\$1,625	\$2,675	\$2,310	\$2,080	\$2,050	\$2,000
1/3-page Horizontal	\$2,810	\$2,475	\$3,985	\$3,485	\$3,145	\$3,090	\$3,040
Member Rate	\$1,615	\$1,405	\$2,280	\$2,000	\$1,800	\$1,770	\$1,740
1/3-page Vertical	\$2,810	\$2,475	\$3,985	\$3,485	\$3,145	\$3,090	\$3,040
Member Rate	\$1,615	\$1,405	\$2,280	\$2,000	\$1,800	\$1,770	\$1,740

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.

## 2025 Dates and Deadlines

Issue	Material Deadline	Mailing Date
Spring	Feb. 14	Mar. 28
Summer	May 15	June 26
Fall	Aug. 15	Sept. 26
Winter	Nov. 14	Jan. 7

## Contact Information

**Advertising Inquiries**  
Ann Marie Cunningham  
*Advertising Manager*  
216-579-6100 ext. 1  
[ann@cunninghambaron.com](mailto:ann@cunninghambaron.com)

**Editorial Inquiries**  
Vicki Jones  
*Editor*  
925-890-4945  
[vicki@vjonesmedia.com](mailto:vicki@vjonesmedia.com)

**Mailing Address**  
1300 Sumner Avenue  
Cleveland, OH 44115-2851  
216-241-7333  
[dasma@dasma.com](mailto:dasma@dasma.com)

## 2025 Editorial Calendar, Deadlines, Contacts

	Spring '25	Summer '25	Fall '25	Winter '25
Due Date for Space Reservations	Feb. 14, 2025	May 15, 2025	Aug. 15, 2025	Nov. 14, 2025
Last Day to Submit Ad Material and Press Releases	Feb. 14, 2025	May 15, 2025	Aug. 15, 2025	Nov. 14, 2025
Issue Date	Mar. 28, 2025	June 26, 2025	Sept. 26, 2025	Jan. 7, 2026
	Marketing	Hot Issues	Gate Safety	Industry News
	Trade Shows	Garage Door Safety	Marketing	Case Studies
	New Products	Trends	Hot Issues	Legal

Since Door + Access Systems is a news magazine, the topics of editorial emphasis may change without notice. This allows the magazine to focus on late-breaking topics of interest to our readers. The issue date of each publication is an estimation and may change.

### Editorial Offices

Vicki Jones, Editor  
P.O. Box 306  
Brentwood, CA 94513  
925-890-4945  
vicki@vjonesmedia.com

### Advertising Sales

Cunningham Baron LLC  
Ann Marie Cunningham  
1900 Superior Ave., Ste. #304  
Cleveland, OH 44114  
216-579-6100 ext. 1  
ann@cunninghambaron.com

Ad Sizes	1- & 2-Color Rates		4-Color Rates				
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Full Page Standard	\$2,400	\$2,100	\$3,370	\$2,975	\$2,695	\$2,625	\$2,560
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4-Color Insert Rates		
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(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 2025: ☐ 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 \_\_\_\_\_ 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 \_\_\_\_\_ E-mail \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

## 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.