DOOR+ACCESS systems

The Newsmagazine of the Door & Access Systems Industry

2027 MEDIA KIT

www.dasma.com/das-magazine/

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

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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/.

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. A print-ready, high-resolution, CMYK, PDF (300 DPI or greater) may be emailed to ann@cunninghambaron.com. If you wish to provide InDesign files, please contact mike.j.maria@rrd.com to request access to our FTP site.

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 10 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..... $4,950
We Print..... $7,150

4-Page Insert

You Print..... $5,770
We Print..... $9,500

6-Page Insert

You Print..... $6,500
We Print..... $11,500

8-Page Insert

You Print..... $7,600
We Print..... $14,150

You Print Option: You print your own insert and provide 20,000 inserts to our printer. The magazine and your insert is mailed in a 9" x 12" booklet envelope.

We Print Option: You supply print-ready art for your insert (each page is 8-1/2" x 11"). Our printer prints the insert on 70# Gloss White Text stock and includes it in our mailed magazine. Any additional costs for perforation, special inks, die cutting, or other production services are paid by the advertiser.

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

Guaranteed Placement and Positioning

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%.

Premium Advertisements

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. 31 for advertisements published in the following year. Premium positions are selected by lottery in early January, 2027. (Contact us for other lottery details.) All premium positions must be four-color ads. Back cover advertisements are 15% more than other premium positions, and they must change content after four consecutive issues. If any premium position is not filled by the lottery, the magazine may sell that position to any DASMA member.

Rates/Colors

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

Qualifying Advertisements and Discounts

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.

HEADLINES

DEAL FLOW SWINGS OPEN:

PRIVATE EQUITY TARGETS GATES, DOORS, AND ACCESS CONTROL SERVICES

By Elliott Musick, Patrick Gillin, and David Silver

Editor's note:

Door + Access Systems | Winter 2025

HEADLINES

IDEA at 30

Past presidents reflect on purpose, progress, and continued relevance

By Vicki Jones, Editor

Pages of History: IDEA's 30-year anniversary milestones

1996

1997

1998

1999

2001

2002

Door + Access Systems | Spring 2026

FEATURE

2026 ECONOMIC FORECAST

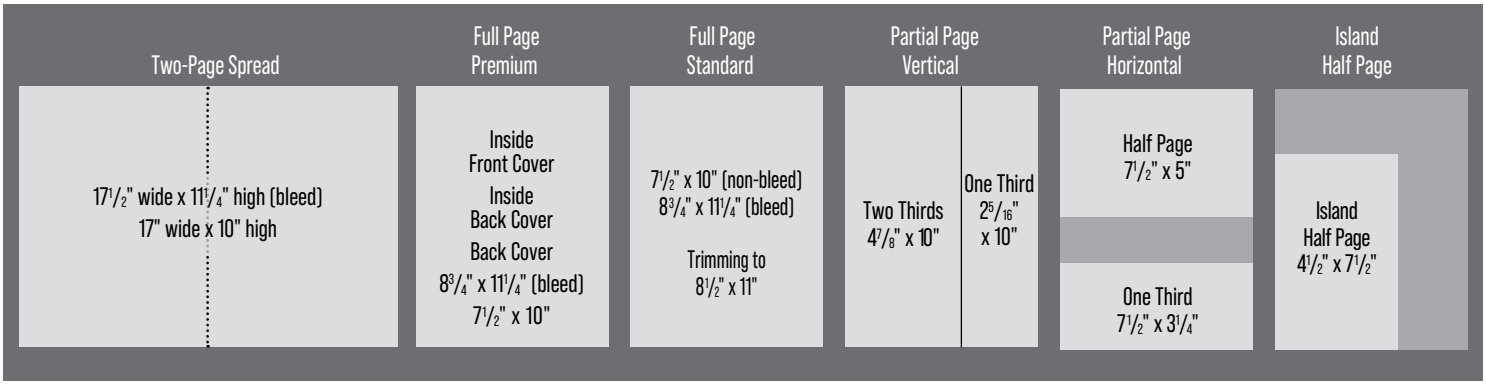
FOR THE DOOR AND ACCESS INDUSTRY

Mixed signals highlight an uncertain year ahead

By Phillip M. Perry

Door + Access Systems | Winter 2025

Advertising Space Requirements



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	$4,370	$3,870	$6,195	$5,485	$4,975	$4,845	$4,720
Member Rate	$2,520	$2,205	$3,540	$3,125	$2,830	$2,760	$2,690
2-page Spread	$9,610	$8,635	$13,650	$12,385	$11,035	$10,790	$10,565
Member Rate	$5,490	$4,915	$7,790	$7,015	$6,320	$6,165	$6,010
Premium - Back Cover	N/A	N/A	N/A	$8,290	N/A	N/A	N/A
Member Rate	N/A	N/A	N/A	$4,755	N/A	N/A	N/A
Inside Front/Back Cover	N/A	N/A	N/A	$7,200	N/A	N/A	N/A
Member Rate	N/A	N/A	N/A	$4,135	N/A	N/A	N/A
2/3-page Vertical	$4,130	$3,660	$5,905	$5,225	$4,720	$4,590	$4,430
Member Rate	$2,365	$2,080	$3,370	$2,985	$2,690	$2,625	$2,540
1/2-page Island	$4,020	$3,540	$5,660	$5,050	$4,550	$4,430	$4,285
Member Rate	$2,295	$2,035	$3,245	$2,900	$2,600	$2,540	$2,450
1/2-page Horizontal	$3,455	$3,005	$4,895	$4,285	$3,835	$3,770	$3,660
Member Rate	$1,970	$1,710	$2,810	$2,430	$2,185	$2,155	$2,100
1/2-page Vertical	$3,455	$3,005	$4,895	$4,285	$3,835	$3,770	$3,660
Member Rate	$1,970	$1,710	$2,810	$2,430	$2,185	$2,155	$2,100
1/3-page Horizontal	$2,955	$2,600	$4,185	$3,660	$3,305	$3,245	$3,195
Member Rate	$1,700	$1,480	$2,395	$2,100	$1,890	$1,860	$1,830
1/3-page Vertical	$2,955	$2,600	$4,185	$3,660	$3,305	$3,245	$3,195
Member Rate	$1,700	$1,480	$2,395	$2,100	$1,890	$1,860	$1,830

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.

2027 Dates

Issue	Material Deadline	Mailing Date
Spring	Feb. 15	Apr. 1
Summer	May 14	July 1
Fall	Aug. 13	Oct. 1
Winter	Nov. 15	Jan. 6

Contact Information

Advertising Inquiries
Ann Marie Cunningham
Advertising Manager
216-579-6100 ext. 1
ann@cunninghambaron.com

Editorial Inquiries
Vicki Jones
Editor
925-890-4945
vicki@vjonesmedia.com

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2027 Editorial Calendar, Deadlines, Contacts

	Spring ’27	Summer ‘27	Fall ‘27	Winter ’27
Due Date for Space Reservations	Feb. 15, 2027	May 14, 2027	Aug. 13, 2027	Nov. 15, 2027
Last Day to Submit Ad Material and Press Releases	Feb. 15, 2027	May 14, 2027	Aug. 13, 2027	Nov. 15, 2027
Issue Date	Apr. 1, 2027	July 1, 2027	Oct. 1, 2027	Jan. 6, 2028
	Economic Forecast	Industry Updates	Gate Safety	Industry News
	Garage Door Safety	Dealer Spotlight	Legal	Case Studies
	New Products	Fencetech 2027	Hot Issues	Door Feature

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.

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2027 Advertising Contract for DASMA Members

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	$2,520	$2,205	$3,540	$3,125	$2,830	$2,760	$2,690
2-page Spread	$5,490	$4,915	$7,790	$7,015	$6,320	$6,165	$6,010
Premium - Back Cover	N/A	N/A	N/A	$4,755	N/A	N/A	N/A
Inside Front/Back Cover	N/A	N/A	N/A	$4,135	N/A	N/A	N/A
2/3-page Vertical	$2,365	$2,080	$3,370	$2,985	$2,690	$2,625	$2,540
1/2-page Island	$2,295	$2,035	$3,245	$2,900	$2,600	$2,540	$2,450
1/2-page Horizontal	$1,970	$1,710	$2,810	$2,430	$2,185	$2,155	$2,100
1/2-page Vertical	$1,970	$1,710	$2,810	$2,430	$2,185	$2,155	$2,100
1/3-page Horizontal	$1,700	$1,480	$2,395	$2,100	$1,890	$1,860	$1,830
1/3-page Vertical	$1,700	$1,480	$2,395	$2,100	$1,890	$1,860	$1,830

4-Color Insert Rates		
	You Print	We Print
2-Page Insert	$4,950	$7,150
4-Page Insert	$5,770	$9,500
6-Page Insert	$6,500	$11,500
8-Page Insert	$7,600	$14,150

(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 2027: ☐ 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 _____

Please return this contract to: **DOOR + ACCESS SYSTEMS** c/o Ann Cunningham at ann@cunninghambaron.com

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2027 Advertising Contract for Non-DASMA Members

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	$4,370	$3,870	$6,195	$5,485	$4,975	$4,845	$4,720
2-page Spread	$9,610	$8,635	$13,650	$12,385	$11,035	$10,790	$10,565
Premium - Back Cover	N/A	N/A	N/A	$8,290	N/A	N/A	N/A
Inside Front/Back Cover	N/A	N/A	N/A	$7,200	N/A	N/A	N/A
2/3-page Vertical	$4,130	$3,660	$5,905	$5,225	$4,720	$4,590	$4,430
1/2-page Island	$4,020	$3,540	$5,660	$5,050	$4,550	$4,430	$4,285
1/2-page Horizontal	$3,455	$3,005	$4,895	$4,285	$3,835	$3,770	$3,660
1/2-page Vertical	$3,455	$3,005	$4,895	$4,285	$3,835	$3,770	$3,660
1/3-page Horizontal	$2,955	$2,600	$4,185	$3,660	$3,305	$3,245	$3,195
1/3-page Vertical	$2,955	$2,600	$4,185	$3,660	$3,305	$3,245	$3,195

4-Color Insert Rates		
	You Print	We Print
2-Page Insert	$4,950	$7,150
4-Page Insert	$5,770	$9,500
6-Page Insert	$6,500	$11,500
8-Page Insert	$7,600	$14,150

(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 2027: ☐ 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 _____

Please return this contract to: **DOOR + ACCESS SYSTEMS** c/o Ann Cunningham at ann@cunninghambaron.com

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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.