

2008 Loss Prevention Resource Guide

On-line Version Only—The 2008 Loss Prevention Resource Guide will be available for the entire year on the magazine web site with electronic links to your web site. To view the current guide, visit the Resource Guide page at www.LPportal.com.

Basic Listing—Consists of a maximum 100-word description of your company and category products or services along with contact information, including company name, address, phone number, fax number, contact name, email address, and hyperlinked web address.

First category—\$100 Each additional category—\$75

Enhanced Listing—Consists of basic listing described above along with one visual, which may be a product photo, screen capture, chart, or logo. To view a sample listing, go to the Resource Guide page on our web site.

First category—\$225 Each additional category—\$150

*One category enhanced listing **FREE to 2008 contract advertisers.***

Additional basic listing categories for contract advertisers at \$50 each.

Additional enhanced listing categories for contract advertisers at \$100 each.

Visuals—Low-resolution (72 dpi) digital files or scannable media are required for enhanced listings.

Text—The magazine will edit each submission for content and length. Submit text electronically as a Word or text document, or use the submission form available on the Resource Guide page of our web site.

Category—The guide will be arranged by the following categories. Please be sure to designate under which category or categories you want your submission to appear. Multiple submissions from the same company may have different descriptions and different visuals for each category.

Access control, alarm response, alarms, auditing, case management, cash handling, check/creditcard/return fraud, civil recovery, consulting, EAS, education/certification, emergency services, employment/recruiting, exception reporting, GPS tracking, guards/protective services, hotline/data gathering services, inventory, investigations, legal, logistics security, personnel outsourcing, physical security, pre-employment screening, product protection, RFID, safety, security packaging, training/awareness, video monitoring, and others as requested.

Submission—Complete the on-line form on the Resource Guide page on the web site. Email visuals to JackT@LPportal.com. Please be sure to include contact information for questions or problems. For submitting CDs or scannable media, send materials to LossPrevention Magazine, 8037 Corporate Center Drive Suite 400, Charlotte, NC 28226.

Questions—For any questions about the Resource Guide, please contact your advertising representative. Or you may call or email Jack Trlica, editor and publisher, at 704-365-5226 or JackT@LPportal.com.