Custom Strategies

Sponsored Industry Survey

Disaster Resource GUIDE Survey: Smartphone Usage & Security
Q2 How many employees are in your company or agency?
Answered: 1,033 Skipped: 0

- Be recognized as a forward-thinking industry leader.
- Get repeated exposure to 30,000 newsletter subscribers online and over 25,000 print readers.
- Survey results will be distributed by the GUIDE and the sponsor.
- Survey can also be dedicated, 1-on-1 calls by our staff to key targets.
- Sponsor can publish a white paper of survey results for marketing collateral.
- Survey topic and questions are created by the sponsor and Disaster Resource GUIDE.
- Survey can be co-branded with the Disaster Resource GUIDE, or branded as sponsor-only.
- All opt-in participant contact information will be provided to the sponsor for follow-up.

Sponsored Educational Webinar

- Webinar topic and speaker would be determined by the sponsor.
- Disaster Resource GUIDE authors could be speakers, or the sponsor could provide the speakers.
- Typical format includes 2 minute intro by the GUIDE, 40 minute educational program, 10 minute sponsor promo/case study, 5 minute Q & A.
- Sponsor can provide free giveaway to attendees (optional).
- Webinar can be co-branded with the GUIDE, or be a sponsor-only branded event.
- All opt-in participant contact information provided to the sponsor for follow-up.
- Recorded webinar posted on the GUIDE and/or sponsor websites for later viewing.

Exclusive Digital Issues

Consider sponsoring an entire print and/or digital issue on a topic of your choice. Here’s what is included:

- The issue has articles and exclusive ads for your company.
- The size of the issue: 8+ pages.
- Your company proposes content focus and develops editorial.
- The GUIDE provides editing and design services.
- The GUIDE promotes and distributes to our subscribers through the Continuity eGUIDE, the Online GUIDE, direct eblast and possibly other avenues after discussion.
- Your company has the option to post to your web site, send out to clients and prospects and print copies for marketing purposes.
- Optional printed mailings can target your choice of vertical markets.

Eblast to 30,000+ newsletter subscribers

- Most-read newsletter in the DR / BC field – over 10 million sent to date!
- Loyal readership, decision makers
- High click through and open rates
- eBlast content 100% from the sponsor
- Statistics available after distribution