Generating Leads ALL YEAR LONG!
From the Publisher

The Big Picture

Since 1985, we have worked to consolidate and communicate hard-to-find disaster resources to a hard-to-reach marketplace. The one-stop GUIDE was founded in 1996 to integrate business continuity and emergency management and to link stakeholders - associations, vendors, publications, conferences, executives and practitioners.

Relationships – Harnessed to Work for Your Company in 2015

The growth of social media reminds us of the pivotal role that relationships play in today’s 24/7 business world. Marketing strategies are ever-changing, but some things never change. Relationships are at the core of the GUIDE’s effectiveness. Representatives from the following industry organizations have joined our Advisory & Editorial boards to create the upcoming 17th edition of the Disaster Resource GUIDE, and to launch the GUIDE into new arenas.

Associations
ASIS International • Association of Contingency Planners (ACP) • Business Continuity Institute (BCI) • Business Network of Emergency Resources (BNET) • Contingency Planning Association of the Carolinas (CPAC) • Contingency Planning Exchange (CPE) • DRI International • InfraGard • George Washington University's Institute for Crisis, Disaster & Risk Management • International Association of Emergency Managers (IAEM) • International Consortium for Organizational Resilience (ICOR) • ISACA • MidAmerican Contingency Planning Forum • Mid-Atlantic Disaster Recovery Association (MADRA) • NEDRIX • Risk & Insurance Management Society (RIMS) • Wisconsin Emergency Management Association (WEMA)

The GUIDE partners with major conferences and expositions for our industry, where the annual GUIDE is distributed to 1,000s of new readers each year.

Conferences & Expositions
International Disaster Conference & Expo • Disaster Recovery Journal Spring World • National Hurricane Conference • RIMS Annual Conference & Exhibition • Continuity Insights Management Conference • GOVSEC & CPM East • DRI International Conference • World Conference on Disaster Management • Gartner Security & Risk Management Summit • Disaster Recovery Journal Fall World • IAEM Annual Conference & Expo • CPM Symposium • Gartner Data Center Conference

Kathy Gannon Rainey
Publisher
publisher@disaster-resource.com

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6 Annual Guide
8 Continuity eGuide
9 Online Guide
10 Lead Generation
11 Advertising Rates
12 Advertising Specifications
13 7 Reasons to Include the GUIDE in your Annual Marketing Plan
14 Planning & Management
15 Human Concerns

The GUIDE

ANNUAL GUIDE

17th Edition
Since 1996, the annual GUIDE has brought together the best of the best in one single volume. We go to dozens of conferences where we find products and service solutions for real business needs. All year long, we comb through periodicals, e-newsletters, whitepapers and reports for trends and best practices. We talk to professionals working at the local and national level. And it all comes together each year in the annual GUIDE.

For the online, digital version of the 16th Edition of the GUIDE, click here.
The Continuity eGUIDE
On Wednesdays, the Continuity eGUIDE provides a concise snapshot of the business continuity and emergency management industry from around the world right down to the local level. Based on the philosophy of “working together”, the eGUIDE integrates, consolidates and communicates resources from organizations that are leaders in business continuity, risk management, crisis management, emergency response, and disaster recovery.
(See a sample.)

The Online GUIDE
At your fingertips, you will find links to all the important places. Looking for a product or service? You can search by vendor or by product category. Our industry organizations directory includes more than 300 updated groups. On our homepage you will find new articles and press releases which are updated on a regular basis. Come to the online GUIDE – we’ll be sure you stay connected! www.disaster-resource.com
(See a sample.)

Lead Generation Options
Let us customize lead generation strategies for your company.
• Sponsor a special edition, single-topic GUIDE. Your experts (or ours) write the articles and case studies.
• Industry Surveys
• White Papers
• Video Experts
• Webinars
• LinkedIn and Facebook Strategies
(See a sample.)
Consolidating & Communicating Resources

The marketplace we serve includes business continuity, crisis and emergency management, enterprise risk management, disaster recovery, and homeland security. The mission—to foster resiliency in companies, institutions, government agencies and communities—is daunting due to the breadth and depth of disciplines that fall under its umbrella. Since its inception, the GUIDE has aimed to help diverse organizational silos work more effectively together to reach the common goal.

Six Content Categories

Through our six content categories, we cover the bases:
• Planning & Management
• Human Concerns
• Information Availability & Security
• Telecom & Satcom
• Facility Issues
• Crisis Communications & Response

Challenges of 24/7 Online World

The challenge is intensified in our 24/7 online world with its content abundance, and content clutter, which often serves to disconnect rather than connect. (Statistics below researched October 29, 2014.)

Hours of video uploaded to YouTube every minute:
100 hours

Tweets per day: 500 million

Average daily number of Google searches: 11,944,000,000

Major Category Sponsor

Position your company as a thought leader in one of our six content categories:
• Planning & Management
• Human Concerns
• Information Availability & Security
• Telecom & Satcom
• Facility Issues
• Crisis Communications & Response

Consider becoming a major category content sponsor in 2015. Contact Tommy Rainey for more details.
tommyr@disaster-resource.com

Solutions Showcase

For an unbeatable price, you can have a full page, 4-color ad plus an adjacent “Solutions Showcase” that has information about your products and services written in an article format. Your “Solutions Showcase” will be included in the Table of Contents. Click here for a sample.

Article Sponsorship

Your content experts can author an article on a specific area of expertise. Articles must be educational and non-promotional. All editorial topics and content are subject to review by the Editorial Board. Click here for a sample.
The GUIDE Readership is Unique

**Senior Executives**... value the GUIDE for its “Big Picture” overview. The responsibility for enterprise continuity rests at the top of an organization. Executives ask the “whys” and “what ifs”. Executive leadership is paramount when dealing with strategic issues of integrity, availability, security and protection.

**Practitioners**... use the GUIDE for its meaty, practical and timely content as well as thousands of resources, products and services for program management.

40,000 GUIDEs distributed each year.
- 25,000 print copies via direct mail and conference distribution
- 15,000 digital copies

Click here to link to view a circulation breakdown.

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**2015 Editorial Calendar**

**17th Disaster Resource GUIDE**
- April 17: Editorial Proposals Due
- May 1: Contracts Due
- May 29: Artwork Due
- June: GUIDE Publishes

**Leadership & the Road to Resilience**
- Thought Leadership – WHAT: provoking topics and issues facing us
- Executive Leadership – WHO: the qualities & structures of leadership
- Program Leadership – HOW: metrics, reporting, etc.

**Products & Services Spotlight**
Here are some of the product/service categories for upcoming spotlights. Click here to see a sample. Contact us at publisher@disaster-resource.com for the schedule of upcoming spotlights sent via eblast to our entire readership.
- Emergency Notification Tools & Software
- Crisis & Incident Management Software
- Cloud Solutions for Business Continuity
- Facility Resources: Power, Security, Response & Restoration
- High Availability Solutions
- Consulting Services for Business Continuity & Emergency Management
- Satellite Solutions
- Business Continuity Management Software

**2015 Conferences & Expositions**

**February**
- International Disaster Conference & Expo, New Orleans

**March**
- Disaster Recovery Journal Spring World, Orlando
- National Hurricane Conference, Austin
- DRI International Conference, San Antonio

**April**
- RIMS Annual Conference & Exhibition, New Orleans
- Continuity Insights Management Conference, Scottsdale
- GOVSEC & CPM East, Washington, DC

**June**
- World Conference on Disaster Management, Toronto
- Gartner Security & Risk Management Summit, National Harbor, MD

**September**
- Disaster Recovery Journal Fall World, San Diego

**November**
- IAEM Annual Conference & Expo, Las Vegas
- CPM Symposium, Dallas

**December**
- Gartner Data Center Conference, Las Vegas

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**November**
- IAEM Annual Conference & Expo, Las Vegas
- CPM Symposium, Dallas

**December**
- Gartner Data Center Conference, Las Vegas
Print & Digital Editions

40,000 GUIDEs distributed each year.
• 25,000 print copies via direct mail and conference distribution
• 15,000 digital copies
(See 16th edition here.)

Features & Benefits
• 4-color at no additional cost
• Free listing(s) in the annual Directory and eGUIDE Marketplace
• Free “Button” banner in Online GUIDE”

*Value added feature for $5,000+ contracts

Ad Sizes & Details

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Free Directory Listings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two Page Spread</td>
<td>.4 Premium</td>
</tr>
<tr>
<td>Full Page</td>
<td>.2 Premium</td>
</tr>
<tr>
<td>Two Thirds</td>
<td>.1 Premium</td>
</tr>
<tr>
<td>Half Page</td>
<td>.1 Premium</td>
</tr>
<tr>
<td>One Third</td>
<td>.1 Basic</td>
</tr>
<tr>
<td>One Sixth*</td>
<td>.1 Simple</td>
</tr>
<tr>
<td>One Twelfth*</td>
<td>.1 Simple</td>
</tr>
</tbody>
</table>

*Vendor Directory section only

Quick Tab Company Profile

Feature your company on the Quick Tab pages. These pages introduce the six content categories. Includes company name, logo, address, telephone, fax, URL and a 50 word description. Includes a free directory listing. Maximum of 12 companies (6 front, 6 back) for each Quick Tab. Arranged alphabetically, first 6 companies on right hand (front) page.
(See a sample.)

What’s New!

This section allows you to present new products and services. A 4-color photo with up to 75 words. Includes a free directory listing. Submit artwork or we will create the ad for you for $100.
(See a sample.)

Volume Discounts Available. Click here for ad rates. Contact Tommy Rainey for special pricing on integrated marketing packages. tommyr@disaster-resource.com
**BC/DR/EM Product Comparisons**

The 17th Disaster Resource GUIDE (print & digital) will include several “Product Survey & Comparison” features in select categories related to business continuity, disaster recovery and emergency management.

**How It Will Work**

**Two-Part Comparisons**

Each comparison survey will offer side-by-side product/service features, functionality, target audience, etc. Participants will have the opportunity to review and suggest issues for inclusion. There will be two versions of each comparison:

1. A high-level overview in the 17th GUIDE which will include:
   - Company name
   - Logo
   - Product name
   - Telephone, email, web address
   - Key features snapshot
   - Target customer

2. A more in-depth survey (online, via link) will include:
   - Distinctive features
   - Detailed functionality
   - Optional: Links to product demos and customer case studies

**Value-Added Promotion**

Additional promotion for each Product Survey & Comparison will include:

1. Continuity eGUIDE: one edition devoted to the product category
2. Dedicated eBlast to GUIDE subscribers
3. Home-page spotlight in the Online GUIDE for one month; archived indefinitely.
4. One Online GUIDE listing during 2015
5. Tradeshows: Comparisons will be promoted via flyer distributed in our booth at a conference during 2015.
6. 17th GUIDE (print and digital): One complimentary premium directory listing in the GUIDE’s popular Products & Services Directory

**Topics for Product Comparisons may include:**

- Emergency Notification Tools & Software
- Crisis & Incident Management Software
- Cloud Solutions for Business Continuity
- Facility Resources: Power, Security, Response & Restoration
- High Availability Solutions
- Consulting Services for Business Continuity & Emergency Management
- Satellite Solutions
- Business Continuity Management Software

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**Directory of Products and Services**

**Listings Give You Exposure in 4 Ways**

40,000 GUIDEs distributed each year
- 25,000 print copies via direct mail and conference distribution
- 15,000 digital copies
- 12-month listing in the eGUIDE
- 12-month listing in the Online GUIDE

(See sample listings.)

**Features & Benefits**

- Upload your listings directly to our website.
- Change your listings as often as you like. It’s quick and easy!
- Choose amount of information to list and pay according to the space used.
- Typical listings include company name, address, email, website, and product description.
- You can add a 4-color logo for an economical price.

**Ad Sizes & Details**

**Sizes**

- Value (15 lines)
- Premium (9 lines)
- Basic (6 lines)
- Simple (4 lines)

*Line counts are approximate based on character count. Complete your listing online and save 20%. To sign up, go to www.disaster-resource.com/directory

**How to Get a Listing for Your Company**

1. Print & online listings are complimentary for annual GUIDE display ads.
2. You can purchase listings for the annual print GUIDE.
3. Online listings are included.
4. Free listings may be offered for the Online GUIDE in certain categories. Call for details.

**Bonus:** Vendor Directory is featured on two sites. www.disaster-resource.com and www.drj.com

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Volume Discounts Available. Click here for ad rates. Contact Tommy Rainey for special pricing on integrated marketing packages. tommyr@disaster-resource.com
Wednesday Snapshot
(See a sample.)

30,000+ eGUIDEs
• Publishes on Wednesdays
• Meet the Experts column
• Products & Services Marketplace

Features & Benefits
• Develop a campaign based on your priorities.
• Push your company’s brand out to the marketplace.
• Get immediate lead generation through sponsor spotlight.
• Ask about eblast follow-up to your ad clicks.
• Give your company experts editorial opportunities.
• Publish your press releases when your news is fresh.
• Promote your webinars, podcasts & white papers through Industry Pulse.
• Keep your products & services visible in the GUIDE Marketplace.

Ad Sizes & Details

Gold Sponsor: Present your text message at the top of the Wednesday update. Includes an expanded message on the landing page and/or direct link to your site. (270 characters and spaces of text)

Banner : There is no better way to get the attention of thousands of readers in a given week! The prominent color banner appears near the top of every issue of the eGUIDE. (594 X 45 pixels and linked to your URL)

Silver Sponsor: Present your text message in the second sponsorship position. Includes an expanded message on the landing page and/or direct link to your site. (240 characters and spaces of text)

Product Showcase: Spotlight your product or service. Includes an expanded message on the landing page and/or direct link to your site. (240 characters and spaces of text)

Conference Spotlight: Spotlight your conference or seminar. Includes an expanded message on the landing page or direct link to your site. (240 characters and spaces of text)

Products & Services Spotlight
(See a sample.)

The Continuity eGUIDE publishes on the first and third Wednesday of each month. During 2015, special editions of the eGUIDE will focus on a single product/service category.

Features & Benefits
• Spotlight edition goes to 30,000+ eGUIDE subscribers.
• A minimum of 10 companies (max of 20) may be featured.
• Include your product video or demo on a landing page.
• Options include simple listings and display banner ads.
• A simple listing includes one line per company (maximum 90 characters & spaces). You can include company, product name or very brief caption, url with links to a web page of your choice.
• Call for banner ad specifications.
• Spotlight posted on the home page of the Online GUIDE for 1 month.
• Archived indefinitely with the Continuity eGUIDE.
• Spotlight will be promoted via flyer distributed at one of our partner conferences.
• Complimentary product listing in the Online GUIDE, 1 quarter.

Products & Services Spotlight
• Emergency Notification Tools & Software
• Crisis & Incident Management Software
• Cloud Solutions for Business Continuity
• Facility Resources: Power, Security, Response & Restoration
• High Availability Solutions
• Consulting Services for Business Continuity & Emergency Management
• Satellite Solutions
• Business Continuity Management Software
ONLINE GUIDE

The One-Stop GUIDE
(See a sample.)

Always Working for You

New Opportunities
• Video expert program
• Editorial opportunities
• Searchable directory listings
• Content added frequently
• White papers
• Press releases

Features & Benefits
• Video promotion and education will compliment your marketing mix.
• Custom strategies can be developed for each month of the year.
• Listing sign up is quick and easy for vendors, associations and conferences.
• Six content categories give visibility to your subject matter experts.
• Keep your products & services visible in the Online GUIDE.

Ad Sizes & Details

Banner Ads
• Home page top banner, 300 x 60
• Side banner, home page and interior, 220 x 120
• Interior button banners, 60 x 60

Directory of Products & Services
• Comprehensive directory sorted by product
• Fully searchable on content or keywords
• Color logos for extra visibility
• All printed listings are featured online, no additional charge

White Papers
• Terrific visibility; featured on home page

Press Releases
• Terrific visibility; featured on home page

Video Experts
(See a sample.)

A Picture Says a Thousand Words!

New offering is ideal for:
• Product demos
• Expert commentary
• Solutions showcase
• Those who have a story to tell

Features & Benefits
• Clips can be educational or promotional.
• Educational clips are usually 2 to 3 minutes each.
• Each video clip ends with bio and company contact information.
• Promotional clips can be product reviews or case studies.
• Commentary can appear in topical categories.
• Consider doing a live video webinar.
• Custom tab with your exclusive content is an option.
• Custom links to your video clips will be provided for you to use.

Details: How it Works!

Content can be from presentations, white papers, or Q & A with DR GUIDE editor.

No need for expensive studio time, equipment or video expertise!
• Video camera and microphone are included.
• Educational clips are edited and hosted by the Disaster Resource GUIDE, YouTube and other web platforms.
• Turn on the camera, shoot and upload to our studio. That's it!

Flexible program and terms to meet your promotional needs
• Suggested length is 2 to 3 minutes – longer content can be broken into smaller clips. (Call if you need longer clips.)
• Optional banner advertising within the video player module is available.
• Promotional/sponsor videos can be simple, spoken clips which the GUIDE can edit for a nominal charge, or sponsor clips can be professionally produced video.
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
## 2015 ADVERTISING RATES

### 17th Edition GUIDE

<table>
<thead>
<tr>
<th>DISPLAY ADS (4-COLOR)</th>
<th>Free Directory Listings</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two Page Spread</td>
<td>4 Premium</td>
<td>$8,900</td>
</tr>
<tr>
<td>Full Page</td>
<td>2 Premium</td>
<td>$4,995</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>1 Premium</td>
<td>$3,565</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>1 Premium</td>
<td>$2,875</td>
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<tr>
<td>1/3 Page</td>
<td>1 Basic</td>
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<tr>
<td>1/6 Page (Directory section only)</td>
<td>1 Simple</td>
<td>$1,220</td>
</tr>
<tr>
<td>1/12 Page (Directory section only)</td>
<td>1 Simple</td>
<td>$725</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>PREMIUM PLACEMENTS</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$1,500</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,200</td>
</tr>
<tr>
<td>Key Pages</td>
<td>$445</td>
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<td>First 36 Pages</td>
<td>$375</td>
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<table>
<thead>
<tr>
<th>“SOLUTIONS SHOWCASE” (Advertorial)</th>
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<tbody>
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<td>Full Page “Solutions Showcase”</td>
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</tr>
<tr>
<td>Full Page “Solutions Showcase”, adjacent to Full Page ad</td>
<td>$1,000</td>
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### EDUCATIONAL ARTICLE SPONSORSHIP RATES

<table>
<thead>
<tr>
<th>Available to Display Advertisers</th>
<th>Annual Edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page</td>
<td>$1,475</td>
</tr>
<tr>
<td>2 Pages</td>
<td>$2,700</td>
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<tr>
<td>3 Pages</td>
<td>$3,600</td>
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### SPECIAL OPPORTUNITIES

<table>
<thead>
<tr>
<th></th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover Promo</td>
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</tr>
<tr>
<td>Meet the Pros</td>
<td>$725</td>
</tr>
<tr>
<td>Quick Tab Company Profile</td>
<td>$895</td>
</tr>
<tr>
<td>What’s New</td>
<td>$945</td>
</tr>
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### DIRECTORY LISTINGS*

<table>
<thead>
<tr>
<th></th>
<th>Manual Submission Price</th>
<th>Save 20% Online Submission Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value Listing, 15 Lines</td>
<td>$500</td>
<td>$400</td>
</tr>
<tr>
<td>Premium Listing, 9 Lines</td>
<td>$350</td>
<td>$280</td>
</tr>
<tr>
<td>Basic Listing, 6 Lines</td>
<td>$300</td>
<td>$240</td>
</tr>
<tr>
<td>Simple Listing, 4 Lines</td>
<td>$250</td>
<td>$200</td>
</tr>
<tr>
<td>Additional Lines, Each</td>
<td>$30</td>
<td>$24</td>
</tr>
<tr>
<td>Color Logo for Listing, Each*</td>
<td>$125</td>
<td>$125</td>
</tr>
<tr>
<td>Online Only Premium Listing</td>
<td>$250</td>
<td>$180</td>
</tr>
</tbody>
</table>

*Listings from 17th edition print GUIDE will also appear online.

### Online GUIDE

**VENDOR DIRECTORY LISTINGS**

Don’t miss this opportunity to double your exposure online! When you buy directory listings in the 17th Disaster Resource GUIDE, you also get exposure on 2 websites: www.disaster-resource.com and www.drj.com

<table>
<thead>
<tr>
<th>BANNER ADS</th>
<th>Pricing (Per quarter)</th>
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</thead>
<tbody>
<tr>
<td>Banner, Home Pg Top Rotation, with Print Ads</td>
<td>$375</td>
</tr>
<tr>
<td>Banner, Home Pg Top Rotation Online Only</td>
<td>$650</td>
</tr>
<tr>
<td>Banner Rotation, Side Home Page</td>
<td>$300</td>
</tr>
<tr>
<td>Banner Rotation, Side Interior Pages</td>
<td>$250</td>
</tr>
<tr>
<td>“Button” Interior Banner Rotation</td>
<td>$225</td>
</tr>
</tbody>
</table>

### VIDEO EXPERTS EDUCATION/PROMOTION

<table>
<thead>
<tr>
<th></th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Expert Program, Setup and Promotion</td>
<td>$1,500</td>
</tr>
<tr>
<td>Video Expert Monthly Promotion</td>
<td>$500</td>
</tr>
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</table>

### Continuity eGUIDE

### SPONSORSHIPS

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Pricing (Per issue)</th>
<th>Volume Pricing*</th>
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</thead>
<tbody>
<tr>
<td>Gold Top Left Sponsor</td>
<td>$1,500</td>
<td>$1,200</td>
</tr>
<tr>
<td>Color Banner</td>
<td>$1,200</td>
<td>$800</td>
</tr>
<tr>
<td>Silver Middle Sponsor</td>
<td>$900</td>
<td>$450</td>
</tr>
<tr>
<td>Product Showcase</td>
<td>$600</td>
<td>$300</td>
</tr>
<tr>
<td>Conference Spotlight</td>
<td>$600</td>
<td>$300</td>
</tr>
<tr>
<td>Press Release</td>
<td>$300</td>
<td>$150</td>
</tr>
<tr>
<td>Meet the Experts Spotlight</td>
<td>Call for details</td>
<td></td>
</tr>
</tbody>
</table>

*Volume Pricing is for ad contracts of $5,000 or more.

### Custom Strategies

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>Pricing (Each)</th>
</tr>
</thead>
<tbody>
<tr>
<td>eBlast to Continuity eGUIDE list, 30,000+</td>
<td>$4,000</td>
</tr>
<tr>
<td>Reader Survey Sponsorship</td>
<td>$7,500</td>
</tr>
<tr>
<td>Webinar Sponsorship</td>
<td>$5,000</td>
</tr>
<tr>
<td>Special Digital Edition</td>
<td>$600 – $7900</td>
</tr>
</tbody>
</table>

### TRADESHOW PUBLICITY

<table>
<thead>
<tr>
<th>Trade Show Publicity</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Literature Display, price for each</td>
<td>$295</td>
</tr>
<tr>
<td>Literature Displays, any 4 shows</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Discounts are offered for multiple insertions and volume advertising. Please contact Tommy Rainey for a proposal.

tommyr@disaster-resource.com (714) 558-8940 x804
## Print Ad & Artwork Specifications

**Publication Trim Size:** 8.375” x 10.875”

<table>
<thead>
<tr>
<th>Sizes</th>
<th>Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (live area, assumes no bleed)</td>
<td>7.1” x 9.75”</td>
</tr>
<tr>
<td>Full Page, Bleed*</td>
<td>8.875” x 11.375”</td>
</tr>
<tr>
<td>Two-page Spread (no bleed)</td>
<td>7.1” (x2) x 9.75”</td>
</tr>
<tr>
<td>Two-page Spread, Bleed*</td>
<td>17.25” x 11.375”</td>
</tr>
<tr>
<td>2/3 Square</td>
<td>7.1” x 7.1”</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>4.65” x 9.75”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.1” x 4.65”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>4.65” x 7.1”</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>4.65” x 4.65”</td>
</tr>
<tr>
<td>1/3 Column</td>
<td>2.2” x 9.75”</td>
</tr>
<tr>
<td>1/6 Vertical**</td>
<td>2.2” x 4.65”</td>
</tr>
<tr>
<td>1/6 Horizontal**</td>
<td>4.65” x 2.2”</td>
</tr>
<tr>
<td>1/12 Square**</td>
<td>2.2” x 2.2”</td>
</tr>
<tr>
<td>What’s New! (1/6) Horizontal</td>
<td>3.2375” x 2.85”</td>
</tr>
</tbody>
</table>

*The dimensions for bleed ads shown above ALREADY INCLUDE a .25” bleed on all sides. **Directory section only.

### Artwork and Ads

**PDFs:** Format to PDF/X-1a. Include crop and 0.25” bleed on all edges. Embed all fonts.

**PDFs are preferred. If native files/packages must be submitted:** InDesign or Illustrator CC (or earlier) required. Include all fonts and images used in the document. Fonts must be Mac friendly. Files created in Publisher or Page Maker will not be accepted. *Please do not submit any images in Word or PowerPoint.*

**Resolution Requirements:** 300 dpi or greater at the size that the logo or image is going to be printed. *We cannot be responsible for poor printing quality for images whose native resolution is less than 300 dpi.*

**Color:** All files must be submitted in process color (CMYK) or black and white. All others will be converted to CMYK. *We are not responsible for color shifts that occur during conversion.*

**Color Proof:** Printed color proof required. Send to address below. *We cannot be responsible for the content of ads submitted without color proofs.*

**File submission:** adfiles@disaster-resource.com, maximum 6MB. For larger files, please call for ftp access or send a link using an online file sharing site for large files, such as jumpshare.com or dropsend.com.

### Logos

Logos pulled from websites WILL NOT print clearly! They will be blurry. Vector-based Adobe Adobe Illustrator (.ai) preferred. Otherwise, please submit a jpg with a resolution of 300 dpi or greater at 100% of the actual printed size. It is always better to send too large of a logo than too small. Send a color proof to address below.

**Directory Listing Color Logo:** Max of 2.1875” wide x 0.5” high. Tall logos will be reduced to 0.5” high

**Quick Tabs Logo:** 1.5” wide x 1.75” high

**What’s New! (See a sample.)**

**Dimensions:** Single ad – 3.2375” wide x 2.85” tall
Vertical Double ad – 3.2375” wide x 5.85” tall
Horizontal Double Ad – 6.875” wide x 2.85” tall

**File Format:** PDF/X-1a

**Proof:** Color proof mailed to the address below

**Custom Ads**

**What’s New ads** can be designed by the publisher for a $100 fee. If you would like us to design your ad, please submit a 4-color digital photo (300 dpi or greater resolution at the intended size). With the photo, provide company name/address/phone/website/email and a 50-word max product description with a title or headline up to 5 words. Other size ads can be designed by the publisher for a negotiable fee. Call for details.

**Disaster Resource GUIDE**
PO Box 15243
Santa Ana, CA 92735
Article & Special Feature Requirements

**Article Sponsorship.** Word counts are approximate. ([See a sample.](#))
- 1 Page: 600 words, 1 photo
- 2 Pages: 1,250 words, 1-2 photos
- 3 Pages: 1,850 words, 2 photos

**Solutions Showcase.** Word counts are approximate. ([See a sample.](#))
- 1 Page: 600 words, 1 photo
- 2 Pages: 1,250 words, 1-2 photos

**Back Cover Promo** ([See a sample.](#))
- Corporate name (show preferred capitalization)
- Web URL
- The publisher will add page numbers of display ads.

**Quick Tab Corporate Profile** ([See a sample.](#))

**Indicate which section(s) you’d like for your Quick Tab profile**
- Planning & Management
- Human Concerns
- Information Availability & Security
- Telecom/Satcom
- Facility Issues
- Crisis Communications & Response

**Contact information laid out as shown** (8 lines max)

- Company Name
- Address
- City, State, Zip or Postal Code
- Telephone (Separate Line)
- Fax (Fax Optional, Separate Line)
- E-Mail (Separate Line)
- Web Address (Separate Line)

**Corporate profile description**
- Word Count: 425 characters max (includes spaces and punctuation)
  - Character count can be easily determined in MS Word.
- For logo file format requirements, please see previous page.
- Page references will be added by the publisher.

**Meet the Pros** ([See a sample.](#))

**Photo:** color, professional head-shot with a solid neutral background.

- Photo resolution of 300 dpi or greater and at least 2" wide x 2 1/2" high.
- Information to include:
  - Your name as you would like it printed
  - Professional certifications: 12 letters max
  - Company, Telephone, E-mail
  - Select one or more of: Speaker, Writer, Consultant
  - 10 – 15 word description of the areas of your expertise
  - MAX 185 letters & spaces for Company, Phone, Email & description!

**Supplemental info for ONLINE version:** We can accommodate full resumes, additional certifications, references, etc. [Click here.](#)

Digital Ad Specifications

**To see locations and examples of web banners and eGUIDE sponsorships,** [click here.](#)

**Website Banners**

<table>
<thead>
<tr>
<th>Size (pixels)</th>
<th>Max File Size (Kb)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page, Top Banner</td>
<td>300 x 60</td>
</tr>
<tr>
<td>Side Banner, Home or Interior</td>
<td>220 x 120</td>
</tr>
<tr>
<td>Interior “Button” Banner</td>
<td>60 x 60</td>
</tr>
</tbody>
</table>

*Please submit a 72 dpi jpg or gif (moderate animation) along with a valid URL to link the banner to a website.
No flash banners please.

**eGUIDE Ad Sizes & Details**

<table>
<thead>
<tr>
<th>Type</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold Sponsor Banner</td>
<td>270 characters and spaces of text</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>240 characters and spaces of text</td>
</tr>
<tr>
<td>Product Showcase</td>
<td>240 characters and spaces of text</td>
</tr>
<tr>
<td>Conference Spotlight</td>
<td>240 characters and spaces of text</td>
</tr>
</tbody>
</table>

**eGUIDE Meet the Experts**

Word Count: 1,500 to 2,500 words

- Editorial article: should NOT be promotional in nature. Cannot promote proprietary technology or products, or mention specific brands.
- Author's bio: include company name, title and contact information
- Intro paragraph for the newsletter: 270 characters and spaces (max)

**eGUIDE Industry Pulse (Press Release)**

- Word count: 50 – 75 words, sent in word file
- URL for linking to full story or more detail

**Dedicated eBlast**

- Web page in HTML code, compressed and sent as a zip file attachment
- Bullets not recommended
- Full text version for email recipients who restrict html code
- Subject line for the email
- “Sender” name, which will appear in the “From” field of the recipient
- Reply-to email will be news@disaster-resource.com
- Suppression list (Excel or csv file) to remove from our list
- Opt-out wording and link to your opt-out list should be included in html and text files.
- Preferred launch time (with time zone)
- List of people who should receive a copy of the test for approval
- Approve email prior to launch

**Additional Marketing Opportunities**

Call or email for additional information or specs for:
- Literature display at conferences
- Video Expert Contributor
- Sponsored Industry Survey
- Sponsored Webinar
- Custom, single-sponsor Special Edition
- Customized copies of the GUIDE for your marketing
7 Reasons to Include the GUIDE in Your Annual Marketing Plan

1. **40,000 PROFESSIONALS** – 25,000 print copies distributed via direct mail and conferences and 15,000 digital copies distributed US & worldwide.

2. **TRADESHOWS, TRADESHOWS, TRADESHOWS** – Yes, that’s right. We distribute the GUIDE at all the major events throughout the year – conferences, tradeshows, and seminars.

3. **SHELF LIFE** – 12+ months of visibility – in business continuity, disaster recovery, emergency management and homeland security. The GUIDE’s shelf life extends your marketing dollars and reminds the industry that your company has solutions.

4. **PARTNERSHIPS KEEP THE GUIDE PROMINENT** – Since its inception, the GUIDE has partnered with the key players in BC/EM/DR. We consolidate and then communicate advertisers’ resources to the entire industry via direct mail, online, and face-to-face at the most important conferences each year. As a result of our longstanding relationship with the Disaster Recovery Journal (DRJ), a prominent magazine and conference, our Vendor Directory is now featured on www.drj.com.

5. **PRINT PLAYS A ROLE** – Print plays a role in your integrated marketing efforts. All year long we talk to professionals at conferences who tell us that having a physical copy of the GUIDE is of tremendous value. One federal government manager responsible for critical operations during the Nashville floods said: “I would have been lost without the GUIDE. We didn't have any power when we started to work.”

6. **FLEXIBILITY** – Tell us your marketing needs, then let’s brainstorm together to create a strategy that works – maybe it’s a special digital issue of the GUIDE with articles by your team, sent to a target group that you want to reach. An industry survey for lead gen? Other ideas? What you’ll hear from us is, “Yes, we can do that!”

7. **PROSPECTIVE BUYERS FOR YOU** – That’s our goal. Since day 1, we have had a clear understanding of the importance of lead generation.