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.