**Working for You 365 Days a Year!**

**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 $10,000+ 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 upgrade only*

**Premium Positions & Placement**

Front inside cover: back inside cover, QuickTabs, Table of Contents, Publisher's page, placement in first 36 pages

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

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**Special Features**

**Back Cover Promo**

The promo includes company name, page numbers for your ads, and your web address. Companies will be listed in alphabetical order. This opportunity available first to sponsors of the GUIDE. *See a sample.*

**Meet the Pros**

Photo directory of authors, consultants & speakers. Includes name, company name, telephone number, email, color photos, a description of topics or areas of consulting. Includes a free directory listing. Includes expanded coverage in the Online GUIDE. *See a sample.*

**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.*

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**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. Homepage spotlight in the Online GUIDE for one month; archived indefinitely
4. One Online GUIDE listing during 2015
5. Tradeshow: Comparisons will be promoted via flyer distributed in our booth at 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 client count. Complete your listing online and save 20%. Sign up at www.disasterrsource.com/contact*

**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.dji.com

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