

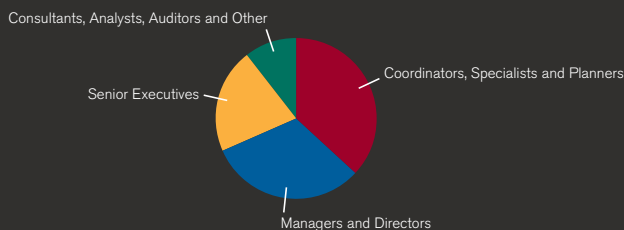
## Circulation

### The GUIDE Readership is Unique

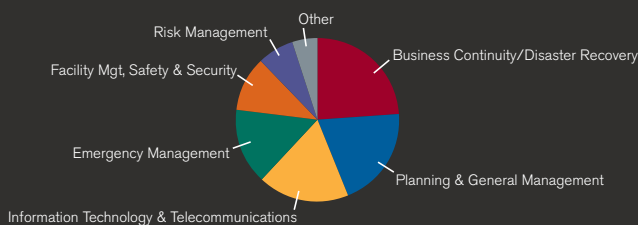
**Senior Executives...** value the **GUIDE** for its "Big Picture" overview. The responsibility for enterprise continuity rests at the top of an organization. Executives ask the "whys" and "what if's". Executive leadership is paramount when dealing with strategic issues of integrity, availability, security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

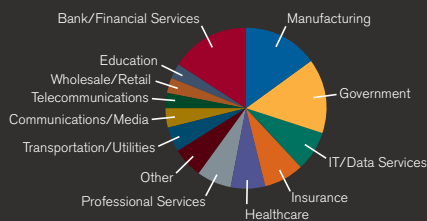
### Job Title



### Job Function



### Industries



#### Four Publications Reaching into the Marketplace

Annual Disaster Resource GUIDE	40,000 circulation
Quarterly Mini-GUIDEs	25,000 circulation
Weekly Continuity e-GUIDE	30,000 circulation
24/7 Online GUIDE	184,000 page views each month

## 2010/11 DISASTER RESOURCE GUIDE



### Working for You 365 Days a Year!

- 40,000 GUIDEs are distributed each year.
- 25,000 copies via direct mail.
- 15,000 copies via association and conference distribution throughout the year. (Call for a list of conferences and associations.)

## Advertising Benefits

### Benefits

- Placement in Editorial or Directory sections – your choice
- 4-color ad at no additional cost
- Free listing(s) in the Directory of the printed **GUIDE**
- Free listing(s) in the **Online GUIDE**, color logo optional
- Free hot links to your web site and email
- Free Web Links Directory listing
- Free "Button" banner for advertising contracts of \$5,000+
- Free Listing in the **e-GUIDE** Marketplace

## Advertising Rates Call for special package pricing! Save 15% or more on multiple insertions.

Ad Sizes	Free Directory Listings	Rates
Two Page Spread	4 Premium	\$8,900
Full Page (bleed ok)	2 Premium	\$4,995
Two Thirds (2/3)	1 Premium	\$3,565
Half Page (1/2)	1 Premium	\$2,875
One Third (1/3)	1 Basic	\$2,065
One Sixth (1/6)*	1 Simple	\$1,220
One Twelfth (1/12)*	1 Simple	\$ 725

### Rates are net.

\*Available in Directory Section only.

### Premium Positions & Placement

Front inside cover	\$ 1,500
Back inside cover	\$ 1,200
Adjacent placement:	
QuickTabs, Table of Contents, Publisher's Page	\$ 445
Placement in first 36 pages	\$ 375

## EARLY PAYMENT AND VOLUME DISCOUNTS

Save up to 10%!! Pay advertising contract in full by May 14, 2010, take 5% discount. For volume contracts above \$5,000, take an additional 5% off!