

ADVERTISING CONTRACT

.....
 Company Name ("Advertiser") _____

Contact Name _____

Address _____ City _____ State _____ Zip _____

Phone () _____ Fax () _____ Email _____

CHECK ONE: Use contact info above for all communications, sales leads and invoices. I have included different contact info on Page 2.

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15TH ANNUAL DISASTER RESOURCE GUIDE

DISPLAY ADS

_____ Full page \$4,995 _____ 1/3 page \$2,065
 _____ 2/3 page \$3,565 _____ 1/6 page* \$1,220
 _____ 1/2 page \$2,875 _____ 1/12 page* \$ 725

*1/6 and 1/12 only available in Directory Section.

GUARANTEED PREMIUM PLACEMENT

(Publisher must acknowledge any guaranteed or premium placements in writing.)

_____ Inside Front \$1,500
 _____ Inside Back \$1,200
 _____ Key Page Placement – Quick Tabs, etc. \$ 445
 Specify: _____
 _____ Placement in first 36 pages \$ 375

PREFERRED EDITORIAL SECTION

Indicate preferred editorial section for your ad. Unless placement is in writing from the Publisher, this preference is not guaranteed:

- Planning & Management Human Concerns
 Facility Issues Information Availability & Security Telecom & Satcom
 Crisis Communications & Response Resource Directory Section

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SPECIAL MINI-GUIDES

Three special topic Mini-GUIDEs will be published during 2011. See Media Planner for details.

Indicate ad commitments:

- Communications IT Availability & Security Facilities

Ad size: _____ Mini-GUIDEs total \$ _____

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WEBSITE OPTIONS

ONLINE/WEBSITE GUIDE

# Qtrs	Banner Type	Per Qtr
_____	Banner Ad, Top Home Page Rotation	
_____	Print Advertisers/qtr	\$375
_____	Online-only Advertisers/qtr	\$650
_____	Banner Ad, Side Home Pg Rotation/qtr	\$250
_____	"Button" Interior Banner Ad Rotation/qtr	\$225
_____	Video Sponsorship	call for pricing

OTHER STRATEGIES

_____ "Solutions Showcase," Full Page (with no other advertising) \$4,275
 _____ "Solutions Showcase," Full Page (with adjacent full page ad) \$ 1,000
 _____ Pgs Article Sponsorship, Display Advertisers Only \$ _____
 _____ Back Cover Promo \$ 475
 _____ Meet the Pros \$ 725
 _____ Quick Tab Co. Profile, Category: _____ \$ 895
 _____ Unique Products \$ 615
 _____ What's New! \$ 945
 _____ Literature Displays, each (or SAVE, buy 4 for \$1,000) \$ 295

DIRECTORY LISTINGS*

Indicate Quantity	Std. Price	Online Submission
_____ Color Logo! (\$125 cost for each listing)	\$125	\$125
_____ Value Listing (15 lines – <i>least cost per line</i>)	\$500	\$400
_____ Premium Listing (9 lines)	\$350	\$280
_____ Basic Listing (6 lines)	\$300	\$240
_____ Simple Listing (4 lines)	\$250	\$200
_____ Additional Lines (per line)	\$ 30	\$ 24

*See Media Planner for complimentary listings for Display Advertisers.

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CONTINUITY E-GUIDE NEWSLETTER

Qty	Description	Regular	/	Volume*
_____	Gold Top Sponsor (per issue)	\$1,500	/	\$1,200
_____	Color Banner	\$1,200	/	\$ 800
_____	Silver Middle Sponsor	\$ 900	/	\$ 450
_____	Product Showcase	\$ 600	/	\$ 300
_____	Conference Spotlight	\$ 600	/	\$ 300
_____	Press Release	\$ 300	/	\$ 150
_____	The Marketplace Banner	\$ 380/qtr	/	\$ 240/qtr
_____	Reader Survey Sponsorship			\$5,000
_____	Webinar Sponsorship			\$5,000
_____	Meet the Experts			call for pricing
_____	Dedicated eBlast to list			call for pricing

*Volume Price applies to any advertiser with overall contract of \$5,000 or greater.

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CONTRACT TOTAL AND SIGNATURE

Advertising Total: \$ _____

Volume (\$5,000+) Discount* \$ _____

Early Payment Discount* \$ _____

Total Advertising Contract \$ _____

Make check payable to: **DISASTER RESOURCE GUIDE**. This contract is a commitment for advertising in accordance with the General Conditions (see page 2). Advertisers choosing only Directory Listings, please pay in full when the contract is submitted. Display Advertisers should include a deposit of 25% to secure the space. I have read the General Conditions (page 2) and agree to the terms.

SIGNATURE _____ TITLE _____ DATE _____

(Please also complete and sign Page 2 of the Contract.)

Mail contract (or fax), check and ad materials to:
 DISASTER RESOURCE GUIDE; 1510 E. Edinger Ave., Suite D, Santa Ana, CA 92705
 Telephone: (714) 558-8940 Fax (714) 558-8901 E-mail: advertising@disaster-resource.com

*Call for discount details. All prices are net.

ADVERTISING CONTRACT

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Please Note: All communications, including invoices and sales leads, will be sent to contact shown on Page 1 of the Contract unless different information is provided below.

AD AGENCY CONTACT: (if applicable)

Name: _____ Company: _____

Address: _____

City, State, Zip: _____

Phone () Fax () Email

SEND SALES LEADS AND TRADESHOW INFORMATION TO: (Complete only if different from page 1)

Name: _____ Company: _____

Address: _____

City, State, Zip: _____

Phone () Fax () Email

SEND INVOICE TO: (Complete only if different from page 1)

Name: _____ Company: _____

Address: _____

City, State, Zip: _____

Phone () Fax () Email

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CONTRACT GENERAL CONDITIONS

1. Advertisements are accepted upon the representation that the Advertiser and their agencies are authorized to publish the contents thereof.
2. All contents of advertisements are subject to Publisher's approval.
3. The positioning of advertisements is at the discretion of the Publisher, **except when the Publisher acknowledges a specific placement in writing.**
4. See Page 1 of Contract for Guaranteed Preferred Placement rates.
5. Cancellations or changes cannot be made after the ad closing date.
6. Publisher is not liable for delay in delivery and/or non-delivery in the event of an act of God, action of government, fire, flood, riot, explosion, transportation interruption of any kind or any condition beyond the control of the Publisher affecting production or delivery.
7. A 25% advance deposit is required to secure Display Advertising space. All advertising is to be paid in full before the publication date. Publisher is not obligated to print ads unless paid in advance. Alternative payment arrangements must be acknowledged in writing by Publisher, and any late payments will incur a 1 1/2 % per month late charge. Payments will be via check unless other arrangements are approved by Publisher.
8. Early Payment Discounts apply to Display Advertisers only and any discounted payments must be received by discount due date.
9. Advertisers will indemnify, defend and hold harmless the Publisher from any claims and all loss, expense or liability arising out of the publication of any Advertising copy.
10. Agency commissions are the responsibility of the Advertiser. All invoice amounts are NET.
11. An authorized company representative must sign the Contract.

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DIGITAL ARTWORK

1. Color proof must be supplied. See Media Planner for software accepted.
2. Proofs and media should be shipped to: **DISASTER RESOURCE GUIDE**, 1510 E. Edinger Ave., Suite D, Santa Ana, CA 92705.
3. Unless requested, media will not be returned. If advertising media are to be returned, please request this in writing with the media.

I have read and understand the General Conditions.

Authorized Signature: _____ Date: _____

Questions? Please call (714) 558-8940. Fax both pages 1 & 2 to (714) 558-8901.

PRODUCTS & SERVICES DIRECTORY LISTINGS

Directory Listings Sell Products and Services!

- ◆ 15th Annual Edition is coming. Don't miss it!!
- ◆ Be a part of the **best DR & BC Directory ever!**
- ◆ Optional color logo.
- ◆ \$280 buys you a Premium Listing.
- ◆ The **GUIDE** was created **BY** vendors, **FOR** vendors!
- ◆ 40,000 copies, Online and e-GUIDE Marketplace!

BENEFITS OF DIRECTORY LISTINGS

- > The listings may be purchased separately **or** may be complimentary with the purchase of a Display Ad.
- > Listings purchased may be submitted on page 2 of this form, *or you can save 20% off the standard price by submitting Directory Listings online!*
- > Directory listings are organized by category; see list of categories attached.
- > Listings included FREE in **DISASTER-RESOURCE.COM** for 12 months.
- > Optional 4-color logo in both print and online: *excellent, high-visibility for only \$125 extra per listing!*
- > A FREE hot link to your web site and an email link
- > A FREE listing in the Web Links Directory featured in the **2011 DISASTER RESOURCE GUIDE**
- > Opportunity to participate in Literature Displays at conferences and expositions
- > Your company featured in "The Marketplace" in the **Continuity e-GUIDE** newsletter

Listing Type	Standard Price	Save 20% - Submit Online
Value Listing (15 lines - BEST Value!)	\$500	\$400
Premium Listing (9 lines)	\$350	\$280
Basic Listing (6 lines)	\$300	\$240
Simple Listing (4 lines)	\$250	\$200
Additional Lines (each)	\$ 30	\$ 24

Free Listings for Display Advertisers

Full Page	2 Premium Listings
Two Thirds Page	1 Premium Listing
One Half Page	1 Premium Listing
One Third Page	1 Basic Listing
One Sixth Page	1 Simple Listing
One Twelfth Page	1 Simple Listing
Meet the Pros	1 Simple Listing
Unique Products	1 Simple Listing
What's New!	1 Simple Listing
Quick Tab Profile	1 Simple Listing

Sample Value Listing

Only \$27 per line!

- 1 DISASTER PLANNING TECHNOLOGY
- 2 123 State Street
- 3 Los Angeles, CA 90001
- 4 Tel: (213) 547-3128 Fax: (213) 547-5235
- 5 www.dpt-worldwidellp.com
- 6 info@dpt-worldwidellp.com
- 7 DPT provides management consulting
- 8 services and customized business
- 9 impact analysis, plan development and
- 10 implementation. Specializing in supply
- 11 chain continuity & multi-national risk
- 12 assessments. Our team has provided
- 13 Fortune 500 clients with reliable and
- 14 on-budget analyses. Backgrounds are
- 15 public & private.

PRODUCTS & SERVICES DIRECTORY LISTINGS FORM

- ☛ Do you have complimentary listings with a Display Ad? Submit online: www.disaster-resource.com/directory
- ☛ Do you want to save 20%, get more bang for your buck? Submit online: www.disaster-resource.com/directory
- ☛ Questions or internet problems? Call (800) 826-2201 or email: advertising@disaster-resource.com

USING THIS FORM

Please complete one form for EACH directory listing, if you are submitting manually. Submit online, save 20%!

TYPE OF LISTING FOR THIS FORM

- | | |
|---|--|
| _____ Value (Complete listing is 15 lines, \$500)* | _____ Simple (Complete listing is 4 lines, \$250)* |
| _____ Premium (Complete listing is 9 lines, \$350)* | _____ Extra Lines (\$30* per additional line) |
| _____ Basic (Complete listing is 6 lines, \$300)* | *Save 20% by submitting this form online! www.disaster-resource.com/directory |

HOW TO CHOOSE A CATEGORY (See attached Products & Services Directory Categories for complete list)

You may list under the general category (for example: C7, Computer Software, General) or you may want to choose a specific subcategory (for example: C7-15, Computer Software, Security).

Directory category for this form: _____
(Please use BOTH the category number and name listed on Products & Services Directory Categories page.)

To assist you in planning your directory listings, please note the following:

Your company name will be **BOLD AND IN CAPS**. The line for your company name can take 30 letters, punctuation marks and/or spaces. Longer names can be abbreviated, or you can purchase additional lines. The other lines for your listing (address and product descriptions) can take 44 letters or spaces per line. Feel free to call if you have questions! (714) 558-8940.

Company Name: _____
(Company name will be in **BOLD CAPS**, maximum of 30 letters/spaces per line.)

Address: _____

City, State, Zip: _____
(One line can accommodate two U.S. phone numbers. For international, additional numbers or phone numbers using letters, extra lines may be required.)

Telephone: _____ Fax: _____

Website: _____

Email: _____
(Line count for the Description section is based on total letters, spaces and punctuation divided by 44. Actual print version may vary.)

Description: _____

For the **Online GUIDE!** Please list the locations in which your company sells products and services.

- Worldwide US & Canada US only Other – states, countries:

MAIL WITH COMPLETED CONTRACT PAGES AND PAYMENT TO:

DISASTER RESOURCE GUIDE, 1510 E. Edinger Ave., Suite D, Santa Ana, CA 92705

MAJOR CATEGORIES

Air Conditioning & Cooling
 Alternate Sites
 Architecture & Engineering
 Awareness Programs
 Business Continuation Services
 Cleanup & Salvage
 Communications, Equipment
 Communications, Notification Services
 Communications, Telecommunications
 Computer & Data Center Equipment/Services
 Computer Hardware & Repair
 Computer Software
 Consulting & Planning
 Crisis Communications
 Critical Incident Response
 Earthquake Mitigation
 Education
 Books
 Certificate Programs
 Certification Programs
 CEU Accredited Programs
 Degree Programs
 Seminars & Workshops
 Video Education
 Emergency Equipment & Supplies
 Emergency Response
 Environmental Concerns
 Facility Resources
 Fire Safety
 Information Security
 Insurance & Risk Management
 Mobile Facility, On-Site
 Natural Disaster Mitigation
 Off-Site Storage
 On-Site Storage
 Personnel & Staffing Services
 Power Sources
 Batteries
 Generators
 Power Conditioners
 Power Line Analyzers & Monitors
 Surge Suppressors
 Uninterruptible Power Supplies
 Voltage Regulators
 Printing & Mailing Services
 Public Relations & Media
 Rental Equipment
 Resources
 Conferences & Expositions
 Organizations & Associations
 Publications
 Reference Materials
 Vendor Resources & Buyer's Guides
 Restoration Services
 Safety
 Security
 Security, Facility
 Terrorism Prevention & Countermeasures
 Training
 Transportation
 Trauma Counseling
 Vehicles
 Weather Related Products & Services

A1 AIR CONDITIONING & COOLING**A2 ALTERNATE SITES, General**

A2-01 Coldsites
 A2-02 Hotsites
 A2-03 Mobile Banks
 A2-04 Mobile Recovery
 A2-05 Telecommunications
 A2-06 Warmsites
 A2-07 Work Area Recovery

A3 ARCHITECTURE & ENGINEERING, General

A3-01 Forensic Engineering
 A3-02 Risk Analysis
 A3-03 Simulations

A4 AWARENESS PROGRAMS**B1 BUSINESS CONTINUATION SERVICES, General**

B1-01 Catering and Food
 B1-02 Identification Services
 B1-03 Leasing Services
 B1-04 Lodging
 B1-05 Relocation
 B1-06 Telephone Answering
 B1-07 Transaction Processing

C1 CLEANUP & SALVAGE, General

C1-01 Cleanup Equipment & Services
 C1-02 Debris Removal
 C1-03 Demolition
 C1-04 Salvage

C2 COMMUNICATIONS, Equipment, General

C2-01 Alarms & Sirens
 C2-02 Antennas
 C2-03 Base Stations, Radios
 C2-04 Cellular Phones/Faxes
 C2-05 Command Post
 C2-06 Crowd Control
 C2-07 Headsets & Intercom Systems
 C2-08 Satellite Telephones

C3 COMMUNICATIONS, Notification Services, General

C3-01 Community
 C3-02 Employee
 C3-03 Weather

C4 COMMUNICATIONS, Telecommunications, General

C4-01 Backup Systems
 C4-02 Call Center Recovery
 C4-03 Carriers/Services
 C4-04 E-mail Service
 C4-05 Satellite Systems
 C4-06 Voice Systems
 C4-07 Wireless Telecommunication

C5 COMPUTER & DATA CENTER, Equipment & Services, General

C5-01 Availability, High/Continuous
 C5-02 Data Backup Systems
 C5-03 Data Center: Design, Construction & Restoration
 C5-04 Data Mirroring Systems
 C5-05 Data Recovery Services & Systems
 C5-06 Data Security Systems
 C5-07 Electronic Vaulting
 C5-08 Email Backup Systems
 C5-09 Email Content Filtering Software

C5-10 Email Monitoring Software
 C5-11 Emergency Delivery
 C5-12 Equipment Covers
 C5-13 Equipment/Hardware Replacement
 C5-14 Firewalls
 C5-15 Internet Backup/Recovery
 C5-16 Maintenance/Repair
 C5-17 Media Protection & Storage
 C5-18 Microfilm/Microfiche Equipment & Services
 C5-19 Monitoring Systems
 C5-20 Security Systems & Devices

C6 COMPUTER HARDWARE & REPAIR**C7 COMPUTER SOFTWARE, General**

C7-01 Anti-hacking
 C7-02 Anti-virus
 C7-03 Backup & Recovery
 C7-04 Business Impact Analysis & Risk Assessment
 C7-05 Business Recovery & Continuity
 C7-06 E-Commerce Security
 C7-07 Emergency/Crisis Management
 C7-08 Encryption
 C7-09 Environmental Health & Safety
 C7-10 Media/Public Relations
 C7-11 Mobile Code Protection
 C7-12 Power Management
 C7-13 Regulatory Compliance
 C7-14 Risk Analysis
 C7-15 Security
 C7-16 Simulations & Testing
 C7-17 Website Monitoring

C8 CONSULTING & PLANNING, General

C8-01 Architecture & Engineering
 C8-02 Business Continuity
 C8-03 Business Impact Analysis & Risk Assessment
 C8-04 Command Center Design
 C8-05 Computer Security
 C8-06 Computer Systems Recovery
 C8-07 Crisis Communications
 C8-08 Damage Assessment
 C8-09 Disaster Recovery Planning
 C8-10 Emergency & Crisis Management
 C8-11 Environmental Health & Safety
 C8-12 Facility Recovery
 C8-13 Fire Protection
 C8-14 Forensics: Accounting & Data
 C8-15 Forensics: Engineering
 C8-16 Forensics: Fire & Disaster
 C8-17 Labor Relations
 C8-18 Mitigation
 C8-19 Psychological & Stress
 C8-20 Public Relations & Media
 C8-21 Records Management
 C8-22 Regulatory Compliance
 C8-23 Resiliency Program Assessments
 C8-24 Site Security
 C8-25 Table Top Exercises
 C8-26 Telecommunications
 C8-27 Trading Floor Recovery

C9 CRISIS COMMUNICATIONS**C9A CRITICAL INCIDENT RESPONSE****E1 EARTHQUAKE MITIGATION, General**

E1-01 Non-structural Mitigation
 E1-02 Shut-off Valves

(Continued from page 1)

E2 EDUCATION, General

- E2-01 Books
- E2-02 Certificate Programs
- E2-03 Certification Programs
- E2-04 CEU Accredited Programs
- E2-05 Degree Programs
- E2-06 Seminars & Workshops
- E2-07 Video Education

E3 EMERGENCY EQUIPMENT & SUPPLIES, General

- E3-01 Evacuation Systems/Rescue Chairs
- E3-02 Food and Water
- E3-03 Food and/or Lodging
- E3-04 Lighting
- E3-05 Medical Response
- E3-06 Personal Protection, Health Risk Controls
- E3-07 Pumps
- E3-08 Radiological Emergency Response
- E3-09 Sanitation
- E3-10 Search & Rescue
- E3-11 Shelter

E4 EMERGENCY RESPONSE, General

- E4-01 Confined Space Rescue
- E4-02 Decontamination Equipment
- E4-03 Mass Casualty Equipment

E5 ENVIRONMENTAL CONCERNS, General

- E5-01 Asbestos Removal
- E5-02 Cleanup Equipment Rental
- E5-03 Environmental Assessments
- E5-04 Environmental Monitoring
- E5-05 Hazardous Materials Abatement
- E5-06 Hazardous Spill Containment
- E5-07 Hazardous Waste Disposal
- E5-08 Indoor Air Quality
- E5-09 Mold Remediation
- E5-10 Pest Control
- E5-11 Water Quality Analysis

F1 FACILITY RESOURCES, General**(See also Security)**

- F1-01 Buildings & Structures – Mobile & Modular
- F1-02 Construction & Reconstruction
- F1-03 Detector Systems: Fire, Gas, Smoke, Water
- F1-04 Electrical & Lighting
- F1-05 Emergency Response Boxes
- F1-06 Fire Extinguishers & Systems
- F1-07 Firefighting Equipment
- F1-08 Halon Alternatives
- F1-09 Hazard Controls Management
- F1-10 Hazard Warning Indicators
- F1-11 Hurricane Protection
- F1-12 Lightning Protection
- F1-13 Monitoring Systems
- F1-14 Safety Film for Glass
- F1-15 Safety Markers (Photoluminescent)
- F1-16 Seismic Mitigation
- F1-17 Seismic Utility Shutoff
- F1-18 Signs & Signals
- F1-19 Windows

F2 FIRE SAFETY**I1 INFORMATION SECURITY, General**

- I1-01 Anti-Virus
- I1-02 Biometrics
- I1-03 Database Security
- I1-04 Email Security
- I1-05 Encryption
- I1-06 Firewalls
- I1-07 Identity Theft
- I1-08 Internet Security
- I1-09 Intrusion Detection/Prevention
- I1-10 Network Security
- I1-11 Security Hardware & Software
- I1-12 Spam
- I1-13 Spyware
- I1-14 VPN
- I1-15 Vulnerability Assessments
- I1-16 Windows Security

I2 INSURANCE & RISK MANAGEMENT, General

- I2-01 Adjusters
- I2-02 Appraisers
- I2-03 Loss Control & Mitigation
- I2-04 Risk Analysis

M1 MOBILE FACILITY, On-Site**N1 NATURAL DISASTER MITIGATION, General**

- N1-01 Earthquake & Tsunami
- N1-02 Flood
- N1-03 Hurricane
- N1-04 Tornado

O1 OFF-SITE STORAGE, General

- O1-01 Media Storage
- O1-02 Records Storage

O2 ON-SITE STORAGE**P1 PERSONNEL & STAFFING SERVICES, General**

- P1-01 Employee Screening
- P1-02 Personnel, Disaster Recovery
- P1-03 Temporary Help

P2 POWER SOURCES, General

- P2-01 Batteries
- P2-02 Fuel Storage Tanks
- P2-03 Generators
- P2-04 Power Conditioners
- P2-05 Power Line Analyzers & Monitors
- P2-06 Surge Suppressors
- P2-07 Uninterruptible Power Supplies
- P2-08 Voltage Regulators

P3 PRINTING & MAILING SERVICES**P4 PUBLIC RELATIONS & MEDIA****R1 RENTAL EQUIPMENT, General**

- R1-01 Cleanup
- R1-02 Climate Control
- R1-03 Construction
- R1-04 Furniture
- R1-05 Lighting
- R1-06 Office
- R1-07 Portable Morgue
- R1-08 Power Sources
- R1-09 Telecommunications
- R1-10 Temporary Structures & Trailers
- R1-11 Toilets

R2 RESOURCES, General

- R2-01 Conferences & Expositions
- R2-02 Organizations & Associations
- R2-03 Publications
- R2-04 Reference Materials
- R2-05 Vendor Resources & Buyer's Guides

R3 RESTORATION SERVICES, General

- R3-01 Art Restoration
- R3-02 Disposal & Liquidation
- R3-03 Document Restoration
- R3-04 Electronic Equipment
- R3-05 Facility Restoration
- R3-06 Fire, Smoke, Water

S1 SAFETY, General

- S1-01 Personal Protection Equipment

S2 SECURITY, General

- S2-01 Executive Protection
- S2-02 Workplace Violence

S3 SECURITY, Facility, General

- S3-01 Access Control
- S3-02 Alarms
- S3-03 Badges & Identification
- S3-04 Barriers & Fences
- S3-05 Guard Services
- S3-06 Investigation
- S3-07 Surveillance

T1 TERRORISM PREVENTION & COUNTERMEASURES, General

- T1-01 Biological
- T1-02 Chemical
- T1-03 Explosives and IEDs
- T1-04 Radiological

T2 TRAINING, General

- T2-01 Awareness Programs
- T2-02 Business Recovery & Continuity
- T2-03 Childcare Provider
- T2-04 Confined Space Rescue
- T2-05 Disaster Management
- T2-06 eLearning
- T2-07 Fire Training
- T2-08 Injury Simulation
- T2-09 Life Safety/CERT/CPR/First Aid
- T2-10 Safety Programs
- T2-11 Telecommunications Training

T3 TRANSPORTATION, General

- T3-01 Electronic Media
- T3-02 International
- T3-03 Overnight
- T3-04 Oversized Freight
- T3-05 Same Day
- T3-06 Sensitive/Fragile
- T3-07 Temperature-Controlled
- T3-08 Time Critical

T4 TRAUMA COUNSELING**V1 VEHICLES****W1 WEATHER RELATED PRODUCTS & SERVICES**