

DISASTER RESOURCE GUIDE

MEDIA PLANNER

Weekly
Continuity
eGUIDE

24/7 Online
GUIDE

Quarterly
Mini-GUIDE

Generating Leads
ALL YEAR LONG!

Annual Disaster
Resource GUIDE

THE ONE-STOP GUIDE...

ANNUAL



QUARTERLY



Thanks for considering the Disaster Resource GUIDE as a marketing partner to get your message out to decision makers and buyers!

I started the GUIDE 15 years ago to connect industry professionals to solutions. While our mission to consolidate and communicate resources for preparedness, response and recovery has stayed the same, our vehicles have changed dramatically, and our readership has expanded beyond our expectations!

We now offer our advertisers many ways to reach buyers; look through this media planner for details. And to the right, I've outlined five reasons you should include us in your marketing plan.

Will you let us work for your company? Let us know what we can do to help you achieve your goals. *We are ready; let's go!*

Kathy Rainey
Publisher

5 Reasons to Include the Disaster Resource GUIDE in your Annual Marketing Plan

1. **PRINT still works.**

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.*"

2. **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 their resources to the entire industry via direct mail, online, and face-to-face at the most important conferences each year.

3. PEER-REVIEWED editorial continues to be a goldmine for our readers who keep coming back for more. Our teams work year 'round in search of the best content for BC/DR/EM.

4. PROSPECTIVE buyers for you – that's our goal. Since day 1, we have had a clear understanding of the importance of lead generation.

5. A PICTURE is worth a thousand words. Video, video, video – that's what you'll see in the new Online GUIDE. We have lots of opportunities for you to tell your company's story in compelling ways.

ALWAYS WORKING FOR YOUR COMPANY

▶ WEEKLY ▶ ▶ ▶ ▶

24/7 ▶ ▶ ▶

Our mission is to consolidate and communicate thousands of resources to enable enterprise resilience and continuity. The GUIDE Advisory Board includes leaders from the industry's prominent associations and organizations. As a body, the board is committed to . . .

Breaking Down Silos. Bringing the Industry Together!

Business Continuity	IT Disaster Recovery & Security
Enterprise Risk Management	Crisis Management
Emergency Management	Homeland Security
Public Sector	Private Sector

Three Ways to Get Your Message Out Through Editorial

- Submit an article written by your subject matter expert.
- Sponsor an educational article.
- Feature your products & services in a Solutions Showcase.

Top-notch Resources Delivered Year 'Round

- Annual Disaster Resource GUIDE:
Print & digital
- Quarterly Mini-GUIDE:
Print & digital
- Weekly Continuity eGUIDE:
eNewsletter published every Wednesday
- NEW Online DR GUIDE:
News, articles & resources available 24/7

Consolidating & Communicating Resources in 6 Categories



Planning & Management



Human Concerns



Information Availability
& Security



Telecom & Satcom



Facility Issues



Crisis Communications
& Response

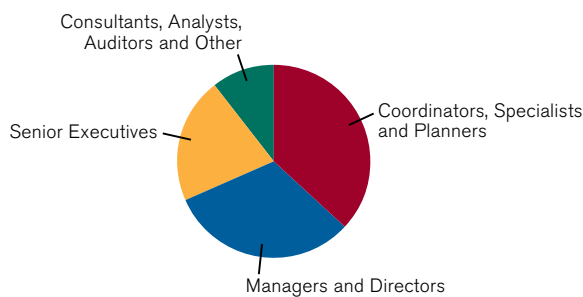
Circulation

The GUIDE Readership is Unique

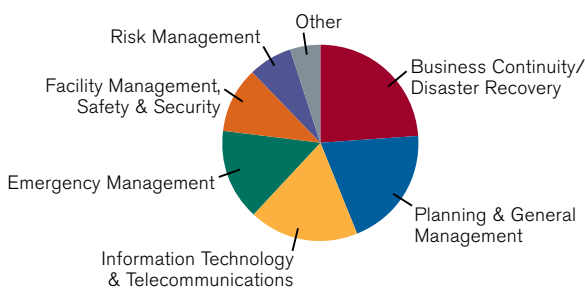
Senior Executives... value the **GUIDE** for its "Big Picture" overview. The responsibility for enterprise continuity rests at the top of an organization. Executives ask the "whys" and "what ifs". Executive leadership is paramount when dealing with strategic issues of integrity, availability, security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

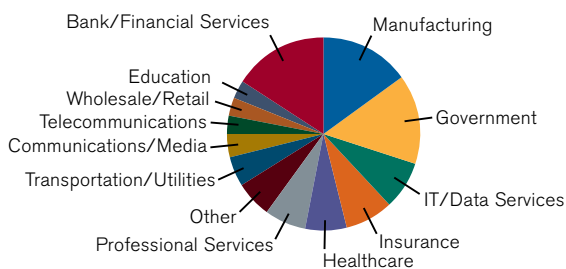
Job Title



Job Function



Industries



See expanded circulation details in the media planner insert.

Disaster Resource GUIDE

Working for You 365 Days a Year!



40,000 GUIDEs distributed each year.

- 25,000 print copies via direct mail
- 5,000 print copies via conferences
- 10,000 digital copies

Features & Benefits

- 4-color ad at no additional cost
- Free listing(s) in the annual Directory and eGUIDE Marketplace
- Double the number of free listings with links in the Online GUIDE
- Free "Button" banner in Online GUIDE*
- One inclusion in eGUIDE's "Solutions Spotlight"
- One month's inclusion in Online GUIDE's "Solutions Spotlight"
- One inclusion in product specific eBlast*

*Value added feature for \$5,000+ contracts

Ad Sizes & Details

Ad Sizes

Two Page Spread4 Premium
Full Page2 Premium
Two Thirds1 Premium
Half Page1 Premium
One Third1 Basic
One Sixth1 Simple
One Twelfth1 Simple

Free Directory Listings

Premium Positions & Placement

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

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.

See advertising rates in the media planner insert.

Directory of Products and Services

Listings Give You Exposure in 4 Ways



40,000 GUIDEs distributed each year

- 30,000 print copies
- 10,000 digital copies
- 12-month listing in the eGUIDE
- 12-month listing in the Online GUIDE

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.
- Get double online listings with an ad contract.

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. Online listings are included.
3. Free listings are offered for the Online GUIDE. Go to www.disaster-resource.com/freelisting for details.

See listing rates in the media planner insert.

Mini-GUIDES

Focused on a Single Content Category



35,000 GUIDEs distributed each year

- 25,000 print copies via direct mail & conferences
- 10,000 digital copies

Features & Benefits

- 4-color ad at no additional cost
- Free listing(s) in the eGUIDE Marketplace
- Double the number of free listings with links in the Online GUIDE
- Free "Button" banner in Online GUIDE*
- One inclusion in eGUIDE's "Solutions Spotlight"
- One month's inclusion in Online GUIDE's "Solutions Spotlight"
- One inclusion in product specific eBlast*

*Value added feature for \$5,000+ contracts

Ad Sizes & Details

Ad Sizes

- Two Page Spread
- Full Page
- Two Thirds
- Half Page
- One Third

Premium Positions & Placement

Front inside cover, back inside cover, Table of Contents, Publisher's page

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.

See advertising rates in the media planner insert.

Continuity e-GUIDE

Weekly Snapshot of the Industry



- 30,000 eGUIDEs Weekly**
- Publishes each Wednesday
- 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 every week.
- 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. (280 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 e-GUIDE. (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. (250 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. (250 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. (250 characters and spaces of text)

See advertising rates in the media planner insert.

Online GUIDE – New Website!

The One-Stop GUIDE: Always Working for You



- New Website – New Opportunities**
- Video expert program
- Editorial opportunities
- Searchable directory listings

Features & Benefits

- Video promotion and education will compliment your marketing mix.
- Eblast follow-up to your ad clicks can increase ROI.
- Custom strategies can be developed for each month of the year.
- Listing sign up is quick and easy for vendors, associations and conferences.
- Get an extra free online listing for every paid listing.
- 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 and/or region
- 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

See online rates in the media planner insert.

Video Experts: Educational / Promotional

A Picture Says a Thousand Words!



New offering is ideal for:

- Product demos
- Expert commentary
- Solution 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.
- 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

We're here to work for you. What can we do to expand your prominence and increase your lead generation?

Sponsored Industry Survey

- 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 be included in a future quarterly edition of the GUIDE.
- 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 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 participant contact information provided to the sponsor for follow-up.
- Recorded webinar posted on the GUIDE and/or sponsor websites for later viewing.

Eblast to 30,000+ newsletter subscribers

- Most-read newsletter in the DR / BC field – 6.5 million sent to date!
- Loyal readership, decision makers
- High click through and open rates
- eBlast content 100% from the sponsor
- Statistics available after distribution

See video rates in the media planner insert.

Advertising Materials

Special Feature Requirements



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.



Meet the Pros

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



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.



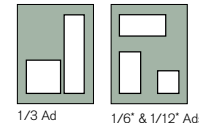
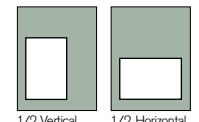
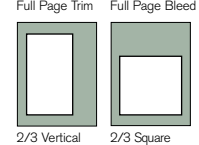
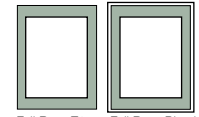
What's New!

This section allows you to present new products and services. A 4-color photo with up to 75 words. Includes a free directory listing. Dimensions are 3 5/8" w x 3 1/8" h. Your product will be included in What's New in the Online Guide. Submit artwork or we will create the ad for you for \$100.

Display Advertisements

Sizes

- Full Page
- Full Page, Bleed
- Two-page Spread
- Two-page Spread, Bleed
- Two-thirds (2/3) Square
- Two-thirds (2/3) Vertical
- Half Page (1/2) Horizontal
- Half Page (1/2) Vertical
- One-third (1/3) Square
- One-third (1/3) Column
- One-sixth (1/6) Vertical*
- One-sixth (1/6) Horizontal*
- One-twelfth (1/12) Square*
- What's New! (1/6) Horizontal
- Unique Products (1/8) Horizontal



*Directory section only.

Detailed advertisement specifications & requirements are available online at www.disaster-resource.com/mediaplanner/mat_req.pdf or email adfiles@disaster-resource.com.

Disaster Resource GUIDE

A Publication of Emergency Lifeline Corporation
Helping with Business Continuity since 1985!
 Mailing address: PO Box 15243, Santa Ana, CA 92735
 Tel: (714) 558-8940 or (800) 826-2201
 Fax: (714) 558-8901
 Email: adfiles@disaster-resource.com
 Website: www.disaster-resource.com
 Media kit: www.disaster-resource.com/mediakit

See production details and calendar in the media planner insert.