DISASTER RESOURCE
GUIDE

2011 Advertising Rates and Calendar

Print Advertising Rates

15th Annual GUIDE Advertising Rates

Display Ads (4-color)	Free Directory Listings	Pricing
Two Page Spread	4 Premium	$8,900
Full Page	2 Premium	$4,995
2/3 Page	1 Premium	$3,565
1/2 Page	1 Premium	$2,875
1/3 Page	1 Basic	$2,065
1/6 Page (Directory section only)	1 Simple	$1,220
1/12 Page (Directory section only)	1 Simple	$ 725

Premium Placements	Pricing
Inside Front Cover	$1,500
Inside Back Cover	$1,200
Key Pages	$ 445
First 36 Pages	$ 375

"Solutions Showcase" (Advertorial)	Pricing
Full Page "Solutions Showcase"	$4,275
Full Page "Solutions Showcase", adjacent to Full Page ad	$1,000

Special Opportunities	Pricing
Back Cover Promo	$ 475
Meet the Pros	$ 725
Quick Tab Company Profile	$ 895
Unique Products	$ 615
What To Look For – Buyer's Guidelines	$3,500
What's New!	$ 945

Directory Listings	Manual Submission Price	Save 20%! Online Submission Price
Value Listing, 15 Lines	$ 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
Color Logo for Listing, Each*	$ 125	$ 125
Online Only Premium Listing	$ 250	$ 180

*Logo will also appear with the online listing at no additional charge.

Mini-GUIDE Advertising Rates

Ad Sizes	Pricing
Two Page Spread	$6,000
Full Page	$3,500
2/3 Page	$2,530
1/2 Page	$1,980
1/3 Page	$1,320

Premium Placements	Pricing
Inside Front Cover	$1,000
Inside Back Cover	$ 750
Outside Back Cover	call for pricing
Adjacent to Table of Contents	$ 400
Adjacent to Publisher's Page	$ 300

"Solutions Showcase" (Advertorial)	Pricing
Full Page	$2,995
Full Page, with or adjacent to Full Page ad	$ 450

Ask about a Single-Sponsor Special Edition! Call for details.

Educational Article Sponsorship Rates

Available to Display Advertisers	Special Editions	Annual Edition
1 Page	$1,200	$ 1,475
2 Pages	$2,100	$ 2,700
3 Pages	$2,900	$3,600

Special Marketing Opportunity

Tradeshow Publicity	Pricing
Literature Display, price for each each	$ 295
Literature Displays, any 4 shows during 2011	$1,000

Discounts are offered for multiple insertions and volume advertising. Please contact Tommy Rainey for a proposal.
tommyr@disaster-resource.com (714) 558-8940 x804

Online Opportunities

Website Banner Ads

Style	Pricing (Per quarter)
Banner, Home Pg Top Rotation, with Print Ads	$ 375
Banner, Home Pg Top Rotation Online Only	$ 650
Banner Rotation, Side Home Page	$ 250
"Button" Interior Banner Rotation	$ 225

Video Expert Education/Promotion

Product	Pricing
Video Expert Program, Setup and Promotion	$1,500
Video Expert Monthly Promotion	$ 500

Special Strategies

Product	Pricing (Each)
eBlast to Continuity e-GUIDE list, 30,000+	$6,000
Reader Survey Sponsorship	$5,000
Webinar Sponsorship	$5,000

Continuity e-GUIDE

Sponsorships	Pricing (Per issue)	Volume Pricing*
Gold Top Left Sponsor	$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
Marketplace Banner, per Qtr	$ 380	$ 240
Meet the Experts Spotlight		Call for details

*Volume Pricing is for ad contracts of $5,000 or more.

Editorial & Production Calendar

Issue Focus	15th Annual GUIDE	Communications: Voice & Data	Facilities
Editorial Due	July 6	September 2	October 21
Contract Close	August 3	September 30	November 4
Artwork Due	August 10	October 7	November 11
Payment Due	August 17	October 21	November 25
Publication Date	August 31	November 4	November 30

Please see all ad specifications and material requirements at the following link: www.disaster-resource.com/specifications.pdf
The ad contract is located at: www.disaster-resource.com/contract.pdf