

# Advertising Contract, Page 1 of 2

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.

## 14TH 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, Preparedness & Management  Human Concerns  
 Facility Issues  Information Availability & Security  Telecom & Satcom  
 Crisis Communications, Response & Recovery  Resource Directory Section

### SPECIAL QUARTERLY MINI-GUIDES

The annual GUIDE is published in the second quarter. Special topic GUIDES will be published in Q1, Q3, and Q4. See Media Planner for details.

Indicate ad commitments:

- 1<sup>st</sup> Quarter  3<sup>rd</sup> Quarter  4<sup>th</sup> Quarter

Ad size: \_\_\_\_\_ Mini-GUIDEs total \$ \_\_\_\_\_

### WEBSITE OPTIONS

#### Online/Website GUIDE

# Qtrs	Banner Type	Per Qtr
_____	Banner Ad, 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

### Other Strategies

_____ Advertorial, Full Page (with other ads)	\$4,275
_____ "What To Look For", Full Page	\$3,500
_____ 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 6 for \$1,200)	\$ 250

### Directory Listings\*

Indicate Quantity	Std. Price	Online Submission
_____ <b>Color Logo!</b> (\$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.

### 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			call for pricing
_____	Webinar Sponsorship			call for pricing
_____	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.

### CONTRACT TOTAL AND SIGNATURE

Advertising Total: \$ \_\_\_\_\_

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

Early (April 17) 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



# Directory Listings Sell Products and Services!

- ◆ 14th Annual Edition is coming. Don't miss it!!
- ◆ Optional color logo.
- ◆ The GUIDE was created BY vendors, FOR vendors!
- ◆ Be a part of the **best DR & BC Directory ever!**
- ◆ \$280 buys you a Premium Listing.
- ◆ 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** (June, 2009 – May, 2010)
- > 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 **2009/10 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

<b>Full Page</b>	2 Premium Listings
<b>Two Thirds Page</b>	1 Premium Listing
<b>One Half Page</b>	1 Premium Listing
<b>One Third Page</b>	1 Basic Listing
<b>One Sixth Page</b>	1 Simple Listing
<b>One Twelfth Page</b>	1 Simple Listing
<b>Meet the Pros</b>	1 Simple Listing
<b>Unique Products</b>	1 Simple Listing
<b>What's New!</b>	1 Simple Listing
<b>Quick Tab Profile</b>	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](http://www.disaster-resource.com/directory)
- ☛ Do you want to save 20%, get more bang for your buck? Submit online: [www.disaster-resource.com/directory](http://www.disaster-resource.com/directory)
- ☛ Questions or internet problems? Call (800) 826-2201 or email: [advertising@disaster-resource.com](mailto: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](http://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: \_\_\_\_\_

Address: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

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

Website: \_\_\_\_\_

Email: \_\_\_\_\_

Description: \_\_\_\_\_

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

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  
 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  
 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**