

# 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.

## 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, 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 third quarter. Special topic GUIDES will be published in Q1, Q2, and Q4. See Media Planner for details.

Indicate ad commitments:

- 1<sup>st</sup> Quarter  2<sup>nd</sup> Quarter  4<sup>th</sup> Quarter

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

## 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 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 (May 14) 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.

