

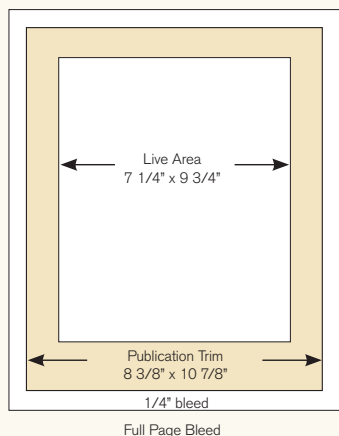
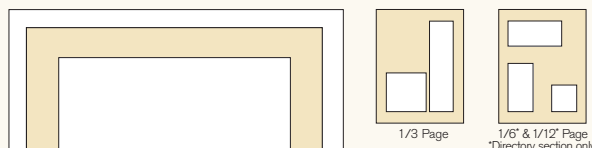
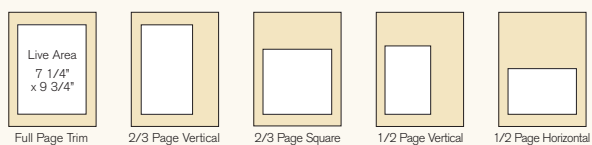
2011 Advertising Materials & Specifications

Print Ad & Artwork Specifications

Publication Trim Size: 8 3/8" x 10 7/8"
Live Area: 7 1/4" x 9 3/4"

Sizes	Requirements
Full Page	7 1/4" x 9 3/4"
Full Page, Bleed (bleed 1/4" all sides)	8 7/8" x 11 3/8"
Two-page Spread	7 1/4" (x2) x 9 3/4"
Two-page Spread, Bleed (bleed 1/4" all sides)	17 1/4" x 11 3/8"
2/3 Square	7 1/4" x 7 1/4"
2/3 Vertical	4 3/4" x 9 3/4"
1/2 Page Horizontal	7 1/4" x 4 3/4"
1/2 Page Vertical	4 3/4" x 7 1/4"
1/3 Square	4 3/4" x 4 3/4"
1/3 Column	2 1/4" x 9 3/4"
1/6 Vertical*	2 1/4" x 4 3/4"
1/6 Horizontal*	4 3/4" x 2 1/4"
1/12 Square*	2 1/4" x 2 1/4"
What's New! (1/6) Horizontal	3 5/8" x 3 1/8"
Unique Products (1/8) Horizontal	3 1/2" x 2 1/8"

*Directory section only.



Drawings are not to scale. Refer to chart for exact dimensions.

Artwork and Ads

PDFs: Format to PDF/X1-a. Include 0.25" crop and bleed on all edges. Embed all fonts.

Software applications for submission of native files/packages: Photoshop, Illustrator, and InDesign CS5 (or earlier) Include all images that are placed in the document and include all fonts. Only Mac friendly fonts are acceptable.

Resolution Requirements: 300 dpi or greater at the size that the logo or image is going to be printed. We cannot be responsible for poor printing quality for images whose native resolution is less than 300 dpi.

Color: All files must be submitted in process color (CMYK) or black and white. All others will be converted to CMYK. We are not responsible for color shifts that occur during conversion.

Color Proof: Printed color proof required. Send to address below. We cannot be responsible for the content of ads submitted without color proofs.

File submission: adfiles@disaster-resource.com, maximum 6MB. For larger files, please call for ftp access.

Logos

Vector-based Adobe Illustrator (.ai or .eps) preferred. Otherwise, please submit a jpg with a resolution of 300 dpi or greater at 100% of the actual printed size. Send a color proof to address below.

Directory Listing Color Logo

- **Dimensions:** Max of 2 3/16" wide x 1/2" high. Tall logos will be reduced to 1/2" high

Quick Tabs Logo

- **Dimensions:** 1 1/2" wide x 1 3/4" high.

Unique Products

Dimensions: 3 1/2" wide x 2 1/8" high

File Format: PDF X-1A

Proof: Color proof mailed to the address below

Custom Ad Prepared For You: Details below

What's New!

Dimensions: 3 5/8" wide x 3 1/8" high

File Format: PDF X-1A

Proof: Color proof mailed to the address below

Custom Ad Prepared For You: Details below

Custom Ads

Unique Products and **What's New** ads can be designed by the publisher for a \$100 fee. Please submit the following in a word file: Company name/address/phone/website/email, and a 50-word (max) description, headline (2 – 5 words), 4-color digital photograph (300 dpi or greater resolution at the desired size).

Other size ads can be designed by the publisher for a negotiable fee. Call for details.

Article and Promo Requirements

Article Sponsorship

(Word counts are approximate.)

1 Page	600 words, 1 photo
2 Pages	1,250 words, 1-2 photos
3 Pages	1,850 words, 2 photos

Solutions Showcase

(Word counts are approximate.)

1 Page	600 words, 1 photo
2 Pages	1250 words, 1-2 photos

Back Cover Promo

- Corporate name (show preferred capitalization)
- Web URL
- The publisher will add page numbers of display ads.

Quick Tab Corporate Profile

Indicate which section(s) you'd like your Quick Tab profile

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

Contact information laid out as shown (cannot exceed 8 lines)

Company Name
Address
City, State, Zip or Postal Code
Telephone (Separate Line)
Fax (Fax Optional, Separate Line)
E-Mail (Separate Line)
Web Address (Separate Line)

Corporate profile description

- **Word Count:** 425 characters max (includes spaces and punctuation)
Character count can be easily determined in MS Word by selecting: Tools --> Word Count --> Characters with Spaces.
- For logo file format requirements, please see previous page.
- Page references will be added by the publisher.

Meet the Pros

Photo: color, professional head-shot with a solid neutral background.
Photo resolution of 300 dpi or greater and at least 2" wide x 2 1/2" high.

Information to include:

- Your name as you would like it printed
- Professional certifications: 8 letters max
- Company, Telephone, E-mail
- Select one or more of: Speaker, Writer, Consultant
- 10 – 15 word description of the areas of your expertise (Max 110 letters & spaces)

Supplemental info for ONLINE version: PDF preferred. We can accommodate full resumes, additional certifications, references, etc.

Internet Ad Specifications

Online Banners

Please submit a 72 dpi jpg, gif, or moderately animated gif, along with a valid URL to link the banner to a website.

Banner	Size (pixels)	Max File
	wide x high	Size (Kb)
Home Page, Top Banner	300 x 60	75
Side Banner	220 x 140	75
Interior "Button" Banner	60 x 60	50
Marketplace Banner	200 x 60	75

eGUIDE Ad Sizes & Details

Gold Sponsor	270 characters and spaces of text
Banner	594 X 45 pixels
Silver Sponsor	240 characters and spaces of text
Product Showcase	240 characters and spaces of text
Conference Spotlight	240 characters and spaces of text

e-GUIDE Meet the Experts

Word Count: 1,500 to 2,500 words

Editorial article: should NOT be promotional in nature. Cannot promote proprietary technology or products, or mention specific brands.

Author's bio: include company name, title and contact information

Intro paragraph for the newsletter: 270 characters and spaces (max)

e-GUIDE Industry Pulse (Press Release):

- **Word count:** 50 – 75 words, sent in word file
- URL for linking to full story or more detail

Dedicated eBlast

- Web page in HTML code, compressed and sent as a zip file attachment
- Bullets not recommended
- Full text version for email recipients who restrict html code
- Subject line for the email
- "Sender" name, which will appear in the "From" field of the recipient
- Reply-to email will be news@disaster-resource.com
- Suppression list (Excel or csv file) to remove from our list
- Opt-out wording and link to your opt-out list should be included in html and text files.
- Preferred launch time (with time zone)
- List of people who should receive a copy of the test
- Approve email prior to launch

Additional Marketing Opportunities

Call or email for additional information or specs for:

- Literature display at conferences
- Video Expert Contributor
- Sponsored Industry Survey
- Sponsored Webinar
- Custom, single-sponsor Special Edition
- Customized copies of the GUIDE for your marketing