

The Disaster Resource GUIDE

Special Technology Edition

QUARTER 4 ISSUE

TECHNOLOGIES TO PROTECT

Information & Communications

• Facilities • People • The Business

Technology has drastically changed the way we do business. And technology is radically changing the way we protect business.

Do you have a product or service you want to promote to the continuity marketplace? Don't miss this opportunity to reach professionals in disaster recovery, business continuity, homeland security, information availability, and emergency management.

Promote your solution in the Technology Issue!
Buyers will use this resource throughout 2008.

Join us for the December edition of the GUIDE

Your Success...Our Mission.

For 12 years, the Disaster Resource GUIDE has been the only comprehensive source for information, products and services related to Disaster Recovery, Business Continuity and Emergency Management.

- Over 500,000 GUIDEs in print
- 27,000 newsletters a week
- www.Disaster-Resource.com – 92,500 unique visitors and 215,000 page views per month

For advertising and editorial inquiries, contact Tommy Rainey, 714.558.8940 ext 804 or advertising@disaster-resource.com



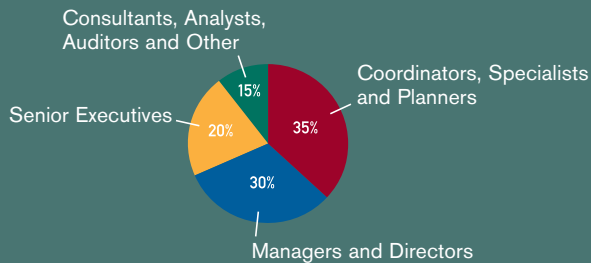
Circulation

The GUIDE Readership is Unique

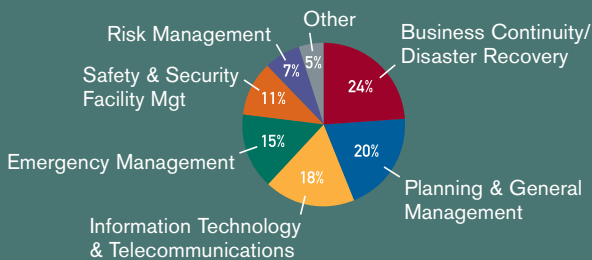
Senior Executives... value the **GUIDE** for its "Big Picture" overview. The responsibility for enterprise continuity rests at the top of an organization. Executives ask the "whys" and "what if's". Executive leadership is paramount when dealing with strategic issues of integrity, availability, security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

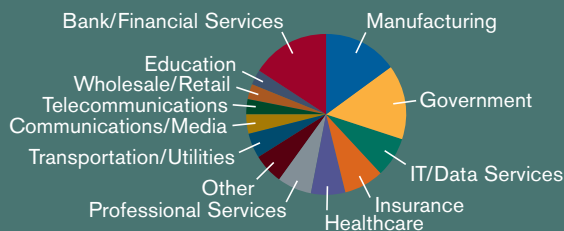
Job Title



Job Function



Industries



Four Publications Reaching Into the Marketplace

Annual Disaster Resource GUIDE	40,000 (North America)
Special Edition – Technologies to Protect Your Information & Communication, Your Facilities, Your People, Your Business!	25,000 (North America)
Weekly Continuity e-GUIDE	27,000 circulation
24/7 Online GUIDE	92,500 unique visitors each month

Special Technology Edition

This edition offers a truly unique opportunity for your company to educate DR professionals about the many advantages of technology solutions. Our readership includes midsize to Fortune 500 companies and government agencies at all levels.

What readers say about the GUIDE:

"Please send us 25 additional copies. I want everyone at our corporate international business continuity meeting to have one as we prepare our BC plans for the coming year."

– *Director of BC, at a top defense and aviation manufacturer*

"A terrific resource! It has not only educational information, but it offers hard-to-find products which offer new solutions. I keep an extra copy in our EOC for use during an emergency."

– *Disaster recovery manager, Fortune 1000 company*

What advertisers say about the GUIDE:

"We have lunch today with a national insurance company which found us in the printed GUIDE. Their needs are a fit for our service!"

– *Major IT recovery service provider*

"Our sales reps asked me why they see the GUIDE on the desks of prospects, but without our ad. We must be in the upcoming GUIDE."

– *Top 10 IT equipment manufacturer*

"We know the GUIDE has a long shelf life. Customers have called on ads we ran over 2 years ago."

– *Emergency equipment distributor*

Advertising Rates

4-color at no additional charge. Premium placement charges for key pages. All prices shown below are NET.

Ad Sizes	Rates
Full-page	\$3,500
Two-thirds page	\$2,500
Half-page	\$2,000
One-third page	\$1,300
One-sixth page	\$ 720
Sponsored Article, per page, (for display advertisers)	\$ 1,475

Deadlines for Materials

Contract Close:	December 5
Artwork Due:	December 12
Payment Due:	December 28
Mailing Date:	December 31

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Pay the invoice in full by December 20th and take a 10% discount.