

# EMERGENCY MANAGEMENT

STRATEGY & LEADERSHIP IN CRITICAL TIMES

## CUSTOM MEDIA PRINT & VIDEO CASE STUDIES

### Increase Sales & Credibility with Success Stories

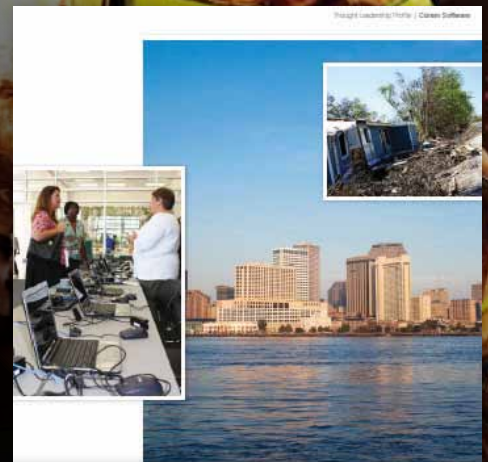
Emergency Management's custom media partnership is valuable because all-hazards leaders trust the content we brand. Combined with our extensive understanding of the market, we can produce a high-impact case study on how your customers successfully deployed your solutions, the challenges you solved, and showcase your core competencies in-depth. The result is a persuasive message that gives decision makers the proof they need to purchase.

### OUR CUSTOM MEDIA PARTNERSHIP GIVES YOU:

- In-depth market knowledge and award-winning writers
- 3rd party credibility to build customer trust
- End-to-end project management, writing & design
- Distribution programs to get in front of decision makers

**80%** of readers consider **Emergency Management** a must read.

Source: June 2011 Harvey Readership Study



**Case Study**

**Progressive Posture**

A Florida county thinks ahead as it rolls out a next-generation 911 network.

**BREVARD COUNTY, FLA.**, is taking a leading position in the race to next-generation (NG) 911 services, which will allow citizens to send text messages, images and videos to emergency call centers when rotary standards are in place. The county is replacing its aging 911 public safety communications network with an Emergency Services IP network (ESIP), an internet protocol (IP)-based network for sending and delivery of 911 calls. It will be more reliable and resistant than the existing network, with no single point of failure. And because ESIP-based, the system will be able to handle data files, such as text and images, as well as the advanced video communications — capabilities that don't exist today for 911 services.

To ensure that the system is ready for the future, the county chose to make the network compatible with IP standards, even before those standards are finalized. The IP standards, defined by the National Emergency Number Association, dictate the base for NG 911 and will ensure that 911 systems across the country will be able to accept text messages, photos, videos and more, incorporating IP standards that will allow the network to accept better as standards are refined.

"The technology is growing and changing so quickly," said Deborah Daniels, 911 Coordinator for Brevard County. "As the technology develops and the ability to do things like handling 911 calls, we will be ready to accept it and handle it properly."

The new network will support the county's existing 911 call centers, also known as public safety answering points (PSAPs), which serve about 160,000 residents on the eastern coast of Florida. The system will be rolled across three sites, managed by AT&T, and the county's emergency operations center to ensure both geographic redundancy and operational security. If one host goes down, all 11 PSAPs can be supported on the other two sites. This cloud approach keeps the system ready for any disaster, in terms of continuity of operations.

"We have a lot of water," Daniels said. "We have four PSAPs on the beach. If they get wiped out, we have to be able to move our equipment somewhere else, but another 911 call center will be able to take over."

**Louisiana**

# CUSTOM MEDIA: PRINT

## Prove How Your Solutions Solve Problems

Advertising gets your solutions known on a broad scale and generates interest. Custom case studies offer strategic support with a more in-depth and compelling perspective that sells stakeholders on your partnership value.

### THOUGHT LEADERSHIP PROFILES

Ranging in 8 to 48 pages this format is ideal when you want to tell your story in-depth, supported by multiple customer reference accounts, and real-world examples of your successful partnerships and implementations.

### SOLUTION SPOTLIGHTS

Written in more concise 2 to 4 page formats, Solution Spotlights are intended to be a hard-hitting piece to feature a single case study, the results achieved, and quickly establish yourself as an industry leader in your field.

Source: Eloqua eNewsletter Subscribers, March 2011

### SAMPLE CASE STUDY FOCUSES:

Our award-winning editorial team understands your target audience, your business value, and how to gain the trust of the market's leadership. **Emergency Management** guarantees you top-level case study messaging, design and production.

Client	Subject	Pages
Alcatel-Lucent	How-to Guide for LTE in Public Safety	28
CDWG	Public Safety Solutions Guide	16
Microsoft	Data Fusion Creates Smarter & Safer Agencies	4
Sprint	Public Safety Benefits Wireless Applications	4
AT&T	Florida County Thinks Ahead as it Rolls Out New 911 Network	2
Curam Software	Citizen-centric Disaster Benefits System	2

## SPONSOR BENEFITS:

- **3<sup>rd</sup> Party Credibility:** Our co-branding increases decision-maker trust of your message.
- **Showcase Your Expertise:** Strengthen relationships by inviting customers to speak to their accomplishments as a result of your partnership.
- **Control Content/Design:** Execute approvals over content, design and branding.
- **Visibility & Distribution:** Leverage exposure across our all-hazards leadership circulation and online at [www.emergencymgmt.com](http://www.emergencymgmt.com).
- **Reference Account Collateral:** Receive overruns to help your sales teams secure decision-maker meetings, leverage as a strategic event leave-behind, and more.

## EMERGENCY MANAGEMENT PROVIDES:

- **Turnkey Project Management:** We'll manage the entire process, increasing your marketing bandwidth!
- **Government Releases:** We'll secure all customer consent and release forms.
- **Content Support:** Our award-winning team will produce engaging case study content that addresses the unique information needs of our audience.
- **Creative Services:** Our award-winning designers will produce mock-ups and a final product that aligns with your branding requirements.
- **Printing/Distribution:** We'll print, manage publication distribution, host online and ship overruns upon sponsor sign-off.

## SUPERB CASE STUDY VISIBILITY

**70%** read EM regularly —  
**3 out of 4 issues.**

- 15%** HOMELAND SECURITY TODAY
- 9%** DISASTER RECOVERY JOURNAL
- 9%** EMS WORLD MAGAZINE
- 8%** HOMELAND DEFENSE JOURNAL
- 7%** LAW ENFORCEMENT TECHNOLOGY

*Source: June 2011 Harvey Readership Study*

# CUSTOM MEDIA: VIDEO

## Bring Your Benefits to Life with Video Case Studies

Custom video strategies enhance your credibility because it's content and peer endorsement that decision makers can see and hear for themselves. The more you prove your business value through first-person reference accounts, the more intriguing your benefits become.

**Emergency Management** takes a fresh, innovative approach to broadcasting your success stories via a custom HD, 3-6 minute video that shows your real-world implementations in action, details the problem solved, and spotlights your best customers speaking on your behalf.

## SPONSOR BENEFITS:

- **Speed Credibility** by providing testimonial that they can see and hear first-hand.
- **Educate Decision Makers** with a vibrant portrayal of peer success stories.
- **Increase Results** with persuasive communications that grab attention.

## 100% END-TO-END SOLUTION INCLUDES:

- **Project Management:**  
We will assign a dedicated project manager to oversee the day-to-day production timelines and logistics.
- **Government Releases:**  
We will provide, manage and secure all interviewee consent and release forms.
- **Pre-Production/Creative/Script Services:**  
We will produce an extensive outline of audio and visual elements to illustrate the general sequence of video segments and to ensure overall communication needs are met.
- **Production/Video Shoots:**  
Our onsite video is shot in full HD (1080p high-definition) to create a state-of-the-art look. Videos can be shot at the client company's location or customer site.
- **Post-Production/Design/Technical:**  
Complete design and editing deliverables include creative design, music and voiceovers as required to create a high-quality video communication.

## INVESTMENT: [3 to 6 minute video]

- 1 day shoot/1 location (city) – maximum 3 interviews
- Up to 3 'A' camera setups with interviews
- B-roll footage (up to 2 hours) – so we can capture your solution in action
- Digital file of video provided to client for own use  
Additional files available upon request
- 12-month hosting of video on emergencygmt.com:
  - 1 promo link in Call-to-Action box alongside video
  - 2-3 second pre-roll logo ad
  - 728 x 90 leaderboard ad unit at top of page while video playing
  - 300 x 250 rectangle ad unit to right of video screen while video playing

Call for pricing

## VIDEO EXTENSION PACKAGE

We can promote your video across our multiple channels to garner additional response and extend your ROI.

Promotion in  
2 Emergency Management eNewsletters  
(46,000 combined distribution)

Publisher Email Outreach  
(5,000 names)

2 Custom Print Ads  
and Insertion  
(100,000 combined distribution)

Call for pricing

## WATCH SAMPLES OF OUR VIDEO PROJECTS:

### SMART:

San Francisco EOC and SMART  
Solutions in Public Safety  
[emergencygmt.com/smartsolutions](http://emergencygmt.com/smartsolutions)

### Microsoft:

Arlington PD Improves Public Safety  
[emergencygmt.com/arlington](http://emergencygmt.com/arlington)



**\*** We'll host your video on [emergencygmt.com](http://emergencygmt.com), where leaders will hear your value firsthand.

# HOW-TO GUIDES

## Establish Your Expertise & Capture Leads

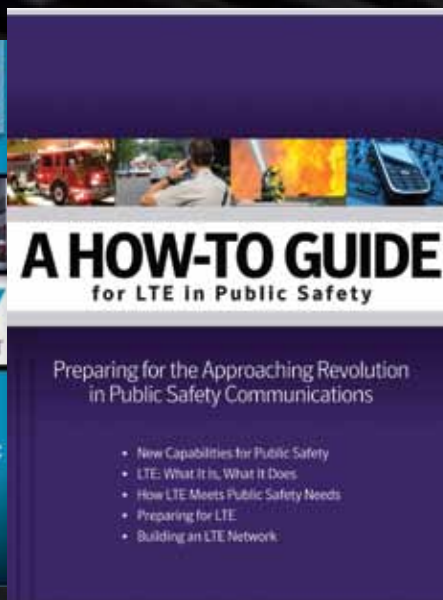
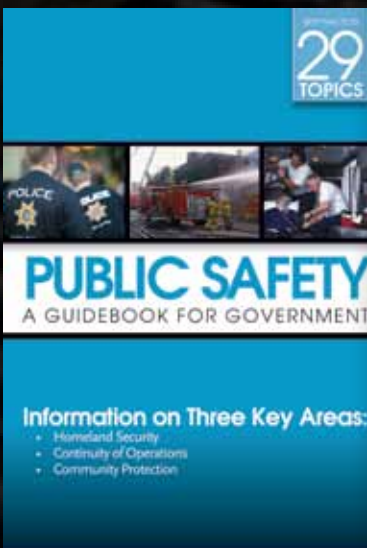
**Emergency Management** will produce a custom “How-to Guide” on a topic of your choice to support your credibility as the expert who understands the immediate challenges facing all-hazards leaders.

At the centerpiece is a 28-page, 6X9-inch executive guidebook that positions your subject matter expertise with a focus on how to navigate key initiatives, best practice steps to deploy your solution set, support in developing a business case, and ways to measure success.

We also include a comprehensive marketing campaign to ensure a continuous flow of demand and exposure with all-hazards leaders. Our How-to Guides generate hundreds of public sector downloads and requests for our sponsors, validating our ability to get your message effectively into the hands of the market’s decision makers.

## SPONSOR BENEFITS:

- **3rd Party Credibility:** Our credibility and your subject matter expertise ensure a thought-provoking resource that resonates with the unique information needs of the market’s leaders.
- **Elevate Your Expertise:** Build decision-maker trust with an in-depth understanding of their business issues.
- **Control Content/Design:** Execute approvals over advertorial content, design and branding.
- **Strategic Collateral:** Receive overruns to empower your sales teams with a strategic leave-behind and sales development resource.
- **Lead Generation:** We’ll manage, capture and provide you with all leads from guidebook requests.



## PROMOTIONAL CAMPAIGN INCLUDED: (6-Months)

Our custom, cross-promotional marketing campaign has helped several clients elevate their subject matter expertise and generate hundreds of guidebook requests.

- **Custom registration page** designed and hosted to capture identities
- **Publisher direct mail (250 names)** to select all-hazards executives in e.Republic corporate database
- **Publisher email (7,500 outreach)** to all-hazards executives in e.Republic corporate database
- **Custom-designed print ads** promoted in two issues of **Emergency Management** – additional house ads scheduled as space allows
- **Online advertising unit** (shared with other guide sponsors) on **emergencymgmt.com** linked to registration page
- **eNewsletter sponsorships** across multiple titles and topical focuses
- **Event distribution** at up to five sponsored e.Republic events

## INVESTMENT:

### Call for pricing

Includes one(1) 28-page, 6X9-inch booklet with 5,000 overruns and complete 6-month promotional campaign

## 100% TURNKEY PRODUCTION INCLUDES:

original writing with guidance from sponsor input and subject experts, design, printing, 5,000 overruns and promotional campaign

“...The collaboration for our How-To Guide For IT Security in Government was excellent, from project management, writing, design and response. We have decided to execute a follow-up program based upon its success.”

Marketing Programs Manager, State, Local & Education, Symantec

emergencymgmt.com

**EMERGENCY**  
STRATEGY & LEADERSHIP IN CRITICAL TIMES  
**MANAGEMENT**

If you want to increase your marketing and sales effectiveness, there is no better endorsement than to have your best customers speak on your behalf.

**Incorporate case studies into your communications arsenal to open doors and build trust with all-hazards leaders.**

**LEARN MORE:**

Contact 877.932.1337 or  
[emergencymgmt.com/info](http://emergencymgmt.com/info)