

emergencymgmt.com

ONLINE SOLUTIONS FOR STRATEGIC ALL-HAZARDS ENGAGEMENT



80% rank Emergency Management their #1 emergency management & homeland security resource.

Source: June 2011 Harvey Readership Study

EmergencyMgmt.com is the preferred destination for original best practice editorial, video, expert bloggers and solutions to help educate all-hazards leaders on how to better prepare and respond to all types of catastrophic events. With accelerated traffic growth and powered by the categorical brand leader, emergencyMgmt.com is your strategic buy to create awareness and adoption of your solutions with highly engaged leadership titles.

UNIQUE AUDIENCE PROFILE

- 21%** domesticpreparedness.com
- 13%** emsworld.com
- 11%** disaster-resource.com
- 1%** gsn.com

Source: June 2011 Harvey Readership Study

Less than 22% of emergencyMgmt.com's audience visit other industry sites:

POWERFUL SITE VISITORS:

- **FEMA Director**, City of Las Vegas
- **Section Chief**, Department of Homeland Security, Morganton, NC
- **Assistant Chief**, California Emergency Management Agency
- **Deputy Director**, Greenbrier County Emergency Management
- **Emergency Response Manager**, NYC Health Department
- **Security Director**, Providence Hospital, OR
- **Emergency Preparedness Coordinator**, St. Charles, IL
- **Chief**, Chicago Fire Department
- **Chief of Police**, Syracuse
- **Assistant Fire Chief**, City of Corpus Christi
- **Emergency Manager**, City of Las Vegas
- **Senior IT Manager**, City of Dallas
- **Emergency Preparedness Manager**, Kaiser Permanente
- **CISO**, Kentucky Community and Technical College System
- **Senior Captain**, Bucks County HAZMAT

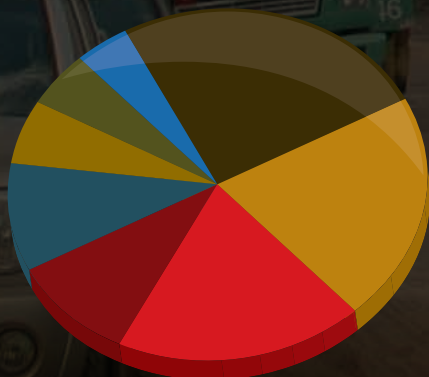
Source: Eloqua 2011

DOMINATES THE ALL-HAZARDS MARKET

- 66%** traffic growth year-over-year
- 1.5 Million** pageviews in last 12 months
- 445,000** unique visitors in last 12 months
- 11,000+** social media connections since fall 2010

Source: 2011 Google Analytics

STRENGTH IN NUMBERS + COMPLETE MARKET ACCESS:



- **21%** First Responder (Police/Fire, EMS, HAZMAT)
- **21%** Program Mgmt./Project Mgmt.
- **18%** Other
- **14%** Agency Mgmt. (Commissioner/Director/Manager/Department Head)
- **11%** Emergency Operations Center Director/Manager
- **11%** Security (Cyber Security and Physical Security)
- **3%** Chief Information/Technology Officer
- **1%** Elected Official

Source: Eloqua 2011

“ I find the information and **best practices extremely useful when responding to incidents** and dealing with the general public.”

Captain, Los Angeles Fire Department

DISPLAY ADVERTISING

Premium Placements for Broad Impact

1 Top Leaderboard | 728 x 90 pix
Home Page/ROS:
Call for pricing

2 Top Button | 120 x 90 pix
Home Page/ROS:
Call for pricing

3 First Rectangle | 300 x 200 pix
Home Page/ROS:
Call for pricing

4 Content Syndication Center
See page 6

5 Second Rectangle | 300 x 250 pix
Home Page/ROS:
Call for pricing

6 Skyscraper | 160 x 600 pix
Home Page/ROS:
Call for pricing

not shown **Interstitial** | 640 x 480 pix
Serves on 2nd page of visit
Home Page/ROS:
Call for pricing



EMERGENCY MANAGEMENT EMAIL NEWSLETTER

**100% Mindshare With All-Hazards
Leadership Audience**

Our email newsletter gives you top visibility in a trusted editorial venue – 84% rank **Emergency Management’s** best practice editorial content as unique to the industry. Take advantage of this effective way to gain instant mindshare with tens of thousands of all-hazards stakeholders.

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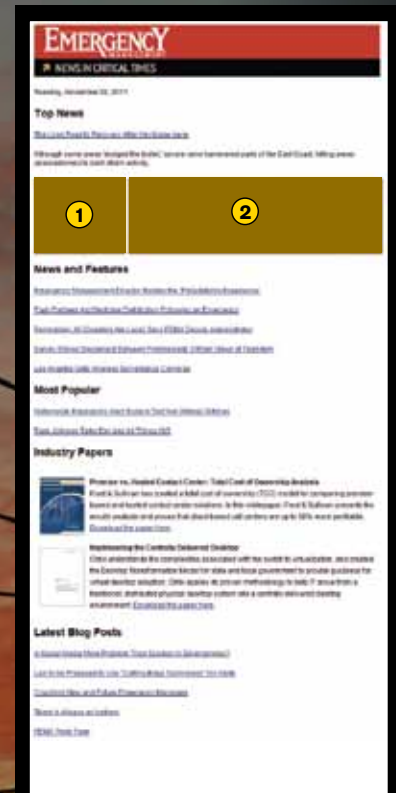
Source: Eloqua 2011

23,000 Powerful Opt-in Titles

- Director, Wayne County Emergency Management
- Fire Captain, Richmond Dept. of Fire & Emergency Services
- Security Manager, City of Fort Collins
- Captain, Sarasota Sheriff’s Office
- Director of Emergency Management, St. Charles Hospital
- Director, Public Health Preparedness, South Carolina
- Infrastructure Protection Manager, NV Dept. of Energy
- Emergency Preparedness and Security Mgr., CA Dept. of Water Resources
- Emergency Manager, City of Bellevue
- Emergency Manager/Security Officer, Cumberland County Schools
- Critical Infrastructure Coordinator, VA Governor’s Office
- Lieutenant, NYC Fire Department

Source: Eloqua eNewsletter Subscribers, March 2011

Price: call for pricing.



> weekly frequency

Top

1 Logo: 120 x 90 pix

1 Text: 40 words max.

“...**Emergency Management** keeps me up to date in new advancements. I was ready to buy Brand A but saw Brand B advertised and after talking to them decided it was a better solution.”

Deputy Director, Massachusetts Emergency Management Agency

WEBINARS

Lead Guarantee + National Speaking Opportunity

Timeframe: 1 hour

Lead Guarantee: 125 – includes pre-Webinar registration/ Webinar attendees/1-month Webinar archive downloads

Our customized Webinars put you in interactive conversation with a national audience of all-hazards leaders. They are timely, cost-effective and an opportunity to share your value proposition in jurisdictions your travel calendar won't reach.

You'll benefit from our 3rd party credibility to build trust with our leadership audience, as well as access to our valuable database to secure a high-quality lead audience interested in your solution focus.

SPONSOR BENEFITS:

- **Speaking Opportunity:** Your subject matter expert will present your unique value proposition.

- **Customer Endorsement:** Invite a customer to speak to your valued partnership.

- **Branding:** Logo recognition on relevant promotional materials

- **Qualified Lead Gen:** Includes custom registration fields, polling questions and full registrant/attendee content info

- **Technology/Hosting Services:** We'll host and control Webinar IT, technical support and archive

- **Turnkey Event Management:** All logistics oversight, attendee marketing, audience acquisition, host/moderator and keynote

Price: call for pricing.

CLIENT HOSTED OPTION:

Clients may opt to manage the webinar technology, and choose to utilize **Emergency Management** for moderator purposes, speaker presentation and/or promotion only. This option allows the client to control the technology prior to and during the event.

Price: call for pricing.

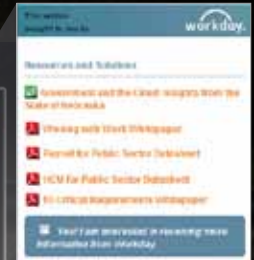


Recent Webinars Include:

TOPIC	LEAD CAPTURE
1st Responder Mobility	226
Biometrics	183
Innovative Training	225
Mass Notification	273

CONTENT SYNDICATION CENTER

Benefit from advertising, without looking like advertising! This innovative promotional format offers aggressively priced cost per lead, giving visitors the opportunity to download your resources in your own branded Center on an emergencygmt.com topic channel of choice.



KEY DELIVERABLES:

Logo branded content module on topic channel of choice, 50K impressions per month for 3 months

- Logo (up to 45pix tall)
- 5 links (up to 80 characters, up to 2 with hosted registration)
- Choice of link color and accent color for the module
- Opt-in question in module
- Dedicated project management
- Monthly metrics and registrations reported
- Up to 2X refresh per quarter

VALUE:

INVESTMENT:

Content module in 3 newsletters of choice

1-2 assets hosted with registration in Library

125 lead guarantee	Total Value: Call for pricing.	Investment: Call for pricing.
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UPGRADES:

Center PLUS Lead Generation Survey

250 lead guarantee (asset hosting plus survey)

Total: call for pricing.

Total: call for pricing.

Center PLUS Lead Generation Webinar

250 lead guarantee (asset hosting plus webinar)

Total: call for pricing.

Total: call for pricing.

“ Collaborating with **Emergency Management** is not only a pleasure but extremely effective. ... Its combination of credibility and quality custom content development is hard to beat.”

National Marketing Manager,
State, Local, Public Safety & K-12, Sprint

LEAD GENERATION SURVEYS

Generate Stealth Lead Gen With All-Hazards Leadership


Our web-based survey solution offers valued lead generation by getting you inside the minds of our all-stakeholder audience. Receive the superb lead generation benefits of all survey respondent contact information and the option to receive their detailed question responses for more targeted sales and marketing lead qualification.

SPONSOR BENEFITS:

- **3rd Party Credibility:** Our co-branding will increase survey value and response with all-hazards audience.
- **Survey National Audience:** Ask up to 10 questions of our all-hazards audience.
- **4C Summary:** We'll provide a high-level overview of survey results.
- **Lead Generation:** Receive all respondent contact information, and option to get individual survey responses.

Price: call for pricing.

**21ST CENTURY
FIRST RESPONDER SURVEY**



EXECUTIVE SUMMARY | JUNE 2009


Prepared by: **EMERGENCY MANAGEMENT** In Partnership With: **Sprint** and **BlackBerry**

CONTENT SYNDICATION — CLIENT SUPPLIED ASSET

Post your client supplied information resource [e.g., whitepaper/case study] in the “Papers” section at emergencygmt.com/papers.

Price: call for pricing.

**SATELLITE COMMUNICATIONS FOR
DISASTER MANAGEMENT SURVEY**



EXECUTIVE SUMMARY | MAY 2009

Produced by: **EMERGENCY MANAGEMENT** In Cooperation With: **HUGHES**

Today's disaster intensity fuels a top of mind need for solutions. **Emergencygmt.com** is where you'll get impact.

81% intend to purchase solutions in these top categories in the next 18 months:

- Command, Control, Communications, Computers Intelligence (C4I)
- Training and Education
- Medical Services and Supplies
- Virtual/Physical Security
- Logistics/Equipment
- Disaster Recovery/Continuity of Operations

Source: June 2011 Harvey Readership Study

Updated 8.18.11



FOR MORE INFORMATION, PLEASE CONTACT:
800-940-6039 or emergencygmt.com/info