

RATES

Emergency Management is the most cost-effective publication to reach the entire emergency management community.

Advertising Rates	1X	4X
Full Page	\$12,565	\$12,050
1/2 Page	\$8,110	\$7,785
1/3 Page	\$7,665	\$7,200
Special Positioning (includes four-color process)		
Back Cover	\$17,060	\$15,335
Inside Front	\$16,185	\$15,585
Inside Back	\$15,935	\$15,360
Color Rates		
4C Process (per page or portion)	\$1,360	
4C Spreads	\$2,040	

All rates gross.
Combination rates available with *Government Technology*, *Public CIO* and *Texas Technology*.

Strategic Sponsorship

Emergency Management offers an integrated sponsorship package designed to maximize your impact and marketing investment.

Product	Published Rate	Sponsor Rate
4 Full Page, 4C Advertisements	\$55,700	\$48,680
4-Page Case Study (5,000 overruns)	\$33,850	\$28,195
Two Roundtables (1 Participant)	\$30,000	N/C
12-Month Leaderboard fixed on EM Portal	\$10,000	N/C
Total	\$129,550	\$76,875

Sponsorship ad rates gross, other prices net.

2008 Publishing Schedule

	Space Close	Materials Due
February	1/11	1/16
May	4/10	4/14
August	7/11	7/16
November	10/13	10/16

Global warming is causing an increase in heavy precipitation, violent storms and intense droughts. Officials say emergency managers should start looking at how climate changes might affect their region and prepare for those effects.



Commissions and Discounts

- ▶ Rates based on number of insertions used within 12 months of first insertion.
- ▶ Agency commission is 15% of gross to recognized agencies only.
- ▶ 1.5% interest charge levied for each day of nonpayment beyond net 30 days from invoice.
- ▶ Agency commission not allowed if payment is more than 90 days after date of invoice.
- ▶ All advertisements must be clearly identified with the trademark and/or signature of the advertiser.
- ▶ Advertisers and advertising agencies assume liability for contents of all advertisements printed and any claims arriving therefrom against the publisher.
- ▶ The word "advertisement" shall be printed prominently on advertisements that, in the opinion of the publisher, might be confused with editorial pages.
- ▶ Publisher reserves the right to reject any advertisement not considered suitable for publication.
- ▶ Production charges are not commissionable.