

# CUSTOM PUBLISHING

## BUILD TRUST WITH YOUR AUDIENCE

The challenges facing the emergency management community are often unpredictable and most always life-threatening. This community needs partners they can trust at their most critical moments. How do you quickly convince them that you have the credibility and proven track record to solve their most pressing issues?

A custom publication is guaranteed to capture the attention of all-stakeholders looking to leverage successful implementations by their peers. With a combination of our editorial expertise and your marketing objectives, our content experts will craft a persuasive message that fulfills the information needs of this unique audience and more importantly, builds their trust.

### Educate

prospects on how your solutions address their challenges.

### Influence

stakeholders with proven success stories.

### Establish

credibility in the industry's leadership publication.

### 100% Turnkey Production

From concept to distribution, our outstanding turnkey service delivers a high-quality, effective communications piece which includes:

- ▶ Project Management
- ▶ Interviewing/Writing/Research
- ▶ Design/Printing/Distribution
- ▶ Government Consent and Release Forms

### Distribution

Your customized piece can be inserted into *Emergency Management* and distributed to its 40,000 subscribers, in addition to overruns to empower your sales team, outreach to the press and generate demand.

### Bonus: Free Online Deliverable!

Your custom publication will be posted on [www.emergencymgmt.com](http://www.emergencymgmt.com) for 18 months, including contact information and direct link to your Web site, the cover and full text of your custom publication and a downloadable (pdf).



# SOLUTION SPOTLIGHTS

## SHOWCASE YOUR SUCCESSES

Solution Spotlights are a perfect vehicle to feature a single solution or announce a new product. They engage our highly-qualified readership through powerful customer case studies of successful implementations by their peers.

Ranging in length from 2 to 4 pages, Solution Spotlights are intended to be a quick, hard-hitting piece that immediately attracts the attention of the decision-maker with a compelling argument and high-quality design.

### 2008 Rates

2 Pages	\$22,650	4 Pages	\$35,910
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# INDUSTRY PROFILES

## ESTABLISH YOUR LEADERSHIP POSITION

Industry Profiles are designed to solidly position your brand by enabling you to tell your company's compelling story in-depth. They advance the education and awareness process, while defining your company and introducing your solutions.

Through a strategic combination of customer testimonials and real-world case studies, an Industry Profile gives a persuasive argument as to how your company's commitment to this market differentiates you from the competition.

### 2008 Rates

6 Pages	\$50,900	8 Pages	\$56,570
12 Pages	\$67,900	16 Pages	\$75,430

### Additional Custom Publishing Options

- ▶ Catalogs/Magalogs
- ▶ Corporate Brochures
- ▶ Custom eNewsletters
- ▶ Sales Materials

**FOR MORE INFORMATION,**  
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