



# ONLINE OPPORTUNITIES

## DIGITAL EDITIONS

### Increase Your Customer Engagement

*Emergency Management's* digital edition offers advertisers the chance to enhance visibility with the full spectrum of emergency management buying influence in an interactive, engaging environment.

Our readers react to advertising when it is presented in an editorial venue they know and trust. From invigorating your ad campaign with rich media to direct links to your product offers, digital edition advertising engages buyers, resulting in quicker, more qualified leads for you.

**Digital Circulation: 14,033 — June 2007 Publisher's Data**

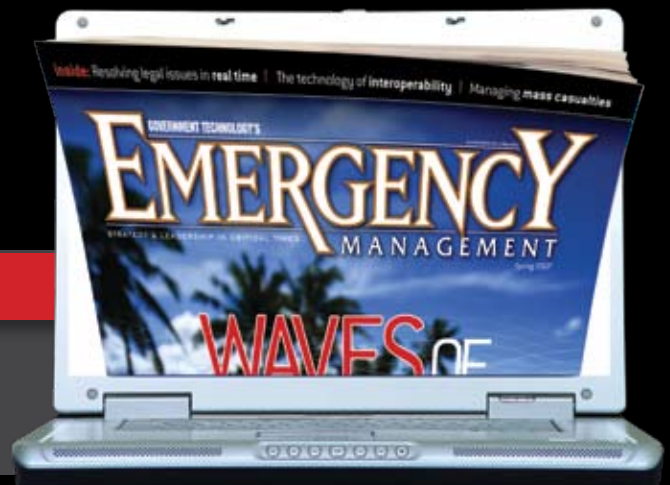
Ad Unit	Dimensions (pix)	Price
Sponsorship Area	1052 (H) x 852 (W)	\$2,100 net
Toolbar Sponsorship Left	50 (H) x 250 (W)	\$650 net
Toolbar Sponsorship Right	50 (H) x 250 (W)	\$650 net
Top Banner	100 (H) x 1900 (W)	\$900 net
Bottom Banner	100 (H) x 1900 (W)	\$900 net
Side Skyscraper Left	1135 (H) x 120 (W)	\$1,250 net
Side Skyscraper Right	1135 (H) x 120 (W)	\$1,250 net
Custom Loader	160 (H) x 420 (W)	\$350 net

“... the February issue of *Emergency Management* did gangbusters with the calls and clicks our client received. Their launch creative was a perfect fit for that publication.”

**Stephanie Fisher**  
 Strategy Supervisor, Prometheus

### \* Also Available:

- ▶ Rich Media Video & Audio
- ▶ Bellybands
- ▶ Interactive Surveys and More!



# EMERGENCY MANAGEMENT E-NEWSLETTER

## Drive Instant Visibility

Are you launching a special product offer, generating awareness or promoting an educational asset? An exclusive ad placement in our monthly *Emergency Management* eNewsletter gives you top visibility with 10,000 readers who trust this editorial venue for the latest news, innovations and trends surrounding emergency management preparedness, response and recovery.

## Exclusive Sponsorship:

Advertisers will receive premium positioning at the top, center of the eNewsletter, giving you the most affordable and effective way to gain instant mindshare with this community.

## Specs:

- ▶ 468 x 120 pix\*
- ▶ 10K file size maximum
- ▶ GIF, JPEG, TIFF or EPS formats

## Price:

\$3,860 net per month

*\*Client may opt to send 50 words and a logo in place of an html ad.*



# EMERGENCYMGMT.COM

Direct your sales effectiveness online by zeroing in on the full spectrum of responsibility across the all-hazards community. From GTtv video sponsorships to geo-targeted strategies, we have an array of innovative opportunities to give your sales message more targeted impact, and results.

## ▶ Multimedia ads

including sponsorships on GTtv — the first and only state and local video channel on the Web

## ▶ Interactive ads

such as peel over, expandable, or user-initiated product-pull downs

## ▶ Community-focused sponsorships

on blogs, content channels & the pioneering personalization tool, "My Briefcase"

## ▶ Geo- and keyword-targeted ads

for targeted response and contract marketing

## ▶ Customized content sponsorships

such as microsites & I-Seminars

## ▶ And much more!



**FOR MORE INFORMATION,  
contact 877.932.1337 or [getinfo@govtech.com](mailto:getinfo@govtech.com)**