

2010



MEDIA PLANNER

ContinuityInsights™

**Multi-Platform
Marketing**
for Selling to the
Business Continuity
Marketplace



Selling to Continuity



Continuity begins with planning; ensuring that the proper steps are taken to enable success and endure difficulties. When it comes to marketing to the business continuity marketplace, *Continuity Insights* does the planning for you. We deliver information to continuity professionals in print, online, via e-mail and in person, which means we can shape a promotional strategy that enables you to expand on current successes, target new growth areas and capitalize when business times get tough.

Below are important dates in the 2010 promotional planning process. Please take a look and contact us to begin discussing your plans for success in what promises to be an active year in business continuity.

Important Dates

JANUARY		JULY	
5th	January/February Issue Closing Date	27th	July/August e-Newsletter Materials Due
22nd	January/February Issue Mails		
FEBRUARY		AUGUST	
1st	2010 Conference Presentations Due (accepted presentations for the proceedings)	3rd	July/August e-Newsletter Distribution
9th	January/February e-Newsletter Materials Due	12th	September/October Issue Closing Date
11th	March/April Issue Closing Date	27th	September/October Issue Mails
16th	January/February e-Newsletter Distribution		
MARCH		SEPTEMBER	
5th	March/April Issue Mails	28th-30th	Continuity Insights e-Conference
30th	March/April e-Newsletter Materials Due	28th	September/October e-Newsletter Materials Due
APRIL		OCTOBER	
6th	March/April e-Newsletter Distribution	5th	September/October e-Newsletter Distribution
8th	May/June Issue Closing Date	7th	November/December Issue Closing Date
12th-14th	Continuity Insights Management Conference Sheraton New Orleans	29th	November/December Issue Mails
29th	May/June Issue Mails		
MAY		NOVEMBER	
25th	May/June e-Newsletter Materials Due	30th	November/December e-Newsletter Materials Due
JUNE		DECEMBER	
1st	Call for Papers for the 2011 Continuity Insights Management Conference Now Open	7th	November/December e-Newsletter Distribution
	May/June e-Newsletter Distribution	9th	January/February (2011) Issue Closing Date
10th	July/August Issue Closing Date		
29th	July/August Issue Mails		

Promotional Opportunities



Website (continuityinsights.com)

Podcasts, White Papers, and Case Studies

The web site is an effective and efficient way to share your expertise with readers of *Continuity Insights* magazine and visitors to continuityinsights.com. We will promote your presence in the magazine, via e-mail blasts, e-Newsletter and regularly throughout other promotional vehicles.

Podcasts	90-day Posting	12-month Posting
Advertiser Rate	\$995	\$1,195
Non-advertiser Rate	\$1,995	\$2,495

White Papers + Case Studies

Advertiser Rate	\$500	\$1,595
Non-advertiser Rate	\$750	\$1,995



Banner and Button Ads

With banner and button ads on continuityinsights.com, your prospects are just a click away. There is a three-loop maximum for both banner and button ads, and placement is available on most pages throughout the Web site.

Banner Ad (horizontal or vertical)	\$1,200 per month
Button Ad (horizontal or vertical)	\$500 per month

Webinars

Showcase your company's knowledge leadership on hot industry topics. Consider a dynamic webinar for discussing today's timely and compelling issues. Attendance is not limited. Topic and schedule subject to publisher approval.

Advertiser rate:	\$6,995 net (includes 90-day archiving)
Non-Advertiser rate:	\$7,995 net (includes 90-day archiving)

Includes:

- Initial and follow-up e-mail invitations to entire circulation of *Continuity Insights* magazine
- Cross promotion between *Continuity Insights* and sponsor
- Webcast hosting and support
- Promotion of webcasts on calendar of events
- *Continuity Insights* e-Newsletter promotion
- Introduction of webcast speaker(s) by a member of *Continuity Insights* staff
- Attendee lists

Continuity Insights Webinars feature:

- Average actual attendance rate of 55 percent (versus industry standard of 33 percent)
- Average registration is 275 and has been greater than 700!

e-Newsletter

e-Newsletter Ads

Buttons @ 120 x 60 pixels	\$800/net
Banners @ 468 x 60 pixels	\$2,400/net

Banner ads include one button and one editorial abstract/link.

Polls

Use the real-time Polls to ask timely and compelling continuity questions, and in turn, involve the reader with your message. Polls are exclusive features, only one poll per issue.

Poll @ 400 x 31 pixels	\$1,000 (non-advertiser rate \$1,500)
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Note: Non-advertisers are companies that have not participated as print advertisers in Continuity Insights magazine within the last six calendar months of the applicable e-Newsletter. Frequency discounts are available. All content and materials are subject to the publisher approval.

Print Rates and Specs



Black and White Rates							
Size	1x	3x	6x	9x	12x	18x	24x
Full pg	\$6,185	\$5,990	\$5,815	\$5,645	\$5,315	\$5,275	\$5,160
2/3 pg	\$5,765	\$5,705	\$4,490	\$4,350	\$4,220	\$4,100	\$3,975
1/2 pg	\$3,670	\$3,560	\$3,455	\$3,355	\$3,255	\$3,160	\$3,065
1/3 pg	\$2,830	\$2,715	\$2,660	\$2,580	\$2,510	\$2,430	\$2,365
1/4 pg	\$2,180	\$2,120	\$2,045	\$1,925	\$1,900	\$1,870	\$1,815

Color Rates		
Description	Page	Spread
4-color	\$1,395	\$2,195
2-color (cymk only)	\$750	\$1,185
PMS color	\$995	\$1,650
Metallic	\$1,200	\$1,920
Bleed	N/C	N/C

Premium Positions (surcharge)	
Inside front cover	\$2,000
Table of contents 1 & 2	\$1,500
From the editor	\$1,250
Inside the numbers	\$1,250
Inside back cover	\$1,250
Back cover	\$3,000

Material Guidelines

Publication: Published bi-monthly.
Cancellations: Must be submitted before closing date. Not responsible for changes and corrections sent in after closing date.

Digital Ad Requirements

The preferred format for all ad material submissions is an Adobe PDF file. All fonts and images must be embedded. Additional information on how to create a suitable PDF file can be found on our Web site at gardnerweb.com/upload.

Submitting Digital Files

Ad files up to 5 MB can be e-mailed directly to Bill Caldwell at billc@gardnerweb.com. Ad files up to 20 MB can be uploaded via our Upload Center at gardnerweb.com/upload. For files larger than 20 MB, please contact the *Continuity Insights* advertising department at (888) 527-8826 to make arrangements for the file transfer.

Ads may also be submitted on CD/DVD to: Advertising Department, Gardner Publications Bill Caldwell, Advertising & Production Manager 6915 Valley Avenue Cincinnati, OH 45244-3029 P: (888) 527-8826 • F: (513) 527-8801

Discounts and Commissions

Combination Rates: Advertisers may combine their total number of insertions in *Continuity Insights* with any other Gardner Publications, Inc. periodical and Web site during any twelve-month period to earn the best frequency discount.

Multiple Page Discounts: Substantial discounts are available to advertisers running multiple pages. Consult the publisher or your sales representative for details.

Recognized Agency Commission: 15% commission is allowed on display advertisements if ad material is furnished to our specifications and payment is received within 30 days of invoice. Discount is automatically canceled if an invoice is not paid within 30 days. No commissions on production charges.

Inserts: For insert sizes, current quantities and shipping information, contact: Bill Caldwell at (800) 527-8826 or billc@gardnerweb.com.

Reprints/E-prints: Reprints of articles and ads are available in print resolution PDF format. All printed reprints are 8" x 10.75" on white semi-gloss stock. Contact Scott Clifton for quotes at (800) 950-8020 or sclifton@gardnerweb.com.

Production Services: booth lines and coupon codes will be reproduced free of charge by the publisher.

<p>Two-Page Spread Bleed: 16.25"W x 11"H Trim: 15.75"W x 10.5"H Live: 15.25"W x 10"H</p>

<p>Full Page Bleed: 8.375"W x 11"H Trim: 7.875 x 10.5" Live: 7.375 x 10" Ruled: 6.875 x 9.125"</p>

<p>2/3 Vertical</p>

4.375"W x 9.125"H

<p>1/2 Island</p>

4.375"W x 6.875"H

<p>1/2 Horizontal</p>

6.875"W x 4.375"H

<p>1/2 Vertical</p>

3.25"W x 9.125"H

<p>1/3 Vertical</p>

2.25"W x 9.125"H

<p>1/3 Square</p>

4.375"W x 4.375"H

<p>1/4 Vertical</p>

3.25"W x 4.375"H

If you have any questions about advertising materials, please contact the Continuity Insights Advertising Department at (888) 527-8826 or visit the Upload Center (FTP site) at gardnerweb.com/upload.

Management Conference



Continuity Insights

2010 MANAGEMENT
CONFERENCE



April 12-14, 2010
Sheraton New Orleans

The *Continuity Insights* Management Conference is the premiere event for the true decision-makers for business continuity initiatives. These influential managers and executives have the authority to invest in the products and services that ensure the integrity, availability, resilience, and security of their organization.

Some attendees you'll meet by job title:

Business Continuity Manager
Director of Business Continuity
Director of Worldwide Business Continuity
Director of Business Continuity and Disaster Recovery
Disaster Recovery Manager
IT/DR Manager
IT Manager
IS Manager
Director of Operations
President
Executive Vice President
CEO
Risk Manager
Director of Audit & Risk Services
Risk Analyst
Security Officer
Vice President of Global Security

Some attendees by company/affiliation
(random sample):

Wells Fargo
Mutual of Omaha
American Express
Pfizer
Wyeth
FBI
Department of Homeland Security
Booz Allen Hamilton
Kraft Foods
Lockheed Martin
Motorola
Honeywell
Wal-Mart
CVS Caremark
Jetblue Airways
Children's Hospital of Philadelphia
Johns Hopkins University
University of South Carolina

For More Information

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ContinuityInsights.com

Exhibit Fees

Standard 8 x 10 Exhibit Space
\$2,695.00

Fee includes:

- free listing in event guide
- one electronic lead retrieval device
- standard back and side walls
in-line booths only
- 7 x 44" standard identification sign
- one complimentary full conference registration
- exhibit hall security
- exhibitor personnel badges

Exhibit Hall Hours (tentative)

Installation:

Monday April 12, 2010
10:00 am to 4:00 pm

Exhibit Hours:

Monday April 12, 2010
5:00 pm to 6:30 pm

Tuesday April 13, 2010
11:00 am to 2:00 pm

Wednesday April 14, 2010
11:00 am to 1:00 pm

Dismantle:

Wednesday April 14, 2010
1:00 pm to 5:00 pm

Show Management

CI Management Conference is owned and managed by Gardner Publications, Inc., publisher of *Continuity Insights* magazine.

Sponsorship Opportunities

- Briefcase/Bags
- Conference Padfolios
- Badge Lanyards
- Conference Proceedings on a Flash Drive
- Conference Notepads
- Conference Pens
- Breakfast (cost per breakfast)
- Monday Luncheon
- Opening Night Reception (Monday)
- Networking Event (Tuesday) Creole Queen Paddlewheeler Cruise on the Mississippi River
- Morning Refreshment Breaks (cost per break)
- Afternoon Refreshment Breaks (cost per break)
- Bag Insert (per insert)
- Hotel Room Drop (per drop)
- Hotel Room Key
- Bottled Water

Acknowledgement of sponsors will be noted in all promotional materials and show guide. Above sponsorship descriptions are those available at press time; Continuity Insights reserves the right to substitute or otherwise make changes as required due to availability of these products and/or services. The 2009 sponsors of the above items reserve a first-right-of-refusal for renewing their sponsorship for 2010 (consult sales person for sponsorship status). Other sponsorship opportunities not shown are available; contact the publisher for more information.

Readership



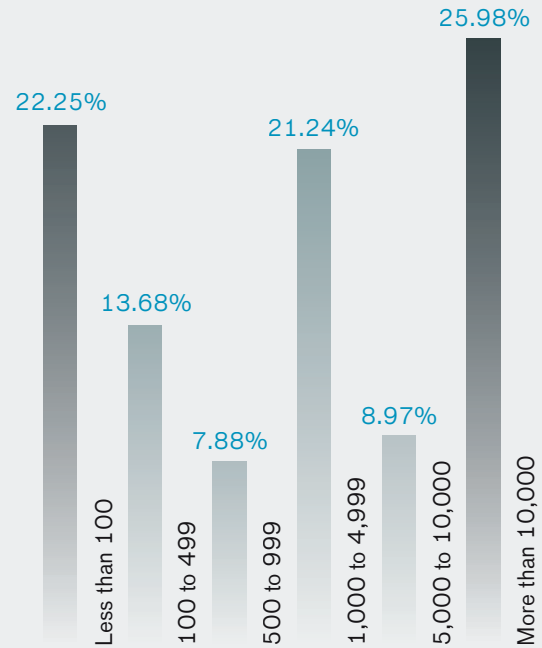
Primary Type of Business:

Banking/Financial	17.55%
Manufacturing – Computer-related	2.36%
Manufacturing – Other	6.95%
Insurance	7.25%
Healthcare	8.66%
Professional Services/Consulting	12.35%
IT/Data Services	7.05%
Telecommunications/Utilities	4.02%
Government (Federal, State, Local, Military)	11.74%
Wholesale/Retail	4.30%
Education	4.36%
Communications/Media	2.05%
Transportation	1.88%
Legal/Real Estate	1.05%
Other	8.43%
	100.00%

Job Function:

Corporate Management	18.65%
Financial Management	4.66%
IT/IS Management	13.65%
Business Continuity Management	17.25%
Risk Management	10.36%
Security/Safety	8.55%
Emergency Management	6.25%
Legal/Human Resources	1.02%
Operations/Manufacturing	1.95%
Planner/Coordinator	10.54%
Consultant/Analyst	4.36%
Other	2.76%
	100.00%

Number of employees, all locations:



Products and services used, recommended, approved and purchased:*

Alternate Sites	44.22%
Continuity Software	61.22%
Communications Backup/Recovery	45.25%
Consulting	57.22%
Data Storage Software/Hardware	38.22%
Education/Professional Development	41.68%
Off site Record/Data Storage	49.26%
Data Backup Recovery Software	36.14%
Emergency Communications	55.87%
Emergency Equipment	32.69%
Hardware Replacement	29.26%
High Availability Products/Services	37.84%
Information Security	41.25%
Insurance	52.68%
Physical Security	20.57%
Power Assurance	41.55%
Print-to-Mail Recovery	26.35%
Restoration Services	18.65%
Transportation/Shipping Services	27.54%
Other	29.66%

*Does not equal 100% due to multiple responses.

Corporate Office

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PUBLICATIONS, INC