

Journal of
**EMERGENCY
MANAGEMENT®**





With emergency preparedness, management and response at the top of everyone's priority list, ad space in ***Journal of Emergency Management*** has become the most sought after by leaders in the industry!

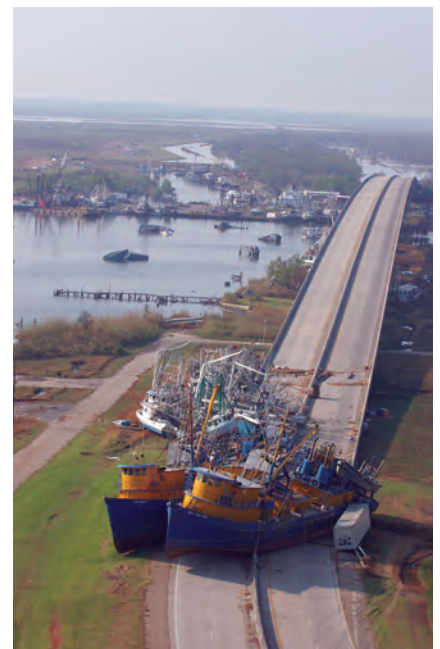
That's because when a product or service appears in ***Journal of Emergency Management*** it's **guaranteed** the kind of product exposure not available anywhere else today.

In terms of reaching key purchasing decision makers in this huge market, our advertisers know that ***Journal of Emergency Management*** is the gold standard and the one by which all others are judged.

As the most respected journal in the field of emergency preparedness and disaster response today, read by those EM leaders who **make** the purchasing decisions, rather than wait for committee consensus, advertisers know that if they're not telling potential buyers about their products and services in the pages of the ***Journal of Emergency Management***, they're really not telling about (read, selling) their products and services!

Isn't this where you should be...in a publication read every day by the key purchasing players in an industry that spends countless billions annually?

...and every day they're looking for products you sell or services you provide: escape hoods and protective clothing, digital map products, public safety vehicles, portable computers, evidence handling systems, wireless remote controlled cameras, NBC protection systems. The list goes on and on. Don't sit on the sidelines! Start ringing up these sales today!



For further details about this rapidly expanding market and how ***Journal of Emergency Management*** can be your guaranteed direct link to its vast purchasing power, give us a call, toll free at

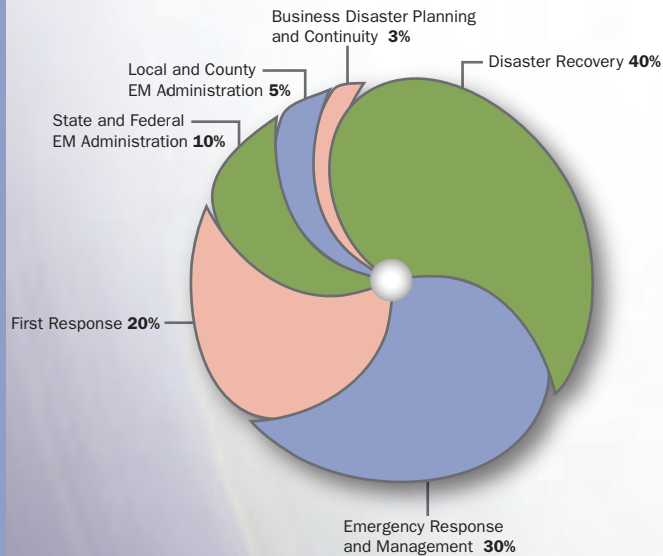
Call Kelly Miller at 856-768-9360 or email: kmiller@mrvica.com to place your ad today!

In a market that spends over 150 billion annually for products and services, consider these four important questions?

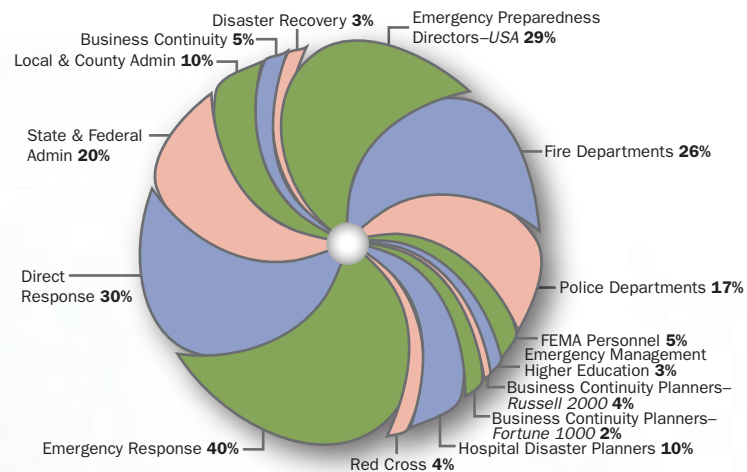
- 1) Does my product or service have the very best exposure in the emergency management community available today?
- 2) Is my lead generation on the cutting edge in this highly competitive market?
- 3) Do I reach key purchasing decision-makers?
- 4) Am I getting my share of this huge market?

The **Journal of Emergency Management** reaches the 4,000+ top thought leaders in emergency management and disaster recovery. Position your product/service in front of leaders who will shape the future of EM/DR/BCP!

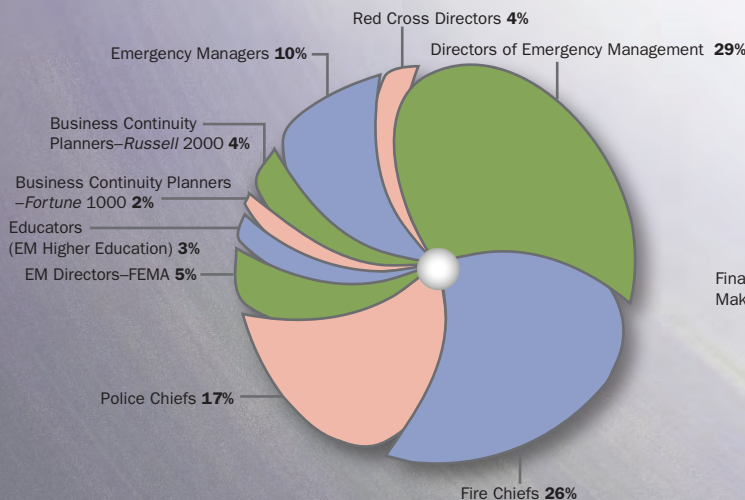
Readership by **RESPONSE TYPE**



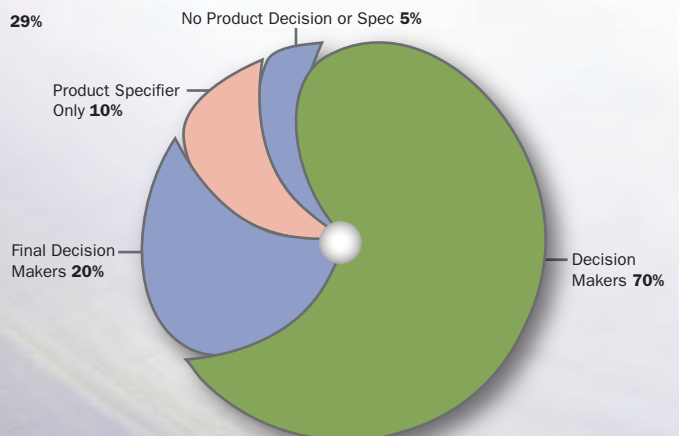
Readership by **JOB RESPONSIBILITY**



Readership by **JOB TITLE**



Readership by **DECISION MAKER**



Finished Trim Size: 8.375" x 10.875"

Artwork Bleed Size: 8.6875" x 11.1875"

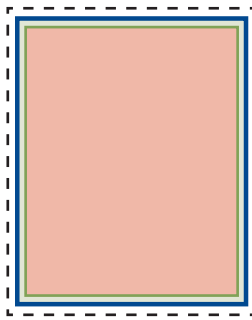
Ad Size (Blue line): listed below schematics

Bleed Sizes (dotted line): add 0.125" (outside and bottom) and add 0.1875" (top and gutter) to sizes listed below

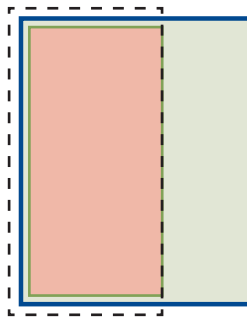
Safety Area (green line): subtract 0.375" (around all edges) to sizes listed below

Additional Specs: Signatures jog to the head and trim. Inserts need 0.5" high folio lip.

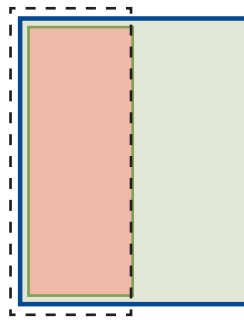
Page Dimensions



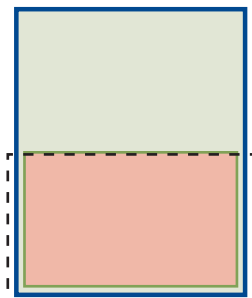
Full Page
8.375" x 10.875"



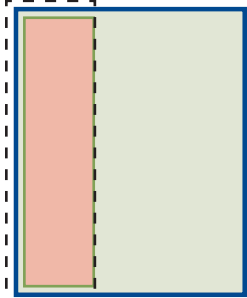
2/3 Page Vertical
4.5" x 10.875"



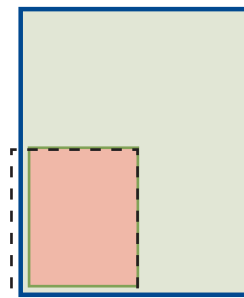
1/2 Page Vertical
3.687" x 10.875"



1/2 Page Horizontal
8.375" x 4.875"



1/3 Page Vertical
2.5" x 10.875"



1/4 Page
3.687" x 4.875"

New for 2016:

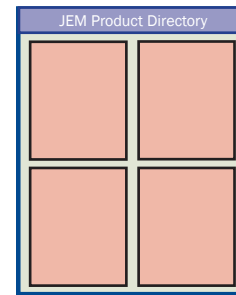
Commercial Email Blasts

Sponsored Commercial Alerts get your message on your product or service in a JEM branded email to our entire distribution list.

Journal of Emergency Management

features the latest research and practice in emergency management and disaster recovery. All content is peer-reviewed for excellence. Readers know the quality of JEM content. Benefit from that reputation and co-positioning with JEM.

See [Sponsored Commercial Alerts](#) for rates.



1/4 Page
3.625W" x 4.375H"
Your 4-color ads placed in fixed box with 1 pt black rule

Our **JEM Product Directory** is a fixed size, low cost way to announce new products, upgrades, services and more! Stay in front of over 20,000 EM professionals each month and maximize your advertising dollars!

Cost: \$750/issue
\$2025/3 issues (save 10%)
\$3500/6 issues (save 20%)

Ad File Requirements

All materials must have register marks, center marks, and trim marks clearly indicated. Color ads require a matchprint or similar. Electronic Files: All color ads must be in CMYK color format, PDF (PDF-X1A or similar setting), must be set for hi-res and include tiff preview, all images and fonts.

Insert Requirements: Sizes, quantity, paper weight, and specifications on request.

Insert Overages: Unless otherwise instructed, surplus inserts will be destroyed 60 days after closing date.

Paper Stock: 60 lb. coated-acid free (inside). 80 lb. coated-acid free (cover)

Binding: Perfect bound: see bleed sizes.

Halftones: Up to 150 line screen. Maximum print density 4/c is 270%.

2016 Advertising Deadlines

(refer to website for latest schedule)

Issue	Closing Date	Artwork Due
January/February	January 13	January 14
March/April	March 9	March 10
May/June (EMI Higher Education Issue)	May 5	May 6
July/August	July 1	July 2
September/October (IAEM Show Issue)	October 1	October 2
November/December (IDCE Show Issue)	November 16	November 17

The **Journal of Emergency Management** has become the unchallenged journal of record for the top emergency management leaders and disaster recovery experts nationwide.

Advertising media professionals now say purchasing decision-makers look first to journals, **not sales reps**, for products and services of all types. Journal advertising works and is the corner stone of market share and product growth.

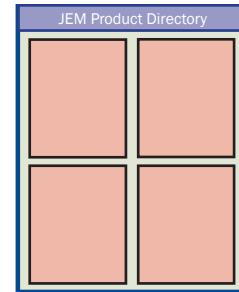
Sponsored Content Email Blasts

Cost:
 \$3500/blast
 Includes branded PDF of original JEM article sent to all contacts in extensive JEM email database.

New for 2016:

Our **JEM Product Directory** is a fixed size, low cost way to announce new products, upgrades, services and more! Stay in front of over 20,000 EM professionals each month and maximize your advertising dollars!

Cost:
 \$750/issue
 \$2025/3 issues (save 10%)
 \$3500/6 issues (save 20%)



1/4 Page
 3.625W" x 4.375H"
 Your 4-color ads placed in fixed box with 1 pt black rule

Display Advertising Rates

ROP Advertising						Inserts	
B/W Rates	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	Per page bound*	Per page ride-along*
1 Time	\$2,870	\$2,470	\$2,130	\$2,008	\$1,365	\$3,982	\$3,782
3 Times	\$2,770	\$2,355	\$2,065	\$1,930	\$1,295	\$3,847	\$3,647
6 Times	\$2,675	\$2,300	\$2,000	\$1,860	\$1,220	\$3,712	\$3,512
9 Times	\$2,585	\$2,250	\$1,920	\$1,810	\$1,165	\$3,662	\$3,462
12 Times	\$2,500	\$2,205	\$1,875	\$1,765	\$1,120	\$3,612	\$3,412

(* Inserts and Ride-Alongs subject to approval. Additional weight and size based postage charges may apply.)

Color Rates

4/c Process \$1395 Full Page Ads, \$795 Half Page Ads

(Color charges also apply to fractional pages, bleed ads no additional charge)

Preferred Positions Rates

2nd, 3rd Cover: Earned b/w rate plus 25%

4th Cover: Earned b/w rate plus 50%

Agency Commission: 15%

Earned Rate

Rates based on number of insertions within one year, regardless of size. Purchases by a parent company and subsidiaries are combined for determining earned rate.

Sponsored Research Alerts allow you to share premium content from a library of over 500 published JEM articles, for distribution to our entire email list.

Peer-reviewed content is critical!

Journal of Emergency Management features the latest articles on research and practice in emergency management and disaster recovery. Each article has been peer-reviewed by industry leaders. Now you can share that content with a broader EM audience.

Educate your audience!

Our **Sponsored Research Alert** is a great way to combine your company's good name with leading edge research from our journal.

Reach out to 10,000 EM professionals and show your commitment to providing them with the latest research and practice in EM.

Cost:

\$4500/blast
(Articles published within 1 year.)
Includes branded PDF of original JEM article sent to all contacts in extensive JEM email database.

\$4000/blast
(Articles published older than 1 year.)
Includes branded PDF of original JEM article sent to all contacts in extensive JEM email database.

All rates net.

Features:

Sent from Journal of Emergency Management

Ensures higher open rates and quality content

Sponsored by

Everyone knows who is sponsoring the great content.

Custom 250x250 graphic

Place your favorite graphic in this space with links to your landing page.

Leading edge research-free

Your email blast includes 3 months of free download of the selected article in PDF format.

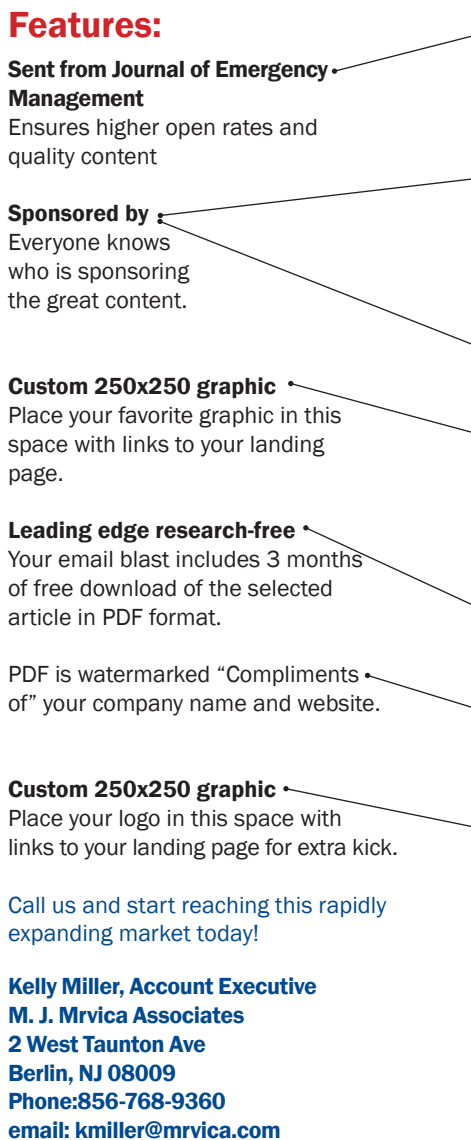
PDF is watermarked "Compliments of" your company name and website.

Custom 250x250 graphic

Place your logo in this space with links to your landing page for extra kick.

Call us and start reaching this rapidly expanding market today!

Kelly Miller, Account Executive
M. J. Mrvica Associates
2 West Taunton Ave
Berlin, NJ 08009
Phone: 856-768-9360
email: kmiller@mrvica.com



Sponsored Communication Alerts

allow you to get your message on your product or service in a JEM branded email to our entire distribution list.

Journal of Emergency Management features the latest articles on research and practice in emergency management and disaster recovery. All content has been peer-reviewed for excellence. Readers know the quality of JEM content. Benefit from that reputation and co-positioning with JEM.

New for 2016:

Our **Sponsored Commercial Alerts** are a great way to combine your company's good name with the brand awareness of **Journal of Emergency Management**, the leading professional journal in the field.

Reach out to 10,000 EM professionals and show your commitment to providing them with the latest research and practice in EM.

Cost: All rates net.
\$3000/blast - Area below Orange bar is completely available for customer's ad. Includes integration of customer HTML and deployment with one round of revisions.

\$2500/blast White Text Area Only. Includes Customer Supplied text to go in the white text area along with two (2) custom 250x250 graphics locations.

Features:

Sent from Journal of Emergency Management

Ensures higher open rates and quality content

Customizable Announcement and Subject Lines

Sponsored by

Everyone knows who is sponsoring the great content.

Custom 250x250 graphic

Place your favorite graphic in this space with links to your landing page.

Company and Product Placement

Your email blast includes two places where your company and product name are displayed.

Custom 250x250 graphic

Place your logo in this space with links to your landing page for extra kick.

Continue Selling

Keep selling to your customers. Use this block to support your sales efforts for those looking for more details right in the email.

Call us and start reaching this rapidly expanding market today!

Kelly Miller, Account Executive
M. J. Mrvica Associates
2 West Taunton Ave
Berlin, NJ 08009
Phone: 856-768-9360
email: kmiller@mrvica.com



Because it's the first choice of EM leaders in both public and private sectors, **Journal of Emergency Management** offers the best return on investment for your advertising dollars!

Your ad will go in the online edition for FREE!

As you plan your advertising programs for the coming year, consider this:

- Emergency planning and response
- Disaster recovery
- Business disaster planning
- Business continuity

Because these are the four top concerns of EM professionals worldwide, we've made them ours!

Sponsored Content Email Blasts

Sponsor release of leading edge content to our entire email list – Tired of the same old “news bite” email blasts that circulate? Now you can sponsor the release of full articles from **Journal of Emergency Management** branded with your name and logo at the top of the article. Real research and real content that saves lives and property brought to the broader audience compliments of your company! Select from over 450 articles! Contact Kelly Miller for details!

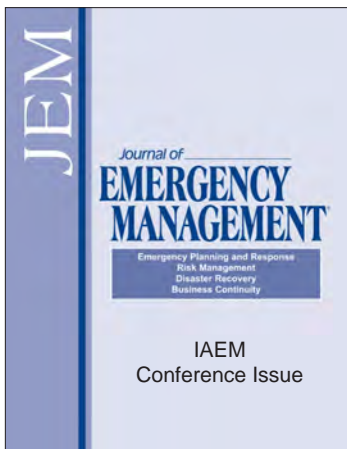
Special Issues!

2016 IAEM Show Issue – This issue will be distributed to every attendee at the IAEM/EMEX conference with a special advertising section.

Call us and start reaching this rapidly expanding market today!

To place your ad today contact:

Kelly Miller
Account Executive
M. J. Mrvica Associates
2 West Taunton Ave
Berlin, NJ 08009
Phone: 856-768-9360
Fax: 856-753-0064



Journal of
EMERGENCY MANAGEMENT

470 Boston Post Road, Weston, MA 02493
 Tel: (781) 899-2702
 Fax: (781) 899-4900
 Web: emergencymanagementjournal.com