

Call for Advertising: Special Issue

Higher Education in Emergency Management: Pathways to Professional Excellence in a Demanding Career



Dear Emergency Management Program Director or Educator:

Promote your EM academic program in our *Journal of Emergency Management* special issue and you're guaranteed the kind of exposure not available anywhere else!

Journal of Emergency Management is the most widely read publication available today. The journal is read by those in the field at the national, state, and municipal levels and each reader is a potential candidate for your program. The journal is committed to helping you recruit the students and faculty you need to grow your program.

To enhance your recruiting efforts, *Journal of Emergency Management* has put together a special issue on higher education titled: **Higher Education in Emergency Management: Pathways to Professional Excellence in a Demanding Career.**

Advertise your emergency management program in our special issue and reach students who are looking to enter the field. Emergency Management unlike the STM fields is an largely unknown field. Visit a college fair and you will be hard pressed to see anyone promoting emergency management. This special issue provides important information to readers as they navigate the field.

This special issue is collection of articles that will help educate those looking at emergency management regardless of where they may be entering. The special issue includes:

- > **Peer-reviewed articles on higher education and professional development.**
- > **A directory of higher education programs and schools. (Bold face and shaded row listings available)**
- > **Student and faculty recruitment ads. (Full and half page color ads; specialty email blasts available)**
- > **Professional employment and product sales opportunities (Students will be buyers in the future!)**

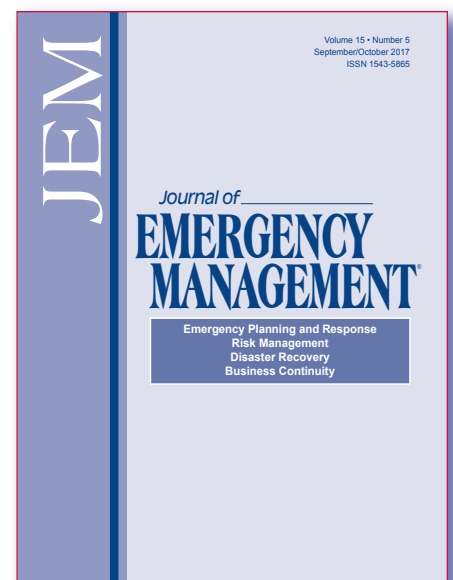
Take advantage of low-cost advertising available within the pages of *Journal of Emergency Management* and reach readers looking for your programs and services.

Get started today by returning the enclosed order form or by calling **Jan Luchetti at 781-899-2702, Ext. 108 or Rich DeVito at 781-899-2702 Ext. 107.** We can use your advertising materials or create one for you.

Very truly yours,

Richard A. DeVito, Jr.
Publisher
Journal of Emergency Management

P.S. If you have not taken our program survey yet, you can take the survey at the following link: <https://tinyurl.com/y7vs25gq>



JEM™

Higher Education in Emergency Management:
Pathways to Professional Excellence in a Demanding Career

SPECIAL ISSUE

Journal of
**EMERGENCY
MANAGEMENT®**

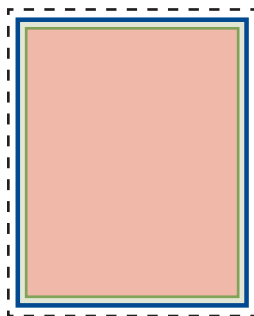
Introducing: Higher Education in Emergency Management: Pathways to Professional Excellence in a Demanding Career

This special issue, with over 200 pages of peer-review articles, will be a resource to help guide students and professionals through higher education towards a successful career in emergency management and related fields.

A comprehensive survey of higher education programs has been compiled into a detailed directory that allows readers to access to the most important program information about your program. Advertise your program and support it with a bold face listing or color shaded row in our directory.

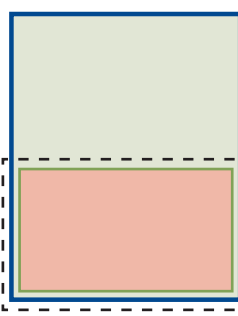
Don't wait! Sign up today to place your ad in this ground breaking issue.

Special Issue Ad Dimensions



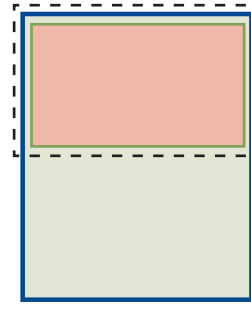
Full Page

8.375"W x 10.875"H
Artwork must bleed 0.125" all sides. (Dotted line)
Live content box size (red box) 7.375"W x 9.975"H



1/2 Page Bottom

8.375"W x 4.875"H
Artwork must bleed 0.125" on left, right and bottom sides. (Dotted line)
Live content box size (red box) 7.375"W x 4.4375"H



1/2 Page Top

8.375"W x 4.875"H
Artwork must bleed 0.125" on left, right and top sides. (Dotted line)
Live content box size (red box) 7.375"W x 4.4375"H

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%.

Enhance your reach:

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.

Special Issue Advertising Costs

Ad Size	Color	Black & White
Inside Front Cover	\$3500	N/A
Inside Back Cover	\$3250	N/A
Back Cover	\$4250	N/A
Inside Full Page	\$2750	\$2500
Half Page	\$2200	\$1950
Bold Face Directory Listing	N/A	\$500
Color Shaded Row Listing in Directory	\$750	N/A

Special Issue Advertising Deadlines

Issue	Closing Date	Artwork Due
Higher Education in Emergency Management: Pathways to Professional Excellence	Jan 18, 2019	Jan 18, 2019

Date ____/____/____

Advertiser (Institution) _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Phone () _____ Fax () _____

Person authorizing advertising (please print) _____

Signature of authorizing person _____

Bill to (person if different from above) _____

Name of institution _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Phone () _____ Fax () _____ E-mail _____

Ad size: Full pg \$2750 1/2 pg \$2200 All costs are net. No agency discounts available.

Covers: Inside Front \$3500 Inside Back \$3250 Back \$4250 Website Banner \$900/qtr exclusive

Email Blast-Dedicated \$3000 Email Banner Ad \$600 Website Banner \$600/qtr rotating

Free Program Listing(s) Only **Bold Face Listing** (\$500) Color Shaded Row Listing in Directory (\$750)

Total Contract Cost: (Add all above) \$ _____

Bill Me Charge my Card:# _____

Expire Date: ____/____ CCV: _____ Signature: _____

Address of Cardholder: _____

PROGRAM DETAILS (Please take our full survey at: <https://tinyurl.com/y7vs25gq>)

Program Name: _____

Degree Offered: BS MS PhD Cert. Length of Program in Years: _____

Concentration: Emergency Management Disaster Recovery Business Continuity Other _____

Website for program details: _____

Program Director Name: _____

Website for application details: _____

Setting: On Campus Distance Offsite Research Center Name: _____

Experiential Learning: Co-Op Internship Other No. of students in program _____

How to place your ad:

Call us at 781-899-2702 Ext 107

Email completed form to: jem@pnpco.com

Fax completed form to: 781-899-4900

Mail completed form to: JEM Special Issue,
470 Boston Post Road, Suite 301, Weston, MA 02493

Mechanical Requirements - Ad Dimensions:

Please see full Special Issue Rate Card for Details