

Contingency Planning & Management



2010 Media Planner

**CPM—preparing business continuity
leaders for the inevitable for 16 years**

CPM — because businesses need to be prepared for the unexpected.

The impact of a low-probability event can be devastating, and it only makes sense for businesses to use external providers to maintain and manage the IT and business requirements to guarantee performance and operations through any type of emergency. CPM—Contingency Planning & Management—provides the outlets you need to market your business continuity products. From events to timely online and print publications, we're prepared to serve the business continuity market.

CPM Conferences

With case studies and workshops led by the nation's most esteemed practitioners, CPM Conferences bring together advanced-level continuity professionals from the nation's leading organizations for comprehensive, thought-provoking risk management training.

In addition to business continuity, the CPM conferences' broad reach includes emergency management, security, business resiliency and IT disaster recovery.

Today's business continuity professional must understand the strategic value of emergency management, IT and physical security issues, leadership and compliance issues. CPM conferences bridge the gap between these disciplines and expand the scope of targeted C-Level attendees.

CPM Conference market segments include:

- Federal, state and local government agencies
- Banking and financial institutions
- Insurance industry
- Industrial/manufacturing
- Public utilities
- Healthcare
- Education

Visit www.contingencyplanning.com/events for complete CPM market information.

Interactive conference sessions, expanded workshops, an innovative exhibit hall, and intimate, effective networking events make the CPM Conference and Exhibition the industry's most valuable training and networking resource for BC professionals.

CPM offers custom sponsorship opportunities that allow you to spotlight your brand to the industry's most motivated C-Level audience. CPM WEST in the spring (May 11-13 in Las Vegas) and CPM EAST in the fall (October in New York) allow vendors complete access to the industry's most motivated audience.

Business Continuity Special Section in **Security Products**

Published in May and October of 2010, this special section within the award-winning *Security Products* magazine, is your marketing partner that will help generate leads and increase sales. Each issue of *Security Products* magazine reaches 65,000* security professionals, many of whom make buying decisions for both physical and IT security products and services.



*Publisher's Own Data, Subject to Audit, October 2009

May Ad Close 3-10-10, Materials Due 4-7-10

October Ad Close 8-26-10, Materials Due 9-2-10

Black & White Display Ad Rates

Full Page Tabloid	\$4,625
Junior Page	\$3,725
Half Page	\$3,160
Third Page	\$2,150
Quarter Page	\$1,860

Color Charges - 4 Color

Full Page Tabloid	\$1,055
Junior Page	\$1,055
Half Page	\$1,055
Third Page	\$ 525
Quarter Page	\$ 525

CPM Online

ContingencyPlanning.com

www.ContingencyPlanning.com averages 12,819* page views from 6,923* unique visitors per month.

With our robust online community and extensive knowledge base, ContingencyPlanning.com provides advertisers with an opportunity to communicate directly with targeted sales prospects. We have many Web-based marketing products, such as e-newsletter sponsorships, e-blasts, Webinars, blogs, case studies, video hosting and white papers, that allow you to target specific industry sectors with laser-like focus while providing an integrated online advertising solution.

*Google Analytics, November 17 - December 17, 2009

**Publisher's Own Data

CPM online (per month)

728x90	\$840
160x180	\$420
120x60	\$370
160x600	\$630
468x60	\$630
336x280	\$790
Text Links	\$210

CPM Industry Insider

CPM Industry Insider is a great way to stay abreast of the important issues making industry headlines. Distributed to more than 24,000** twice a month, this e-newsletter offers a quick read of the most important news stories of the month.

Top Banner 468x60	\$630
Middle Banner 468x60	\$525
Bottom Banner 468x60	\$420



Webinars

It is important that today's business continuity product and service vendors seek innovative and cost-effective ways to disseminate information and engage prospects and clients in a timely manner to spotlight new technologies, product launches, strategic partnerships and more.

That's why CPM offers a turnkey webinar solution that allows business continuity products marketers to tap into our expertise and expansive market reach and drive valuable customer leads.

The unique presentation of a webinar forum allows clients to deliver information and engage participants in a timely, cost-effective manner. Whether at home or on the road, participants can view presentations through their Web browsers while simultaneously listening to the audio. Discussions can take place in real time, and your audience of security buyers are encouraged to interact with presenters in an open dialogue.

Webinar Sponsorship \$10,000 net (Basic Package)

- Registration development and collection
- Comprehensive event promotion
- E-blasts to our 24,000** targeted CPM Industry Insider e-news subscribers
- Reminder e-mails prior to webinar
- E-newsletter sponsorships (includes 150x150 image, linking URL and up to 80 words of promotional text)
- 30-day webinar registration link on the CPM home page
- Creation of custom-designed user interface
- Audio delivery and presentation coordination
- Optional real-time polling and Q&A during the presentation
- Post-event participant data and complete contact info
- Three-month online archiving for on-demand use

For more information on how CPM products can meet your marketing needs, please contact:

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Contingency Planning & Management

and

1105 MEDIA

The Power of More

Contingency Planning & Management has been the leading resource for business continuity/COOP professionals since 1997. CPM conferences offer the most comprehensive risk management education for experienced continuity professionals. Advanced-level topics create exciting thought-sharing and networking between professionals from the fields of emergency management, security and continuity/COOP.

As part of 1105 Media, Inc., Contingency Planning & Management is able to bring you even more. 1105 Media provides integrated business-to-business information and media. Our offerings focus on technology, products, policy, regulation, and news delivered through an assortment of media including print and online magazines, journals, and newsletters; seminars, conferences, executive summits, and trade shows; training and courseware; and Web-based services.

Ask your *Contingency Planning & Management* Integrated Media Consultant about how you can target additional growing markets served by 1105 Media, Inc.

- Government
- Business Intelligence
- Compliance
- Home Medical Equipment
- Security
- Education
- Environmental Protection
- Office Equipment
- Network & Enterprise Computing
- Industrial Health & Safety
- Water & Wastewater



For more information contact Paul Fulton, *Contingency Planning & Management*
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