



Contingency Planning & Management

**2009
Media
Planner**

**CPM—preparing business continuity
leaders for the inevitable for 15 years**

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

In August 2006, IDG (International Data Group) forecasted growth for businesses developing continuity plans to experience a year-over-year growth rate of 34% through 2010. The company's most recent study said that this is an emerging services opportunity as business owners come to grips with the impact of disasters on operations and the liabilities associated with poor or inadequate business continuity planning.

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 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.

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.



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 and CPM EAST in the fall allow vendors complete access to the industry's most motivated audience.

CPM
2009 WEST
May 12-14, 2009
Las Vegas, NV

CPM
2009 EAST
October 28-30, 2009
Orlando, FL

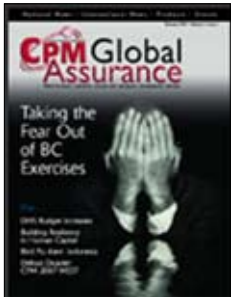


CPM Global Assurance Magazine

Printed three times in 2009, and a companion with the award-winning *Security Products* magazine, *CPM Global Assurance* magazine is your marketing partner that will help generate leads and increase your sales. Each issue of *CPM Global Assurance* magazine reaches more than 24,000* decision makers in all facets of the disaster preparedness market and business continuity space.

Our award-winning editors will focus on topics such as Mass Notification, Disaster Recovery, Facility Issues, IT Networks, Crisis Communication and Response, and Human Concerns. We also will review vertical markets, such as Risk Management, Banking and the Insurance Industry, Government, Healthcare and Education.

CPM Global Assurance magazine is your strategic business partner, not only for stakeholders, but also for external entities interdependent upon each other. We seek highly talented insiders to contribute to each issue, providing valuable insight into the business continuity world and emergency preparedness domain.



When lives are on the line, *CPM Global Assurance* magazine will respond swiftly and completely to address the challenges that certified planners need and value. The magazine also will offer current news and new products.

**Publisher's Own Data*

February Features

Mass Notification
Consulting
Spotlight: Case Studies
Facility Issues
Highlight: Vertical Markets
Financial/Retail

Ad Close 12-30-08, Materials Due 1-8-09

May Features

Disaster Recovery
Intellectual Property (networks)
Spotlight: Case Studies
Human Concerns, Pandemics
Highlight: Vertical Markets
Institutional (healthcare/education)
Mass Notification

Ad Close 4-1-09, Materials Due 4-8-09

October Features

Risk Management
Evacuation Planning
Spotlight: Case Studies
Crisis Communication and Response
Highlight: Vertical Markets
Government/Training

Ad Close 8-28-09, Materials Due 9-4-09

Display Ad Rates	1x	3x
Page Ad	\$3,900	\$3,200
1/2 Page Ad	\$3,100	\$2,700

Business Continuity Integrated Advertising Package

Print - *CPM Global Assurance*

Online -

- CPM Web site and *Industry Insider* E-newsletter Business Continuity Sponsorship Package (4 maximum)
- 12-month sponsorship of Web site (25% of all impressions on Web site)
- 1 *Industry Insider* E-newsletter sponsorship (1x frequency)
- 1 product listing on Web site (12-month listing)
- 1 product listing within New Product Section of site (12-month listing)

Package Sponsorship Ad Rate - \$2,500 net

Special Integrated Print/Online Pricing -

All monthly online sponsors will receive a 10% discount off their earned published print ad rate in *CPM Global Assurance*.



CPM Online

www.ContingencyPlanning.com averages more than 72,000* page views from more than 10,000* 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.

**Publisher's Own Data*

CPM online (per month)

728x90	\$800
160x180	\$400
120x60	\$350
160x600	\$600
468x60	\$600
336x280	\$750
Text Links	\$200

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*, this monthly e-newsletter offers a quick read of the most important news stories of the month.

CPM Industry Insider e-news (Published monthly)

Top Banner 468x60	\$600
Middle Banner 468x60	\$500
Bottom Banner 468x60	\$400

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.

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 Group 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 how CPM products can meet your marketing needs, please contact :

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