

# Material Requirements and Calendar

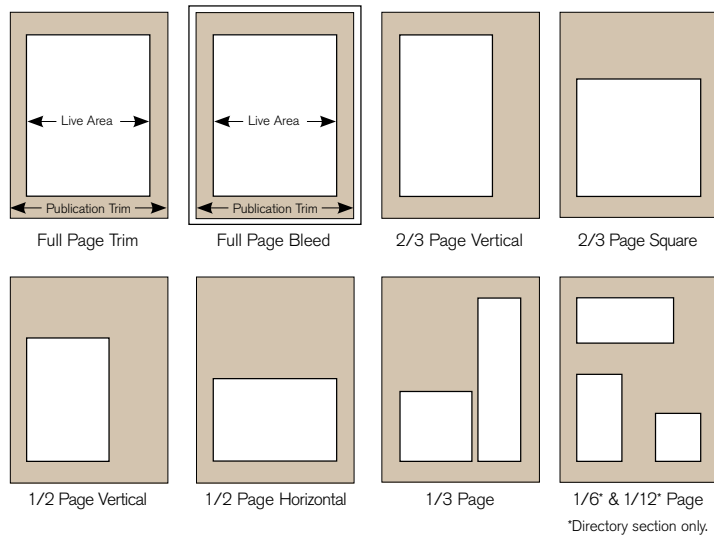
## Display Advertisements

### Annual and Quarterly

**Publication Trim Size: 8 3/8" x 10 7/8"**  
**Live Area: 7 3/8" x 9 7/8"**

| Sizes   | Requirements         |
|---|----------------------|
| Full Page                                     | 7 3/8" x 9 7/8"      |
| Full Page, Bleed (bleed 1/4" all sides)       | 8 7/8" x 11 3/8"     |
| Two-page Spread                               | 7 1/4" (x2) x 9 3/4" |
| Two-page Spread, Bleed (bleed 1/4" all sides) | 17 1/4" x 11 3/8"    |
| Two Thirds (2/3) Square                       | 7 1/4" x 7 1/4"      |
| Two Thirds (2/3) Vertical                     | 4 3/4" x 9 3/4"      |
| Half Page (1/2) Horizontal                    | 7 1/4" x 4 3/4"      |
| Half Page (1/2) Vertical                      | 4 3/4" x 7 1/4"      |
| One Third (1/3) Square                        | 4 3/4" x 4 3/4"      |
| One Third (1/3) Column                        | 2 1/4" x 9 3/4"      |
| One Sixth (1/6) Vertical*                     | 2 1/4" x 4 3/4"      |
| One Sixth (1/6) Horizontal*                   | 4 3/4" x 2 1/4"      |
| One Twelfth (1/12) Square*                    | 2 1/4" x 2 1/4"      |
| What's New! (1/6) Horizontal                  | 3 5/8" x 3 1/8"      |
| Unique Products (1/8) Horizontal              | 3 1/2" x 2 1/8"      |

\*Directory section only.



Drawings are not to scale. Refer to chart for exact dimensions.

### Ad Material

**Digital Files:** High-Resolution PDF (PDF/X1-a) preferred.

**Acceptable software applications:** Macintosh files preferred. Adobe Illustrator, Quark Express, Photoshop, InDesign. Call for other.

**Images/Fonts:** Be sure to include all graphic files that are placed in the document and include fonts (both screen and printer fonts).

**Image Quality:** Images should be at 300 or greater dpi at 100%. Save images as EPS, TIF or Hi-Res PDF (PDF/X1-a) files with crop and bleed marks. We cannot be responsible for poor printing quality for images less than 300 dpi.

**Color: All ads must be submitted in (CMYK) process color or black and white.** PMS, index, metallic colors, or RGB will incur an extra charge. Call for details.

**Media:** CDs or DVDs.

**Color Proof:** Printed color proof required. Send to address below. We cannot be responsible for the content of ads submitted without color proofs.

**Email:** Files can be sent to [adfiles@disaster-resource.com](mailto:adfiles@disaster-resource.com), maximum 6MB. For larger files, please call for ftp access.

**Meet the Pros:** Please provide a professionally photographed, executive portrait style photo for the "Meet the Pros" page. Color preferred. 300 dpi digital files.

### Disaster Resource GUIDE

A Publication of Emergency Lifeline Corporation

*Helping with Business Continuity since 1985!*

Mailing address: PO Box 15243, Santa Ana, CA 92735

Shipping address: 1510 East Edinger, Suite D, Santa Ana, CA 92705

Tel: (714) 558-8940 or (800) 826-2201

Fax: (714) 558-8901

Email: [adfiles@disaster-resource.com](mailto:adfiles@disaster-resource.com)

Website: [www.disaster-resource.com](http://www.disaster-resource.com)

Media kit: [www.disaster-resource.com/mediakit](http://www.disaster-resource.com/mediakit)

## 2009 Advertising Calendar

|                   | 1st Quarter           | 2nd Quarter                  | 3rd Quarter     | 4th Quarter      |
|-------------------|-----------------------|------------------------------|-----------------|------------------|
|                   | Communications Issues | 2009/10 GUIDE<br>14th Annual | Facility Issues | Executive Issues |
| Editorial Due:    | February 17           | April 13                     | July 20         | October 19       |
| Contract Close:   | March 3               | April 27                     | August 3        | November 2       |
| Artwork Due:      | March 10              | May 11                       | August 10       | November 9       |
| Payment Due:      | March 17              | May 18                       | August 17       | November 16      |
| Publication Date: | March 31              | June 15                      | August 31       | November 30      |

Ask about bonus distribution at tradeshow!