

# It Would Be a Disaster To Miss This Opportunity



**Disaster News Network (DNN)** is the website that reaches disaster professionals and emergency management officials across the world. A primary source of public information and breaking news on all U.S. domestic disasters, the Web site delivers daily, first-hand information on the relief and recovery efforts of all the major response organizations. Many of these organizations are funding partners and DNN is their trusted communications resource; accessed by anyone, from anywhere.

Since its launch in 1998, **DNN's** content has remained 100% original, researched and reported by **DNN's** experienced staff of reporters. Their unique access to emergency managers, local clergy, and interfaith response organizations gives DNN an on-the-scene perspective that is unique in the online world. Position your ad on the DNN site and you'll not only enhance awareness but add credibility by association with this trusted news source.

## Get Your Message to a Very Special Audience

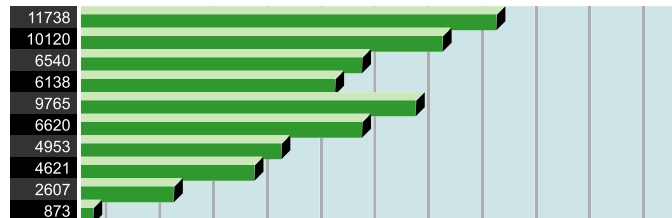
- Disaster responders
- Federal, state and local emergency management personnel
- Property and casualty insurers
- Disaster volunteers
- General public interested in disaster issues

## Design and Development Services

The success of your campaign is dependent upon the quality of the ad creative, the strength of the concept, and perceived relevance to our visitors. The experienced design staff at Disaster News Network will alert you to concerns about ad design and effectiveness. Our web design partner, New Village Media, also offers design services at reasonable rates. Take a look: [www.newvillagemedia.com](http://www.newvillagemedia.com)

## Monthly Tracking

A monthly statistical report is available to our advertisers. The stats include page views, click-through, and click-through rate during your entire campaign. We do not guarantee CTRs nor sell banner advertising on a pay-per-click basis. On the other hand, because DNN is a specially targeted site, click-through rates can be expected to beat industry averages for products and services related to disaster mitigation, relief and recovery.



## Banner Specifications

		<u>Max Expansion</u>
Leaderboard:	728x90 Pixels	728x270
Medium Rect:	300x250 Pixels	400x600
Skyscraper:	160x600 Pixels	500x500
Pop-Under:	720x300 Pixels	720x300

DNN and 3rd Party Served Types:

GIF, JPEG, Flash, Java HTML, DHTML

	<u>Page Ads</u>	<u>Pop-Under</u>
Standard File Size:	20K	30K
Flash File Size:	30K	40K
Max Animation Time:	15 sec	30 sec

## Rates/Minimums

Placement: Run of site

		<u>Standard</u>	<u>Medium Rect</u>
Term: 3 mos	Cost:	\$500/mo	\$725/mo
Term: 6 mos	Cost:	\$450/mo	\$652/mo
Term: 12 mos	Cost:	\$400/mo	\$580/mo

## Payment Information

We reserve the right to reject any advertising. Payment is required in advance, unless other arrangements are made.

We are happy to cooperate with media brokers and agencies.

**DNN is connected. DNN is respected.**

**DNN is read by the people you need to reach!**



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