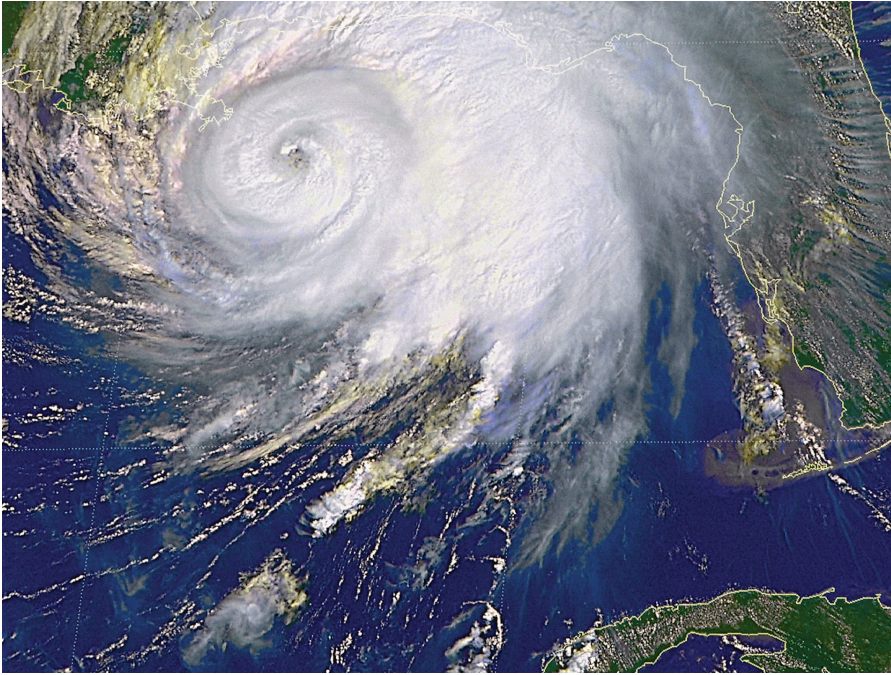


JEM™

2024 MEDIA INFO

*Journal of*  
**EMERGENCY  
MANAGEMENT®**



With emergency preparedness, management and response at the top of everyone's priority list, ad space in ***Journal of Emergency Management*** has become the most sought after by leaders in the industry!

That's because when a product or service appears in ***Journal of Emergency Management*** it's **guaranteed** the kind of product exposure not available anywhere else today.

In terms of reaching key purchasing decision makers in this huge market, our advertisers know that ***Journal of Emergency Management*** is the gold standard and the one by which all others are judged.

As the most respected journal in the field of emergency preparedness and disaster response today, read by those EM leaders who **make** the purchasing decisions, rather than wait for committee consensus, advertisers know that if they're not telling potential buyers about their products and services in the pages of the ***Journal of Emergency Management***, they're really not telling about (read, selling) their products and services!

Isn't this where you should be...in a publication read every day by the key purchasing players in an industry that spends countless billions annually?

...and every day they're looking for products you sell or services you provide: escape hoods and protective clothing, digital map products, public safety vehicles, portable computers, evidence handling systems, wireless remote controlled cameras, NBC protection systems. The list goes on and on. Don't sit on the sidelines! Start ringing up these sales today!



For further details about this rapidly expanding market and how ***Journal of Emergency Management*** can be your guaranteed direct link to its vast purchasing power, give us a call, toll free at

**Call Richard DeVito at 781-899-2702 x107 or email: [radjr@pnpco.com](mailto:radjr@pnpco.com) to place your ad today!**

## Banner Advertising - New Issue & High Readership Email Blasts

Promote your product or service in a **Journal of Emergency Management (JEM)** branded email sent to our list of 21,000+ contacts. These scheduled emails announce newly published content as well as high-readership articles.

**Journal of Emergency Management** features the latest articles on 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**.

### Features:

#### Sent from Journal of Emergency Management

Ensures higher open rates and quality content

#### Announcing New Content Available

Sent by *Journal of Emergency Management*, the leader in the field. Everyone knows who is providing the great content.

#### Premium 600x200 Banner

Position #1 \$1250 per insertion  
Place your favorite graphic in this space with links to your landing page.

#### Custom 250x250 Graphic

Position #1 \$600 per insertion  
Place your favorite graphic in this space with links to your landing page.

#### Custom 250x250 Graphic

Position #2 \$500 per insertion  
Place your favorite graphic in this space with links to your landing page.

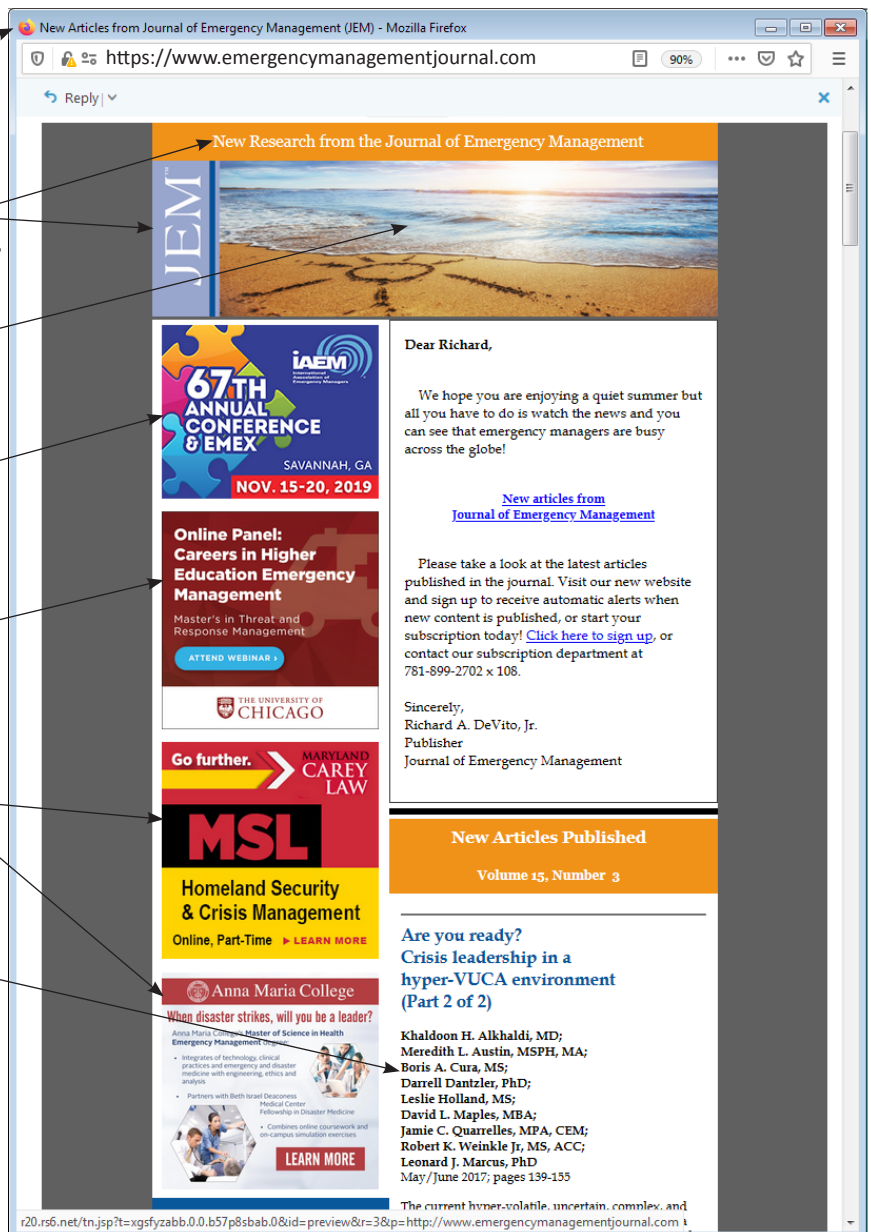
#### Custom 250x250 Graphic

Position #3-5 \$425 per insertion  
Place your favorite graphic in this space with links to your landing page.

#### Continue Selling...

Keep selling to your customers. Stats show that readers keep these emails because they are always looking for the latest research and practice in the field.

Call us and start reaching this rapidly expanding market today. We can deploy in as little as 4 hours! Want a special position for your product placement? Call us and see how creative we can be.



**Richard DeVito, Jr.**  
**Journal of Emergency Management**  
**470 Boston Post Road, Suite 301**  
**Weston, MA 02493**  
**Phone: 781-899-2702x107**  
**email: radjr@pnpco.com**  
 All rates are net costs.

## Sponsored Communication Alerts

allow you to 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 articles on research and practice in emergency management and disaster recovery. All content has been peer-reviewed for excellence. Readers know the quality of JEM content. Benefit from that reputation and co-positioning with JEM.

## Expanded for 2024:

Our **Sponsored Commercial Alerts** are a great way to combine your company's good name with the brand awareness of **Journal of Emergency Management**, the leading professional journal in the field.

Reach out 22,000+ EM professionals and show your commitment to providing them with the latest research and practice in EM.

**Cost:** All rates net.  
\$3000/blast - Area below Orange bar is completely available for customer's ad. Includes integration of customer HTML and deployment with one round of revisions.

\$2500/blast White Text Area Only. Includes Customer Supplied text to go in the white text area along with two (2) custom 250x250 graphics locations.

### Features:

#### Sent from Journal of Emergency Management

Ensures higher open rates and quality content

#### Customizable Announcement and Subject Lines

#### Sponsored by

Everyone knows who is sponsoring the great content.

#### Custom 250x250 graphic

Place your favorite graphic in this space with links to your landing page.

#### Company and Product Placement

Your email blast includes two places where your company and product name are displayed.

#### Custom 250x250 graphic

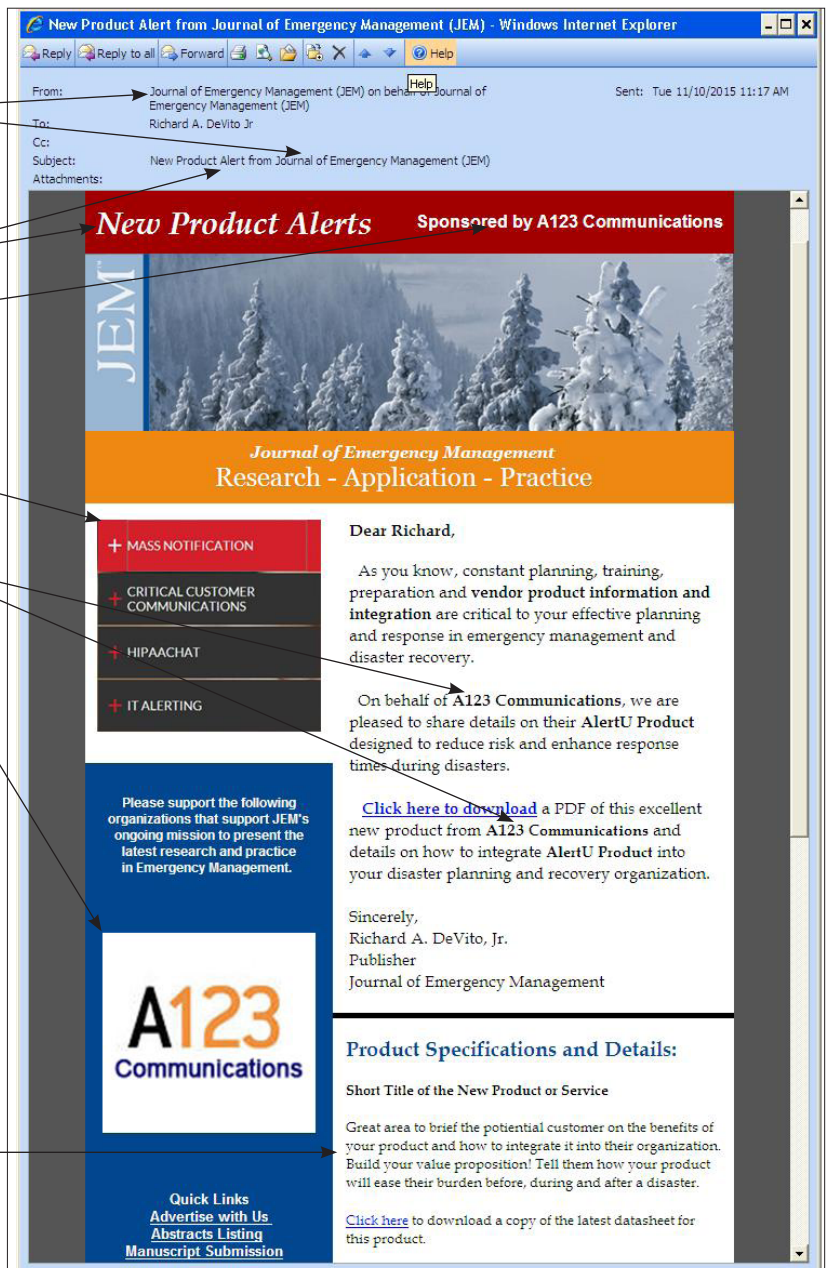
Place your logo in this space with links to your landing page for extra kick.

#### Continue Selling

Keep selling to your customers. Use this block to support your sales efforts for those looking for more details right in the email.

Call us and start reaching this rapidly expanding market today!

**Richard DeVito, Jr.**  
**Journal of Emergency Management**  
**470 Boston Post Road, Suite 301**  
**Weston, MA 02493**  
**Phone: 781-899-2702x107**  
**email: radjr@pnpc.com**  
 All rates are net costs.

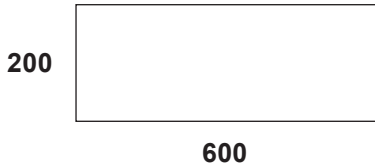


## Digital Advertising Dimensions

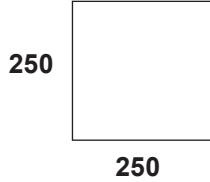
### New Issue Email Blasts

Get your logo in front of 22,000+ emergency managers.

**Premium Banner: 600x200 pixels**



**Positions 1-5: 250x250 pixels**

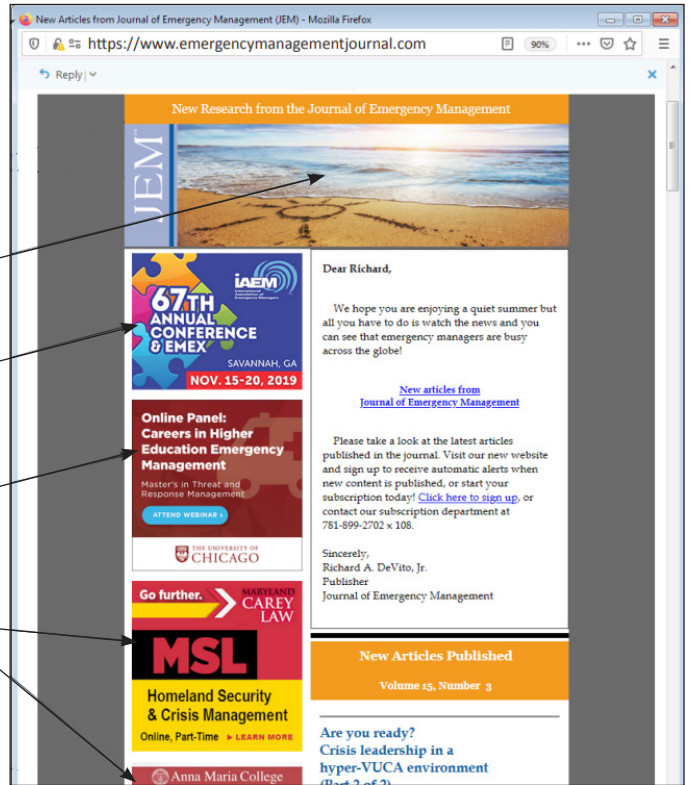


### Want Something Different?

Contact us and we are happy to explore other ad sizes.

- 1) Files should be in PNG format.
- 2) We prefer higher resolution files that maintain the same aspect ratio. We will then resample the image as needed for best quality.
- 3) Please provide a URL that links back to your homepage or the page you want users directed to.

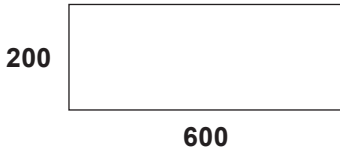
### Sample New Issue Email Blast



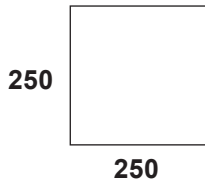
### Website Banner Advertising

Get your logo in front of over 10,000 monthly website visitors.

**Premium Pop-up: 600x200 pixels**



**Positions 1-3: 250x250 pixels**



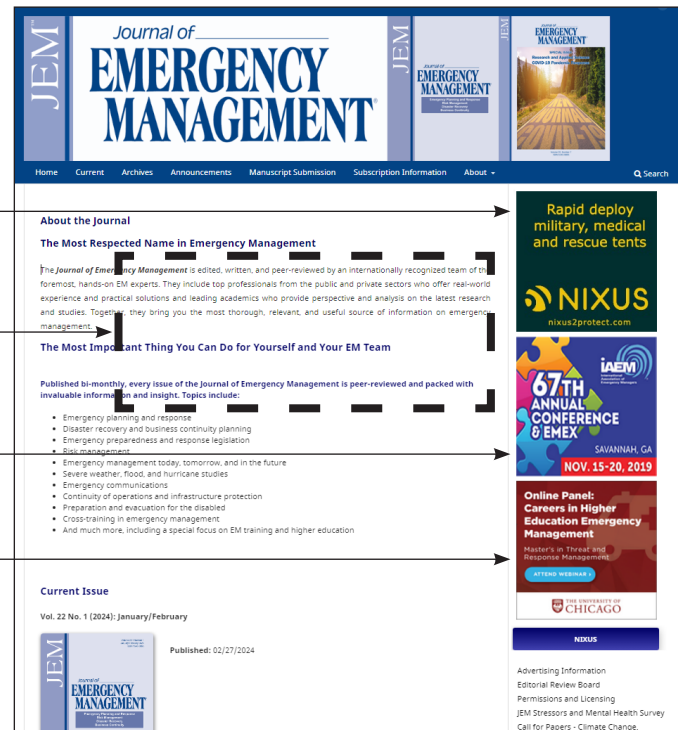
### Need a dedicated landing page?

Composition your messaging on our website and get exposure fast!

### QUESTIONS?

Please email [radjr@pnpc.com](mailto:radjr@pnpc.com) or call 781-899-2702, Ext. 107 for more information.

### Sample Website Layout



# Online Marketing Campaign Order Form

Date: \_\_\_\_\_

**Contact Info:**

Advertiser: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_ ZIP: \_\_\_\_\_ Country: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Person authorizing advertising (please print): \_\_\_\_\_

Signature of authorizing person: \_\_\_\_\_

**Dedicated Email Marketing Type:**

Without JEM branding (\$3000)

With JEM branding (\$2500)

**Website Banner Advertising Position:**

Pop-Up Ad (\$2000/month)

Coheader (\$1200/month)

Right Side Position 1 (\$900/month)

Right Side Position 2 (\$800/month)

Right Side Position 3 (\$700/month)

**Email Banner Advertising Position:**

Premium Banner Ad (\$1250)

Position 1 (\$600)

Position 2 (\$500)

Position 3-5 (\$425)

**Frequency:**  1  2-3 **Save 2%**  3-4 **Save 5%**

**Payment Contact Info:**  Use contact details from above.

Bill to: \_\_\_\_\_

Name of institution: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing City: \_\_\_\_\_ State: \_\_\_\_ ZIP: \_\_\_\_\_ Country: \_\_\_\_\_

Billing Email: \_\_\_\_\_

Billing Phone: \_\_\_\_\_

**Credit Card Information:**

Name on card: \_\_\_\_\_

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

**Cost:**

Net Cost: \_\_\_\_\_  Bill Contact Above  Send invoice to me

Account Manager (Return order form to): \_\_\_\_\_

**Send copy, 250x250 px, or 600x200 px logo or HTML to [jem@pnpc.com](mailto:jem@pnpc.com)**



## Sponsored Webinars - Content or Product Focused

Combine our subject matter experts and your product or service in a custom Content focused webinar! Give customers knowledge they can put into practice today while hinting to your products or services!

Or, promote your product directly with a Product focused webinar! We will promote attendance to our entire distribution list of 22,000+ professionals in the field.

**Journal of Emergency Management (JEM)** features the latest peer-reviewed articles on research and practice in emergency management. Readers trust the quality of **JEM** content.

Benefit from our reputation and put leading edge content in the hands of potential customers as part of your revenue, lead generation or outreach campaigns.

## **Expanded for 2024:**

Our **Sponsored Webinars** are a great way to combine your company's good name with the brand awareness of the **Journal of Emergency Management**, the leading professional journal in the field.

Reach out to 22,000+ EM professionals and show your commitment to providing them with the latest research and practice in emergency management and disaster recovery!

**Cost:** Webinars start at \$5750 for a 30 minute presentation. Want something special? Call for customized quote!

We can produce a high quality webinar from existing peer-reviewed content from **JEM** in as little as 3 weeks.

Contact us today for a quick project discussion and to get started!

Sample Webinar Attendee Recruitment Email

### **Features:**

**Customizable Announcement and Subject Lines**

**Sent from Journal of Emergency Management**

Ensures higher open rates, quality content, and higher engagement with potential customers.

**Custom Logo or Graphic**

Place your favorite picture or graphic in this space with links to your landing page.

**Sponsor's Details**

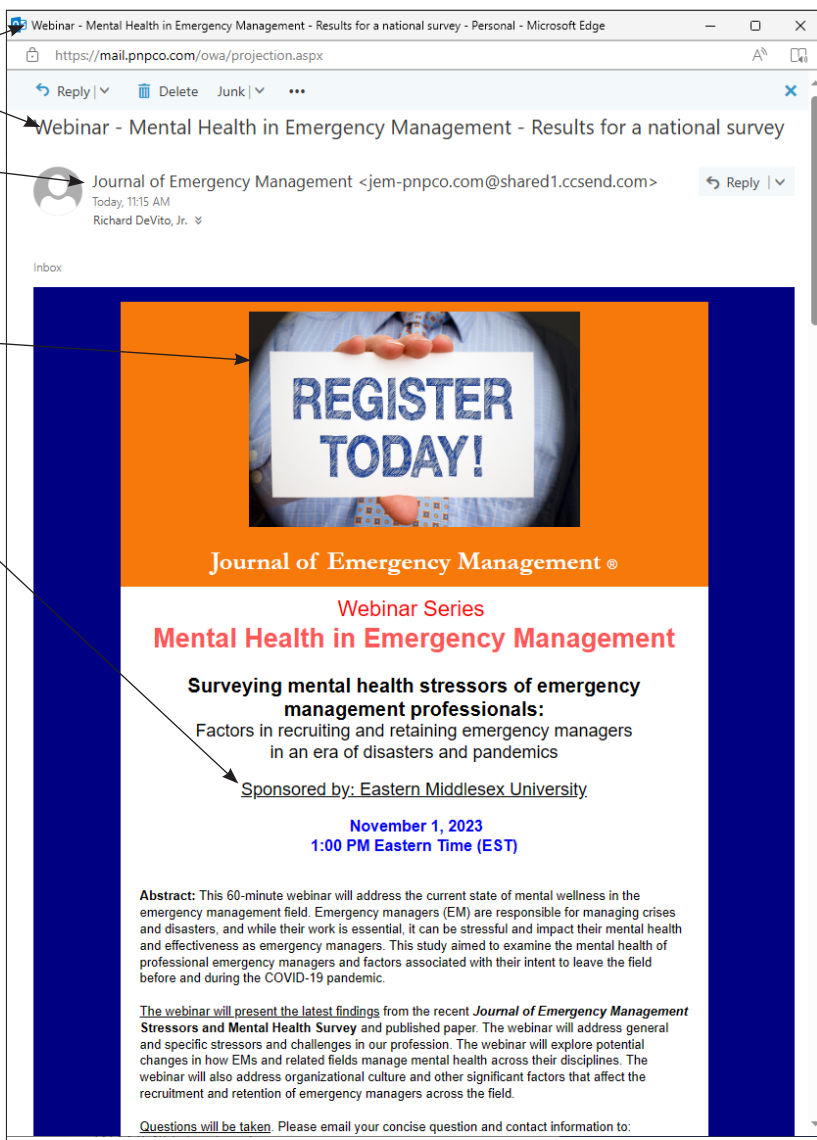
Everyone knows who is sponsoring the important content.

**Company and Product Placement**

Your email blast may include company and/or product details to be displayed further down in the email for maximum reach.

Call us and start reaching this rapidly expanding market today!

**Richard DeVito, Jr.**  
**Journal of Emergency Management**  
**470 Boston Post Road, Suite 301**  
**Weston, MA 02493**  
**Phone: 781-899-2702x107**  
**email: radjr@pnpco.com**  
 All rates are net costs.



# Webinar Order Form

Date: \_\_\_\_\_

**Contact Info:**

Advertiser: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_ ZIP: \_\_\_\_\_ Country: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Person authorizing advertising (please print): \_\_\_\_\_

Signature of authorizing person: \_\_\_\_\_

**Webinar Length:**

30-Minute Presentation (\$5,750)

1-Hour Presentation (\$11,500)

Other Length, please specify \_\_\_\_\_

**Payment Contact Info:**  Use contact details from above.

Bill to: \_\_\_\_\_

Name of institution: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing City: \_\_\_\_\_ State: \_\_\_\_ ZIP: \_\_\_\_\_ Country: \_\_\_\_\_

Billing Email: \_\_\_\_\_

Billing Phone: \_\_\_\_\_

**Credit Card Information:**

Name on card: \_\_\_\_\_

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

**Cost:**

Net Cost: \_\_\_\_\_  Bill Contact Above  Send invoice to me

Account Manager (Return order form to): \_\_\_\_\_

**Send copy, 250x250 px, or 600x200 px logo or HTML to [jem@pnpc.com](mailto:jem@pnpc.com)**

**PREVIOUS WEBINARS**





The **Journal of Emergency Management** has become the unchallenged journal of record for the top emergency management leaders and disaster recovery experts nationwide.

Advertising media professionals now say purchasing decision-makers look first to journals, **not sales reps**, for products and services of all types. Journal advertising works and is the corner stone of market share and product growth.

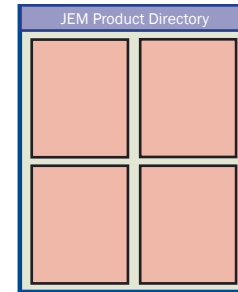
### Sponsored Content Email Blasts

**Cost:**  
 \$3500/blast  
 Includes branded PDF of original JEM article sent to all contacts in extensive JEM email database.

### JEM Product Directory:

Our **JEM Product Directory** is a fixed size, low cost way to announce new products, upgrades, services and more! Stay in front of EM professionals each month and maximize your advertising dollars!

**Cost:**  
 \$750/issue  
 \$2025/3 issues (save 10%)  
 \$3500/6 issues (save 20%)



**1/4 Page**  
 3.625W" x 4.375H"  
 Your 4-color ads placed in fixed box with 1 pt black rule

### Print Display Advertising Rates

ROP Advertising						Inserts	
B/W Rates	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	Per page bound*	Per page ride-along*
1 Time	\$2,870	\$2,470	\$2,130	\$2,008	\$1,365	\$3,982	\$3,782
3 Times	\$2,770	\$2,355	\$2,065	\$1,930	\$1,295	\$3,847	\$3,647
6 Times	\$2,675	\$2,300	\$2,000	\$1,860	\$1,220	\$3,712	\$3,512
Color Rates	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	Per page bound*	Per page ride-along*
1 Time	\$4,265	\$3,265	\$2,925	\$2,863	\$2,190	\$3,982	\$3,782
3 Times	\$4,165	\$3,150	\$2,860	\$2,725	\$2,090	\$3,847	\$3,647
6 Times	\$4,070	\$3,095	\$2,795	\$2,655	\$2,015	\$3,712	\$3,512

(\* Inserts and Ride-Alongs subject to approval. Additional weight and size based postage charges may apply.)

### Preferred Positions Rates

2nd, 3rd Cover: Earned b/w rate ..... plus 25%  
 4th Cover: Earned b/w rate ..... plus 50%

### Agency Commission: 15%

### Earned Rate

Rates based on number of insertions within one year, regardless of size. Purchases by a parent company and subsidiaries are combined for determining earned rate.

**Finished Trim Size: 8.375" x 10.875"**

**Artwork Bleed Size: 8.6875" x 11.1875"**

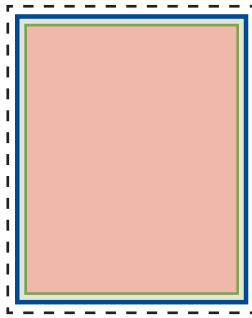
**Ad Size (Blue line):** listed below schematics

**Bleed Sizes (dotted line):** add 0.125" (outside and bottom) and add 0.1875" (top and gutter) to sizes listed below

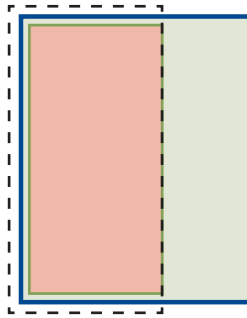
**Safety Area (green line):** subtract 0.375" (around all edges) to sizes listed below

**Additional Specs:** Signatures jog to the head and trim. Inserts need 0.5" high folio lip.

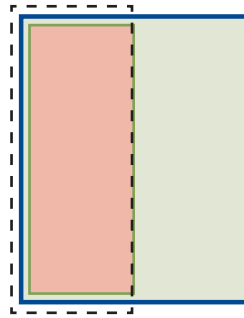
## Page Dimensions



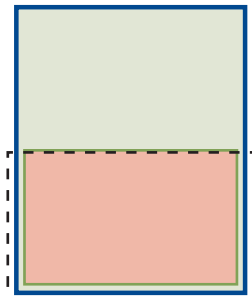
**Full Page**  
8.375" x 10.875"



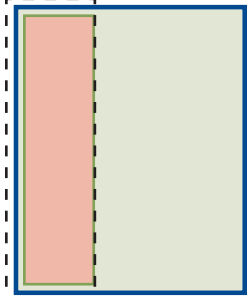
**2/3 Page Vertical**  
4.5" x 10.875"



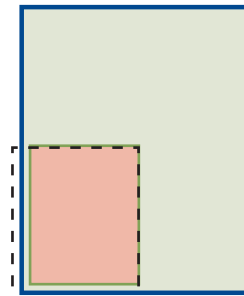
**1/2 Page Vertical**  
3.687" x 10.875"



**1/2 Page Horizontal**  
8.375" x 4.875"



**1/3 Page Vertical**  
2.5" x 10.875"



**1/4 Page**  
3.687" x 4.875"

## Enhance your reach:

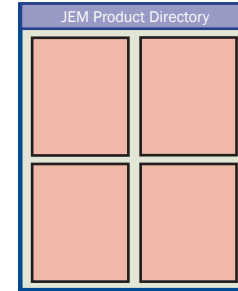
### Commercial Email Blasts

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.



**1/4 Page**  
3.625W" x 4.375H"  
Your 4-color ads placed in fixed box with 1 pt black rule

Our **JEM Product Directory** is a fixed size, low cost way to announce new products, upgrades, services and more! Stay in front of over 20,000 EM professionals each month and maximize your advertising dollars!

**Cost:** \$750/issue  
\$2025/3 issues (save 10%)  
\$3500/6 issues (save 20%)

## 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%.

## Print Advertising Deadlines

(refer to website for latest schedule)

Issue	Closing Date	Artwork Due
January/February -2024	February 7	February 9
March/April -2024 (Climate Change in Emergency Management)	March 28	March 29
May/June -2024	June 3	June 6
July/August -2024 (NLB Special Issue - Ongoing)	August 2	August 5
September/October-2024 (Earthquake Special Issue - Ongoing)	October 2	October 4
November/December 2024	December 4	December 6
January/February 2025	February 3	February 5
March/April - 2025	April 1	April 3

Because it's the first choice of EM leaders in both public and private sectors, ***Journal of Emergency Management*** offers the best return on investment for your advertising dollars!

Your ad will go in the online edition for FREE!

As you plan your advertising programs for the coming year, consider this:

- Emergency planning and response
- Disaster recovery
- Business disaster planning
- Business continuity

Because these are the four top concerns of EM professionals worldwide, we've made them ours!

### Sponsored Content Email Blasts

**Sponsor release of leading edge content to our entire email list** – Tired of the same old “news bite” email blasts that circulate? Now you can sponsor the release of full articles from ***Journal of Emergency Management*** branded with your name and logo at the top of the article. Real research and real content that saves lives and property brought to the broader audience compliments of your company! Select from over 950 articles! Contact Richard DeVito, Jr. for details!

### Special Issues!

**2024 Special Issue: Climate Change and Sustainability in Emergency Management** – This special issue will focus on the intersection of Emergency Management and Climate Change as well as the trend toward integrating new, leading edge, sustainability research and practice into pre-disaster planning and mitigation and post-disaster reconstruction.

Details are located at: <https://wmpllc.org/ojs/index.php/jem/CCSEM>

**2024 Special Issue: Leaving Nobody Behind: Emergency Management in an Inclusive Way** – This issue will cover the latest research and practice in preparing and responding to underserved, isolated and insolated communities.

Details are located at: <https://wmpllc.org/ojs/index.php/jem/lmb>

**2024 Special Issue: Turkey and Syria Earthquakes of February 2023**

This special issue will look at response to the Turkey and Syria Earthquakes of February 2023 including lessons learned and changes going forward to improve the resiliency of population and infrastructure.

Details are located at: <https://wmpllc.org/ojs/index.php/jem/tse2023>

Call us and start reaching this rapidly expanding market today!

### To place your ad today contact:

**Richard A. DeVito, Jr.**  
**Publisher**  
**Journal of Emergency Management**  
**470 Boston Post Road, Suite 301**  
**Weston, MA 02493**  
**Phone: 800-272-3227 x107 or**  
**781-899-2702 x 107**  
**Fax: 781-899-4900**

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**MANAGEMENT®**

470 Boston Post Road, Weston, MA 02493  
 Tel: (781) 899-2702  
 Fax: (781) 899-4900  
 Web: [emergencymanagementjournal.com](http://emergencymanagementjournal.com)

## **Virtual Program Visits**

Research shows that 27% of emergency managers feel they need more education.<sup>1</sup>

Let ***Journal of Emergency Management (JEM)*** produce a webinar that introduces your program to emergency managers seeking educational advancement.

**JEM's** goal is to recruit 250-300 attendees from our contact list of 22,000+ emergency management professionals. You provide the panel (program director and 2-3 faculty) along with any previously-recorded video content, and we will handle the rest! Webinars only take 2-3 weeks to produce!



Previous Webinars

### **New for 2024:**

Our Virtual Program Visit Webinars are a great way to combine your institution's good name with the brand awareness of **JEM**, the leading professional journal in the field. Reach out 22,000+ EM professionals and show your commitment to providing them with the best EM educational opportunities.

### **Costs:**

Webinars start at \$5750 for a 30-minute presentation. We can produce a high-quality webinar from existing peer-reviewed content from JEM in as little as 3 weeks. Contact us today for a quick project discussion and to get started! Call for customized quote.

### **Get started today! Fill out the order form below!**

Call us and start reaching this rapidly expanding market today.

**Richard DeVito, Jr.**  
**Journal of Emergency Management**  
**470 Boston Post Road, Suite 301**  
**Weston, MA 02493**  
**Phone: 781-899-2702x107**  
**email: radjr@pnpc.com**

1. Stressors and Mental Health Survey of Emergency Management Professionals Factors in Recruiting and Retaining Emergency Managers. T. Lucas Holar, et al. Journal of Emergency Management, Vol 21, No 5, DOI: <https://doi.org/10.5055/jem.0820>. Available at <https://wmpllc.org/ojs/index.php/jem/article/view/3516>.