

**REACH MORE THAN 13,000 PROFESSIONALS
IN CHARGE OF ALLOCATING OVER \$2 BILLION**



NENA
THE 9-1-1 ASSOCIATION

NATIONAL EMERGENCY NUMBER ASSOCIATION MEDIA GUIDE

For more information, contact:

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The Call Magazine | NENA.org | NENA eNewsletter

NENA's 9-1-1 Online Product & Service Guide

Nena Show Guide | NENA Sponsored E-Alert

NAYLOR 
ASSOCIATION SOLUTIONS

NENA QUICK FACTS:



We represent **100% of the industry**, including PSAPs and non-member 9-1-1 authorities.



Our more than 13,000 members are responsible for allocating **more than \$2 billion in annual funding**.



NENA members work across North America in both the public and private sectors.



We are the **only professional organization** exclusively focused on 9-1-1 policy, technology, operations, and education issues.

The Call
Quarterly Magazine

NENA Website

NENA's 9-1-1 Online Product & Service Guide

NENA's Show Guide Magazine



NENA eNewsletter

NENA eAlert

WHO WE REACH

NENA COMMUNICATIONS ARE DISTRIBUTED TO INDUSTRY LEADERS WITH PURCHASING AUTHORITY, INCLUDING:

- + 9-1-1 Center Managers and Supervisors
- + Local, County and State 9-1-1 Authority Personnel
- + Public Safety and Communication Industry Professionals

The Call magazine receives an additional bonus distribution to more than 3,750 readers at the annual NENA conference, APCO's annual conference and NAED Navigator.

GET YOUR MESSAGE IN FRONT OF 100% OF THE 9-1-1 AUTHORITIES IN THE COUNTRY!

**RESERVE
YOUR SPACE
TODAY!**

TheCall **MAGAZINE**

NET ADVERTISING RATES*

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

FULL-COLOR RATES	1X	2-3X	4X
Double page Spread	\$4,029.50	\$3,829.50	\$3,629.50
Outside Back Cover	\$3,489.50	\$3,349.50	\$3,209.50
Inside Front or Inside Back Cover	\$3,289.50	\$3,149.50	\$3,009.50
Full Page or 1/2 Page DPS	\$2,789.50	\$2,649.50	\$2,509.50
2/3 Page	\$2,399.50	\$2,279.50	\$2,159.50
1/2-Page Island	\$2,069.50	\$1,969.50	\$1,859.50
1/2 Page	\$1,759.50	\$1,669.50	\$1,579.50
1/3 Page	\$1,339.50	\$1,269.50	\$1,209.50
1/4 Page	\$1,029.50	\$979.50	\$929.50
1/6 Page	\$809.50	\$769.50	\$729.50
1/8 Page	\$319.50	\$299.50	\$289.50

BLACK-AND-WHITE RATES	1X	2-3X	4X
Full Page	\$1,679.50	\$1,599.50	\$1,509.50
2/3 Page	\$1,439.50	\$1,369.50	\$1,299.50
1/2-Page Island	\$1,239.50	\$1,179.50	\$1,119.50
1/2 Page	\$1,059.50	\$1,009.50	\$949.50
1/3 Page	\$809.50	\$769.50	\$729.50
1/4 Page	\$619.50	\$589.50	\$559.50
1/6 Page	\$479.50	\$459.50	\$429.50
1/8 Page	\$299.50	\$279.50	\$269.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Online Specifications - For more information, visit:
www.naylor.com/onlinespecs

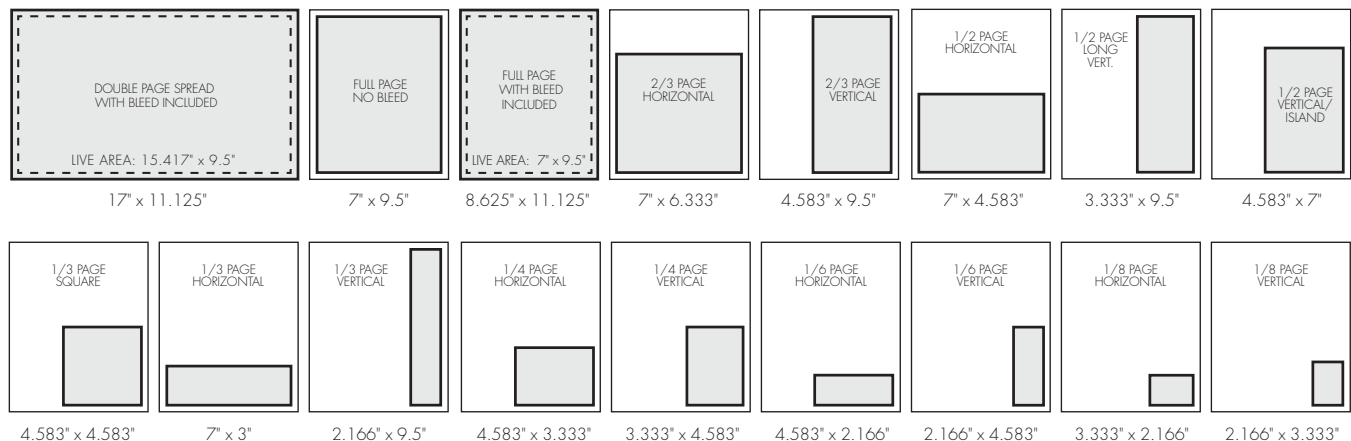
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

***all rates are net**

TheCall MAGAZINE

PRINT ADVERTISING SPECIFICATIONS

Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the LIVE AREA within any full-page or DPS ads may be cut off. Please keep important elements 0.25" away from trim and center fold.

ARTWORK REQUIREMENTS

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or Bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

SPECS FOR OUTSERT/INSERTS

1 page / 1 surface: 8.375" x 10.875"

1 page / 2 Surface: 8.375" x 10.875"

2 Pg / 4 Surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Heavy Card Stock Insert: 8.25" x 10.75"

Postal flysheets: 8.5" x 11"

Digital Edition - For more information, visit: www.naylor.com/onlinespecs

AD MATERIAL UPLOAD

Go to the Naylor website at www.naylor.com, click on "Client Support." Under Advertisers menu option on the bottom left, click on "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top righthand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

PRODUCTION SERVICES, PROOFS AND REVISIONS

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication[s].

The Call

DIGITAL EDITION

Extend your print advertising investment with the unique benefits of digital media.

The Call is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar.



Mobile & Desktop Responsive HTML Reading View



1 Leaderboard (all views)

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views)

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 Top TOC Mobile Banner 4 2nd TOC Mobile Banner

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit www.naylor.com/onslinespecs

Display Ad Package 1 | \$1,675

Includes Leaderboard and Top TOC Mobile Banner.

Display Ad Package 2 | \$1,475

Includes Rectangle and 2nd TOC Mobile Banner.

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

Adaptive Ad (HTML5) | \$2,525

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Video (page view) & Video Sponsorship | \$1,350

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Sponsorship | \$2,275 per Issue

Become a thought leader. Your sponsored content should be educational in nature and solution-based, geared to solving a common problem or need an industry professional would experience. NENA reserves the right to review and approve all content.

Digital Insert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine

- Full Page Digital Insert with Video | \$1,125
- Large Digital Insert | \$925
- Large Digital Outsert | \$625
- Digital Insert | \$825
- Digital Outsert | \$500

EDITORIAL PLAN

NENA'S WEBSITE

NENA.ORG

Advertising on the NENA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.nena.org to learn about upcoming association events and discover ways to maximize their NENA membership. Advertising on www.nena.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of 9-1-1 professionals.

FEATURES OF NENA WEBSITE ADVERTISING:

- + Cross-promoted in other NENA publications and communication pieces
- + Directs visitors to the landing page of your choice to expedite purchases
- + Year-round visibility reinforces brand recognition
- + Allows dynamic, time-sensitive promotion

SELECT FROM THE FOLLOWING OPTIONS:

Home Page - Leaderboard (728x90 pixels)
12 Months | \$4,000

- 1 728x90 pixels (1 position top of the website, 6 rotations - Run-of-site). Banner ad rotating on every page of the NENA website!

Banner Package (300x100 pixels & 270x150 pixels)
12 Months | \$3,200

- 2 300x100 Banner (3 positions - 4 rotations each). Rectangle ad rotating on the home page of the NENA website!
- 3 270x150 Banner (2 Positions - 6 rotations each - subpages only)

Online Specifications - For more information, visit:
www.naylor.com/onlinespecs

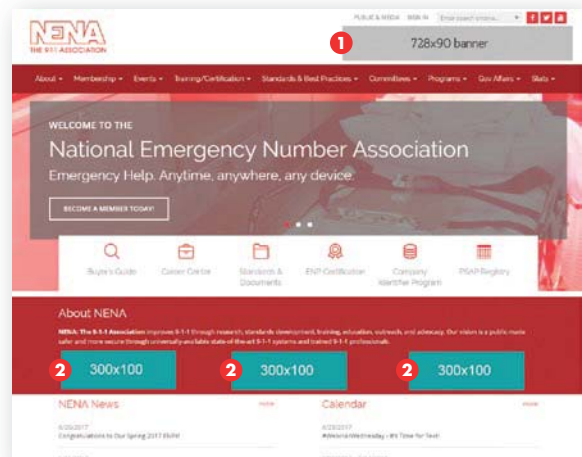
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



**On average,
NENA.ORG receives:**

- 110,900+ Page views per month
- 39,950+ Visits per month

From February 2018 - August 2018



NENA eALERT

ABOUT eALERT

The NENA eALERT is an effective and efficient way of promoting your message!

This exclusive, limited space, advertorial email opportunity allows you to take control of the content and put your company in front of industry leaders.

ENJOY THE BENEFITS OF eALERT:

- + Deliver your message directly to the inbox of key decision-makers
- + Enjoy maximum visibility
- + Direct visitors to the landing page of your choice to facilitate the purchasing process.

eALERT Sponsorship (610 x 1024 pixels)
\$2,115 per issue

Online Specifications - For more information, visit:
www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



**Sent directly to
more than 5,000
key decision
makers!**

NENA ENEWSLETTER

ABOUT THE NENA ENEWSLETTER – WWW.NAYLORNETWORK.COM/NEN-NWL

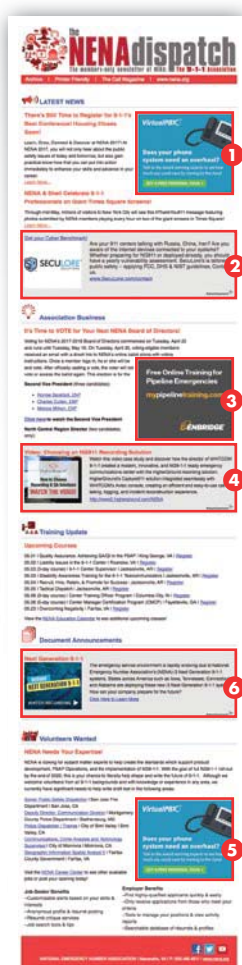
Now more than ever, professionals consume information on the go. Our NENA eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Sent directly to 9,000+ key decision makers!



ENJOY THE BENEFITS OF A TARGETED ENEWSLETTER:

- + Delivers your message directly to the inbox of 9,000+ decision-makers on a regular basis
- + In addition to NENA members, opt-in subscription means that professionals in the market for your products and services see your message
- + Frequently forwarded to others for additional exposure
- + Cross-promoted in other NENA publications and communications pieces
- + Directs visitors to the landing page of your choice to facilitate the purchasing process
- + Archives are accessible for unlimited online viewing
- + Limited available ad space makes each position exclusive
- + Change artwork monthly at no additional cost to promote time-sensitive offers and events



1 1st Rectangle	12 Months \$5,000	6 Months \$2,775	3 Months \$1,500
2 1st Sponsored Content	12 Months \$5,000	6 Months \$2,775	3 Months \$1,500
3 2nd Rectangle	12 Months \$4,475	6 Months \$2,475	3 Months \$1,350
4 2nd Sponsored Content	12 Months \$3,700	6 Months \$2,025	3 Months \$1,100
5 3rd Rectangle	12 Months \$3,950	6 Months \$2,200	3 Months \$1,200
6 3rd Sponsored Content	12 Months \$2,650	6 Months \$1,450	3 Months \$800

SPECS:

Rectangle

- + Exclusive position – NO ROTATION
- + Located between popular sections of the eNewsletter

Sponsored Content

- + Naylor will create the ad
- + Client supplies 5 - 7 words for the header and 50 - 70 words for the summary text
- + Client supplies thumbnail image at 180 x 150 pixels
- + JPEG Only

Online Specifications - For more information, visit: www.naylor.com/online specs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ONLINE PRODUCT AND SERVICE GUIDE

ABOUT THE ONLINE PRODUCT AND SERVICE GUIDE – BUYERSGUIDE.NENA.ORG/

The online Product and Service Guide is a user-friendly forum designed to bring suppliers and end-users together. Available whenever you need it, the Product and Service Guide makes it easy to locate products and professional services geared to the emergency communications industry.

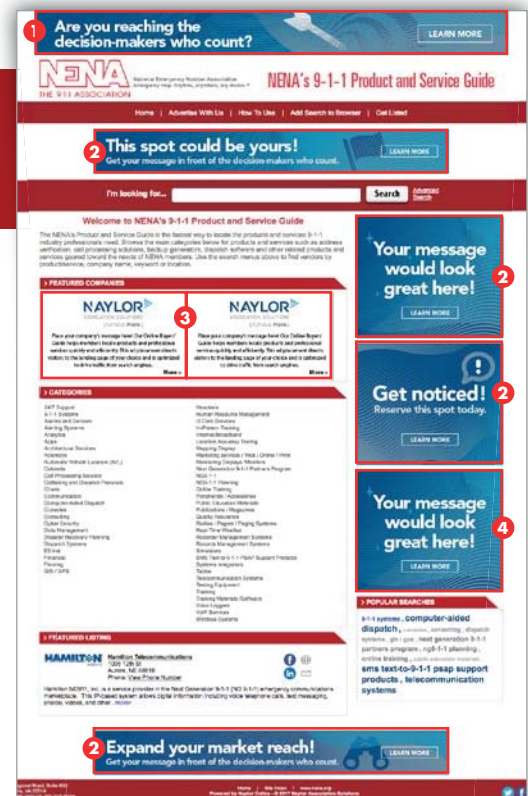
A REFERENCE AT YOUR FINGERTIPS:

- + Cross-promoted in other NENA communication pieces
- + Optimized to drive traffic from search engines and the NENA home page
- + Efficient browsing with fewer clicks
- + Users can set the Product and Service Guide as their default browser, bringing them to your listing
- + Directs visitors to a landing page to learn more about your business
- + Google™ integration returns richer results
- + Consumers come to you when they are ready to buy
- + Customized listing and enhanced content

The Product and Service Guide averages 1,300+ page views per month!
December 2017 - June 2018

The purchase of any Product and Service Guide display ad comes with a COMPLIMENTARY Premier Listing – a \$375 value!

- 1 Curtain Ad Position**, Run-of-Site 12 months | \$2,600
(2 files needed – Leaderboard: 970 x 90 pixels, Billboard: 970 x 300 pixels)
Display your business uniquely on every page of the *Product and Service Guide*. With the move of a mouse, your company's message sweeps down over the site like a page out of a book, drawing attention to your ad and visitors to your website.
- 2 Banner Package**, Run-of-Site 12 months | \$2,300
(728 x 90 and 300 x 250 pixels)
This special package allows your ad to be seen on both the two leaderboards and two rectangles on every page throughout the entire website! Only 4 packages available.
- 3 Featured Companies**, Run-of-Site 12 months | \$1,500
Features your company logo and short description.
4 rotating advertisers.
- 4 Category Rectangle** | \$750
The Category Rectangle appears in the third rectangle position on the right column of the category of your choice, as well as on the home page, ensuring your message impacts those in the market for your specific products and services. *These are exclusive per category.*



ONLINE PRODUCT AND SERVICE GUIDE

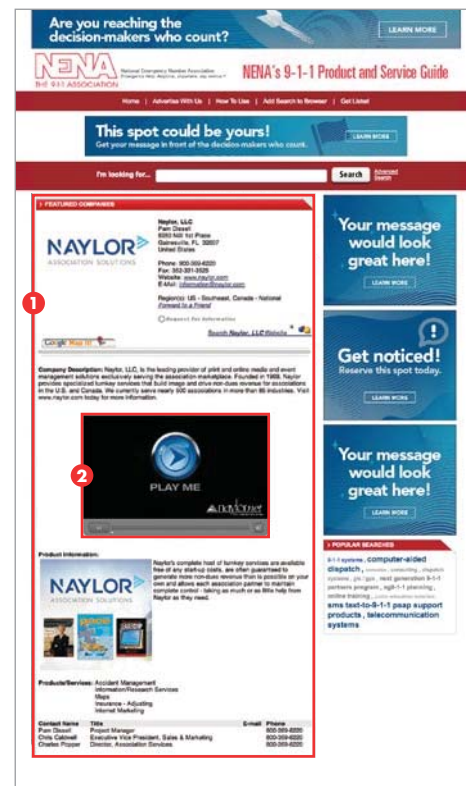
1 Premier Listing Package

Premier Listings are designed to offer heightened visibility within the online *Product and Service Guide*. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information. *Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.*

Member | \$375 Non-Member | \$400

PREMIER LISTING ADDITIONAL FEATURES:

- + Full-color company logo
- + Active website, social media links, email address and up to five contacts
- + Extended company profile and products and services listing
- + Full-color product image and description linked to your website
- + Google map of your business location
- + Google site search: to search your website from your Premier Listing
- + Request for information: a contact form to reach a representative from your business



MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES

Guaranteed Position Category Sponsor

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category on the home page of the *Product and Service Guide*, your company is the first that they see. *Includes Premier Listing upgrade.*

Category Sponsor #1 | \$575

Category Sponsor #2 | \$525

Category Sponsor #3 | \$475

2 Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

Upgrade | \$210

The purchase of any *Product and Service Guide* display ad comes with a COMPLIMENTARY Premier Listing – a \$375 value!

Online Specifications - For more information, visit: www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

***all rates are net**

ONLINE PRODUCT AND SERVICE GUIDE

PREMIER LISTING CHECKLIST

Below is a checklist of all elements required in order to process your Premier Listing.

☐ **Full-Color Company Logo**

The size of your logo should be 240 pixels wide x 120 pixels high and no larger than 100kb. We accept JPG or GIF format. Your logo will link to your website, so please provide the URL to which you would like your logo to link.

☐ **Company Contacts - Up To Five**

Please include job title, phone number and email address. All email addresses will be hyperlinked and active.

☐ **Primary Contact for RFP Automator and Request for Information (OPTIONAL)**

Indicate which person or email should be referenced as the "primary" contact. This designation is necessary for your company to be visible in the RFP Automator and to be available for requests for information.

☐ **Company Description**

This is strictly textual information about your company. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. All text should be provided to us in a Word document that allows us to cut and paste your description to your order.

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

☐ **Website Activation**

Please provide us with the website, Facebook, Twitter and LinkedIn URLs to which your listing should link.

Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.

☐ **Product/Service Categories**

All extra information will show up under all of the categories you select. Five category listings are included in the initial price of the Premier Listing. Additional category listings can be purchased for \$50 each.

☐ **Full-Color Product Image and Description**

The size of your product photo should be 240 pixels wide x 240 pixels high and no larger than 100kb. We accept JPG or GIF format (animation must be no longer than 25 seconds). Please provide the URL to which you would like your product image to link. You can also include a brief product description (500 characters maximum) that will appear next to the product image.

☐ **Video Upgrade - Additional cost: \$210 (OPTIONAL)**

Your video should run no longer than five minutes. We accept the following video formats: .avi (Audio Video Interleave), .mov (Apple QuickTime Movie), mp4 (MPEG-4 Video File), .mpg (MPEG Video File), .qt (Apple QuickTime Movie), .rm (Real Media File), .swf (Macromedia Flash Movie) and .wmv (Windows Media Video File). Video dimensions should be 400 pixels by 300 pixels.

Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.

ONLINE PRODUCT AND SERVICE GUIDE

PREMIER LISTINGS VERSUS BASIC LISTINGS

Naylor, LLC
Pam Dissell
9550 NW 1st Place
Gainesville, FL 32607
United States

Phone: 800-369-6220
Fax: 352-331-3525
Website: www.naylor.com
E-Mail: information@naylor.com

Region(s): US - Southeast, Canada - National
Forward to a Friend

☐ Request For Information

Search [Naylor, LLC Website](#)

Company Description: Naylor, LLC, is the leading provider of print and online media and event management solutions exclusively serving the association marketplace. Founded in 1969, Naylor provides specialized turnkey services that build image and drive non-dues revenue for associations in the U.S. and Canada. We currently serve nearly 500 associations in more than 85 industries. Visit www.naylor.com today for more information.

Product Information:

Naylor's complete host of turnkey services are available free of any start-up costs, are often guaranteed to generate more non-dues revenue than is possible on your own and allows each association partner to maintain complete control - taking as much or as little help from Naylor as they need.

Products/Services: Accident Management
Information/Research Services
Maps
Insurance - Adjusting
Internet Marketing

Contact Name	Title	E-mail	Phone
Pam Dissell	Project Manager		800-369-6220
Chris Caldwell	Executive Vice President, Sales & Marketing		800-369-6220
Charles Popper	Director, Association Services		800-369-6220

PREMIER LISTING INCLUDES:

- + Premium Placement Above Basic Listings
- + Full-Color Company Logo
- + Company Name
- + Company Contacts
 - Up to five with separate title, email and phone number for each person
- + Full Mailing Address
- + Phone Number
- + Fax Number
- + Active Web link
- + Active Email
- + Active Facebook, Twitter and LinkedIn links
- + "Forward to a Friend" Capability
- + Product/Service Category Listings
 - Includes five categories of your choice
 - Additional categories available for \$50 each
- + Extended Company Profile
- + Full-Color Product/Service Image
- + Extended Product/Service Description
- + Google™ Map It!
- + Google™ Site Search
- + Request for Information Feature
- + Request for Proposal Enabled

Upgrade Opportunities:

- + Category sponsorship
- + Add a video to your listing

VS

Naylor Association Solutions

5950 NW 1st Place
Gainesville, FL 32607

Phone: [View Phone Number](#)
Fax: [View Fax Number](#)

Products/Services: Publisher

BASIC LISTING INCLUDES:

- + Company Name
- + Full Mailing Address
- + Phone Number
- + Fax Number
- + Product/Service Category Listing
 - Limited to two categories
 - Assigned by association