

**REACH MORE THAN 15,000 PROFESSIONALS  
IN CHARGE OF ALLOCATING OVER \$2 BILLION**



## **NATIONAL EMERGENCY NUMBER ASSOCIATION MEDIA GUIDE**

**For more information, contact:**

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The Call Magazine | NENA.org | NENA eNewsletter  
NENA's MarketBASE | 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 15,000 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.

## DIGITAL EDITION BRANDING OPPORTUNITIES

Display Ad Package 1	\$1,675
Display Ad Package 2	\$1,475
Adaptive Ad (HTML5)	\$2,525
Video (page view) & Video Sponsorship	\$1,350
Digital Sponsored Content	\$2,275 per Issue

**\*all rates are net**

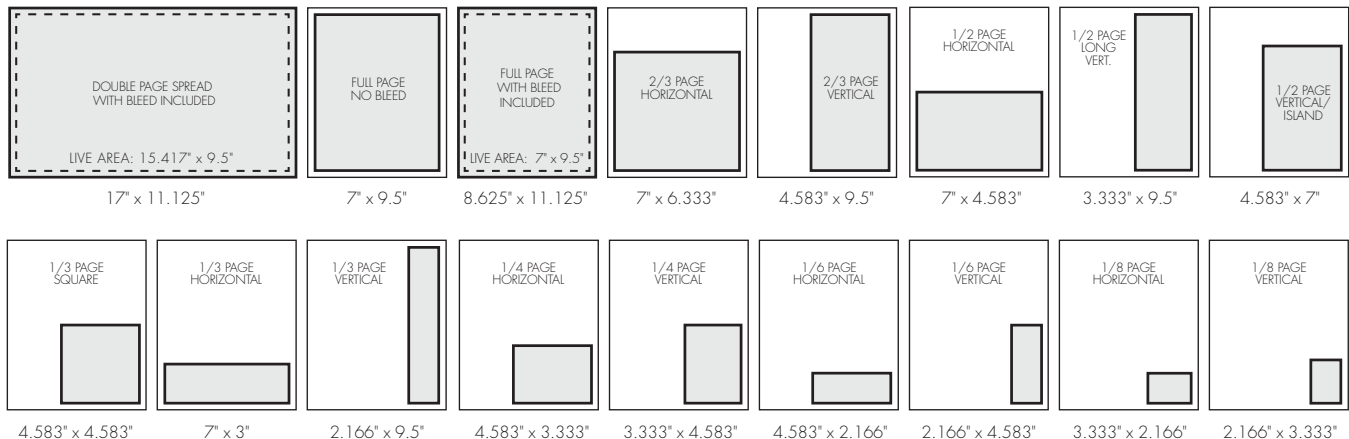
Online Specifications - For more information, visit:  
[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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).

# 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](http://www.naylor.com/onlinespecs)

## AD MATERIAL UPLOAD

Go to the Naylor website at [www.naylor.com](http://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.**

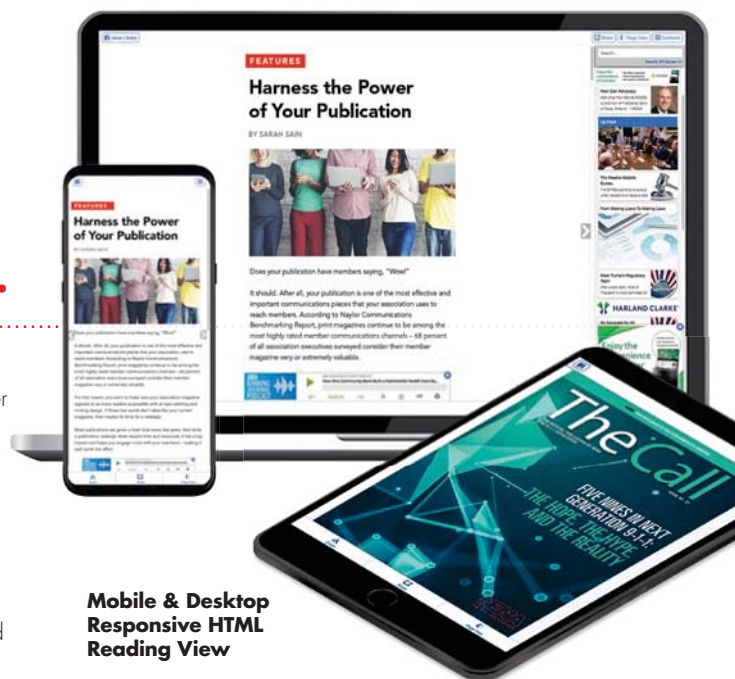
The Call is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- 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 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

### 3 Top TOC Mobile Banner 4 2<sup>nd</sup> 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/online specs](http://www.naylor.com/online specs)

### Display Ad Package 1 | \$1,675

Includes Leaderboard and Top TOC Mobile Banner.

### Display Ad Package 2 | \$1,475

Includes Rectangle and 2<sup>nd</sup> 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 Sponsored Content | \$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

# 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](http://www.nena.org) to learn about upcoming association events and discover ways to maximize their NENA membership. Advertising on [www.nena.org](http://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 | **SOLD OUT**
- 1 728x90 (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](http://www.naylor.com/onlinespecs)

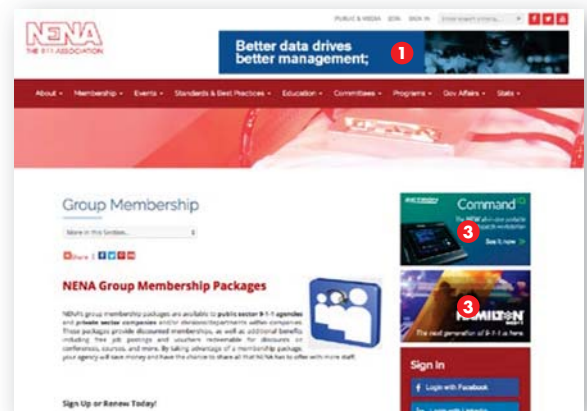
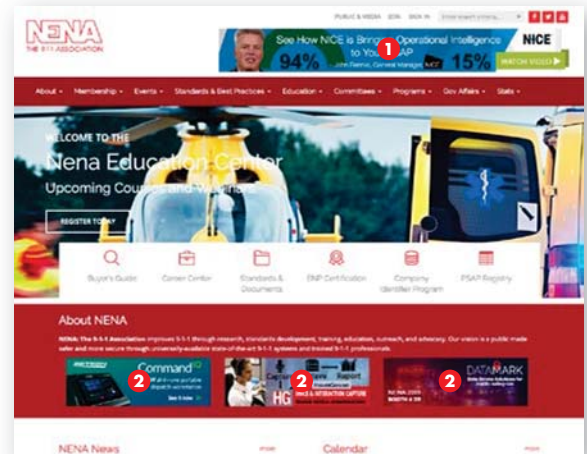
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



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

- 137,750+ Page views per month
- 42,550+ Visits per month

*From January 2019 - July 2019*



# 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](http://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](http://WWW.NAYLORNETWORK.COM/NEN-NWL)**

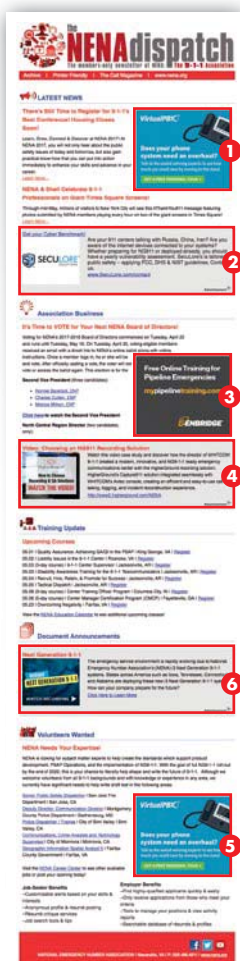
Now more than ever, professionals consume information on the go. Our NENA eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

**Sent directly to 11,400+ key decision makers!**



## ENJOY THE BENEFITS OF A TARGETED ENEWSLETTER:

- + Delivers your message directly to the inbox of 11,400+ 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



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

## SPECS:

**Rectangle** (300x250 pixels)

+ Exclusive position – NO ROTATION

## 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](http://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.

## BUYERSGUIDE.NENA.ORG

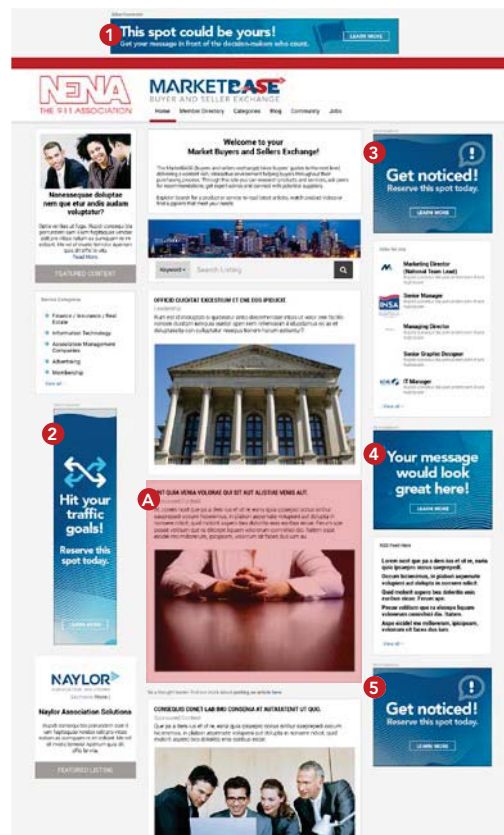
The NENA MarketBASE takes online buyers' guides to the next level, delivering a content rich, interactive site where buyers' can come to research products and services in their industry, and your company can become a thought leader by delivering valuable content to engage with potential customers.

## 24/7 fully responsive buyers' guide with a number of features:

- Improved search with auto-suggest functionality built in to help deliver quick, relevant results.
- Multiple advertising options including enhanced listings with added features, run of site display advertising, and sponsored content marketing opportunities.
- The ability to log-in and purchase or update your own listing information.
- Cross promotion in other NENA communication pieces.
- Advertising opportunities leading visitors to a landing page of your choice to learn more about your business offerings.
- Google™ integration allowing for extensive search engine optimization.

Mobile & Desktop Responsive

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



### A Content Marketing Opportunities Sponsored Content | \$3,000

Establish your company as a thought leader! The sponsored content option allows you to share your article with users for the life of the site, with guaranteed home page presence for the 1st month. Up to 2,000 words. Contact your sales representative for additional details on content guidelines

### Native Advertising | \$1,750

Have a product or service that you'd like to promote? Link your whitepaper, infographic, product showcase, press release or other native ad directly in the content feed, hosted for the life of the site. Up to 50 words. Contact your sales representative for additional details on content guidelines.

### 1 Super Leaderboard – EXCLUSIVE | \$2,000

12 months, 970x90 pixels\*. Display your business uniquely and exclusively! Showcase your company at the top of every page with a call to action.

### 2 Skyscraper | \$1,450

12 months, 3 rotations, 160x600 pixels\*. The skyscraper is positioned on the left hand column of every page, ensuring your message is prominently displayed.

### 3 1st ROS Rectangle | \$1,450

### 4 2nd ROS Rectangle | \$1,250

12 months, 2 rotations, 300x250 pixels\*. The rectangle positions are located on the right hand column of every page, ensuring your message is prominently displayed.

### 5 3rd Category Rectangle | \$750

12 months, exclusive, 300x250 pixels\*. The category rectangle is located on the right hand column as the exclusive ad for a category page of your choice, ensuring your message is displayed in front of a relevant audience.

Naylor charges a fee for artwork creation or revisions on native and responsive ad sizes. This additional fee will appear on your final invoice if artwork submitted is not publish-ready. Please contact your sales representative for fee details.

\*Your display ad option may require responsive ad sizes.  
For complete specs on all sizes involved, visit [www.naylor.com/onlineSpecs](http://www.naylor.com/onlineSpecs).

## BUYERSGUIDE.NENA.ORG

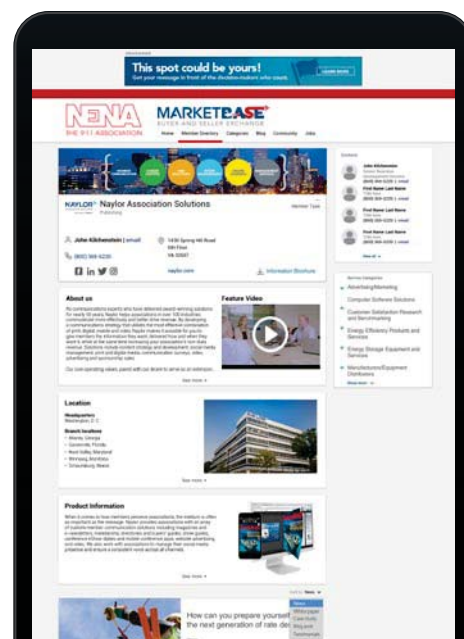
### Premier Listing Package

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

Premier Listings are designed to offer heightened visibility within NENA MarketBASE. They contain all basic information. Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

### Premier Listing additional features:

- Company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Product image and description linked to your website
- Integration with Google features including search indexing and analytic reporting
- Request for information: a contact form to reach a representative from your business



**1,180+ pageviews per month!**

*As of April, 2019*

## MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES

### ① 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, your company is the first that they see. Includes Video upgrade.

**Category Sponsor #1 | \$600**

**Category Sponsor #2 | \$550**

**Category Sponsor #3 | \$500**

### 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**

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

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# PREMIER LISTINGS VERSUS BASIC LISTINGS

**NAYLOR® Naylor Association Solutions**  
Member Type: P. Listing

John Kichenstein | email  
1430 Spring Hill Road  
6th Floor  
VA 22067  
(303) 369-4229  
naylor.com

**About us**  
As communications experts who have delivered award-winning solutions for nearly 60 years, Naylor helps associations in over 100 industries communicate more effectively and better drive revenue. By developing a communications strategy that aligns the most effective combination of print, digital, media and video, Naylor makes it possible for you to give members the information they must deliver now and when they want it, while at the same time increasing your association's non-dues revenue. Solutions include content strategy and development, social media, live streaming, print and digital media, communication surveys, media, advertising and sponsorship sales.

Our core operating values, paired with our desire to serve as an endorser...

**Location**  
Headquarters  
Washington, D.C.  
Branch locations  
• Atlanta, Georgia  
• Cincinnati, Florida  
• Hunt Valley, Maryland  
• Winnipeg, Manitoba  
• Schaumburg, Illinois

**Product Information**  
When it comes to how members perceive associations, the medium is often as important as the message. Naylor provides associations with an array of custom member communication solutions including magazines and newsletters, member-to-member and business guides, show guides, conference show guides and mobile conference apps, website advertising, and video. We also work with associations to manage their social media presence and ensure a consistent voice across all channels.

**Service Categories**  
• Advertising/Marketing  
• Computer Software Solutions  
• Customer Satisfaction Research and Benchmarking  
• Energy Efficiency Products and Services  
• Energy Storage Equipment and Services  
• Manufacturing/Equipment Distribution

## Premier Listing includes:

- Premium Placement Above Basic Listings
- 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
- **Product/Service Category Listings**  
- Includes five categories of your choice  
- Additional categories available for \$50 each
- Extended Company Profile
- Product/Service Image
- Extended Product/Service Description
- Google™ Map It!
- Google™ Site Search

## Upgrade Opportunities:

- 1 Guaranteed position with category sponsorship
- 2 Add a video to your listing



**20/20 Technical Advisors, LLC**

Jack Kessler | email  
1200 W. 10th St.  
Indianapolis, IN 46203  
(317) 249-4100 ext1001

**Product & Service Categories**  
• Servers

## Basic Listing includes:

- Company Name
- Company Contact  
- Limited to one person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing  
- Limited to one category  
- Assigned by association