

**Our Targets Are Your Targets**

We have a unique channel to IT and C-level professionals in Asia who make the corporate the decisions about disaster recovery, crisis management, emergency notification, data backup, voice and data networks, off-site records protection, environmental health & safety (EHS) and human resources.

Our consulting, outsourcing and training services complement the products and services of our advertisers.

**Web Advertising**

**Creative**

FCP can help to design your advertisement in a recognised, [IAB format](#), or you may create it yourself. You may change the ad every 3 months, or 4 times a year.

For more, visit the [IAB site](#).

Banners are **120 x 240** pixels and may include Flash animation. File formats: jpeg, gif, animated gif. File size: <30 Kb

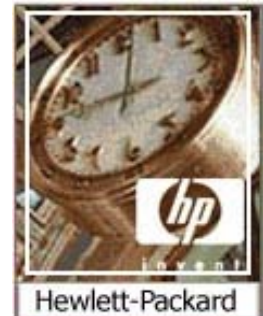
**Landing page**

Visitors who clicked on client's banner on FCP website will be directed to the landing page or a URL (link) given. The destination URL given must be one of the advertiser's and not take the visitor to any third party site (other than traffic data collection).

FCP will create the landing page on the website and the database with the fields: Name, Email, Company, and Country etc. If the landing page is placed on client's website, we will correspond with client's web designer or administrator to build the page. Database will be emailed to you automatically once the details are submitted on the page.

**Adserving**

FCP uses a commercial-grade adserving platform and monthly reports via this system can be generated for all advertisers. Advertisers can obviously track their own ads by "tagging" their creative with the appropriate tracking URL.



Hewlett-Packard



Continuity Central



BC Management



Strohl Systems



CISCO Recall

## Features

- Placement of one (1) 120 x 240 banner advertisement in "Our Sponsors" column on all major web pages. Rotation is ROS (run of site)
- Top advertising position rotates daily with other advertisers
- Two (2) exclusive electronic newsletter sponsorships
- Change your banner once every three (3) months
- Advertiser's banner will be placed on our Links page (see sample attached)  
[http://www.calamityprevention.com/bcp\\_links.php](http://www.calamityprevention.com/bcp_links.php)
- Monthly report of activity on banner advertisement on FCP's website

**Contract term of this advertising plan is one (1) year**

### Setup Service

- One (1) landing page design for banner redirection
- Design, build and maintain database of prospects who click on banner
- Design, build and maintain automated email alerts when prospect requests info
- One (1) 120 x 240 animated banner design + quarterly change of banner

**This development service is optional**

### Key Facts on Forbes Calamity Prevention (FCP) website

- **Number of page views** was **108,192** in 2006
- **Database** of **16,000** names – 60% of whom live in Asia
- **FCP Newsletter** invariably brings more visitors to our website.
- **FCP BCP Documents** are 'sanitized' versions of real documents that our consultants have prepared for real companies. Site visitors have downloaded **free sample documents from our site over 1,900 times** in 2006.  
[www.calamityprevention.com/bcp\\_docs.php](http://www.calamityprevention.com/bcp_docs.php).

### Contact Us

Questions, queries or comments?

If you like to talk with someone, talk with Wendy Leong. Her email address is [wendy@calamity.com.sg](mailto:wendy@calamity.com.sg)