

The McGraw-Hill Companies

# HOMELAND HSECURITY

## S O U R C E B O O K

**Deliver your marketing message to government and industry leaders who depend on The McGraw-Hill Companies Homeland Security Source Book Online for vital homeland security information.**

**The only comprehensive Homeland Security directory online organized by threat - solution categories.**

In 2003, The McGraw-Hill Companies published the inaugural edition of the The McGraw-Hill Companies *Homeland Security Directory*. To better reflect the scope of our expertise and our multi-media distribution, and to make continual updates, the product will now be online. Don't miss this chance to be a part of the new **McGraw-Hill Companies *Homeland Security Source Book Online*.**

**Many new features** will be included in the 2004 edition of the *Homeland Security Source Book Online*:

- *Detailed analysis of fiscal 2005 Department of Homeland Security budget*
- *Expanded threat-solution categories with specific products and services*
- *More than 4,000 company listings*
- *Industry outlook feature story*
- *Homeland Security Conference & Show Calendar*

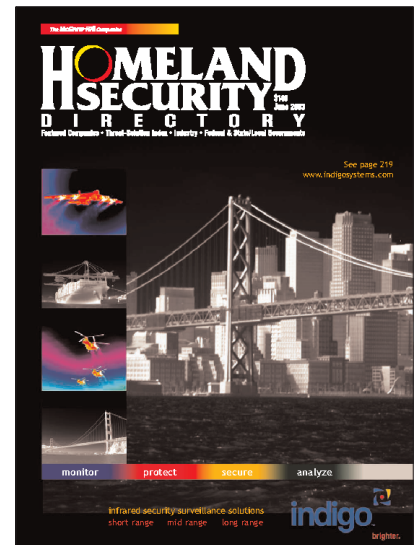
### **Unlimited Visibility Online**

Make sure your message is seen in the largest, most comprehensive Homeland Security resource available in the market. Target your marketing message to a government and industry audience who access homeland security information online. An exclusive group of 15,000 premier decision makers reference the product millions access it online. This online product is available directly at [mcgraw-hill-homelandsecurity.com](http://mcgraw-hill-homelandsecurity.com) and is linked to all McGraw-Hill affiliate websites.

### **Targeted Online Search Capabilities By Segment**

With a specific industry segment breakdown with search capabilities, your message can be specifically tailored to your audience.

- Threat/Solution
- Company
- Geography
- Company Capabilities



### **Access information from all major industry segments**

The McGraw-Hill *Homeland Security Source Book Online* features listings of companies and organizations that provide products and services for this burgeoning market. The source book online features essential data, covering all segments of the market, drawn from the expertise of The McGraw-Hill Companies – Aviation/Aerospace and Defense, Construction, Architecture and Design, Healthcare and Energy and will include a wide range of useful data including:

- *Government index with contact names categorized by hierarchy; Federal and State/Local listings, organizations and agencies*
- *Easy-to-locate market sector categories*
- *Quick-reference statistics and graphs on industry/market size and demand*
- *Indices with contact information*

The *Source Book Online* contains specific industry segments producing and/or buying products used in homeland security preparedness, response, recovery & mitigation . This is the only reference guide available that has data and related information focusing on all of these vital elements of homeland security:

- Border & Port Security
- Communications
- Consulting & Special Services
- Corporate/Industrial Infrastructure Protection
- Education/Training
- Emergency Management
- Information Technology
- Law Enforcement
- Public Health
- Recruitment
- Transportation Security

### **Advertise With the Leader in Directories and Databases**

Your message won't be missed in the McGraw-Hill Companies *Homeland Security Source Book Online*. For more than 90 years, The McGraw-Hill Companies has published directories and reference guides that consistently deliver critical and accurate reference data and information. This guide is built from The McGraw-Hill Companies' leading brands that include *BusinessWeek*, *AVIATION WEEK*, *Engineering News-Record*, *Architectural Record*, *Sweet's*, *Healthcare Informatics* and *Platts*, with credible and insightful content from industry experts and our outstanding editors and writers.

**Advertise. List. Succeed.** Find out more about this industry leading database, contact Tim Yocom, 212.904.4697 or [tim\\_yocom@AviationNow.com](mailto:tim_yocom@AviationNow.com).