

# Supply & Demand Chain<sup>®</sup>

Global Solutions for Supply Chain ROI *Executive*

**2014**

Media Planner

[www.SDCExec.com](http://www.SDCExec.com)

## Highest Number of Executives

With a qualified circulation of 53,309\*subscribers, 56,224\*\*\*\* monthly website page views and 51,572\*\*\* e-newsletter recipients of our twice weekly e-newsletter, Supply & Demand Chain Executive reaches C-level executives, vice presidents and line-of-business leaders, including those at Fortune 1000, global 2000, midsize

and small enterprises.\*\*\* Truth be told, we reach the highest number of corporate executives of any supply chain magazine.\*\*\* These are the supply chain technology leaders that select solutions and service providers, and sign the checks—these are your potential clients.

## Mission-Critical Editorial

We deliver targeted editorial to executives actively searching for solutions to their supply chain challenges. Supply & Demand Chain Executive is the executive's user manual for successful supply chain transformation. Our hard-hitting analyses, viewpoints and unbiased case studies steer executives and supply management professionals through the complicated world of supply chain enablement. And we

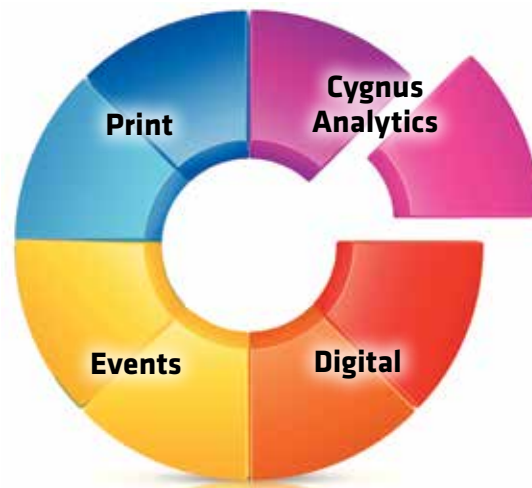
are the ONLY magazine and website in our industry covering the entire global supply chain that focuses on ROI, professional development and change management, all in a solutions-based format. Our readers rely on our targeted editorial to solve their supply chain challenges.

## High-Impact Marketing Channel

Advertising in Supply & Demand Chain Executive gives you more opportunities to reach executive decision-makers and can be the first step on the road to more sales. Looking for leads? Trying to drive greater traffic to your website? In a recent survey\*\*, almost 62% of our readers said that an ad in Supply & Demand Chain Executive had prompted them to seek more information from the advertiser's website. And more than three quarters (78%) had requested information, discussed an ad with a colleague, or bought and recommended the purchase from seeing the advertisers in the magazine. These are the leads that you need to start the sales process and close the deal. Opportunities include, but are not limited to, white papers, case studies, lead-generation programs, Cygnus analytics and advertising in our digital channels.

## The Bottom Line

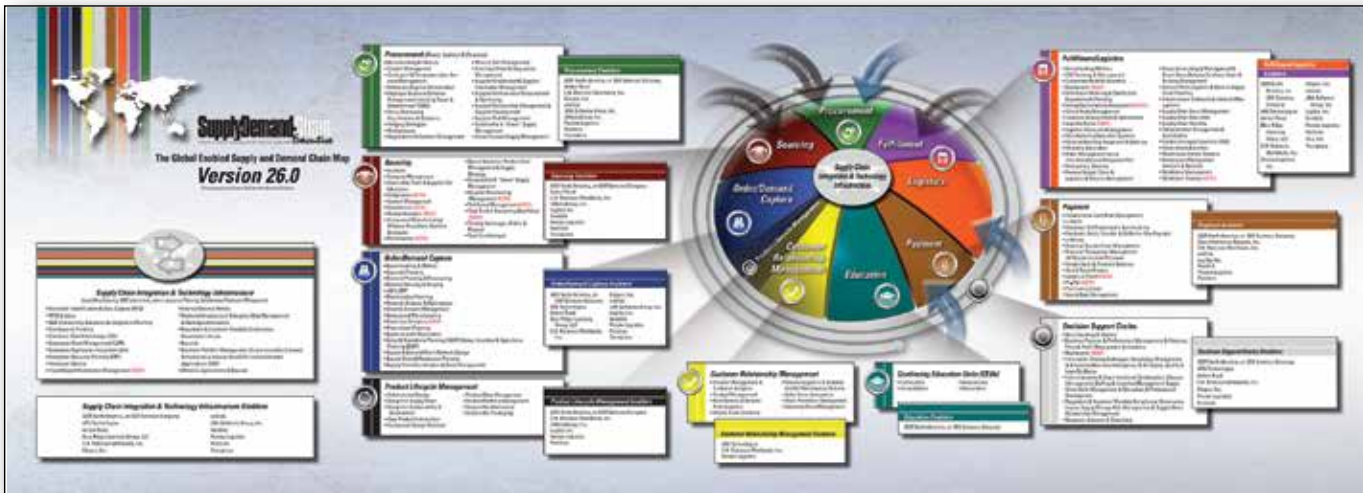
Since 2000, our readers have turned to us to gain a competitive advantage. Supply & Demand Chain Executive can be your competitive advantage in reaching these key executives. Supply & Demand Chain Executive offers advertisers the unique opportunity to get in front of senior decision-makers who are actively seeking solutions to enable their supply and demand chains—and who have the money to spend on these projects. Our unparalleled editorial is focused on giving these executives the information they need to ensure ROI on their investment in supply chain technologies. And our exclusive access to the executive suite ensures your ROI on advertising in Supply & Demand Chain Executive. There are numerous vehicles to help you reach these high-powered decision-makers. You can do it through our print magazine, our website, our e-newsletter, white papers, case studies, lead-generation programs and so much more!



\*Source: June 2013 BPA Statement  
 \*\*Source: SDCE Reader Survey, May 2013  
 \*\*\*Source: Publisher's own Data  
 \*\*\*\*Source: Google Analytics



# Purchasing Influence



Readers shared their companies' plans for investing in supply and demand chain enablement in the following areas within the next 18 months\*\*:

- Supply chain planning 41%
- Demand planning & forecasting 46%
- Supplier relationship management 44%
- Procurement 42%
- Sourcing 38%
- Business process management 41%
- Business performance management 40%
- Warehouse management 36%
- Order management 35%
- Enterprise resource planning 22%
- Transportation management 36%
- Spend analysis 39%
- Global trade management 24%
- Reverse logistics/returns management 21%
- Supply chain management 28%

• **When asked what their companies' budgets were for their supply chain initiatives—**

**26%** said they have \$1 million or more to spend.\*\*

• **When asked what actions have you taken as a result of seeing an advertisement in Supply & Demand Chain Executive—**

**78%** had requested information, discussed an ad with a colleague, bought or recommended the purchase of a product from seeing the advertiser in the magazine.\*\*

• **When asked how the Global Enabled Supply & Demand Chain Map helped them—**

More than **84%** said it helped them understand the supply and demand chain process, and helped them explain the processes to others in their company.\*\*

**SDCE** is the only magazine and website in our industry covering the entire global supply chain, focusing on ROI, professional development and change management, all in a solutions-based format. Our 53,309\* C-level and line-of-business executive subscribers rely on our mission-critical editorial to solve their supply chain challenges.

\*Source: June 2013 BPA Statement  
 \*\*Source: SDCE Reader Survey, May 2013

# 2014 Editorial Calendar

| MONTH   | FEATURES  | INDUSTRY FOCUS   | GLOBAL FOCUS  | PROFESSIONAL DEVELOPMENT  | ROI CASE STUDIES & BEST PRACTICES  | BONUS DISTRIBUTION<br><small>based on 2013 schedule</small>  |
|---|---|--|---|---|--|--|
| <b>PRINT BOOK</b>   |   |  |   |   |  |  |
| MARCH<br>Ad Close-2/11/14<br>Artwork Due-2/14/14              | Pros to Know:<br>Honoring Supply & Demand Chain's Best & Brightest<br>Special Supplement: Global Enabled Supply & Demand Chain Map 27.0   | Chemicals  | Mining and Conflict Minerals: Preparing for the enactment of Dodd-Frank | Finding the right employees at the right time for the right job                       | <ul style="list-style-type: none"> <li>• Demand Planning</li> <li>• Free Trade Agreements</li> </ul> | <ul style="list-style-type: none"> <li>• SCOPE East</li> <li>• Aberdeen Supply Chain Management Summit</li> <li>• Sales &amp; Operations Planning</li> <li>• ARC Advisory Group</li> </ul> |
| <b>SPECIAL</b> MAY<br>Ad Close-4/16/14<br>Artwork Due-4/21/14 | Exclusive Focus:<br>Risk Management   | Many more companies are looking at their suppliers and beginning to understand why complete visibility, flexibility and transparency across their entire multi-tier global networks are vital. After all, the issue is not what will happen, it's when will it happen? And are you prepared? |   |   |  | <ul style="list-style-type: none"> <li>• CIO Retail Summit</li> <li>• Supply Chain Senate</li> <li>• The Logistics and Supply Chain Forum</li> </ul>                                       |
| JUNE<br>Ad Close-05/15/14<br>Artwork Due-05/20/14             | Supply & Demand Chain Executive 100:<br>Highlighting companies that stand out with their solutions and services   | Wholesale Distribution   | Global Commodities Hotspots   | College and University Supply Chain Programs  | <ul style="list-style-type: none"> <li>• Food and Beverage</li> </ul>                                | <ul style="list-style-type: none"> <li>• SCOPE West</li> <li>• Supply Chain World North America</li> <li>• CIO Retail Summit</li> </ul>  |
| SEPTEMBER<br>Ad Close-08/05/14<br>Artwork Due-08/08/14        | Procurement: Making sure the right people, processes and technology are in place<br>Special Supplement: Global Enabled Supply & Demand Chain Map 28.0   | Healthcare: The health-care and pharmaceuticals supply chain is growing more complex. As the Patient Protection and Affordable Care Act goes into effect, what will it mean to the supply chain?   | Brazil  | Mentoring: Forming relationships between seasoned veterans and supply chain newcomers | <ul style="list-style-type: none"> <li>• Logistics</li> <li>• S&amp;OP</li> </ul>                    | <ul style="list-style-type: none"> <li>• International Trade Compliance Conference</li> <li>• Supply Chain Senate</li> <li>• ITAR Boot Camp</li> <li>• CSCMP</li> </ul>                    |
| DECEMBER<br>Ad Close-10/30/14<br>Artwork Due-11/03/14         | Green Supply Chain Award: Recognizing small, midsize and large enterprises that have leveraged technology to drive "green" improvements in their supply chains<br>Delivering on the Holidays: Preparing the supply chain for the holiday season | CPG  | Shipping from International Ports                                       | Continuous personal improvement:<br>Staff development strategies                      | <ul style="list-style-type: none"> <li>• ERP</li> <li>• Retail</li> </ul>                            | <ul style="list-style-type: none"> <li>• Supply Chain and Logistics Summit North America</li> <li>• The Logistics and Supply Chain Forum</li> <li>• CPO Exchange</li> </ul>                |

## Features

Highlight the critical trends affecting the supply chain, including the leading threats and top opportunities for your company's supply chain, as well as new tools and practices for supply chain transformation, consisting of technologies and processes to give your supply chain a competitive edge.

## Industry Focus

Provides insights into the latest supply chain developments for specific industry segments.

## Global Focus

Tackles the supply chain challenges and opportunities in a specific region of the globe, or covers a particular trend in the global supply chain.

## Professional Development

Offers insights into the critical skills necessary for supply chain executives, with a focus on certifications, university-level educational programs and continuing education opportunities.

## ROI Case Studies & Best Practices

Spotlight supply chain best practices in action as we feature companies reaping the benefits of implementing new processes and technologies in their supply and demand chains.

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| MONTH                    | FEATURES   | INDUSTRY FOCUS   | GLOBAL FOCUS                                    | PROFESSIONAL DEVELOPMENT   | ROI CASE STUDIES & BEST PRACTICES   |
|--------------------------|--|--|---|--|---|
| <b>ONLINE EXCLUSIVES</b> |  |  |   |  |   |
| JANUARY                  | S&OP Update: Leveraging best practices for successful sales and operations planning                            | Transportation   | Russia  | Tactical vs. Strategic:<br>Dividing your supply chain organization into tactical and strategic teams | <ul style="list-style-type: none"> <li>• Logistics</li> <li>• Sourcing</li> </ul>     |
| FEBRUARY                 | Supply Chain Security:<br>Taking advantage of technology   | Automotive   | Off-shoring, Near-shoring and Re-shoring Update | In-house and Online Supply Chain Training  | <ul style="list-style-type: none"> <li>• e-Payments</li> <li>• Forecasting</li> </ul> |
| APRIL                    | WMS Update<br>Energy, Transportation and Logistics: Cutting energy use while maintaining delivery requirements | Healthcare   | Emerging Markets                                | Change Management  | <ul style="list-style-type: none"> <li>• Financial Supply Chain Management</li> </ul> |
| JULY                     | Product Lifecycle Management:<br>What are the solutions?   | Government Sector with a focus on the U.S. Department of Defense | Global Supplier Performance Management          | Job Market Outlook:<br>Where are the supply chain jobs?  | <ul style="list-style-type: none"> <li>• 3PL</li> <li>• Demand Planning</li> </ul>    |
| AUGUST                   | Supply Chain Management:<br>Building more efficient processes across your supply chain                         | Chemicals  | Southeast Asia                                  | Developing Procurement Professionals   | <ul style="list-style-type: none"> <li>• Payment Automation</li> </ul>                |
| OCTOBER                  | 3PL Update: Where are the next big opportunities?  | Retail and Apparel   | Latin America                                   | Adapting to and Taking Advantage of Changing Technology  | <ul style="list-style-type: none"> <li>• Inventory Management</li> </ul>              |
| NOVEMBER                 | Reverse Supply Chain   | Pharma   | China   | Mergers & Acquisitions Update:<br>How do supply chains adapt?  | <ul style="list-style-type: none"> <li>• Spend Analysis</li> </ul>                    |

# Circulation

# Connecting You to the Decision-Makers



**Supply & Demand Chain Executive** provides mission-critical editorial while penetrating deep into the market.

With a qualified circulation of 53,309\* subscribers, 56,224\*\*\*\* monthly website page views and 51,572\*\*\* e-newsletter recipients, Supply & Demand Chain Executive has the deepest penetration of corporate executives of any supply chain magazine and affiliate website.\*\*\* Our subscribers include those at Fortune 1000, Global 2,000, midsize and small enterprises.\*\* In fact, we reach the highest number of corporate executives of any supply chain magazine.\*\*\* These are the supply chain technology leaders who sign the checks for select solutions and service providers—YOUR POTENTIAL CUSTOMERS.

Total Qualified Circulation **53,309\***

\*Source: June 2013 BPA Statement

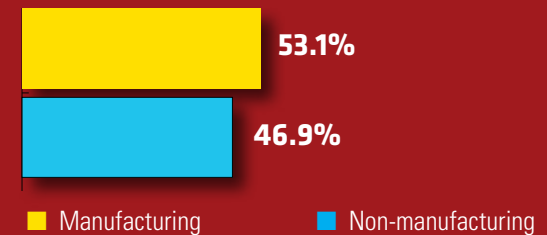
\*\*Source: SDCE Reader Survey, May 2013

\*\*\*Source: Publisher's own data

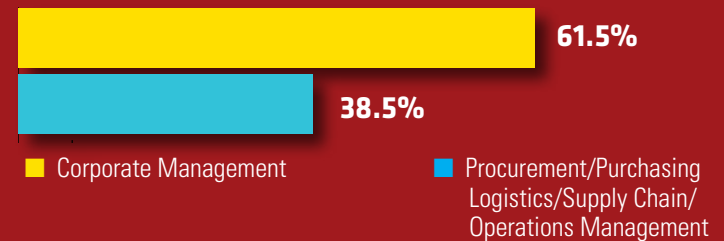
\*\*\*\*Source: Google Analytics

**Supply & Demand Chain Executive** 2014 Media Planner

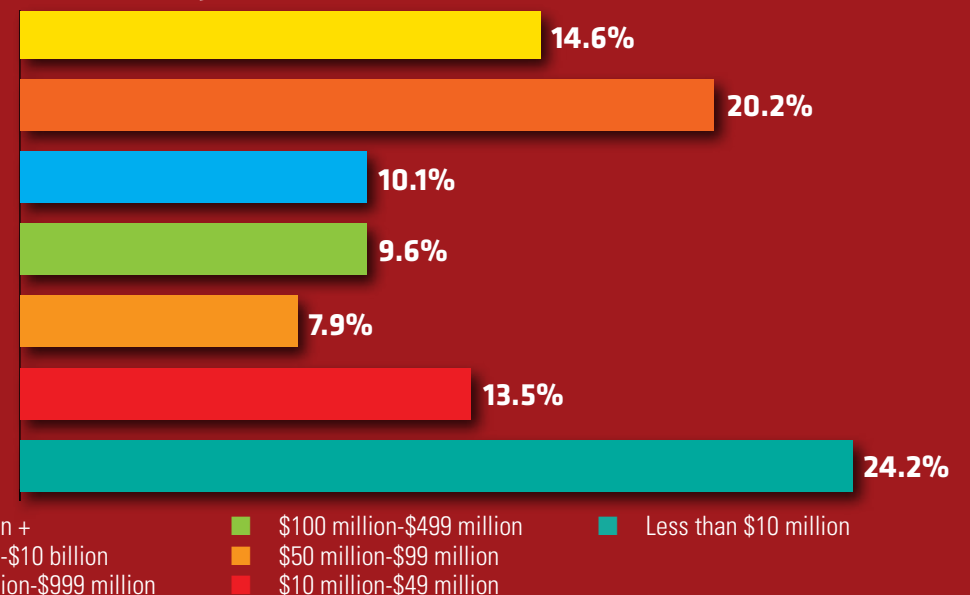
## Primary Business of Supply & Demand Chain Executive Audience by Industry \*



## Job Titles\*



## Annual Company Revenues\*\*



■ \$10 billion +  
■ \$1 billion-\$10 billion  
■ \$500 million-\$999 million  
■ \$100 million-\$499 million  
■ \$50 million-\$99 million  
■ \$10 million-\$49 million  
■ Less than \$10 million

## Supply & Demand Chain Executive provides intelligence and decision-making information to leading executives at companies like these. Partner with us and you can, too!

3M  
Abbott Laboratories  
Advanced Auto Parts  
Advanced Micro Components  
Advanced Microwave Inc.  
AES  
Affiliated Computer Services  
Affiliated Healthcare Systems  
AGCO Corporation  
Air Products And Chemicals  
Alcoa  
American Express  
American International Tooling  
Amgen  
Aramark  
Arrow Electronics  
Avery Dennison  
Avon Products  
Baker Hughes  
Bank Of America  
Baxter International  
The Boeing Co.  
Boston Scientific  
Bristol-Meyers Squibb  
Burlington Northern Santa Fe  
C.H. Robinson Worldwide  
Campbell Soup  
Cardinal Health  
Caterpillar  
Ch2m Hill  
Chevron  
Cisco Systems  
Citigroup  
Clorox  
Cms Energy Corp.  
Coca-Cola  
Commercial & Industrial Elec.  
Commercial Aerospace Support  
Commercial Business Machines  
Commercial Crating Co.  
Commercial Equipment & Sales  
Commercial Landscape & Supplies

Commercial Metals Company  
Commercial Petroleum Corp.  
Commercial Vehicle Group  
Community Health Ctr  
Community Health Plan Of WA  
Community Health Systems Inc.  
Computer Sciences  
Conagra Foods  
Consolidated Container LP  
Consolidated Instrument Inc.  
Consolidated Laboratories Inc.  
Consolidated Pipe  
Constellation Energy Group  
Continental Airlines  
Continental Industries  
Continental Meat & Sausage  
Continental Midland  
Continental Refrigerated Srv.  
Continental Services Inc.  
Corning, Inc.  
Costco Wholesale  
Cummings Inc.  
CVS Caremark  
Dana Holding Corporation  
Danaher Corp.  
Darden Restaurants  
Dean Foods Company  
Deere & Company  
Dell  
Dollar Tree Stores Inc.  
Dominion Resources  
Domtar Inc.  
Dover Corporation  
Dow Chemical  
Eastman Kodak  
Eaton  
Ecolab  
Emc Corporation  
Emerson Electric  
Energy Future Holdings  
Exelon Corporation  
FPL Grouping

Gannett Co.  
Gap Inc.  
Gilead Sciences Inc.  
Goodrich  
Goodyear Tire & Rubber  
Halliburton  
Hewlett Packard  
Honeywell International  
HP  
IBM  
Illinois Tool Works  
International Paper  
ITT  
J.C. Penney  
Johnson & Johnson  
Jonsson Controls  
JP Morgan Chase  
KBR  
Kellogg Company  
Kimberly Clark  
Kinder Morgan  
Kraft Foods  
Kroger  
L-3 Communications Microdyne  
Lear Corp.  
Limited Brands  
Lockheed Martin  
Lowe's  
Macy's  
McDonalds Corp.  
Mckesson  
Meadwestvaco  
Medtronic  
Merck  
MetLife Inc.  
Mgm Mirage  
Microsoft  
Mohawk Industries  
Monsanto  
Morgan Stanley  
Motorola  
Nash Finch Company

National Oilwell Varco  
Nationwide Beauty & Barber  
Nationwide Distribution Services  
Newell Rubbermaid  
Nike  
Nordstrom  
Northrop Grumman  
OfficeMax  
Omnicare  
Owens & Minor Inc.  
Owens Illinois Inc.  
Paccar Inc.  
Parker Hannifin  
Pepsi Bottling Group  
Pepsi Co.  
PetSmart  
Pfizer  
Pilgrims Pride  
PPG Industries  
Procter & Gamble  
Progressive Auto  
Progressive Foundry  
Progressive Health Care  
Prudential Financial  
Raytheon  
Ross Stores  
Safeway  
SAIC  
Sara Lee  
Sears Holdings  
Shaw Group  
Staples  
Stryker  
Sun Microsystems  
Supervalu  
Sysco  
Target  
Tenet Health Care  
Texas Instruments  
Textron  
The Home Depot  
The McGraw-Hill Companies

The Pepsi Bottling Group  
The PNC Financial Services Group  
The Shaw Group  
The Sherwin-Williams Company  
Thermo Fisher Scientific  
Time Warner  
Union Pacific  
United State Chamber Of Commerce  
United Technologies  
Unitedhealth Group  
UPS  
VF Corporation  
Viacom  
Visteon Corporation  
Wal-Mart Stores  
Walt Disney Parks & Resorts  
Western Digital Corp.  
Whole Foods Market  
Xerox Corp.

## Engaged Audience\*\*

When asked how many people other than yourself read your copy of *Supply & Demand Chain Executive*:

- Over **55%** pass the copy along to others

When asked how much time do you spend reading each issue of *Supply & Demand Chain Executive*:

- Over **60%** spend more than 30 minutes reading each issue!



# Digital Advertising Opportunities

## Bringing your company to the awareness of our executive audience

### Lead Generation

#### Including White Papers and Case Studies

Generate qualified sales leads by marketing your white papers and case studies to our email list of 42,996\* industry executives. List selects available.

### TRACKtion Leads

Combine direct marketing with social media and primary research to generate highly qualified leads that convert into sales.

The best way to know if your brand messaging is gaining traction is to track who's seeing your message in the marketplace. The TRACKtion Leads program provides complete campaign transparency. Receive report on progress, engagement and results.



### Sponsored Research

Generate leads with a program—exclusive to print advertisers—that combines website, email and print exposure to your white papers, case studies and industry research.

### Channels

#### SDCExec.com now offers channel integration!

- Dominate your **key market segment**
- Ads are delivered on:
  - Channel "home" pages
  - Channel "section" pages
  - Next to **channel-relevant content** *site-wide*
  - In the SDCE **Buyer's Guide**
  - In **channel e-newsletters**
- Market focus increases engagement, resulting in **dramatically higher click-through rates**

### All New Buyer's Guide

#### What's new?

- Visitors love the new site (March 2013 relaunch)
  - Responsive design means **content automatically fits each visitor's device**
  - Easy navigation
  - Faster access to relevant information; site preloads information based on visitor interaction
  - No special apps to download
  - **GET INFO NOW!** button *speeds product and purchase requests to the manufacturer or distributor*
- Contact us today for rates.



### Website Ad Sizes

We accept ads in .GIF, .JPG and Rich Media formats. Other formats must be tested and approved on a case-by-case basis.

#### Maximum file size:

- **Top Leaderboard** – 970 x 90 – 40K max file
- **Top Medium Rectangle** – 300 x 250 – 40K max file
- **Secondary Medium Rectangle** – 300 x 250 – 40K max file
- **Large Skyscraper** – 300 x 600 – 40K max file
- **Bottom Leaderboard** – 970 x 90 – 40K max file
- **Page Peel** – 75 x 75 / 500 x 500 – 400K–30K max file
- **Wallpaper** – 1658 x 1058 – 20K max file
- **Welcome Ad** – 550 x 480 – 30K with images, 40K for flash

Contact your sales rep today for more information.

\*Source: Publisher's own data





# Digital Advertising Opportunities

**e-Newsletters** **Web Seminars** **Custom Surveys** **Videos** **Channels** **Exclusive e-Blasts**

## e-Newsletter Sponsorships

Every Wednesday and Friday, **Supply & Demand Chain Executive** delivers to our most dedicated subscribers an e-mail newsletter that contains headlines and summaries to the week's news and feature story highlights from **SDCExec.com**. Each e-newsletter is an opportunity to reach a growing number of subscribers through text, banner, button and box ads.

- Top Banner – 468 x 60
- Skyscraper – 120 x 600
- Mid-Page Banner – 468 x 60
- Bottom Banner – 468 x 60
- Medium Rectangle – 300 x 250
- Text Ad – logo and description
- Button – 120 x 120

## Web Seminars

Partner with **Supply & Demand Chain Executive** to reach hundreds of influential business and thought leaders with your message. Our editorial and marketing teams work with you to determine the best way to build the appropriate content for your specific Web seminar topic and discuss how to generate audience appeal among our subscribers. Web seminar sponsorships include the following: customized promotional emails, e-newsletter promotions, streaming PowerPoint presentations for the event (video and product demonstration capabilities are also available as additional enhancements), one-year archiving of the event on our site for additional on-demand viewing, print promotional advertising and a detailed interactive demographic report of each Web seminar registrant (including their responses to polling questions and live Q&A as additional enhancements). On average, our subscribers participate in/attend 34 Web seminars each year. More than 80% of our audience participate in Web seminars each year.\*

## Custom Surveys

If you want to find out more about your customers or potential customers, don't rely on intuition. Let **Supply & Demand Chain Executive** ask them targeted questions to give you data that's specifically tailored to help drive your strategic planning and decision-making processes. Real-time reporting is included in the survey offering.

## Exclusive Email Blasts

**Supply & Demand Chain Executive** now offers a faster way to reach your customers and prospects with our Email Blast service. These exclusive e-Blasts are sent out each week to a growing number of subscribers. You can ensure your sales message was actually read while maximizing your ROI.

## Podcasts

This effective communication tool utilizes the news/talk radio concept and the Internet's delivery capabilities, allowing you to increase your marketing reach and visibility while building your lead generation database.

## Sound Bites Video

Tell the customer your story through 60-second "elevator pitch" videos. Let us help you with our expert team of videographers. Please call your sales representative for more details and pricing.



Web Seminars



e-Newsletter Sponsorships

## SDCExec.com Snapshot Supply & Demand Chain Executive

- e-Newsletter Subscribers-**51,572+\*\***
- e-Blast Subscribers-**42,996+\*\***
- Average Unique Monthly Visitors-**23,823+\*\*\***
- Average Monthly Page Views-**56,224+\*\*\***

\*Source: SDCE Reader Survey, May 2013  
\*\*Source: Publisher's own Data  
\*\*\*Google Analytics

# Digital Advertising Opportunities

## Video Network

Market your products uniquely and effectively—in action. The

### **Supply & Demand Chain Executive**

Video Network allows you to leverage the power of video to highlight your competitive advantages, showcase your customers using your products, and announce exciting new products or services coming to the market.

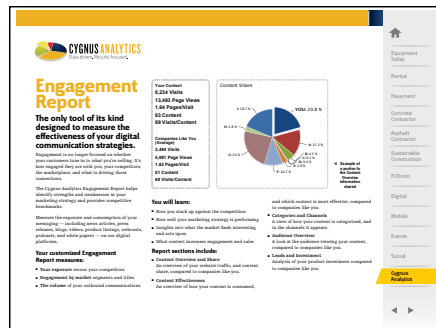


## Cygnus Analytics

### Engagement Measurement

Engagement is no longer focused on whether your customers tune in to what you are selling. It's how engaged they are with you, your competitors, the market in general and what is driving those connections.

Cygnus Analytics' Engagement Report helps identify strengths and weaknesses in marketing strategies, and provides competitive benchmarks. Find out how you stack up to your competition.



## Apps

Mobilize your company's assets with on-demand product information for your clients and potential clients who are on the go. Let us help you create your company's own app for smartphone and/or tablet users. Please call your sales representative for more details and pricing.



## Executive-level Integrated Corporate Programs

SDCE's executive-level integrated corporate programs help you to:

- Educate the marketplace while building brand awareness
- Create senior-executive awareness and support to accelerate your sales cycle
- Demonstrate thought leadership while driving leads to your sales staff

Corporate programs may include:

- Original research
- Survey development and execution
- White paper authoring and design
- Back-end lead generation opportunities (including HTML blasts, e-newsletters, Web seminars, podcasts, etc.)
- Custom publications

Call your sales representative for more details and pricing.

\*Source: Google Analytics  
\*\*\*Source: Publisher's own data

# 2014 Digital Rates

| Lead Generation  | Per Program     |
|--|-----------------|
| Exclusive e-Blasts                                     | \$3,820         |
| TRACKtion Leads (choose all leads or qualified only)   |                 |
| Base Fee   | \$3,500         |
| + Each Lead (All)                                      | \$20            |
| + Each Lead (Qualified Only)                           | \$40            |
| Sponsored Research—available only to print advertisers | \$2,650-\$6,050 |

| e-Newsletter Sponsorships    | Per Month |
|------------------------------|-----------|
| Top Banner 468x60            | \$4,542   |
| Skyscraper 120x600           | \$3,569   |
| Mid-Page Banner 468x60       | \$2,218   |
| Bottom Banner 468x60         | \$1,688   |
| Medium Rectangle 300x250     | \$1,470   |
| Text Ad—logo and description | \$1,531   |
| Button 120x120               | \$1,838   |

| Website Advertising   | Rates   |         |         |          |
|---|---------|---------|---------|----------|
|   | 1 Month | 3 Month | 6 Month | 12 Month |
| <b>Top Leaderboard</b> 970x90*<br>15% premium if expandable | \$4,542 | \$4,428 | \$4,201 | \$3,974  |
| <b>Top Medium Rectangle</b> 300x250                         | \$3,640 | \$3,549 | \$3,367 | \$3,185  |
| <b>Secondary Medium Rectangle</b> 300x250                   | \$2,484 | \$2,422 | \$2,298 | \$2,174  |
| <b>Large Skyscraper</b> 300x600                             | \$3,407 | \$3,321 | \$3,151 | \$2,981  |
| <b>Bottom Leaderboard</b> 970x90                            | \$1,090 | \$1,063 | \$1,008 | \$954    |
| <b>Page Peel</b> 75x75 / 500x500                            | \$5,223 | \$5,093 | \$4,832 | \$4,570  |
| <b>Wallpaper</b> 1658x1058                                  | \$5,732 | \$5,589 | \$5,302 | \$5,015  |
| <b>Welcome Ad</b> 500x480                                   | \$5,330 | \$5,197 | \$4,930 | \$4,664  |

\*Note: 728x90 (in the 970x90 position) is still supported

|                      | Tier 1  | Tier 2  | Tier 3  |
|----------------------|---------|---------|---------|
| <b>Buyer's Guide</b> | \$3,750 | \$2,625 | \$1,260 |

| Tablet Apps |                              |
|-------------|------------------------------|
| Custom App  | Available and priced per app |

| Web Seminars | Per Event         |
|--------------|-------------------|
|              | \$12,400-\$15,600 |

| Podcasts | Per Event |
|----------|-----------|
|          | \$3,500   |

| Video   | Per Month                      |
|---|--------------------------------|
| Sound Bites (60-second "elevator pitch" format) | \$770                          |
| Video Network                                   | \$1,720                        |
| Customized Video                                | Available and priced per shoot |

| Channels  | Channel Sponsorship (monthly per channel, 3 month minimum) |                    |                     |                    |                     |                    |
|---|--|--------------------|---------------------|--------------------|---------------------|--------------------|
|   | 3 Month  |                    | 6 Month             |                    | 12 Month            |                    |
|   | 100% Share of Voice  | 50% Share of Voice | 100% Share of Voice | 50% Share of Voice | 100% Share of Voice | 50% Share of Voice |
| Demand Management • WMS/Logistics • Global SCM • Integration/ERP • Payment • PLM • Sourcing/Procurement • Reshoring • Risk Management (All channels include a Tier One Online Buyer's Guide sponsorship at no additional cost.) |  |                    |                     |                    |                     |                    |
| Channel with Weekly e-Newsletter  | \$4,500  | \$3,100            | \$4,000             | \$2,600            | \$3,500             | \$2,300            |
| Channel without Weekly e-Newsletter   | \$3,700  | \$2,400            | \$3,300             | \$2,300            | \$2,900             | \$2,000            |

# 2014 Print Rates and Technical Specifications

## PDF

A hi-res PDF format is the preferred format for file submission.

## Accepted Native Page File Formats

InDesign, QuarkXpress 4/6.0, Photoshop, EPS, TIFF (no TIFF IT) and JPG (must be 300 DPI or higher). Ads should be created to correct ad size dimensions.

## Vector Art Programs

Adobe Illustrator.

## Photo Imaging Programs

Adobe Photoshop. Supply all images as either CMYK or grayscale high-res (300 dpi) images. Black and white line art should be in bitmap TIFF (1,200 dpi) format.

## Fonts

Postscript Type 1. Avoid using True Type fonts. LaserWriter "city" fonts (i.e. New York, Geneva, Chicago, etc.) cannot be used in production. Use stylized fonts: don't apply style attributes to basic fonts.

- All fonts, images/scans and logos/artwork must be embedded in the EPS or high-res PDF file that is sent
- Do not nest EPS files in other EPS files

## Media: MAC Format Only

Material accepted on CD, 100Mb Zip or DVD

## How to Get Your Files to Us

- CD-ROM
- Email: Please contact your production services representative for an email address. File(s) must not exceed 10Mb in size.
- FTP: If file(s) are larger than 10Mb, they can be sent via our FTP site at <http://webftp.cygnuspub.com>.

Detailed instructions are provided on the website.

## Production Contact Information

Suzette Schear, Production Services Representative  
800-547-7377, ext. 6260  
[Suzette.Schear@cygnus.com](mailto:Suzette.Schear@cygnus.com)

**Please note:** Cygnus Business Media is not responsible for, nor issues any make-goods for electronic ads that do not follow these guidelines.

## Agency Commission

15% of **gross** to recognized advertising agencies submitting material to specifications. Commission is disallowed if payment is not submitted within 30 days of invoice date. Commission applies to space, color and position charges. No agency commission on production or handling charges.

## Terms & Conditions

Production charges may be billed at a rate of \$85 per hour if applicable. Interest is charged if an invoice is not paid within 30 days. The rates are only guaranteed for the frequency herein. Changes and cancellations must be made in writing. No cancellations are permitted after closing date. Contract frequencies not met may receive a short rate. Cygnus Business Media is not responsible for either the content or the opinions expressed within paid advertisements, or for any errors they may contain. Publisher reserves the right to reject any advertisement deemed unsuitable for publication. Recognized advertising agencies are allowed 15% of gross billing, provided account is paid in full within 30 days.

Make your advertising stand out by utilizing one or more of these premium, high-impact advertising solutions:

- Belly band
- French door cover
- Gatefold cover
- Stickers
- Fold-out tabs
- Business reply cards
- Poly-bag ride-alongs

## 2014 Ad Rates

Four-Color Print Ad Rates (net) (include print and electronic versions, and three months of Sponsored Research lead generation for each ad placed)

| Ad Size         | 1x       | 3x       | 5x      |
|-----------------|----------|----------|---------|
| Full Page       | \$6,068  | \$5,838  | \$5,667 |
| 2 Page Spread   | \$11,033 | \$10,359 | \$9,994 |
| 1/2 Page Spread | \$7,022  | \$6,633  | \$6,140 |
| 2/3 Page        | \$4,634  | \$4,242  | \$4,049 |
| 1/2 Page Island | \$4,076  | \$3,953  | \$3,696 |
| 1/2 Page        | \$3,862  | \$3,738  | \$3,481 |
| 1/3 Page        | \$2,979  | \$2,817  | \$2,764 |
| 1/4 Page        | \$2,758  | \$2,667  | \$2,507 |
| 1/6 Page        | \$1,200* |          |         |

\* Does not include Sponsored Research value add

## Premium Positions

|                    |         |         |         |
|--------------------|---------|---------|---------|
| Back Cover         | \$6,620 | \$6,256 | \$5,945 |
| Inside Front Cover | \$6,422 | \$6,138 | \$5,881 |
| Inside Back Cover  | \$6,422 | \$6,138 | \$5,881 |

## Print Ad Dimensions

### 2 Page Spread

|                           |           |
|---------------------------|-----------|
| Full Page Spread Bleed    | 16" x 11" |
| Full Page Spread No Bleed | 15" x 10" |

### Full Page

|                    |              |
|--------------------|--------------|
| Full Page No Bleed | 7" x 10"     |
| Full Page Bleed    | 8 1/8" x 11" |

### Ad Size

|                                     |  |
|-------------------------------------|--|
| 2/3 Page                            |  |
| 1/2 Page Spread Bleed               |  |
| 1/2 Page Spread No Bleed            |  |
| 1/2 Page Standard                   |  |
| 1/2 Page Horizontal                 |  |
| 1/2 Page Vertical                   |  |
| 1/3 Page Standard                   |  |
| 1/3 Page Horizontal                 |  |
| 1/3 Page Vertical                   |  |
| 1/4 Page Standard                   |  |
| 1/4 Page Horizontal                 |  |
| 1/6 Page Standard (special section) |  |

### Image Area

|                  |
|------------------|
| 4 5/8" x 10"     |
| 16" x 5 7/8"     |
| 15 1/8" x 5 1/4" |
| 4 5/8" x 7 3/8"  |
| 7" x 4 7/8"      |
| 3 3/8" x 10"     |
| 4 5/8" x 4 7/8"  |
| 7" x 3 3/8"      |
| 2 1/4" x 10"     |
| 3 3/8" x 4 7/8"  |
| 4 7/8" x 3 3/8"  |
| 2 1/4" x 4 7/8"  |

All sizes are measured width by height.



# Supply & Demand Chain<sup>®</sup> *Executive*

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**Put the whole Cygnus team to work for you...**

Cygnus Business Media reaches millions of professionals annually. As one of America's top business-to-business media companies, Cygnus is leading the way in providing targeted content to top decision-makers and organizations. The company's initiatives and organizational architecture are built with one goal—fully engaging audiences in Aviation, Building & Construction, Public Safety & Security and Agriculture vertical markets, and a variety of other industries.

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