GL&SCS 2004 RATES & MECHANICAL DATA

Global Logistics & Supply Chain Strategies Display Advertising – (U.S. Dollars)

Black & White	1x	3x	6x	9x	12x	18x	24x	30x	36x
Full Page	$7,290	$6,960	$6,560	$6,270	$5,880	$5,560	$4,970	$4,560	$4,190
2/3 Page	5,380	5,140	4,770	4,630	4,280	3,990	3,490	3,160	2,970
1/2 Page (isl., vert., horiz.)	4,180	3,970	3,760	3,590	3,360	3,120	2,690	2,390	2,090
1/3 Page	3,070	2,930	2,790	2,690	2,390	2,280	1,930	1,630	1,390
1/4 Page	2,480	2,380	2,260	2,130	1,960	1,830	1,530	1,220	1,070
1/6 Page	1,840	1,790	1,640	1,560	1,460	1,420	1,270	960	790
1/8 Page (Showcase)	1,290	1,090	890	790	690	590	490	390	290

Bleed: $250 per page

Color

Standard AAAA	$670
Matched Color	770
4-Color Process	1,880
4-Color Process Spread	2,590

Premium Positions

Cover Two	extra 20%
Cover Three	extra 10%
Cover Four	extra 25%
T.O.C	extra 10%
Editor's Column	extra 10%

All rates are gross

Supplied Inserts

Use standard size or fold-out inserts to promote your complete line of products or services. Prices coincide with maximum stock weight of 80 lb. Please contact your representative for page size, quantity, shipping information and special handling costs. Binding charges vary.

Business Reply Card	2-Page	4-Page	6-Page	8-Page	12-Page	16-Page	20-Page	24-Page
$6,970	$9,890	$14,990	$18,990	$22,390	$26,590	$31,890	$37,490	$43,990

Custom Publishing

GL&SCS magazine can write, manufacture and publish your own magazine, brochure or sales literature which can include case studies, columns from top management, interviews with your senior executives, etc. The product can be distributed as an insert within an issue of *GL&SCS* to either a segment or the entire circulation, with extra distribution to your company's own list as well as overruns sent to you for internal use. All manufacturing, distribution and editorial costs will be included. Costs vary according to specifications.

International Edition (Published Quarterly)



The international edition of *Global Logistics & Supply Chain Strategies* is air-mailed quarterly to 7,149 senior-level supply-chain management executives at companies outside of the United States. Each edition is made up of editorial features and reports from the domestic edition that are most appropriate for our international subscribers. Many of these subscribers have been loyal readers of *GL&SCS* since the magazine's inception in 1997. The international circulation is heavily concentrated in today's most industrialized nations. The majority of the magazine's readers are based in Western Europe, Asia, Latin America & Canada. Inquire with your sales representative for a specific breakdown by country, title and industry. Space closing dates: Spring, February 6; Summer, May 7; Fall, August 6; Winter, November 12. Material closing dates are one week later.

	1x	2x	3x	4x
Full Page 4-Color	$3,790	$3,590	$3,180	$2,890
1/2 Page 4-Color	$2,370	$2,160	$1,930	$1,790

GL&SCS domestic advertisers qualify for the 4x rate.
Premium positions and covers: Cover 2, Cover 3, Cover 4, Table of Contents: 10% extra

All rates are gross

Supply-Chain Calendar of Events Sponsorships (January Issue)



The Supply-Chain Calendar of Events provides a complete list of supply-chain and logistics-related trade shows, conferences, seminars and business courses presented in the coming year and is produced as a separate brochure inserted within the January issue. The Calendar of Events is also distributed at more than 10 industry events each year from January through June. (More than 2,500 additional copies.) Full page sponsorships are available for $6,700 net, 1/2 page sponsorships are $3,490 net. In addition to your advertisement placed within the Calendar of Events insert, all sponsors also receive the following; (1) A logo indicating sponsorship on the front cover; (2) Company name and web site address on all calendar pages; (3) A rotating banner on the Supply-Chain Calendar of Events web page at SupplyChainBrain.com for a period of six months from January 1 through June 30. There are a limited number of sponsorships available each year.

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Case Study Advertorials (July issue)



Advertisers are offered the opportunity to place case-study advertorials in a special section of the July issue entitled "Supply Chain Management Success Stories." Each advertorial can demonstrate how your specific solution or service has impacted a corporation's supply-chain efficiency. Advertisers are responsible for all copy and art work supplied to *Global Logistics & Supply Chain Strategies*. Each advertorial is produced by *GL&SCS* in a prearranged format. Consult your representative for layout options.

Rates: Full page, four-color advertorials are offered at US$3,900 net; Two-page spread, four-color advertorials are offered at US$6,900 net.

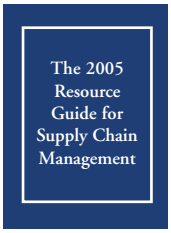
Vertical Solutions Advertorials (October Issue)



Vertical Solutions is an annual feature in the October issue of *GL&SCS* which addresses the latest innovations in industry-specific SCM solutions designed by companies with expertise in Retail, Consumer Packaged Goods, High-tech/Electronics, Process Manufacturing, Automotive and Food.

Advertisers are offered the opportunity to feature Vertical Solutions Advertorials, which each provide a detailed explanation of your company's expertise within a specific industry category. Your advertorial can include your history within the industry category, case studies and a client list. Advertorials are appropriately positioned after each of the six editorial sections which make up the Vertical Solutions feature. Vertical Solutions Advertorials are offered at the very low rate of $2,900 net for full pages (500 words) and $5,390 net for two-page spreads (1000 words). Each advertorial is produced by *GL&SCS* in a prearranged format. Advertisers are responsible for submitting all copy.

Corporate Profiles (December Issue)



The annual Resource Guide for Supply Chain Management is published in the December issue of *GL&SCS* magazine and is continually updated monthly on SupplyChainBrain.com. The Resource Guide is a complete directory of profiles from companies offering transportation, logistics, technology and consulting services for supply-chain management, with detailed information about each company, quick and easy product/service identifiers on each profile page and introductory charts by category of product or service which help our readers easily locate companies in specific categories of interest. A full page, four-color corporate profile is only $850 for *GL&SCS* advertisers, which includes all production and layout work. Each four-color profile is comprised of a 300-word company outline, company logo, corporate image, corporate headquarters location and name and title of the highest ranking corporate executive. All profiles are produced by *GL&SCS* in a prearranged format.

Event Preview Advertising

Executive Education is a regular department appearing in *GL&SCS* from February through November, providing executives with infomation on a variety of upcoming SCM events including a wide array of conferences, seminars and business courses. Advertise your participation at a specific event with a 1/4 page or 1/2 page 4-color event preview advertisement within this department. 1/4 pages are offered at $1,590 net, 1/2 pages are offered at $2,870 net.

Dimensions

	Inches Wide x Deep	CMS Wide x Deep
Standard Page	7 x 10	17.8 x 25.4
2/3 Page	4½ x 9½	11.4 x 24.2
1/2 Page (Isl.)	4½ x 7½	11.4 x 19.1
1/2 Page (Hor.)	7 x 4⅞	17.8 x 12.4
1/2 Page (Vert.)	3⅜ x 9½	8.6 x 24.2
1/3 Page (Vert.)	2 3/16 x 9½	5.7 x 24.2
1/3 Page (Hor.)	4½ x 4⅞	11.4 x 12.4
1/4 Page	3⅜ x 4⅞	8.6 x 12.4
1/6 Page	2 3/16 x 4⅞	5.7 x 12.4
1/8 Page (Showcase)	3½ x 2	8.9 x 5.1
Bleed Page*	8¾ x 11⅛	22.2 x 28.2
Trim Size	8½ x 10⅞	21.6 x 27.6
2 Pg. Spread Bleed*	17¼ x 11⅛	43.8 x 28.2
2 Pg. Spread Trim	17 x 10⅞	43.2 x 27.6

Keep live matter 5/8" (1.6 cm) from all trim

Digital files preferred. Please read the following carefully before submitting.

- **Send files created in the following applications only: QuarkXPress, Adobe Illustrator or Adobe Photoshop. WE CANNOT ACCEPT PDF FILES.**
- **Include all fonts, images/scans, logos and artwork used in the creation of the ad.**
- **High End File Formats: PICT, TIFF, JPEG or EPS at a minimum of 300dpi at 100% size of art. All images/scans must be in CMYK mode.**
- **Media: We can accept high density IBM or Macintosh formatted floppy disks, ZIP disks, 1.2GB JAZ disks, or CD ROM.**

Proofs: Proofs must be provided at 100% size. Color files must be accompanied by a color proof or film-based (Matchprint, Cromalin, Fuji, etc.) of the file.

If you cannot supply a digital file, please provide film negatives, right reading emulsion side down; Screen: Up to 133-line screen.

General Regulations

Agency Commission: 15% on gross if paid within 30 days. Production charges billed net.

Liability for contents of advertisements printed, as well as any claims arising from advertisements, is assumed entirely by advertisers and advertising agencies. Position of advertisement is at discretion of publisher, except where a special position has been acknowledged by publisher in writing.

Mailing Instructions

Send all materials to:

Keller International Publishing LLC
Attention: Jessica Whitebook, Production Manager
150 Great Neck Road; Great Neck, NY 11021
Phone: (516) 829-9210, Ext. 140
Fax: (516) 829-3591
E-mail: jwhitebook@kellerpubs.com

For a more detailed description of mechanical data visit www.supplychainbrain.com/mediakit/gls_media.htm