Global Logistics & Supply Chain Strategies
2005 Advertising & Marketing Services

Display Advertising – (U.S. Dollars)

Black & White	1x	3x	6x	9x	12x	18x	24x	30x	36x
Full Page	$7,490	$7,160	$6,760	$6,470	$6,090	$5,790	$5,120	$4,690	$4,390
2/3 Page	5,560	5,290	4,920	4,770	4,410	4,110	3,590	3,260	3,060
1/2 Page (isl., vert., horiz.)	4,290	4,090	3,880	3,690	3,460	3,220	2,760	2,460	2,160
1/3 Page	3,160	3,020	2,880	2,770	2,460	2,360	1,990	1,680	1,430
1/4 Page	2,560	2,480	2,330	2,190	2,020	1,890	1,580	1,260	1,090
1/6 Page	1,890	1,840	1,690	1,590	1,490	1,460	1,290	990	820
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%

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
$7,180	$9,890	$15,440	$19,560	$23,060	$27,390	$32,860	$38,620	$45,310

International Edition Display Advertising

	1x	4x
Full Page 4/C	$4,790	$4,090
1/2 Page 4/C	2,890	2,490

Supply Chain Management Resource Guide Display Advertising

Cover 2, Page 3 4/C	$14,760	T.O.C. Page 4/C	$9,890
Cover 4 4/C	$9,890	Intro Spread 4/C	$13,780
Cover 3 4/C	$7,960	Department Intro Pages 4/C	$8,970

All rates are gross

Advertorial Opportunities

Resource Guide Profiles



January — The annual Supply-chain Management Resource Guide is mailed in the beginning of January each year to over 50,000 subscribers to *Global Logistics & Supply Chain Strategies* (over 200,000 pass along readers) and is also distributed year round at over 20 industry events. Full-page 4-color Corporate Profiles within the Resource Guide are only $900 (net). Profiles include a 300-word company description, six product/service category listings, corporate logo, corporate address, contact information and the names and titles of the two highest ranking company executives.

Each corporate profile is also posted within the SupplyChainBrain.com supplier directory with links to specified locations on your company's web site.

Case Studies



July — Case Study advertorials in the **July** issue of *GL&SCS* will demonstrate how your specific solution or service has impacted a corporation's supply-chain efficiency. Each advertorial is produced by *GL&SCS* in a pre-arranged format. Full-page 4-color 500-word case study advertorials are offered at $3,900 (net).

CLM (CSCMP) Learning Exchange Previews



August — The **August** issue of *Global Logistics & Supply Chain Strategies* magazine features an in-depth preview of the CLM (CSCMP) annual conference. This special preview provides information on the conference's Educational Tracks, The Learning Exchange, The Executive Development Program and The Three General Sessions.

The Learning Exchange is an annual event at CLM that offers hands-on demonstrations of the latest logistics-related software & technology. Executives have the opportunity to meet with representatives from some of the world's leading universities, executive education programs, technology and software companies and executive recruitment firms at over 75 learning sites. If your company is one of this years participants in The Three Learning Exchange Tracks, you will be offered the opportunity to present a 1/2 page 200-word summary in the August issue preview of your specific demonstration at this years event for only $975 (net).

Domain Expertise Profiles



October — A domain expertise profile in the **October** issue of *GL&SCS* will provide a detailed explanation of your company's expertise within a specific industry vertical. Profiles can include case studies, your history within the industry category and a client list. These profiles are placed within our Vertical Solutions feature in the October issue, which addresses the latest innovations in industry-specific SCM solutions designed by companies with expertise in Retail, CPG, High-tech/Electronics, Process Manufacturing, Automotive and Food. Domain Expertise Profiles are offered at $3,900 (net) for full pages (500 words). Each profile is produced by *GL&SCS* in a prearranged format.

SupplyChainBrain.com Online Advertising

Standard Size Banners



Banner Size: 125 X 125 pixels. The rate for standard size banners is $50/1,000 impressions. You can select from the following options:

Pages	Guaranteed Monthly Impressions	Monthly Cost
5	10,000	$500
10	15,000	$750
15	25,000	$1,250
20+	40,000	$2,000

Skyscraper Banners



Skyscraper banners measure 120 x 240 pixels and are twice the size of standard banners on SupplyChainBrain.com. The rate for skyscraper banners is $65/1,000 guaranteed impressions. You can select from the following options:

Pages	Guaranteed Monthly Impressions	Monthly Cost
5	10,000	$650
10	15,000	$975
15	25,000	$1,625
20+	40,000	$2,600

Exclusive Department Sponsorships



Your logo and tag line can be placed underneath the headline of a specific departments' home page clearly indicating your company as the sole sponsor of that SupplyChainBrain department.

Size: 220 x 70 pixels **Rate:** $800/Month

Newsletter Advertisements



GL&SCS magazine publishes a variety of weekly and monthly newsletters, which are seen by over 20,000 executives each week. Your 50-word text ad, including a link to your specified location, can be placed within any weekly newsletter at a rate of $200/week or any monthly newsletter at a rate of $690/month.

Copy Size: 50 words of text + link

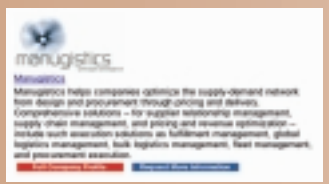
Online Magazine Sponsorships



SupplyChainBrain.com online magazines each feature a variety of articles published on a specific SCM business practice from today's most reputable SCM sources. Online magazines are updated monthly and include case studies, white papers, executive interviews, research and more. Sponsors contribute up to 20% of a magazine's content with articles the sponsor has produced on the specific subject matter. Sponsors also contribute all of the advertising, displayed in the form of right hand pages, which remain in full view while reading a particular article. (ad size: 245 x 385 pixels). Sponsors can submit a variety of advertisements, which will be placed opposite multiple articles. Both your content and your advertising, which can be changed on a monthly basis, will include hot links to various web locations at your request. SupplyChainBrain will track all activity to each online magazine including all specific page views and clicks. Please contact your sales representative for further details.

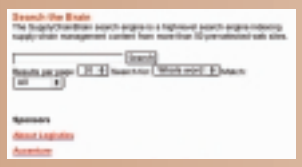
Annual Sponsorship Options	
1/4 Sponsorship	$4,000
1/2 Sponsorship	$7,900
Exclusive Sponsorship	$14,900

Directory Ads



You can enhance your company's SCBrain directory listing with your logo, icons linking viewers to a complete corporate profile and an assortment of headlines directing viewers to various articles published about your company at a variety of web locations. The listing will also include a request information icon, which will invite viewers to request specific information to be sent via mail, fax or email. Cost: $100/month.

Search Engine Sponsorships



Thousands of searches are conducted on SupplyChainBrain each week. The SupplyChainBrain search engine has the ability to index your website's complete content every time a search is conducted. The results page will show matches from your site on every search, thus creating more awareness of your company and driving more traffic to your website. A one year search engine sponsorship is available for $2,950.

All online advertising rates are gross

Lead Generation

Market Intelligence



Market Intelligence is an invaluable service which provides your company with qualified sales leads resulting from daily personal conversations with readers of *GL&SCS* magazine and visitors to SupplyChainBrain.com. Our Market Intelligence Division elicits information about each company's needs for specific products and services, and matches those needs to the products and services offered by our advertisers. Leads are conveyed by email with detailed information about each request, a complete description of the company including their history, recent developments, financial and employee information. Market Intelligence is offered year round for a fee of $5,000.

SupplyChainXchange



SupplyChainXchange is an organized forum of high-level sales meetings in private suites over a three-day period in Park City, Utah. The true value for vendors is in the qualification process, the matching process and the pre-event preparation. The editorial staff of *GL&SCS* magazine interviews over 1,000 companies each year in order to identify those with budgeted initiatives. Only those companies with current initiatives are invited to SupplyChainXchange. The staff then invites only vendors who can appropriately address the specific initiatives of each of the buyers. This matching process will determine the quantity of meetings for your company each year. Six weeks prior to the event, you will be provided detailed information about all initiatives of the buyers you will meet with in Park City, Utah in July. You will communicate with the buyers prior to the event in order for you to be well-prepared and at the most productive point in the sales cycle when your team arrives in Park City. The cost to reserve a spot at this event is $15,000. A final cost to your company is based on a price per meeting structure and is determined once your specific meetings are selected.

Custom Publishing

Brochures, Sales Literature, Advertorials, Magazines



GL&SCS magazine can write, manufacture and publish your own magazine, brochure, multi-page advertorial or sales literature which can include case studies, columns from your own experts, interviews with senior executives from your company, etc. The product can be distributed as an insert within an issue of *GL&SCS* to either a segment of, or the entire circulation, with extra distribution to your 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.

Custom Newsletter Blast



SupplyChainBrain.com can customize one of our own newsletters for your company (eg. Quickread, brought to you by "your company" and SupplyChainBrain.com). The newsletter would include your own company text or display ad and would be sent via email to 100 of your clients for a specified number of weeks throughout the course of the year. Cost: $650/week.

Reprints



Reprints of articles can be produced in print and/or as a PDF file. Reprints can be tailored to meet your specifications. You can combine multiple *GL&SCS* articles and you can add advertisements or logos if necessary. Please contact Carole Sheppard at csheppard@glscs.com for information.

Event Marketing

The Calendar of Events



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 2005 issue of *Global Logistics & Supply Chain Strategies.* A sponsorship includes: Full page 4-color advertisement within the printed calendar; logo indicating sponsorship on the front cover; company name and website address on all calendar pages; rotating banner on the Supply Chain Calendar of Events web page within SupplyChainBrain.com from January 2005 through April 2005. Cost: $6,700 net.

Event Preview Advertising



Executive Education is a regular department appearing in *GL&SCS* magazine from February through November, providing executives with detailed information on a variety of upcoming SCM events including a wide array of conferences, seminars and business courses. You can 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.

Literature Distribution



You can have your materials distributed as loose inserts within issues of *GL&SCS* magazine at select industry events throughout the year. Event distribution of up to 2,000 inserts per event are offered at a rate of $3/copy.

Speaking Opportunities

GL&SCS is affiliated with many industry events. Contact your local representative to inquire about potential upcoming speaking opportunities for your company's executives.

Research Center

Industry Studies/ Custom Surveys



The SupplyChainBrain Research Center conducts a variety of independent studies year-round. Executives who participate in the surveys have exclusive access to certain research made available on a quarterly basis. Participants are also all eligible to receive various prizes, which are offered in appreciation for their assistance. Your company may conduct its own study through the Research Center which can be posted for up to one year at a rate of $900/ survey.

Presentations

Live Webcasts



Live, interactive SupplyChainBrain webcasts are an effective way to communicate with senior supply chain management executives from around the world. Your webcast will be produced in cooperation with *Global Logistics & Supply Chain Strategies* & marketed to an estimated 200,000 readers of the magazine and 50,000 plus monthly visitors to SupplyChainBrain.com. Broadcast your message, interact with potential clients and gather data from and about your audience. Contact your local *GL&SCS* representative for details. Prices vary.

GL&SCS Ad Specifications & Material Instructions

Display Advertising

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 ALSO ACCEPT HI-RES PDF FILES.**
- **Include all fonts, images/scans, logos and artwork used in the creation of the ad.**
- **High End File Formats: PICT, TIFF (not TIFF-IT), JPEG, EPS or PDF files 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 supplied at 100%. Color files must be accompanied by a color proof. If files are submitted electronically, a proof must still be delivered to our Great Neck office.

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 Director
150 Great Neck Road; Great Neck, NY 11021
Phone: (516) 829-9210, Ext. 140
Fax: (516) 829-5414
E-mail: jwhitebook@kellerpubs.com

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

Advertorials

All Advertorials are produced by *GL&SCS* magazine in a pre-arranged format. Please send all copy and art work to Jill Stelmack; jstelmack@kellerpubs.com at least one week prior to the material closing date for the specific issue. Please provide an e-mail or fax number in order for us to send back a proof for your final approval.

Advertorial Material Required

SCM Resource Guide Profiles (January): 300 words, company name, six product/service category listings, logo, address, names and titles of the two highest ranking executives

Case Studies (July): 500 words, logo, headline

CLM (CSCMP) Learning Exchange Previews (August): 200 words, company name and logo

Domain Expertise Profiles (October): 500 words, company name, logo and client list

SupplyChainBrain.com Online Advertising

Banners: Please send all SupplyChainBrain.com insertion orders to your *GL&SCS* representative prior to sending online material. All banners, logos and online magazine ads must be sent to Jill Stelmack at jstelmack@kellerpubs.com. Newsletter ads should be sent to Melissa Kay at mkay@glscs.com. Material is due one week prior to your program or advertising start date.