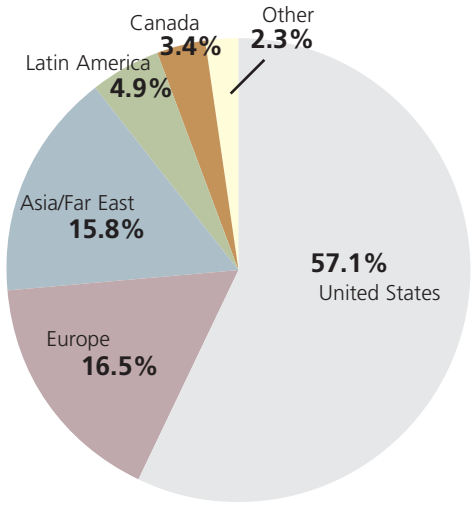
GL&SCS Digital Edition Advertising

In April 2005, *Global Logistics & Supply Chain Strategies* Magazine launched its first digital edition, the online version of the April issue exactly as it appeared in print. Each issue of *GL&SCS* now has a digital edition, which is provided in a user-friendly format on SupplyChainBrain.com for executives who wish to research *GL&SCS* articles and information online. Executives conveniently turn pages, zoom in and out with ease, skip ahead to articles and advertisements through the use of our table of contents and even link to a wide range of web pages by way of hot links provided throughout the issue. Each issue has a long shelf life as executives regularly view back issues through our digital edition archives. AN AVERAGE 44% OF DAILY VISITORS TO THE DIGITAL EDITION VIEW BACK ISSUES.

In 2006, the digital editions of *GL&SCS* magazine are projected to register over 72,000 unique visitors from more than 130 countries.*

** 2006 projections are based on six months of publisher's statistics from April-Sept. 2005*

72,000 Unique Visitors Worldwide*



Twelve Full Page 4/C Advertisements—Only $7,500!

Our digital edition special introductory advertising offer will only be in effect through the end of 2006. The smallest digital edition program is a 12x full-page 4/C program for only $7,500 net. Only full-page 4/C or spread 4/C advertising programs are available in the digital edition. Fractional ads will only run if paid for by advertisers with print merchandising credits. You may run multiple pages for maximum impact in each issue. For example, a 12x program can run as back-to-back right hand pages in 6 issues. A 24x program can run as three pages spread out within 8 issues. Note: Each advertiser can run up to 4 full-page advertisements in a given issue.

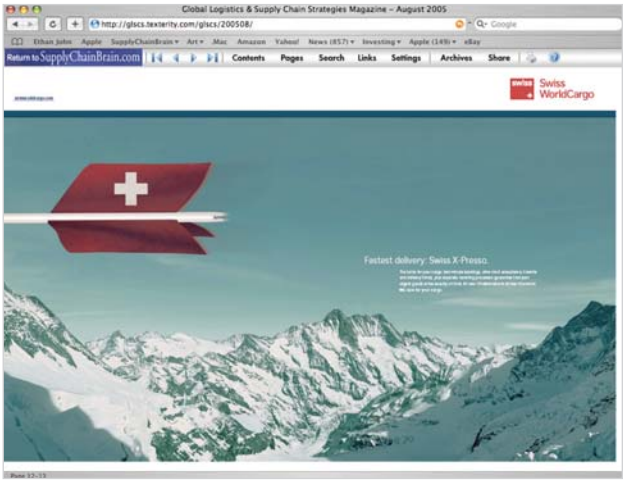


Positioning

Positions in each digital edition are offered on a first come first served basis with no premium position charges. Print edition advertisers who pay for digital edition programs will be given first priority.

Advertising Creative

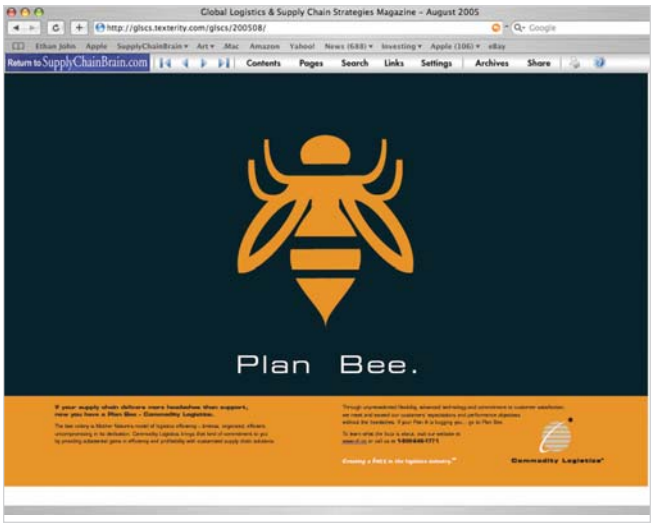
GL&SCS magazine recommends that your advertisements in the digital edition be designed to meet both brand recognition and lead generation objectives. Your logo should be big and prominent. Big headlines, light on copy, heavy on highly visible direct links, which are all live and will invite clicks to pages you designate on the web.



Ad Tracking

GL&SCS records up-to-the-minute statistics on page views and click-throughs for all digital edition advertising and editorial pages. Every web address provided in each issue is converted to a hot link to that web page. Click-through statistics on individual hot links and page view statistics on specific advertising and editorial pages are available to advertisers upon request. Every six months, *GL&SCS* will provide statistics on the most frequently visited editorial sections of the digital edition as well as the most frequently viewed articles.

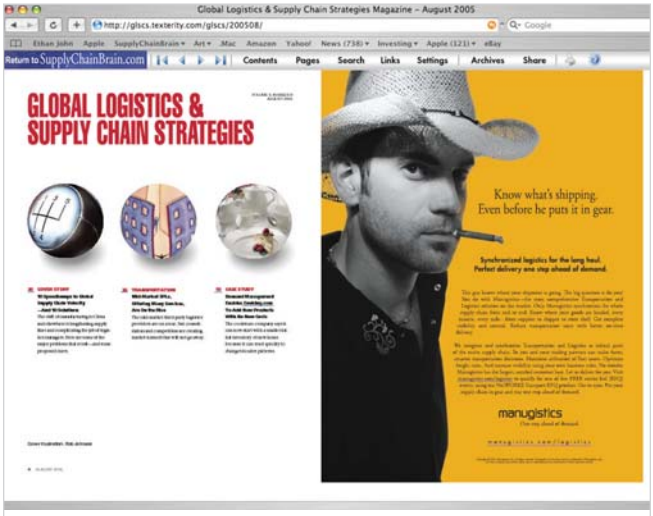
GL&SCS Digital Edition Advertising



2-Page Spread Ad



Pages/Thumbnails



Clickable Full-page Advertisement

Advertising Specifications & Material Instructions

All ad specifications and dimensions are the same as the print edition. Ads are static. No animation is currently available. Digital ads preferred. Please read the following carefully before submitting:

- Layout application files: QuarkXpress, Adobe Illustrator, Adobe Photoshop or hi-res PDF files.
- Include all fonts, images/scans, logos and artwork used.
- High end file formats: PICT, TIFF (not TIFF-IT), JPEG, EPS or PDF files at a minimum of 300 dpi at 100% size of art. All images/scans must be in CMYK mode.

Send all digital materials to Jessica Whitebook at jwhitebook@kellerpubs.com and indicate that the ads are for the digital edition. If you cannot supply a digital ad, please contact Jessica (516-829-9210, ext. 140) for mailing instructions.

Dimensions (inches wide x deep):

Standard Page . . . . . .7 x 10
Trim Size . . . . . .8.5 x 10.875
Bleed Page* . . . . . .8.75 x 11.125
2-Page Spread Trim . . . . . .17 x 10.875
2-Page Spread Bleed* . . . . . .17.25 x 11.125
** Keep live matter 5/8" (0.625") from all trim*

General Regulations & Insertion Orders

Production charges billed net. Liability for contents of advertisements, 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. Contact your *GL&SCS* representative for a digital edition insertion order.

2006 Advertising Rates

Advertisement	Number of Insertions	Total Cost Net
Full Page 4/C	12	$7,500
Full Page 4/C	24	$12,500
Full Page 4/C	36	$16,000

2006 Closing Dates

Month	Space Closing	Material Closing
January	Dec 9	Dec 16
February	Jan 13	Jan 20
March	Feb 10	Feb 17
April	March 10	March 17
May	April 14	April 21
June	May 12	May 19
July	June 9	June 16
August	July 14	July 21
September	Aug 11	Aug 18
October	Sept 8	Sept 15
November	Oct 13	Oct 20
December	Nov 10	Nov 17