GL&SCS 2003 RATES

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

Black & White	1x	3x	6x	9x	12x	18x	24x	30x
Full Page	$7,090	$6,760	$6,370	$6,090	$5,680	$5,390	$4,730	$4,390
2/3 Page	5,230	4,990	4,630	4,490	4,160	3,890	3,380	3,070
1/2 Page (isl., vert., horiz.)	4,060	3,860	3,650	3,480	3,250	3,030	2,640	2,330
1/3 Page	2,980	2,840	2,720	2,620	2,320	2,220	1,890	1,590
1/4 Page	2,410	2,310	2,200	2,050	1,890	1,790	1,490	1,170
1/6 Page	1,790	1,740	1,590	1,520	1,420	1,380	1,230	920
1/8 Page (Showcase)	1,290	1,090	890	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 (contact representative for details).

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

International Edition

	1x	2x	3x	4x
Full Page 4-Color	$3,490	$3,180	$2,870	$2,490

GL&SCS domestic advertisers qualify for the 4x rate.

Premium positions and covers: Cover 2, Cover 3, Cover 4, Table of Contents: 10% extra

Supply Chain 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 February issue. The Calendar of Events is also distributed at more than 10 industry trade events each year from February through June. (More than 2,500 additional copies.) Sponsors pay a fee of US$6,900 net for the following: (1) A full page, four-color advertisement within the printed calendar; (2) A logo indicating sponsorship on the front cover; (3) Company name and web site address on all calendar pages; (4) A rotating banner on the Supply Chain Calendar of Events web page within SupplyChainBrain.com for a period of four months from February 1 through May 31.

Case Study Advertorials (available in the July issue only)



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.

GL&SCS 2003 RATES

Vertical Solutions



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

Vertical Solutions allows your company to feature a two-page spread corporate résumé published both in print and online (SupplyChainBrain.com), which provides a detailed explanation of your company's specific domain expertise.

Your two-page spread corporate résumé can include your history within the industry category, case studies and a client list. If you have developed an expertise in more than one of the six verticals, you can feature additional résumés at a very low cost.

Résumés

No. of Résumés	Cost
1	$ 5,900 net
2	$ 9,900 net
3	$12,900 net
4	$14,900 net
5	$15,900 net

(5 résumés entitle a company to a sixth at no cost)

Display Advertising – (Includes full color)

Inside Front Cover Spread	$11,990
Cover 3	$5,970
Cover 4	$7,990

Display advertising rates are gross

Page Opposite T.O.C.	$6,970
Opposite Intro Page	$6,970
Right Page within any Industry Overview	$5,890

Facility Location Planning



Facility Location Planning is a special report published within the May and November issues of *GL&SCS* which examines the folowing:

- The strategic location of manufacturing and distribution facilities from a supply-chain management perspective.
- Innovative concepts in the field of facility location planning and network optimization and the continual tradeoff companies must make between speed-to-market and lowest cost.
- Attributes of a wide range of worldwide locations such as good transport connections, lower labor costs, proximity to population centers, etc.
- The cluster effect for industries such as high-tech, automotive, biotech, etc.
- Infrastructure projects such as port/airport expansions, high-tech incubators, telecommunications and utilities, etc.
- The benefits of foreign-trade zones, tax advantages and locations that provide international reach. . .and more.

Facility Location Planning Advertising Rates

Full page, four-color advertisement	$4,990 net
1/2 page, four-color advertisement	$2,890 net
1/3 page, four-color advertisement	$1,870 net
1/4 page, four-color advertisement	$1,170 net
Full page, four-color advertorial	$3,900 net
Two-page, four-color spread advertisement	$9,490 net

GL&SCS 2003 MECHANICAL DATA

Mechanical Data

Printing: Printed offset on coated stock.

Binding: Perfect bound.

Materials: Digital files preferred on fractional ads. Film negatives on full pages.

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.**
- ***Provide color keys or progressives with file to assure proper registration.**
- **Build pages to trim size and extend bleed beyond page edge.**
- **Use stylized fonts and do not apply style attributes to basic fonts. It is important to send all fonts that are used in the creation of the ad. This includes fonts that may be embedded in EPS files. Send the entire font folder, printer and screen fonts.**
- **All elements must be placed at 100% size.**
- **Include all fonts, images/scans, logos and artwork.**
- **Do not nest EPS files in other EPS files.**
- **High End File Formats: PICT, TIFF, JPEG or EPS at a minimum of 300dpi at 100% size of art. SCREEN CAPTURES OR WEB PAGE SCREEN SHOTS ARE AT 72DPI AND ARE NOT CONSIDERED HIGH RESOLUTION ART. THEY WILL NOT BE ACCEPTABLE FOR PUBLICATION. All images/scans must be in CMYK mode.**
- **Color Calibration: SWOP standards. Four-color solids should not exceed SWOP density of 300%.**
- **Supply "Collect for Output" or similar reports.**
- **Media: We can accept high density IBM or Macintosh formatted floppy disks, ZIP disks, 1.2GB JAZ disks, or CD ROM.**
- **On all media sent, include the name and phone number of an art person in the event that the art or production department has specific questions pertaining to enclosed files.**

***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.

Word Processing: If we are creating an ad for you and you are supplying the text, then Microsoft Word is the preferred word processing program. If we have to translate a word processing file, be advised that some formatting may be lost or changed from the original. Please always supply a hardcopy of the printed text.

If you cannot supply a digital file, please read the following carefully...

Film: Provide negatives, right reading emulsion side down. Film for each color must be in one piece with register, bleed and trim marks.
Screen: Up to 133-line screen for B/W, 2-, 3- and 4-color process advertisements.
Split Runs: Available. Contact publisher for details.

Dimensions

	Inches Wide x Deep	CMS Wide x Deep
Standard Page	7 x 10	17.8 x 25.4
2/3 Page	4 1/2 x 9 1/2	11.4 x 24.2
1/2 Page (Isl.)	4 1/2 x 7 1/2	11.4 x 19.1
1/2 Page (Hor.)	7 x 4 7/8	17.8 x 12.4
1/2 Page (Vert.)	3 3/8 x 9 1/2	8.6 x 24.2
1/3 Page (Vert.)	2 3/16 x 9 1/2	5.7 x 24.2
1/3 Page (Hor.)	4 1/2 x 4 7/8	11.4 x 12.4
1/4 Page	3 3/8 x 4 7/8	8.6 x 12.4
1/6 Page	2 3/16 x 4 7/8	5.7 x 12.4
1/8 Page (Showcase)	3 1/2 x 2	8.9 x 5.1
Bleed Page*	8 3/4 x 11 1/8	22.2 x 28.2
Trim Size	8 1/2 x 10 7/8	21.6 x 27.6
2 Pg. Spread Bleed*	17 1/4 x 11 1/8	43.8 x 28.2
2 Pg. Spread Trim	17 x 10 7/8	43.2 x 27.6

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

Reprint Orders

Reprints will be supplied to you as a printed piece and as a PDF file. (A PDF file is an electronic file which allows you to display it on your company's web site or intranet.) For information on reprinted articles and back issues of *GL&SCS* please call Laraine Kelly at (516) 829-9210, ext. 136.

General Regulations

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

Rate Protection: If new rates are announced, advertisers will be protected at their current rates for 90 days after effective date of new rate. Orders received beyond three months will be accepted at the rate prevailing.

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.

For More Information, Contact:

Jessica Whitebook, *Production Director*
150 Great Neck Road; Great Neck, NY 11021
Telephone: (516) 829-9210, Ext. 140
Fax: (516) 829-3591
E-mail: production@glscs.com

Mailing Instructions

All files, materials, insertion orders, contracts, space reservations, copy and requests for changes should be sent to:

Keller International Publishing LLC
Attention: Production Department GL&SCS
150 Great Neck Road
Great Neck, NY 11021
Fax: (516) 829-3591
E-mail: production@glscs.com