# SupplyChainBrain.com

Today's Most Widely Used Online Resource for Supply Chain Management Information


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# SupplyChainBrain.com




## The Library

The most thought provoking collection of supply chain management articles on the web, with thousands of in-depth case studies, detailed features, executive interviews, white papers and new business reports.

## Weekly Newsletters

Four highly informative newsletters:

QuickREAD

*Supply-chain briefs from today's top news sources*

e-INSIDER

*Supply-chain insights from industry leaders*

MarketWatch

*New products, systems & services for supply-chain executives*

FOCUS

*Developments relating to specific supply-chain practices*

## Career Development

The most up-to-date information on available SCM certification and degree programs, business courses, seminars, books, CDs, DVDs and videos and a Job Board presenting the latest positions available for senior SCM executives.

# The Nerve Center for Today's Supply Chain News, Developments and Innovative Thinking

## Events Calendar

Today's best source of information on supply chain management conferences, exhibitions, live webcasts and available podcasts for download.

## The Supplier Directory

Today's largest database of SCM solutions providers with contact information, company descriptions and links to a variety of related web pages.

## The Help Center

Executives use The Help Center every day for assistance in addressing their specific supply chain needs and initiatives. The Help Center is supported by more than 500 SupplyChainBrain partners and sponsors.



# A Worldwide Audience

## Over 1 Million Visits and 7 Million Page Views Annually

Since its launch in October 1997, SupplyChainBrain.com has grown its viewership steadily each year, with its largest growth of 21% occurring over a recent 12 month period from August, 2005 to July, 2006. SupplyChainBrain.com conducts year-round marketing campaigns promoting all of the site's services available to supply chain management professionals. The campaigns include a series of online and print advertisements in over 100 web sites, publications and major search engines as well as e-mail blasts to today's most sought after supply chain management professionals. Hundreds of research firms, analysts, consulting companies, event companies and other related organizations are currently linked to SupplyChainBrain.com.

# That Continues to Grow

| Breakdown by Location* | |
|---|---|
| U.S. | 53.2% |
| Europe | 19.1% |
| Asia | 17.4% |
| Latin America | 4.3% |
| Canada | 4.1% |
| Africa/Middle East | 1.9% |

| Breakdown by Title* | |
|---|---|
| Senior Supply Chain, Logistics & Operations Management | 55% |
| Transportation/Distribution Management | 17% |
| Executive/Financial Management | 11% |
| IT Management | 8% |
| Warehouse Management | 4% |
| Consultants | 3% |
| Other | 2% |

| Breakdown by Industry* | |
|---|---|
| Manufacturing | 44% |
| Retail & Wholesale Trade (Including Distributors) | 21% |
| Third Party Logistics/Freight Forwarders/Transportation | 18% |
| Consulting | 7% |
| Financial/Real Estate/Business Services | 6% |
| Other | 4% |

| Breakdown by Company Sales Volume* | |
|---|---|
| 1-49 million | 8% |
| 50-99 million | 14% |
| 100-249 million | 12% |
| 250-499 million | 11% |
| 500-1 billion | 16% |
| Over 1 billion | 39% |

| Breakdown by Site Department Visited** (percentage of total annual visitors who view pages in each department) | |
|---|---|
| The Library (includes all departments) | 65% |
| The Supplier Directory | 38% |
| Career Development (includes Job Board visitors but not subscribers) | 34% |
| The Newsletters (does not include e-mail subscribers) | 32% |
| Events Calendar (includes live events & webcasts) | 16% |
| The Help Center | 12% |

**Based on the most recent 1,000 visitors to SupplyChainBrain.com who have provided information about themselves and their companies.*
***Based on statistics compiled from Feb. 2006- July 2006.*




## Rotating Skyscraper Banners

120x500 pixels

SupplyChainBrain.com offers two positions within each department for rotating skyscraper banners. Up to six banners may rotate in each of the two positions at any given time.

**Material Specifications:** We can accept animated Flash or Gif files and static JPG images. Animation can loop forever. Maximum file size is 100kb. Materials must be received one week prior to the launch date. Please send all online ad materials to Jill Stelmack at jstelmack@kellerpubs.com.

| Department | January | February | March | April | May | June | July | August | September | October | November | December | Monthly Rates (net) | Estimated Monthly Impressions | Total Department Cost |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Home Page | | | | | | | | | | | | | $550 | 10,000-15,000 | |
| Weekly Newsletters | | | | | | | | | | | | | $550 | 10,000-15,000 | |
| Case Studies | | | | | | | | | | | | | $150 | 2,500-5,000 | |
| Supply Chain Trends | | | | | | | | | | | | | $150 | 2,500-5,000 | |
| SCM Technology | | | | | | | | | | | | | $150 | 2,500-5,000 | |
| Logistics/Transportation | | | | | | | | | | | | | $150 | 2,500-5,000 | |
| Innovative Enterprises | | | | | | | | | | | | | $150 | 2,500-5,000 | |
| White Papers | | | | | | | | | | | | | $150 | 2,500-5,000 | |
| Interviews/Opinions | | | | | | | | | | | | | $150 | 2,500-5,000 | |
| Conventions/Exhibitions | | | | | | | | | | | | | $150 | 2,500-5,000 | |
| Internet/Audio Broadcasts | | | | | | | | | | | | | $100 | 1,500-3,000 | |
| New Business Reports | | | | | | | | | | | | | $100 | 1,500-3,000 | |
| The Search Engine | | | | | | | | | | | | | $100 | 1,500-3,000 | |
| The Help Center | | | | | | | | | | | | | $100 | 1,500-3,000 | |

**Total Program Cost (net):** _____

## Exclusive Sponsorships

220x70 pixels










Your sponsorship banner can be placed underneath the headline of a specific department home page clearly indicating your company as the sole sponsor of that department. Sponsorships do not rotate. They are reserved on a first come, first served basis.

**Material Specifications:** We can accept animated Flash or Gif files and static JPG images. Animation can loop forever. Maximum file size is 100kb. Materials must be received one week prior to the launch date. Please send all online ad materials to Jill Stelmack at jstelmack@kellerpubs.com.

| Department | January | February | March | April | May | June | July | August | September | October | November | December | Monthly Rates (net) | Estimated Monthly Impressions | Total Department Cost |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Case Studies | | | | | | | | | | | | | $800 | 5,000-10,000 | |
| QuickREAD Newsletter | | | | | | | | | | | | | $800 | 50,000-60,000* | |
| e-INSIDER Newsletter | | | | | | | | | | | | | $800 | 43,000-53,000* | |
| MarketWatch Newsletter | | | | | | | | | | | | | $800 | 39,000-49,000* | |
| Supply Chain Trends | | | | | | | | | | | | | $700 | 5,000-10,000 | |
| SCM Technology | | | | | | | | | | | | | $700 | 5,000-10,000 | |
| Logistics/Transportation | | | | | | | | | | | | | $700 | 5,000-10,000 | |
| Innovative Enterprises | | | | | | | | | | | | | $500 | 4,000-8,000 | |
| White Papers | | | | | | | | | | | | | $400 | 3,000-6,000 | |
| Interviews/Opinions | | | | | | | | | | | | | $400 | 3,000-6,000 | |
| FOCUS Newsletter | | | | | | | | | | | | | $400 | 12,000-25,000* | |
| New Business Reports | | | | | | | | | | | | | $400 | 3,000-6,000 | |

** Newsletter impressions include direct visitors online and e-subscribers multiplied by an average four weeks/month.*

**Total Program Cost (net):** _____




**Option 1:** 400x170 pixel banner ad




**Option 2:** 50-word text ad

## Weekly Newsletter Advertising

A 400x170 pixel banner ad or 50-word text ad, including a link to your specified location, can be placed within any of our four weekly newsletters:

- QuickREAD, *Supply-chain briefs from today's top news sources*
- e-INSIDER, *Supply-chain insights from industry leaders*
- MarketWatch, *New products, systems & services for supply-chain executives*
- FOCUS, *Developments relating to specific supply-chain practices*

Space is limited each week and is reserved on a first come, first served basis.

**Material Specifications:** For 400x170 banner ads, we can accept animated Flash or Gif files and static JPG images. Animation can loop forever. Maximum file size is 100kb. For the text ads, please supply a headline, up to 50 words of copy and a linking URL. Materials must be received one week prior to the launch date. Please send all online ad materials to Jill Stelmack at jstelmack@kellerpubs.com.

| Newsletter | January (week of) | February (week of) | March (week of) | April (week of) | May (week of) | June (week of) | July (week of) | August (week of) | September (week of) | October (week of) | November (week of) | December (week of) | Weekly Cost/Ad (net) | Estimated Weekly Impressions* | **Total Newsletter Cost** |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| QuickREAD<br>*News Briefs* | 1<br>8<br>15<br>22<br>29 | 5<br>12<br>19<br>26 | 5<br>12<br>19<br>26 | 2<br>9<br>16<br>23<br>30 | 7<br>14<br>21<br>28 | 4<br>11<br>18<br>25 | 2<br>9<br>16<br>23<br>30 | 6<br>13<br>20<br>27 | 3<br>10<br>17<br>24 | 1<br>8<br>15<br>22<br>29 | 5<br>12<br>19<br>26 | 3<br>10<br>17<br>24<br>31 | $250 | 12,000-15,000 | |
| e-INSIDER<br>*Analysis and Research* | 1<br>8<br>15<br>22<br>29 | 5<br>12<br>19<br>26 | 5<br>12<br>19<br>26 | 2<br>9<br>16<br>23<br>30 | 7<br>14<br>21<br>28 | 4<br>11<br>18<br>25 | 2<br>9<br>16<br>23<br>30 | 6<br>13<br>20<br>27 | 3<br>10<br>17<br>24 | 1<br>8<br>15<br>22<br>29 | 5<br>12<br>19<br>26 | 3<br>10<br>17<br>24<br>31 | $240 | 10,000-13,000 | |
| MarketWatch<br>*New Products and Services* | 1<br>8<br>15<br>22<br>29 | 5<br>12<br>19<br>26 | 5<br>12<br>19<br>26 | 2<br>9<br>16<br>23<br>30 | 7<br>14<br>21<br>28 | 4<br>11<br>18<br>25 | 2<br>9<br>16<br>23<br>30 | 6<br>13<br>20<br>27 | 3<br>10<br>17<br>24 | 1<br>8<br>15<br>22<br>29 | 5<br>12<br>19<br>26 | 3<br>10<br>17<br>24<br>31 | $230 | 9,500-12,500 | |
| FOCUS<br>*Specific SC Practices* | 1<br>8<br>15<br>22<br>29 | 5<br>12<br>19<br>26 | 5<br>12<br>19<br>26 | 2<br>9<br>16<br>23<br>30 | 7<br>14<br>21<br>28 | 4<br>11<br>18<br>25 | 2<br>9<br>16<br>23<br>30 | 6<br>13<br>20<br>27 | 3<br>10<br>17<br>24 | 1<br>8<br>15<br>22<br>29 | 5<br>12<br>19<br>26 | 3<br>10<br>17<br>24<br>31 | $150 | 3,000-8,000 | |

** Impression numbers include e-subscribers and direct visitors online.*

**Total Program Cost (net):** _____

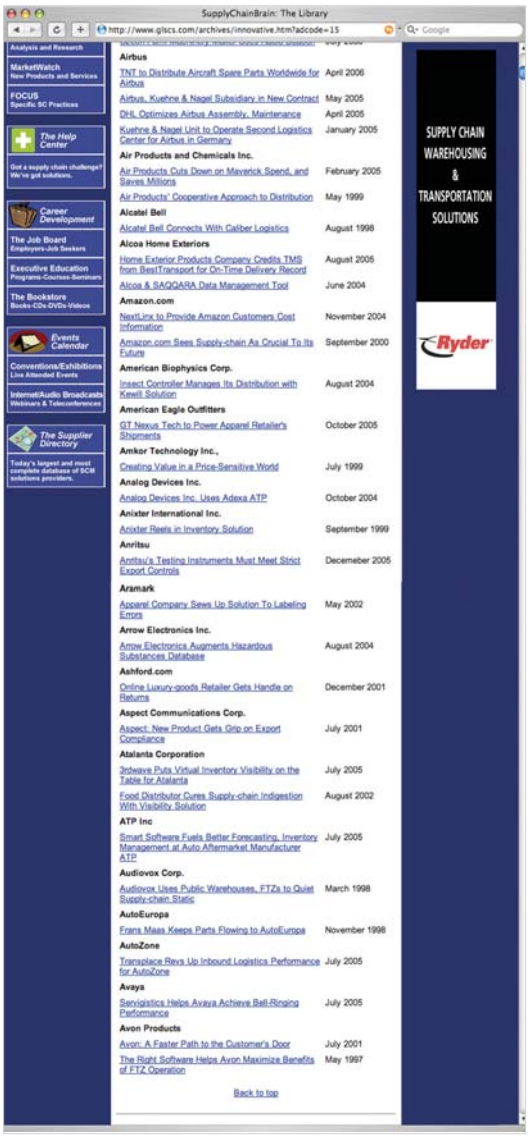
## Innovative Enterprises Article Postings




The Innovative Enterprises department on SupplyChainBrain.com is today's most comprehensive archive of information published over the last decade relevant to the supply chain practices, partnerships and solutions implemented by growing manufacturers, retailers and wholesale distributors operating throughout the world.

In order to apply for eligibility to publish a case study, company interview or press release within SupplyChainBrain's Innovative Enterprises, please submit the following to Melissa Kay at mkay@glscs.com:

- Company Name (Manufacturer, Retailer, Wholesale Distributor)
- Title of Article
- Author
- Author's title (optional)
- Author's Company
- Date of release (Month/Year)
- Copy between 500-4,000 words (Microsoft Word or Text document only)
- 'For More Information' URL (optional)
- 'For More Information' e-mail (optional)



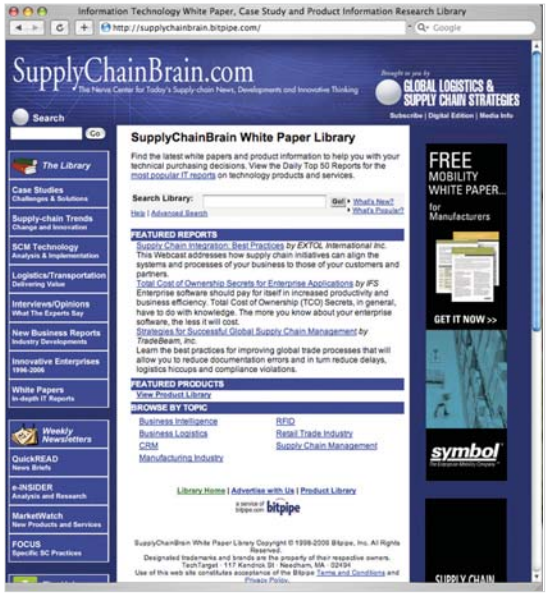

**Only $500 for up to 10 years!**

If you are granted permission to post your article, there will be a one-time fee of $500 net. Your article will be posted for up to 10 years from the articles date of release. The article will be positioned directly underneath the appropriate Innovative Enterprise company heading in chronological order. If the company (article subject) is not yet listed within the Innovative Enterprises page, we will create a new company listing and your article will be the first to appear for that company.










## White Paper Advertising

SupplyChainBrain has teamed up with BitPipe, a leading online information source for IT professionals, to provide our visitors with a complete library of Supply Chain Management White Papers.

Feature your own white paper on SupplyChainBrain and stand out among the thousands of articles in the White Papers Library.

A featured White Paper can be posted for up to six months at a cost of only $500.

**Materials Required:**

- Company Logo
- White Paper Headline
- White Paper Author(s) and Company(ies)
- 500-4,000 words of copy (Microsoft Word or Text document only). Note: You can also post a summary (minimum 500 words) of your white paper with a link to the full article on your web site
- A URL link to a web page and/or e-mail link for information requests (optional).

Statistics are provided by SupplyChainBrain concerning page views and click-throughs to your posted white paper(s).

Send all materials to Melissa Kay at mkay@glscs.com.

## Supplier Directory Upgrade

The SupplyChainBrain.com Supplier Directory contains today's largest database of Supply Chain Management Solutions Providers, with complete contact information, company descriptions and links to a variety of related web pages. Stand out among the solutions providers in your supply chain categories with a Supplier Directory Upgrade for **only $500 annually!**










**The Supplier Directory Upgrade Includes:**

- A 120x600 banner rotating on the results pages of up to five selected categories
- Your company logo underneath your company name on all of your categories' search results pages.
- Your company name in bold on all of your categories' search results pages.
- Three company related links within your profile to your designated web pages
- Complete descriptions of up to 10 specific company products/services with links to product/service designated web pages
- A 300-400 word company description with your profile**
- A company listing in up to 15 Supplier Directory categories.**

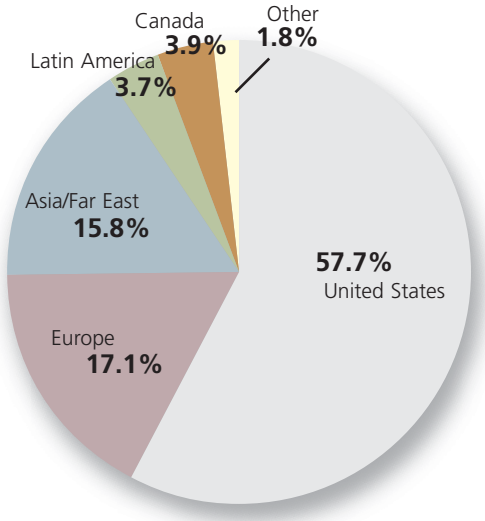
Send an e-mail indicating your intent to upgrade your listing to Melissa Kay at mkay@glscs.com.

***This item is already included for companies who are advertising in the GL&SCS SCM Resource Guide.*

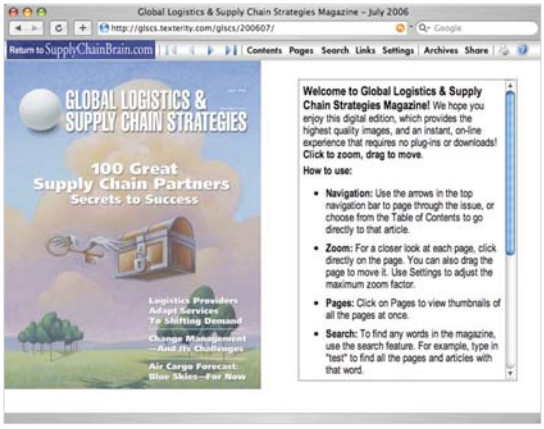
*Global Logistics & Supply Chain Strategies* is today's most widely read magazine among executives who have the greatest influence over the purchase and implementation of supply chain systems, services, software and solutions for their organizations.

The in-depth case studies, exclusive interviews, and content-rich features of *Global Logistics & Supply Chain Strategies* bring a wealth of information on the latest technology, services and processes needed to maximize supply chain efficiency.

**Geographic Breakdown**
**(% of total unique visitors worldwide)**




**76,000 Unique Visitors Worldwide**




## *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. For nearly two years *GL&SCS* has produced a digital edition for each issue. The digital editions are 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. Articles and advertisements are also regularly shared with colleagues with the simple touch of a button. Each issue has a long shelf life as executives frequently view back issues through our digital edition archives. An average 44% of daily visitors to the digital edition view back issues.

In 2007, the digital editions of *GL&SCS* magazine are projected to register over 76,000 unique visitors from more than 135 countries.

### Twelve Full-Page 4/C Advertisements—Only $8,900!

**Add only $4,900 and convert your pages to spreads 4/C!**

*GL&SCS* offers two highly effective digital edition advertising options. Option #1 is a 12x full page 4/C advertising program for only $8,900 net. Option #2 is a 12x two-page 4/C spread option for only $13,800 net. (Only $4,900 more!) Multiple page and spread programs are also available upon request. 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 full-page 4/C program can run as back-to-back right hand pages in 6 issues. A 12x spread 4/C program can run as 3 spreads per issue for 4 months.

#### 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.

# 2007 Advertising Planner

### 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.

### 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:

- HI-RES PDF FILES PREFERRED (min 300 dpi). All images must be in CMYK mode.
- If you cannot submit a hi-res PDF, please send files created in the following applications only: QuarkXPress, Adobe Illustrator or Adobe Photoshop. 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 at 100% size of art. All images/scans must be in CMYK mode.

Dimensions (inches wide x deep):

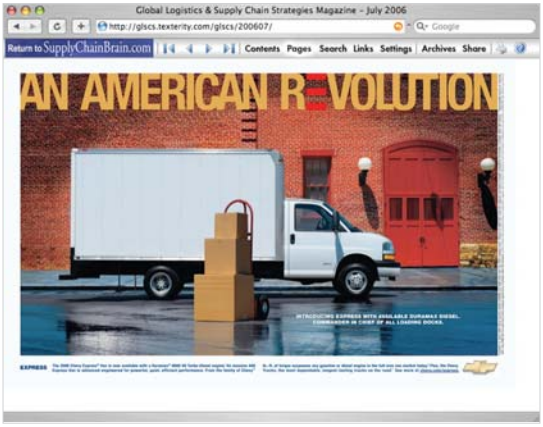
Standard Page . . . . . .7 x 10
Trim Size . . . . . .8.5 x 10.875
Bleed Page* . . . . . .8.75 x 11.125
2-Page Spread Trim . . . . . .17 x 10.875
2-Page Spread Bleed* . . . . . .17.25 x 11.125
** Keep live matter 5/8" (0.625") from all trim*

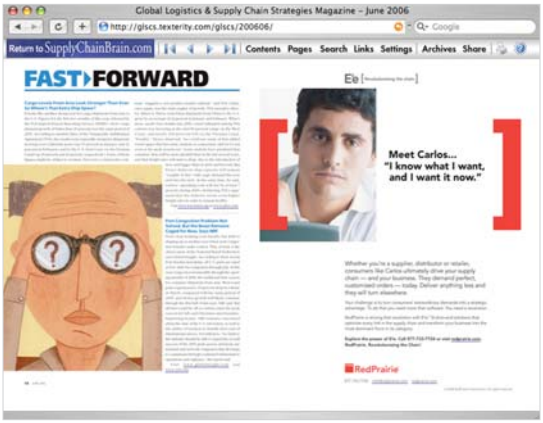
Send all digital materials to Jessica Whitebook at jwhitebook@kellerpubs.com and indicate that the ads are for the digital edition. If you cannot supply a digital ad, please contact Jessica (516-829-9210, ext. 140) for mailing instructions.

### General Regulations & Insertion Orders

Production charges are 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.



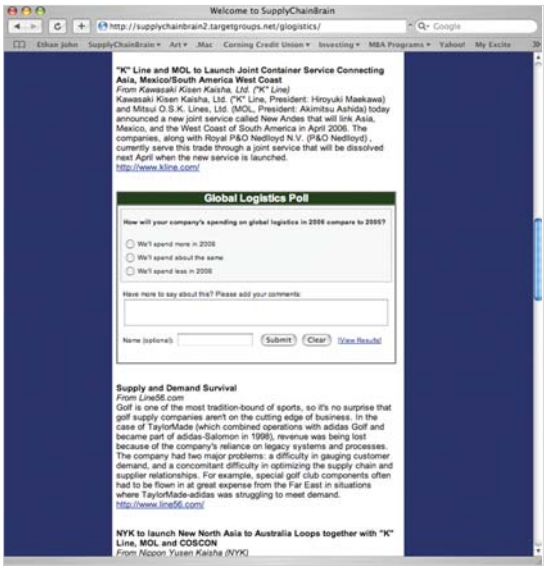




**2007 Digital Edition Closing Dates**

| Issue | Space | Material |
|---|---|---|
| Jan | Dec 8 | Dec 15 |
| Feb | Jan 12 | Jan 19 |
| Mar | Feb 16 | Feb 23 |
| Apr | Mar 16 | Mar 23 |
| May | Apr 13 | Apr 20 |
| June | May 11 | May 18 |
| July | June 15 | June 22 |
| Aug | July 13 | July 20 |
| Sept | Aug 10 | Aug 17 |
| Oct | Sept 14 | Sept 21 |
| Nov | Oct 12 | Oct 19 |
| Dec | Nov 16 | Nov 23 |




Reverse Logistics Newsletter




Interactive Poll




Warehouse Management Newsletter

## Custom Newsletters

SupplyChainBrain custom newsletters will accomplish multiple marketing objectives for your organization:

- Brand recognition and reinforcement
- The consistent delivery of company news and information to your customers and prospects
- Year-round lead generation through the collection of new subscriber data
- Research providing valuable market intelligence and information covering the awareness level of your company's products/services and the needs of your potential customers.

**Content**—A SupplyChainBrain Custom Newsletter is a digest of current news and information on a specific supply chain practice. The specificity of the subject matter is up to you, the newsletter sponsor. The SupplyChainBrain editorial staff will be responsible for all newsletter content with the help of our spider technology, which combs the web for relevant news and information. The newsletter sponsor will have the ability to limit the sources used by SupplyChainBrain in order to avoid publishing too much information of a competitive nature. The newsletter sponsor will also proof each newsletter prior to publication. Each newsletter article will provide a live link to either the full story or the story source. There will generally be between 8-15 story summaries per newsletter issue. The number of stories per issue will always depend upon the availability of content within that time period.

**Frequency**—The newsletter frequency is determined by the newsletter sponsor with a minimum quarterly newsletter required. In addition to budgetary considerations, the newsletter subject or theme will play a key role in determining frequency. A broader subject will, of course, result in the availability of content more frequently than that of a more specific supply chain theme. Newsletters can run quarterly, bi-monthly, monthly, bi-weekly or weekly.

**Distribution and Viewership**—Each custom newsletter is available every day for viewing on SupplyChainBrain.com. The list of subscribers who receive the newsletter via e-mail will begin with your own customer/prospect list of up to 500 email addresses which are provided to our webmaster prior to publication of the first issue. SupplyChainBrain will provide a link for new subscribers to sign up for the newsletter. The current newsletter issue will be posted every

day until the next issue goes up, providing the opportunity for new SupplyChainBrain viewers to subscribe at all times. Your subscriber base will grow throughout your contract period at no extra charge. SupplyChainBrain currently reports over 85,000 visits per month (as of August 2006).

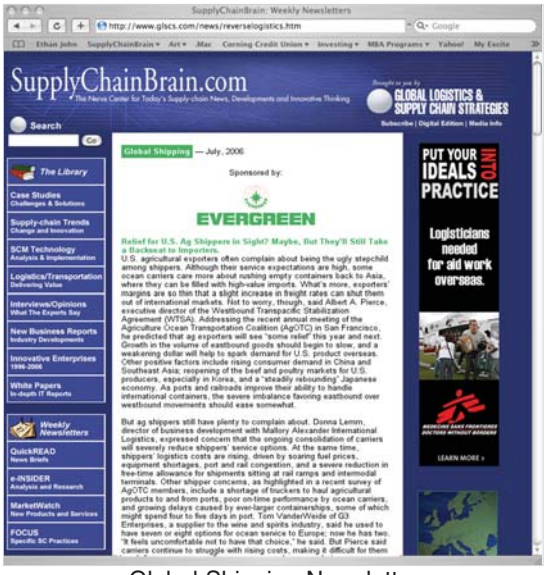
**Marketing**—SupplyChainBrain will advertise all custom newsletters on the home page of the site providing maximum exposure for these newsletters. An ad for your custom newsletter will be placed in close proximity to our weekly newsletter updates. There will also be a link to your newsletter on the SupplyChainBrain weekly newsletter subscription page where executives sign up every day for our weekly newsletters QuickREAD, e-INSIDER, MarketWatch and FOCUS. (Additional newsletter marketing services are available upon request.)

**Sponsor Advertising**—The newsletter sponsor will occupy all advertising positions within the custom newsletter, including the sponsorship position at the top clearly indicating your company as the newsletter sponsor, as well as three other positions within each newsletter for the purpose of company or product branding, and for providing content, such as case studies, press releases, company announcements and more. All advertising for each issue of the newsletter must be delivered to the webmaster at least one week prior to publication.

**Research**—The Newsletter sponsor has the opportunity to utilize one or more of its advertising positions for the purpose of conducting research or even a poll to the viewers/subscribers about their level of interest in, or awareness of, your company or perhaps a particular product or service. All results will be collected by SupplyChainBrain and provided to your organization in a timely manner.

**Lead Generation**—All data on new subscribers to your custom newsletter is collected by SupplyChainBrain throughout the year and delivered to your organization at an agreed frequency. The amount of information you require from each subscriber will be up to you.

**Cost**—The total cost to your organization for each issue of your newsletter is $3,500. Additional newsletter marketing services are available. Contact your SupplyChainBrain representative for any further details.



Global Shipping Newsletter



RFID Newsletter



Inventory Optimization Newsletter










## e-Conferencing

Audio Conferences/Webinars/Webcasts/Podcasts

SupplyChainBrain e-conferencing is an effective and cost-efficient means of delivering your message to executives at the highest levels of Supply Chain Management.

Finding the right resource for one's company to locate their future clients is an overwhelming responsibility. Your expertise deserves to be seen and heard by a captive audience. Because SupplyChainBrain.com is today's most widely used online resource for Supply Chain Management information, your company will have access to the largest audience of senior level supply chain executives at mid to large-sized corporations throughout the world.

SupplyChainBrain e-conferencing services include:

**Basic Marketing Package: $3,000***

If you're producing your own conference(s), the basic SupplyChainBrain marketing plan includes:

1. A listing of your conference in our e-conferencing homepage calendar of upcoming events.
2. Your own SupplyChainBrain conference description page
3. Link to your specific conference registration page
4. A link within the archives of past conferences to the audio and/or visual portion of your conference for up to 1 year. (Your company captures all post-event registrations)

**SupplyChainBrain Hosted Webinars/Webcasts: $5,990***

Includes the basic marketing package plus:

1. A 60-minute conference hosted by SupplyChainBrain with a live visual presentation running concurrently with presenter's speech. No attendee limits. No 800# call in. Registrants see and hear directly from their computers.

2. Registration provided for you by SupplyChainBrain with a comprehensive report delivered to you with regular updates on all information gathered from all conference registrants both pre and post-conference.

**Additional Marketing Services Include:**

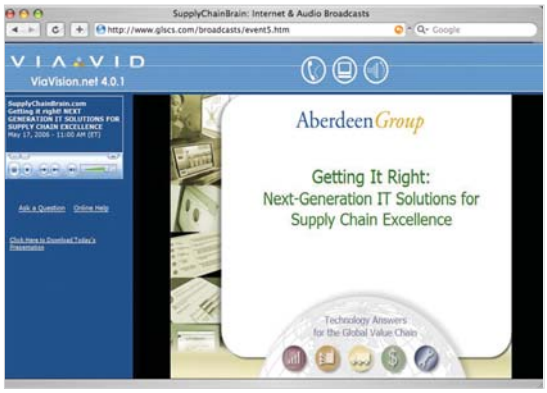
1. A series of three e-mail blasts to a total of 10,000 SupplyChainBrain visitors and readers of *GL&SCS* magazine. Cost: $975*
2. Full-page 4/C ad in *Global Logistics & Supply Chain Strategies* magazine to advertise your conference (Special ad offer for this purpose only). Cost: $2,890*
3. Full-page 4/C ad in 1 digital edition issue of *GL&SCS* to advertise your conference. Cost: $800*
4. One 50-word text advertisement or 400x170 banner advertisement placed one time within all 4 weekly SupplyChainBrain newsletters. Specific issues will be selected according to availability. Cost $750*
5. Rotating SupplyChainBrain 120x500 pixel banner announcing date/time of conference and a link to the registration page on the home page of SupplyChainBrain. Banner will run for six weeks until event date. Cost: $750*
6. A *Global Logistics & Supply Chain Strategies* editor to moderate and assist in your presentation (if available). Cost $975*
7. PodCast of your webinar or audio conference to remain on SupplyChainBrain for one year. Cost $425*

For further details, please contact Carole Sheppard at 661-663-8132 (Pacific Time) or csheppard@glscs.com.

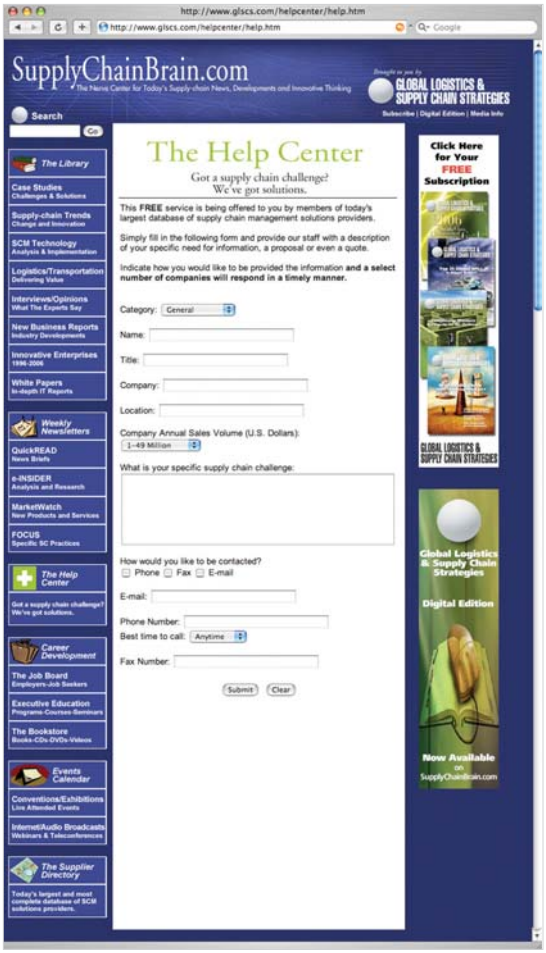
As an **additional bonus** for all companies who participate in SupplyChainBrain e-Conferencing programs, we now offer **300 minutes of free audio conferencing** for your in-house or company-to-company needs.

** All costs are net.*






## Help Center Lead Generation Program

The SupplyChainBrain.com Help Center is an Internet-wide program designed to assist executives worldwide in their search for supply chain management solutions providers who can most efficiently address their specific needs or initiatives.

The Help Center is marketed through a variety of print and online channels and, most importantly, has 25 keyword campaigns running simultaneously in the Google Adwords program throughout the year.

Executives provide detailed requests for information on the Help Center form. Each request for information is matched up with solutions categories based on specific information provided and/or key words selected by the enquirer.

Help Center requests are matched with your company's current selected categories in the SupplyChainBrain Supplier Directory.

Your company's level of participation in the Help Center program determines the percentage of leads you will receive from each of your selected Supplier Directory categories. Your level of participation corresponds with your advertising status with SupplyChainBrain.com and its affiliated publication, *Global Logistics & Supply Chain Strategies*.

Inquire with your SupplyChainBrain representative today about how to increase your current Help Center participation level!

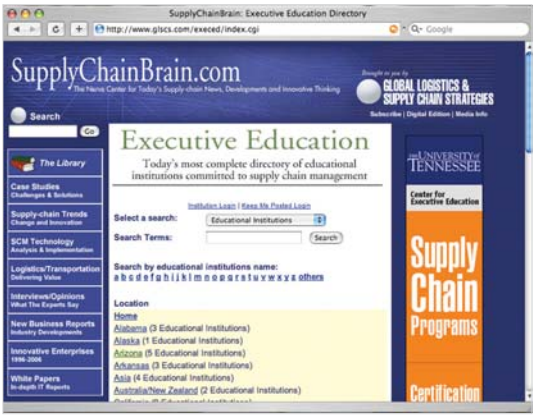
**Help Center Participation**

| Participation Level | Percentage of leads received in each participating category |
|---|---|
| 1 | 10% |
| 2 | 15% |
| 3 | 20% |
| 4 | 25% |
| 5 | 30% |
| 6 | 35% |
| 7 | 40% |
| 8 | 45% |
| 9 | 50% |
| 10 | 60% |

## Career Development

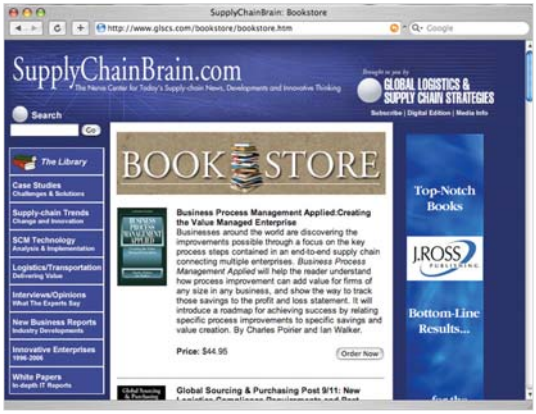
### Advertise your Business Course

Year after year, more and more of the world's educational institutions have begun to offer a wide range of supply chain and logistics courses, seminars, certification and degree programs. The SupplyChainBrain Executive Education Directory showcases these institutions, and their ongoing commitment to furthering the knowledge and understanding of this ever-evolving business practice. Stand out among this growing list of institutions in your region with a special $1,900 advertising upgrade which includes a series of rotating banners and complete listings of your specific courses and programs. Contact Jessica Whitebook for further details at jwhitebook@kellerpubs.com or 516-829-9210, ext. 140.




### Sell Your Books, CDs or DVDs

Thousands of executives visit the SupplyChainBrain.com Bookstore each month. For the cost of only 6x the retail price of your book, CD, DVD or video, SupplyChainBrain will post your product listing with an image and a link to your order form for one full year! You can also add a review icon link which will provide visitors with a review of your product. Contact Jessica Whitebook for further details at jwhitebook@kellerpubs.com or 516-829-9210, ext. 140.



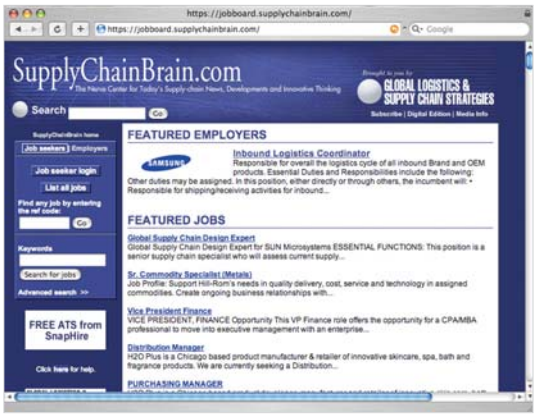

### Sell Event Booth Space or Sponsorships

You can sell booth space or sponsorships for your conference, convention or exhibition through the Supplier Directory Referral Program. SupplyChainBrain.com features today's largest database of SCM solutions providers in our Supplier Directory, which also includes the marketing contacts of each provider. You may elect to participate in our Supplier Directory referral program whereby SupplyChainBrain will send out a mass e-mail to these marketing executives indicating our support of your event and inviting companies to reserve a booth space or sponsorship at the event. Contact Melissa Kay at mkay@glscs.com or 516-829-9210, ext. 136 for further details.




### Advertise Your Job Opportunity

Post your jobs on the SupplyChainBrain.com Job Board—The fastest, most cost-effective way to reach more than 250,000 Supply Chain professionals. The SupplyChainBrain Job Board is viewed by thousands of executives each week, and your job is automatically e-mailed to tens of thousands of active supply chain professionals not represented in national job boards. Contact Michael Gilmore at mgilmore@supplychainbrain.com or 415-507-0567 for further details.



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