

2015

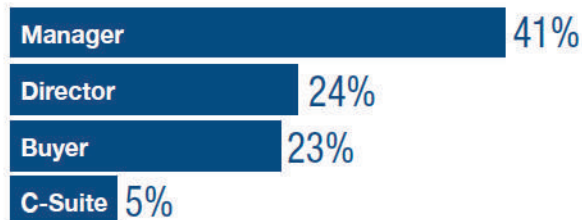
ISM | Media Planner

For 100 years, Institute for Supply Management® has set the standard for education, research and relationship-building opportunities within the supply chain industry. ISM is the first supply management institute in the world with more than 47,000 members. Founded in 1915, ISM consistently executes and extends its mission through education, research, standards of excellence and information dissemination, while continually increasing an already strong global influence in more than 90 countries. ■

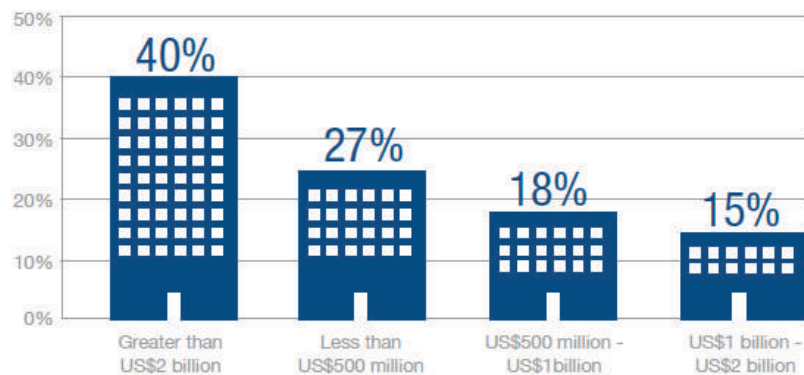
Snapshot of ISM's Audience

ISM offers a variety of media channels to reach the supply management profession and our specific membership base — consisting of more than 47,000 members.

Career Level



Company Size



ISM's audience is interested in seeing suppliers who focus on:

- Procurement/Strategic Sourcing Strategies
- Training, Management
- Raw Materials/Commodities
- Sustainable Products
- Logistics/Transportation
- Software Solutions
- Financial Supply Chain Providers Services
- Manufacturing

We can create a customized package to meet your advertising needs. For more details, please contact:

Kelly Rich

Account Manager

1.480.752.6276 or 800.888.6276,
extension 3061

krich@ism.ws

Inside Supply Management® Magazine

For more than 20 years, *Inside Supply Management®* magazine has provided strategic solutions to supply management professionals around the world. It is the authoritative resource with practical advice for all levels of practitioners working for companies in all industries, shapes and sizes. Included in each issue are both the Manufacturing and Non-Manufacturing *ISM Report On Business®*, considered by many to be the most reliable near-term economic barometers available. If you want to put your product or service in front of decision-making supply management professionals, there's simply no better place to be.

Print Rates (U.S. dollars)

Rates include 4-color process and there is no additional fee for bleed advertisements.

| Full Page | 1x | 3x | 6x | 9x |
|--------------|---------|---------|---------|---------|
| Back Cover | \$7,560 | \$7,010 | \$6,675 | \$6,300 |
| Inside Cover | \$6,790 | \$6,440 | \$6,265 | \$5,900 |
| Inside Back | \$6,325 | \$5,905 | \$5,645 | \$5,385 |
| Page 3 | \$6,120 | \$5,820 | \$5,550 | \$5,300 |
| Run of Paper | \$6,100 | \$5,725 | \$5,490 | \$4,700 |
| 1/2 - Page | \$3,420 | \$3,200 | \$3,060 | \$2,970 |

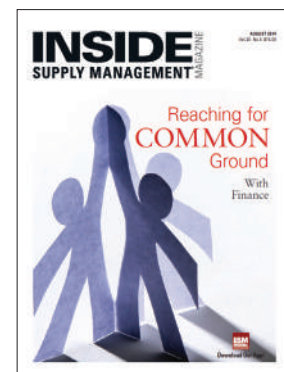
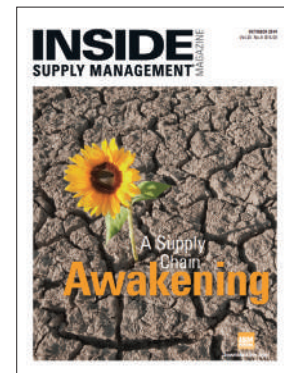
Additional opportunities available, including inserts, spread, blow-in cards, bellybands and more. Contact your ISM sales representative for more information and pricing.

Inside Supply Management® Ad Materials Deadlines

| 2015 | Ad Reservation Date | Ad Materials Due | Mail Date |
|-------------------|---------------------|------------------|-----------|
| January/February | 12/5/14 | 12/22/14 | 1/12/14 |
| March | 1/13/15 | 1/28/15 | 2/11/15 |
| April | 2/10/15 | 2/25/15 | 3/11/15 |
| May | 3/12/15 | 3/27/15 | 4/10/15 |
| June/July | 4/9/15 | 4/24/15 | 5/11/15 |
| August | 6/11/15 | 6/26/15 | 7/10/15 |
| September | 7/14/15 | 7/29/15 | 8/12/15 |
| October | 8/12/15 | 8/27/15 | 9/10/15 |
| November/December | 9/10/15 | 9/25/15 | 10/12/15 |

"We encourage you to browse our upcoming content, and invite you to reach out to us about synergies between *Inside Supply Management®* and your marketing initiatives for 2015."

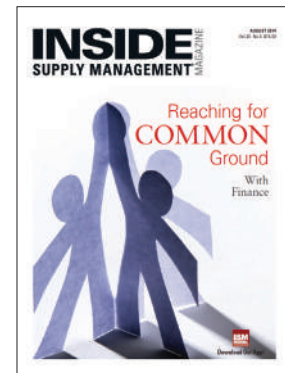
**– John Yuva
Director, Managing Editor**



2015 Editorial Calendar

| | |
|-------------------|---|
| January/February | ISM 100-Year Coverage |
| March | 3-D Printing Trends Loan Management 30-Under-30 |
| April | ISM Corporate Award Winners Profiles Annual Meeting Coverage |
| May | Salary Survey Results Category Management Strategies Healthcare Case Study |
| June/July | Richter Scholarship Winners Shipman Award Winner Generation Z |
| August | Supply Management in the Military Asset Management Doing Business in Africa |
| September | Obsolete Company Examination Best Practices in Innovation Avon Profile |
| October | Supplier Diversity Trends Technology Trends Emerging Markets Outlook |
| November/December | Museum Curating Supply Chain 30-Under-30 Horizon Outlook Conference 2016 |

Note: Topics subject to change.



Monthly Columns

- Career ROI
- Critical Skills
- Beyond Borders
- CAPS Research
- Tapping Into
- Point to Point

Supply IN Demand

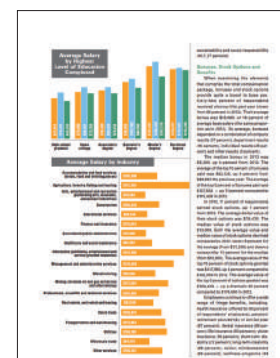
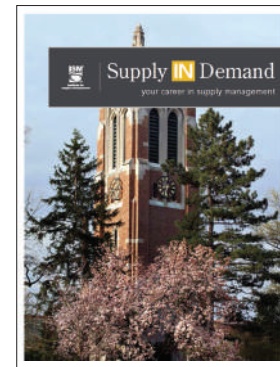
Supply IN Demand is distributed each August to college and university career guidance centers and department chairs, ISM affiliates and handed out at various industry events throughout the year. The magazine is also available digitally on the ISM website and featured in *Inside Supply Management*®.

Schools with supply management and/or sustainability related courses/majors receive a free basic listing in the school directory. Don't miss this opportunity to reach potential and continuing students as they plan their academic and supply management careers.

- Highlight the supply management or sustainability education program at your college or university.
- Promote your products or services to undergraduate, graduate and executive education students.

Supply IN Demand Print Rates (U.S. dollars) and Deadlines

| Ad Size | Pricing | Ad Materials Due | Mail Date |
|---|---------|------------------|-----------|
| Full-page 4-color ad (Includes 1/4-page profile) | \$2,500 | 7/8/15 | 8/5/15 |
| 1/2-page 4-color ad (horizontal ad) | \$1,500 | 7/8/15 | 8/5/15 |
| 1/4-page profile (100 word description with 4-color logo) | \$500 | 7/8/15 | 8/5/15 |



Digital Marketing

Home Page Advertising - Exclusive

Take advantage of these exclusive opportunities and be seen on the ISM home page, with the website averaging 539,762* page views per month. The banner ad is available in two different sizes to fit your campaign needs and is optimized for mobile.

| Format | Display | Pricing/Month | Dimensions |
|------------|-----------|---------------|-------------|
| Home Page | Exclusive | US \$1,500 | 640 x 79 or |
| Web Banner | | | 728 x 90 |

| Format | Display | Pricing/Month | Dimensions |
|-------------------|------------|---------------|-------------|
| Content Sectional | Rotational | US \$1,500 | 640 x 79 or |
| Web Banner | | | 728 x 90 |

Content Sectional Advertising

Advertising opportunities are available for the following ISM website pages:

Career Center — This is the resource for job opportunities and recruitment within the supply management profession. The ISM Career Center logs an average of 40,000* monthly page views per month.

ISM Report On Business® — The most reliable near-term economic barometer available since 1931. Advertisements are seen by procurement, supply chain management professionals, economists, analysts, and government and business leaders. Monthly section views average 59,800* page views each month.

Certification — Both ISM members and non-members alike visit this section to earn or maintain the profession's most prestigious designation. Certification section averages 65,800* page views every month.

Education and Training — When supply managers need to sharpen their skills, they come to the ISM Education and Training area to find seminars, online courses, professional development and training resources. Monthly page views for this section average 29,131* views per month.

Home Page Web Banner



Content Sectional Web Banner



*Based on Google Analytics averages from January 2014 to June 2014.

Digital Marketing

Sponsored Email Blasts

ISM sponsored email blasts are an ideal way to reach the most influential buyers in procurement and supply management. Email blasts allow you to establish a direct connection with supply chain and procurement professionals from a variety of industries including manufacturing, pharmaceutical, aerospace, retail, medical, technology, energy and more.

For 100 years, ISM has set the standard for education, research and relationship-building opportunities within the supply chain industry. We invite you to partner with us.

ISM email blasts offer you a turnkey marketing opportunity:

- Content of your choosing is sent to 47,000+ members
- Group your recipients by job title, location or industry
- Directly reach key decision makers in procurement and supply management
- Opportunity limited to one sponsored email blast per month
- Cost: \$5,000 per blast

Digital Ad Format

All online advertisements are accepted in either .jpeg or .gif format. All materials must be delivered at least 10 business days before campaign launch. Flash is accepted; however, the animation must be contained inside the specified borders and may not block content. Audio allowed on user initiation only.

Sending Digital Ad Files

Via web file transfer:

<https://secure.ism.ws/ismfiletransfer/fileuploadForm.cfm>. Follow directions given on website; all information and file format requests are important to ensure your files do not become corrupt during transfer.

For questions regarding ad specifications, please contact:

Liz Olson

Sales Associate

1.480.752.6276, extension 3110

lolson@ism.ws

Web Events

Reach potential customers by partnering with ISM for your next web event.

ISM web events are a proven method of collecting leads while delivering a customized digital presentation. Reach your potential and existing customers in a live one-hour session. You choose the topic — we drive the audience. Our experts assist with format and content to include information such as new solutions, best practices and case studies. Each participant has a live opportunity to interact with senior executives and key industry consultants. On average, web events attract over 600 attendees and more than 1,100 registrants.

Event Package

- One-hour live presentation moderated by a senior executive from ISM or editor of *Inside Supply Management*® magazine.
- Contact information including final list of registrants and participants (restricted to three-time use).
- Registration questions customized to your needs and objectives.
- Designated ISM manager to oversee your event from start to finish.
- The entire presentation is coordinated by ISM professionals based on your direction.
- Event may include presentation, panel discussion, audience polling and live Q&A.
- Web event archived on ISM website for a minimum of six months, providing residual lead generation.
- Participants receive 1 Continuing Education Hour (CEH).

Event Promotion

- Three email invitations prior to event.
- Registration link displayed on ISM's home page.
- One full-page print ad in *Inside Supply Management*® magazine (distributed to more than 35,000) or two promotions in ISM's *Supply Chain Weekly* e-newsletter (more than 31,000 subscribers).
- One post-program email to attendees and registrants who did not attend.

For rate details, please contact:

Kelly Rich

Account Manager

1.480.752.6276 or 800.888.6276, extension 3061

krich@ism.ws

Custom Research and Industry Insights

Marketing your organization requires content with supporting data and insights. But many companies don't have the resources for a research department and/or the expertise to do it in-house. ISM can help.

ISM works with you to conduct research that generates insights into your customers or prospects. The importance of this cannot be overstated.

Studies conducted among ISM's own customers (more than 47,000 procurement and supply chain professionals) revealed that valid research on a product or service helps them make their final purchasing decision.

Customized Research

- ISM conducts research among your customers, prospects or targeted groups within our customer base
- Choose from two kinds of research methods based on your business needs: qualitative (focus groups, in-depth interviews) and quantitative (surveys: online, phone, mail)
- With your guidance, ISM develops a co-branded white paper
- You can distribute the findings through your own channels or select from the options below

Print and Online Distribution Options

- Your research is published in *Inside Supply Management*®, and distributed to more than 47,000 supply chain members worldwide
- An abstract and a link to the full version are included in ISM's *Supply Chain Weekly* e-newsletter (more than 20,000 subscribers)
- A co-branded email promoting your research is distributed to ISM customers
- Your research is featured in a customized event at the ISM conference most relevant to your business

Digital Presentation of Findings

- ISM delivers your content during a web seminar or in-person presentation
- ISM can deliver the research findings through an email blast to over 47,000 members
- ISM presents your research in a series of podcasts

**Digital
Presentation
of Findings**



**Print and
Online
Distribution**



**Customized
Research**

**For rate details,
please contact:**

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extension 3061
krich@ism.ws

Ad Specifications

Publication Specifications

Printed: Web offset, saddlestitch

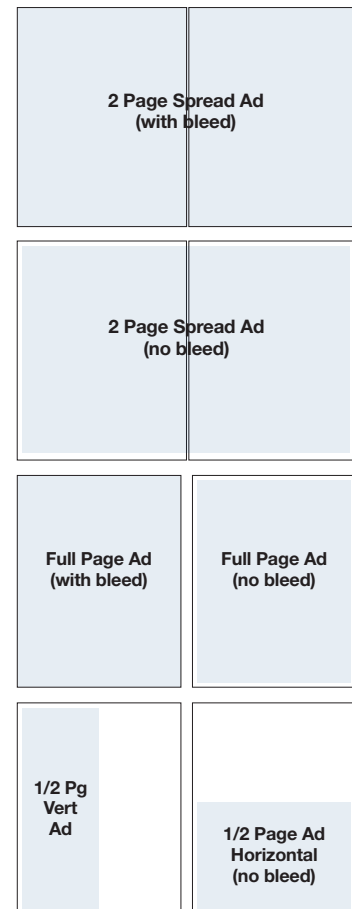
Trim size: 8.125" (20.6cm) x 10.875" (27.6cm)

Ad Dimensions

- 2-Page Spread Bleed
16.5" (41.91cm) X 11.125" (28.25cm)
Live area: 15.75" (40cm) X 10.375" (26.4cm)
- 2-Page Spread
15.75" (40cm) X 10.375" (26.35cm)
Live area: 15.25" (38.7cm) X 9.875" (25.1cm)
- Full-Page Bleed
8.375" (21.27cm) X 11.125" (28.25cm)
Live area: 7.625" (19.4cm) X 10.375" (26.4cm)
- Full-Page
7.625" (19.4cm) X 10.375" (26.35cm)
Live area: 7.125" (18.1cm) X 9.875" (25.1cm)
- 1/2-Page (vertical)
3.375" (8.5cm) X 9.5625" (24.2cm)
- 1/2-Page (horizontal)
7.25" (18.4cm) X 4.875" (12.4cm)

Color Modes

- 4C (CMYK) Process
Additional charges apply to convert Pantone (PMS) colors to CMYK.
- Pantone (PMS)
Additional charges apply for PMS color requests. Please contact the ISM Sales Department for pricing.



Ad Specifications

Formats and Software Applications Accepted

PDF File Format (preferred)

- All fonts must be embedded in files.
- All art files must be placed at 100% and resolution set at 300 dpi.
- PDF resolution must be set at 300 dpi; overall 2400 lpi.

Native layout files in Adobe InDesign CS5 or Quark Xpress up to version 7.

If submitting native layout files, please adhere to the following:

- Postscript and Open-Type fonts only. NO TrueType.
- All screen and printer fonts must be supplied.
- All artwork/photos must be supplied at 100% of placed size with resolution set at 300 dpi.

Adobe Photoshop up to version CS5 — EPS, TIFF and native files. (If supplying native files, all printer and screen fonts must be supplied unless they have been rasterized.)

Adobe Illustrator up to version CS5 — EPS and native files.

If supplying native files with embedded artwork/photos, they must be supplied as well as all printer and screen fonts. If fonts have been converted to outline, they do not need to be supplied.

File Formats Accepted for Logos

- Vector EPS preferred; no GIF files
- Adobe Illustrator up to version CS5 (All printer and screen fonts must be supplied unless they have been converted to outline.)
- 4C (CMYK) or Grayscale (No RGB files)
- Macromedia Freehand up to version 10
- Adobe Photoshop saved as:
 - EPS or TIFF and Resolution set at 300 dpi
- ALL FONTS must be supplied unless they have been rasterized.

Sending Ad Files

- Via web file transfer: <https://secure.ism.ws/ismfiletransfer/fileuploadForm.cfm>. Follow directions given on website; all information and file format requests are important to ensure your files do not become corrupt during transfer.
- Via USPS/UPS/FedEx: Media Accepted: CDs (Unless requested, media supplied will not be returned.)

Ship to: ISM, Attention: ISM Sales Department
2055 E. Centennial Circle, Tempe, AZ 85284

