

# **2013 MEDIA PLANNER**

## **ISM Media Channels**

**PRINTED  
PUBLICATIONS**

**DIGITAL  
MARKETING**

**SPECIAL  
EVENTS**



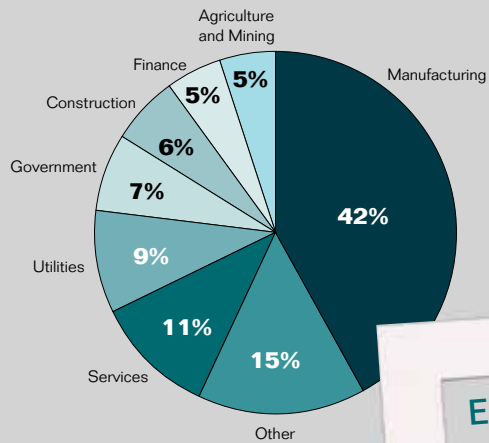
### **ABOUT ISM**

Institute for Supply Management™ (ISM) is the first supply management institute in the world with more than 40,000 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 75 countries.

# A SNAPSHOT OF THE AUDIENCE

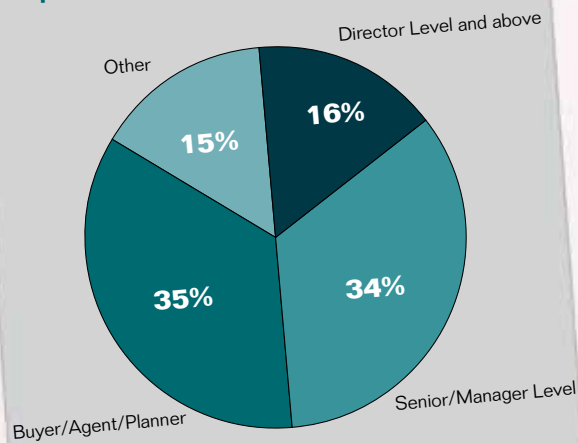
ISM offers many media channels to reach the supply management profession and our specific membership base — consisting of more than 40,000 members with spending power of more than US\$10 million for their organization.

## Top Industries



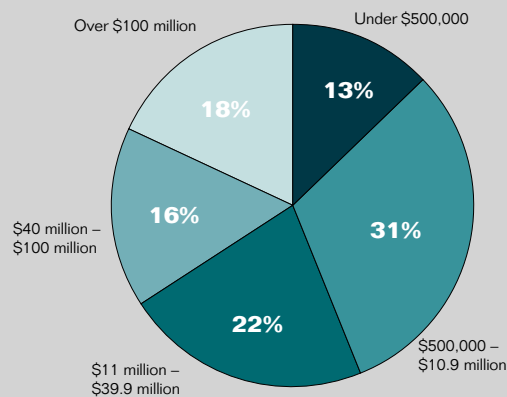
Source: 2012 ISM Membership Survey

## Experience Level



Source: 2012 ISM Membership Survey

## Spending Power\*



\*All pricing in U.S. dollars

Source: 2012 ISM Reader Survey

ISM's audience has indicated they are interested in seeing advertisers whose focus is in:

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

Source: 2012 Reader Survey



# CONTACT INFORMATION

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Email: [kbraase@ism.ws](mailto:kbraase@ism.ws)



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Vice President, Sales,  
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Let us create a customized package to meet your needs.



## PRINTED PUBLICATIONS

INSIDE **SUPPLY** MANAGEMENT**John Yuva**

Manager, Editor

*Inside Supply Management*®

“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 2013.”

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 for executives in 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 extra charge for bleed advertisements.

Full Page	1x	3x	6x	9x
Back Cover	\$7,560	\$7,010	\$6,675	\$6,300
Inside Front	\$6,790	\$6,440	\$6,265	\$5,900
Inside Back	\$6,235	\$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
Fractional Page				
1/2-page	\$3,420	\$3,200	\$3,060	\$2,970
1/3-page	\$2,840	\$2,650	\$2,540	\$2,500
1/4-page	\$2,615	\$2,440	\$2,330	\$2,245

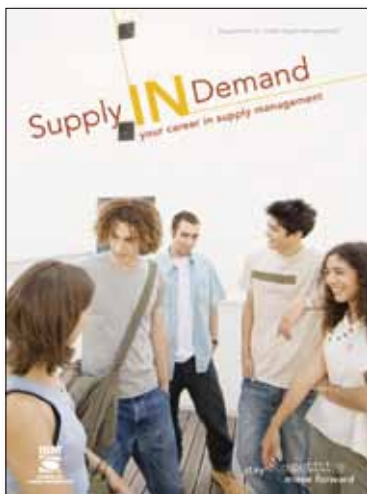
Additional opportunities available, including inserts, spread, blow-in cards, bellybands and more. Contact your ISM sales representative for pricing and formation information.

**Inside Supply Management® Ad Materials Deadlines**

	Ad Reservation Date	Ad Materials Due	Mail Date (3rd Business Day of Month)
January/February 2013	12/3/12	12/17/12	1/3/13
March 2013	2/1/13	2/15/13	3/5/13
April 2013	3/6/13	3/20/13	4/3/13
May 2013	4/8/13	4/22/13	5/3/13
June/July 2013	5/6/13	5/20/13	6/5/13
August 2013	7/10/13	7/18/13	8/5/13
September 2013	8/7/13	8/21/13	9/4/13
October 2013	9/6/13	9/20/13	10/3/13
November/December 2013	10/7/13	10/21/13	11/5/13



# SUPPLY IN DEMAND



Highlight the supply management or sustainability education program at your college or university, or promote your products or services to the undergraduate, graduate and executive education students as they plan their academic and supply management careers. This publication is mailed to each member of ISM with the August issue of *Inside Supply Management*®. *Supply IN Demand* is also mailed to college and university career guidance centers and department chairs, and handed out at various events throughout the year. Program profiles are as low as US\$500, with a full-page ad only US\$2,500. Don't miss this opportunity to reach potential and continuing students. Schools with supply management and/or sustainability related courses/majors receive a free basic listing in the school directory.

## Print Rates\* and Deadlines

Ad Size	Pricing	Materials Deadline	Mail Date
Full-page 4-color ad (includes 1/4-page profile)	\$2,500	7/8/13	8/5/13
1/2-page 4-color ad	\$1,500		
1/4-page profile (100-word description with 4-color logo)	\$500		

\*All pricing in U.S. dollars

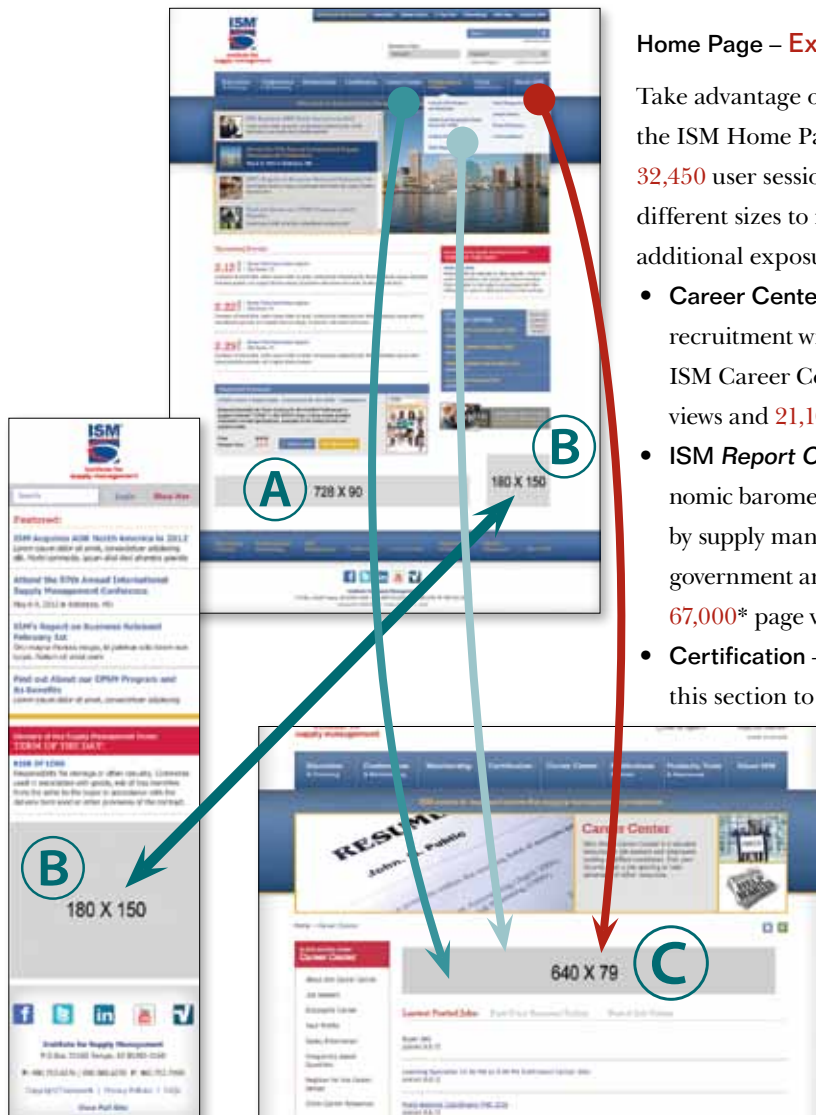
Please check the 2013 Editorial Calendar for additional distribution details for all printed publications.

## DIGITAL MARKETING

## ONLINE ADVERTISING

ISM's Newly Designed Website ([www.ism.ws](http://www.ism.ws))

With a focused audience, it only makes sense to include online advertising in your media plans, and [www.ism.ws](http://www.ism.ws) is the place to go for today's busy supply management professional. We offer exclusive and prominent banner advertising on the most popular sections of the ISM website as listed below.

Home Page – **Exclusive**

Take advantage of these exclusive opportunities and be seen on the ISM Home Page, which averages **59,000\*** page views and **32,450** user sessions per month. The banner ad is available in two different sizes to fit your campaign needs and the box ad offers additional exposure on the optimized mobile site.

- **Career Center** — The resource for job opportunities and recruitment within the supply management profession. The ISM Career Center logs an average of **43,000\*** monthly page views and **21,100** user sessions per month.
- **ISM Report On Business®** — The most reliable near-term economic barometer available since 1931. Advertisements are seen by supply management professionals, economists, analysts, and government and business leaders. Monthly section views average **67,000\*** page views and **45,800** user sessions each month..
- **Certification** — Both members and nonmembers alike visit this section to earn or maintain the profession's most prestigious designation. Certification section averages **59,000\*** page views and **33,500** user sessions.

\*Based on averages from October 2012 to December 2012 — Google Analytics.

Format	Location	Display	Pricing/Month	Dimensions
Home Page Banner	A	Exclusive	\$1,500	640 x 79 or 728 x 90
Website Box (includes mobile website)	B	Exclusive	Call for Pricing	180 x 150
Content Sectional	C	Rotational	\$1,500	640 x 79 or 728 x 90

# E-Newsletters

**Member's Edge** is the only e-newsletter distributed to all ISM members, six times a year.

- Ads are limited to a white paper or research promotion only.
- Emailed six times a year to more than 40,000 supply management professionals.
- Click-through data available.



**eSide Supply Management** is a members-only e-publication written with mid- and entry-level supply management professionals in mind. It features practical, service-oriented articles, research and industry updates for up-and-coming supply management professionals. Every edition delivers negotiation strategies, career advice, survey results, global business etiquette tips, informative reports on social responsibility and more.

- Emailed bimonthly to more than 15,000 supply managers.
- Measure the effectiveness of your ad through click-through data.
- Limited to three advertisers per issue.



Pricing Table

eNewsletter	Pricing	Placement	Distribution
Member's Edge	US\$2,000	Banner	40,000
eSide Supply Management	US\$1,000	Skyscraper <b>A</b>	15,000
	US\$800	Banner <b>B</b>	
	US\$500	Button <b>C</b>	



# SPECIAL EVENTS

## 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 audio/video presentation. Reach your potential and existing customers in a one-hour live 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, our aggressive promotion attracts over 600 attendees and more than 1,100 registrants.

### Event Package

- One-hour live presentation moderated by a senior executive from the 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 with 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).
- Announcement in ISM's e-newsletter *eSide Supply Management* (more than 15,000 subscribers).
- One post-program email to attendees and registrants who did not attend.

### Rates

Call for Pricing



### Who Attends?

Managers	34%
Buyers	33%
Others	7%
Directors	4%
Analysts	3%
Vice Presidents	2%
Consultants	2%



# INTEGRATE YOUR CUSTOM CONTENT

As a marketing executive, you are tasked with positioning your organization as an industry leader. To stay ahead of the curve, you have to find a unique organization that understands your product and customer and has the ear of more than 40,000 supply chain professionals. That organization is ISM.

ISM can assist in generating original research or deliver your content through a number of channels. Our customers indicate that valid research on a product or service helps them make the final purchasing decision. Don't let this crucial decision-making opportunity pass you by.



Do you have valuable research for supply management decision-makers? ISM can be your distribution channel. Would you rather have ISM conduct the research for you? We can do that, as well. Whatever your decision, ISM can deliver.

## Unbiased Research — US\$25,000

- ISM conducts research to targeted groups within our customer base.
- With your guidance, ISM develops a comprehensive white paper branded with your company's and ISM's names.
- You can distribute the findings through your own channels or select from the options below.

## Distribution — US\$20,000

- Your research is published in *Inside Supply Management*®, and distributed to more than 40,000 supply chain members worldwide.
- An abstract and link to the full version are included in ISM's Supply Chain Weekly e-newsletter (more than 30,000 subscribers).
- An abstract and link to the full version are included in ISM's MembersEdge e-newsletter.
- It is promoted through ISM social media channels: LinkedIn, Facebook and Twitter.
- It is highlighted to ISM's international attendees in a special promotional email.

## Present findings virtually — US\$20,000

- With the support of ISM, your content is presented during a web seminar.
- Our experts deliver a personal event focusing on your research findings.
- The web seminar may be replaced by a series of podcasts.

**Purchase entire package for US\$50,000 — a 25% savings.**

# ISM ANNUAL CONFERENCE

We've worked hard for almost a century to establish our reputation, and today we are known as the premier provider of education value and positive return for our attendees, sponsors and exhibitors. Our attendees are a diverse group of decision-makers who represent more than 30 different nations and industries, ranging from entertainment to energy, city government to national defense, retail to aerospace.

## Event Opportunities

### Sponsorships

Sponsorship offers important value-added opportunities to create brand awareness and highlight your organization's products and services. It helps to maximize your exhibit investment and stand out from your competition. Let us work with you to develop the right mix that delivers the visibility and networking opportunities you deserve.

Platinum (Exclusive)	Silver
Gold	Bronze
	Associate



### Exhibit Hall

Showcase your company to key decision-makers in manufacturing and nonmanufacturing industries. With more than 2,000 supply management professionals, this is the place to increase brand awareness, obtain qualified sales leads and network with the pre-qualified audience.



### On-Site Circulation

**Program Guide and Navigator** — This complete guide reaches attendees via print and an interactive digital edition, and provides the opportunity to highlight your company, booth location, special incentives and/or your products and services.



**Passport Program** — Purchase a stamp on our Exhibitor Passport that directs attendees to your booth. Once attendees complete their passport, they are entered into a drawing for great prizes.

### Digital Exposure

**Pre-Conference Email Blast (Limited Availability)** — ISM will send a personalized email with your company message directing attendees to your booth.

**Banner Ad** — Get in front of thousands of prospective attendees with a banner ad on the ISM Conference website.



For opportunity details and pricing, download the *Exhibitor and Sponsor Prospectus* at [www.ism.ws/3438](http://www.ism.ws/3438)





# OTHER LIVE EVENTS



## **5th Annual ISM Sustainability and Social Responsibility Conference**

November 1-2, 2012

Manhattan Beach Marriott (three miles from Los Angeles International Airport)

Manhattan Beach, California

The Sustainability and Social Responsibility Conference attracts more than 150 purchasing and supply management professionals who are engaged in developing and supporting corporate social responsibility and sustainability initiatives. All sponsorship packages include a tabletop for you to display information about your products or services.



## **13th Annual Services Conference**

December 6-7, 2012

Pointe Hilton Tapatio Cliffs Resort

Phoenix, Arizona

The Services Conference attracts more than 225 supply management professionals and is designed for supply management professionals responsible for not only acquiring services, but also for developing the supply chain strategies that support the goals and objectives of the organization. Because supply managers in both the manufacturing and nonmanufacturing arenas buy services, look for many diverse examples.



## **10th Annual Black Executive Supply Management Summit**

## **5th Annual Women Executive Supply Management Summit**

February 5-7, 2013

New Orleans, Louisiana

ISM Diversity Summits attract more than 200 attendees and each Summit brings together a targeted affinity group within the field of supply chain management. A portion of sponsorship funds from the Summits are used for scholarships to send students to ISM's 98th Annual International Supply Management Conference and Educational Exhibit, April 28-May 1, 2013 in Dallas/Ft. Worth, Texas. Students have the opportunity to attend the sessions and meet with executives, middle managers and first-line managers.



## **Risk Management Conference**

July 25-26, 2013

Chicago, Illinois

The Risk Management Conference attracts more than 150 supply management professionals who develop and support corporate risk management initiatives. Attendees seek innovative tools, processes and partnerships they can incorporate into their risk management survival kit.

# PRINT AD SPECIFICATIONS

INSIDE **SUPPLYMANAGEMENT**

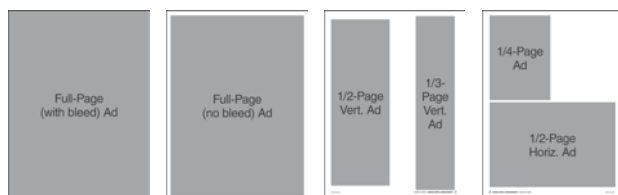
Supply **IN** Demand  
your career in supply management

## 1. Publication Specifications

Printed: Web offset, saddlestitch

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

## 2. 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)

### 1/3-Page (vertical)

2.25" (5.7cm) X 10" (25.4cm)

### 1/4-Page

3.5" (8.9cm) X 4.875" (12.4cm)

- Crop marks for full-page ads should be at trim size [8.125" (20.6cm) X 10.875" (27.6cm)].
- Bleed ads should extend beyond crop marks by 1/8" (0.32cm) on all sides.
- Vital live matter should be at least 1/4" (0.64cm) inset from crop marks (trim edges).

For questions regarding ad specifications, contact:

Frances Hernandez — Senior Production Coordinator

Phone: +1 480/752-6276, extension 3022

Email: fhernandez@ism.ws

## 3. 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.

## 4. Formats and Software Applications Accepted

### a. 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.

### b. 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 True Type.
- 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.

### c. **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.)

### d. **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.

## 5. 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
  - Resolution set at 300 dpi
  - All printer and screen 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 85285-2160

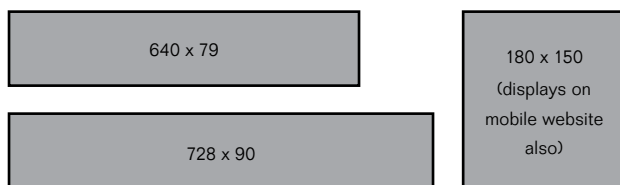


# E-NEWSLETTER AND ONLINE AD SPECIFICATIONS



## 1. Online Ad Dimensions

- Banner Ad: 640 x 79 or 728 x 90
- Box Ad (also appears on ISM mobile website): 180 x 150



For questions regarding ad specifications, contact:  
Irene Tidrick  
Sales Associate  
Phone: +1 480/752-6276, extension 3043  
Email: [itidrick@ism.ws](mailto:itidrick@ism.ws)

## 2. Maximum File Size

- 640 x 79: 80 KB
- 728 x 90: 80 KB
- 180 x 150: 50 KB

## 3. Formats Accepted

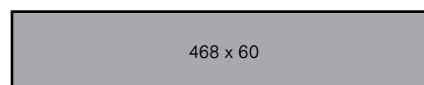
All online advertisements are accepted in either .jpeg or .gif format. All material must be delivered at least 10 business days prior to campaign launch.

Flash is accepted; however, the animation must be contained inside the specified borders and may not block content. Audio allowed on user initiation only.

## 4. E-Newsletter Specifications

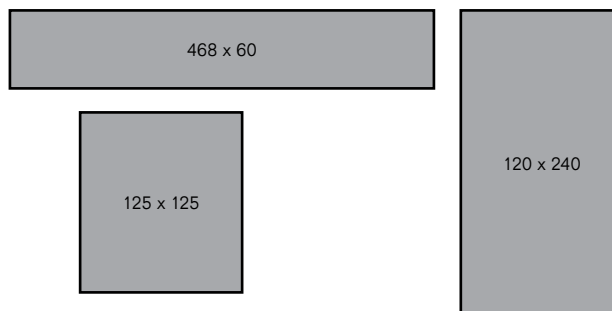
### • Member's Edge

Frequency: 6 times a year  
Position: Ad placement based on copy  
Ad type: Banner Ad: 468 x 60 (restricted to white paper promotion only)  
Format: Accepted in either .jpeg or .gif format. No flash or animation.  
Max. size: 30 KB



### • eSide Supply Management

Frequency: Bimonthly  
Position: **Skyscraper** (A) 120 x 240, maximum size 20 KB, viewed in the Features section  
**Banner** (B) 468 x 60, maximum size 20 KB, viewed on bottom of Features section  
**Tile** (C) 125 x 125, maximum size 15 KB, viewed on bottom of e-newsletter  
Format: Accepted in either .jpeg or .gif format. No flash or animation.



All creatives are subject to final approval by Institute for Supply Management™, Inc. (ISM). ISM reserves the right to decline any submitted creatives or campaigns.

For questions regarding ad specifications, contact:

Irene Tidrick  
Sales Associate  
Phone: +1 480/752-6276, extension 3043  
Email: [itidrick@ism.ws](mailto:itidrick@ism.ws)

## 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 85285-2160