

INSIDE SUPPLY MANAGEMENT®

Resources to Create Your Future

The official magazine of the Institute for Supply Management™ (ISM)

r e a d e r s h i p

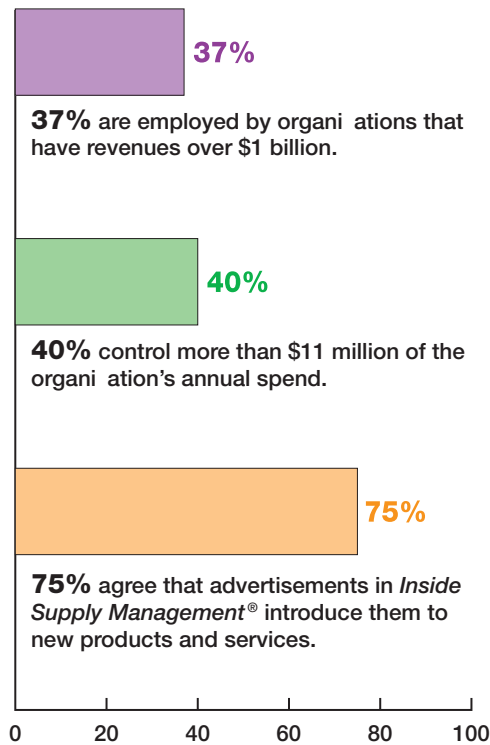


About *Inside Supply Management*®

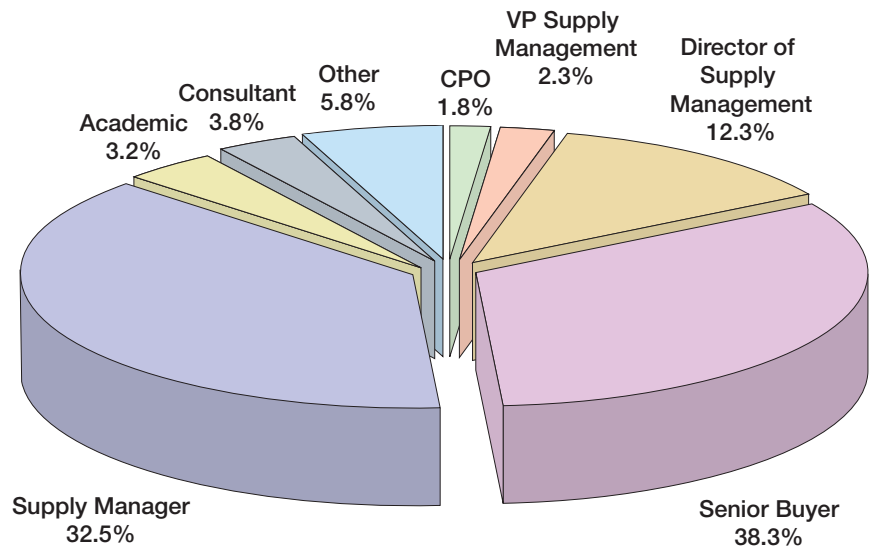
Inside Supply Management® is the authoritative resource for supply management executives. Each month we deliver thought leadership, trends and current issues. Exclusive to *Inside Supply Management*® is the Manufacturing and Non-Manufacturing **ISM Report on Business**® — an early indicator assessing the state of the U.S. economy. Companies that advertise in ISM are instantly recognized by world-class organizations.

Our readers look forward to receiving the magazine because it is both enlightening and entertaining. The tone is professional, fresh and always executed with the progressive mid- to high-level professional in mind. Content touches on a wide range of supply management topics, including global business issues.

Our Readers



Our Readership Breakdown

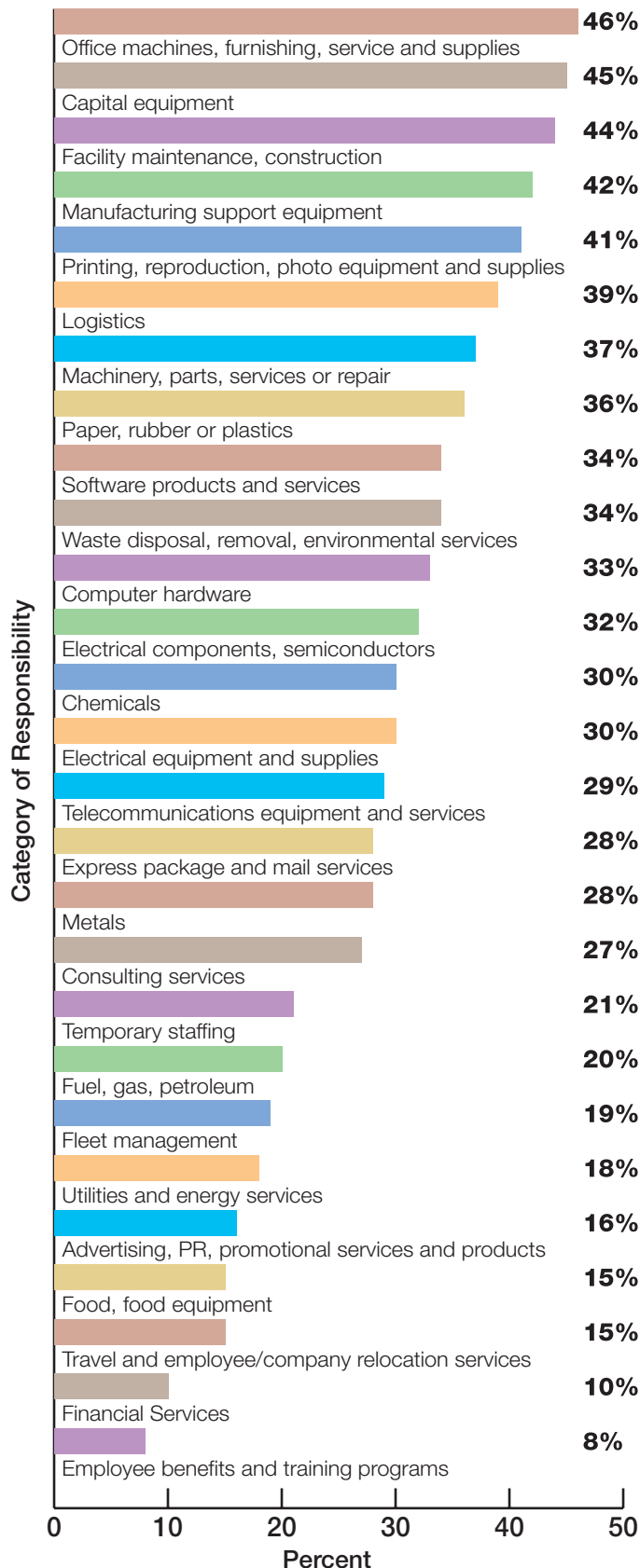


Source: ISM Environmental Analysis for *Inside Supply Management*®, Fall 2004

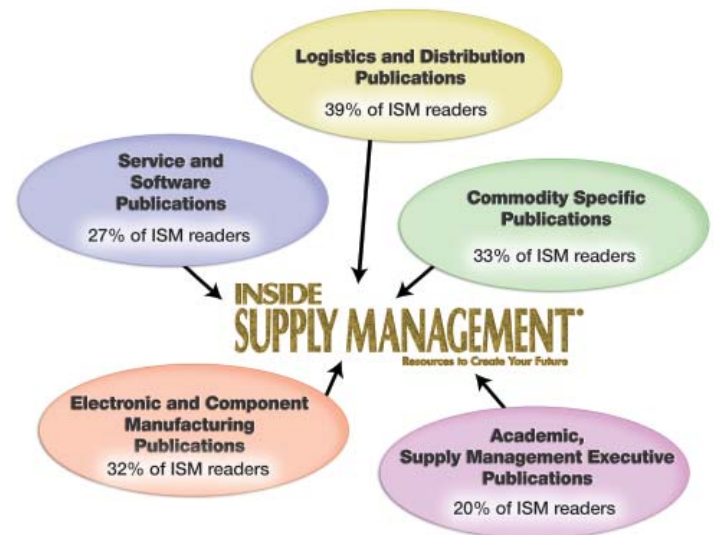
Comments from our Readers

- *Very informative periodical. I use this more than any other publication that I receive. I pass on articles to others for their information and use in upcoming bid projects.*
- *It is a great magazine and one of the few I read religiously.*
- *Publication is great and I have contributed to it in the past.*
- *ISM is the best publication for supply professionals. Its features combine the best mix of current news (without the hype I have seen in other publications) practical how-to's and what the future might bring.*

Readers of *Inside Supply Management*® were asked to identify products or services they were responsible for.



Horizontal vs. Vertical Publications



How does *Inside Supply Management*® stack up to vertical publications?¹

Inside Supply Management® is a horizontal publication that reaches many industries. Vertical magazines reach one specific market, comparable to silos within an organization. Silos are defined as isolated data structures and focus on one area of interest. Integration is the key to a successful supply chain, and a horizontal magazine will get your message in front of a variety of business units.

Supply managers are charged with new initiatives: collaboration, process management and lean supply. These initiatives include efforts to work with key suppliers to grow the business. *Inside Supply Management*® will help you become one of those key suppliers.

More than 56% of our readers indicated they are buying different products and services now than they were three years ago.

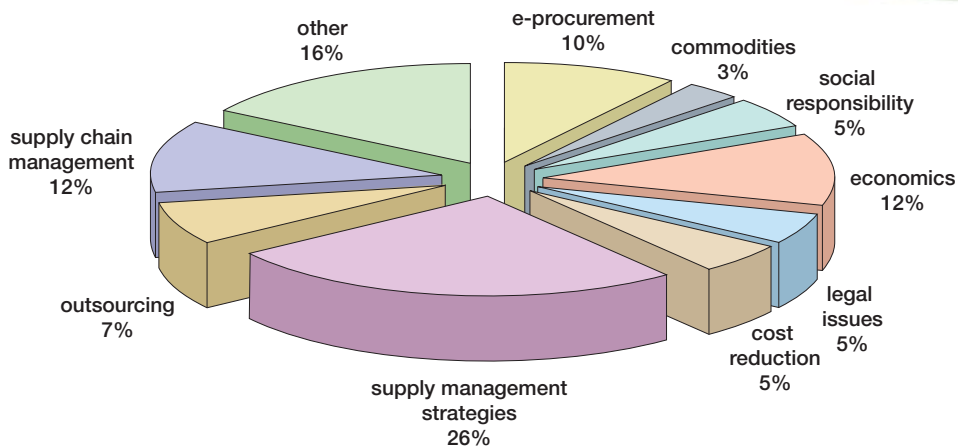
¹ Sum greater than 100% due to multiple responses.

Editorial Breakdown — *Inside Supply Management*®

Our audience is diverse and so is our editorial. Subject matter is oriented to the level of skills and knowledge reflected in our membership. The editorial is informational and articles address supply management topics. Underlying themes throughout each issue are: leadership, playing a role in business, credibility, creating influence and making a difference.

Readers of *Inside Supply Management*® are thoughtful, strategic managers who have what it takes to become a top-level manager.

Our mix of writers is unique when compared to our competition. The majority of our articles are written by supply management practitioners. Their insight not only draws in the reader, but creates a magazine that is a “must read.”



Source: ISM Environmental Analysis for *Inside Supply Management*®, Fall 2004

Inside Supply Management® Reaches Everyone in the Decision Process

Who is the next CPO? Probably the supply manager you are meeting with today. Surveys show that 66% of today's CPOs were promoted from supply management departments in their organization.



Source: CAPS Research Supply's Organizational Roles and Responsibilities, 2004

About the Institute for Supply Management™

Since 1915, the Institute for Supply Management™ has led the profession. From its beginnings as the National Association of Purchasing Agents (NAPA) to a forum for purchasing managers (NAPM), and then in 2001 becoming the Institute for



Supply Management™ (ISM), the association has always taken the lead. As the profession has changed so has our vision. Simply, our mission is to **lead supply management**. We accomplish this through education, research, standards of excellence and publication of our flagship magazine, *Inside Supply Management*®.

DS SC 224B 10/05 300



2006 INSIDE SUPPLY MANAGEMENT® 12 MONTH EDITORIAL CALENDAR

	JAN	FEB	MAR	Conference Navigator	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Ad Reservation Date	11/14/05	1/2/06	2/1/06	2/7/06	3/3/06	4/1/06	5/2/06	6/2/06	7/5/06	8/3/06	9/1/06	10/1/06	11/3/06
Materials Due Date	12/5/06	1/18/06	2/13/06	3/16/06	3/17/06	4/17/06	5/16/06	6/16/06	7/17/06	8/17/06	9/15/06	10/17/06	11/14/06
Mail Date	1/4/06	2/3/06	3/3/06	4/5/06	4/5/06	5/5/06	6/5/06	7/6/06	8/8/06	9/6/06	10/4/06	11/3/06	12/5/06
ISM Perspective	ISM Board Chair	ISM Board Member	ISM CEO	Show Guide for 91 st International Supply Management Conference	ISM Board Chair	ISM Board Member	ISM CEO	ISM Board Chair	ISM Board Member	ISM CEO	ISM Board Chair	ISM Board Member	ISM CEO
Strategy Perspective	Performance Measurements	Risk	Outsourcing		Ethics	Economics	Cost Strategy/Management	Diversity	Competition	Organizational Structure	Quality	Supplier Relationships	Knowledge Management
Technology	VOIP	Integration software	RFID		eRFX	Technology Prediction	Technology in Risk Management	Trend in Technology	Trend in Technology	Trend in Technology	Trend in Technology	Technology Predictions	Trend in Technology
Legal Briefs	Bankruptcy	Global Legalities	Indemnification		Intellectual Property	Employment Contracts	UCC Updates	Legal Issue	Legal Issue	Legal Issue	CISG Updates	Legal Issue	Legal Issue
Features	Global Econ/Pricing Trends	Logistics & Transportation	Diversity: Changing demographics	Company Profiles	Intellectual Property	ISM Salary Survey	J. Shipman Award Winner	Project Management	Supply Management Performance	Risk	Services	Succession Planning	Change Management
	Semi-Annual Economic Report	ISM Certification Program update	Regional Focus	Conference Sessions	CSSL: Supply and CPO Evolvment	SOX Update	ISM Conference Highlights	Regional Focus	CSSL: Advanced Sourcing Techniques	Lead-free Initiative Update	Defining "Supply Management"	Regional Focus	Article Index
	Supply Management Education	91st ISM Annual Conference	Professional Profile	Highlight on Minneapolis	Professional Profile	Professional Profile	Professional Profiles: Leadership and Innovation Award Winners	Professional Profile	Professional Profile	Professional Profile	Professional Profile	Professional Profile	Professional Profile
	Speaking of ...	Toolbox	Conference: Minneapolis		Low-Cost Country Sourcing	Total Value Sourcing	Semi-Annual Economic Report				Collaborative Sourcing	CSSL: Creating Influence	
Additional Highlights		Special Advertising Section: Logistics & Transportation	Redesign Debut Extra Distribution: (Fortune 1000)	Supplement: Polly-bagged with April issue of Inside Supply Management	Extra Distribution: ISM Conference	Extra Distribution: (Fortune 1000) WBENC Conference			Extra Distribution: Hispanic MBA Conference	Extra Distribution: (Fortune 1000) APICS Conference MSDC Conference Black MBA Conference Special Advertising Section: Services		Extra Distribution: Services Conference	

Each Issue Contains:

- Executive Access: ISM CEO and ISM Board members share their views on critical supply management topics.
- JIT - News, Notes, Quotes: Insightful nuggets of information relative to supply management and business trends Editor’s Column
- Tapping Into: A supply management executive allows readers to see how the executive mind tackles today’s tough challenges.
- Out in Front: This column gives insights into the key topic of leadership and influence. It addresses the individual supply manager as a leader, the supply management organization as a leader within a larger enterprise, or the field of supply management as a leader in the business community.
- Tech-Know: Topics include: new application descriptions, case studies from successful technology implementations, technology trends affecting business, and technology predictions.
- Legal Briefs: Legal experts detail pertinent contact information, regulations, case precedents, or global legal issues that affect the supply manager.
- Business month: Includes the ISM *Report On Business*® and other global economic trends.
- Commodity Report: The report spotlights a current "hot" material, product or service that is affecting the commodity market, including pricing and supply trends and forecasts.
- CAPS: Center for Strategic Supply Leadership. Research findings or trends from recent CAPS publications, events or studies.
- Ex Propriis ("from one's own resources") This column offers a brief situational question or dilemma, followed by a personal, thoughtful response.
- ISM News

Advertising Requirements

1. Publication Specifications

- a) Printed: Web offset, saddlestitch
- b) Full page trim size – without bleed: 8-1/8" x 10-7/8"
- c) Two page spread trim size – without bleed:
16-1/4" x 10-7/8"

*With bleed, add an additional 1/8" all around.

Note: Keep all live material 1/4" from trimmed edge.

2. Ad Size

Ad Sizes	Width	Depth
Full Page	7-1/4" (7.25)	10"
2/3 Page (v)	4-3/4" (4.75)	10"
1/2 Page (v)	3-3/8" (3.375)	10"
1/2 Page (h)	7-1/4" (7.25)	4-7/8" (4.875)
1/2 Page Island	4-7/8" (4.875)	7-1/4" (7.25)
1/3 Page (v)	2-1/4" (2.25)	10"
1/3 Page (h)	4-1/2" (4.5)	4-7/8" (4.875)
1/4 Page	3-3/8" (3.375)	4-7/8" (4.875)
1/6 Page (v)	2-1/4" (2.25)	4-7/8" (4.875)

3. Colors (These specifications apply to all art submitted.)

- Four color process (4/C): Make sure files are built as CMYK.
- Non-process colors are PMS/Spot, and should be named alike in all files. If a PMS/Spot color is desired, make sure this is notated on the Advertising Insertion Order Form.

Please note: PMS/Spot color is an additional charge. Contact the Sales Department for pricing information. If a PMS/Spot color is not desired, but files are received as such, there will be an additional charge to convert the files to CMYK.

4. Specifications for Submitting Electronic/Digital Files

Please refer to this list to prepare your ads to ensure proper output of your files. If sending file electronically a PDF proof is required.

Page Layout Formats Accepted

- Quark Xpress (up to version 4.11), Adobe InDesign CS
- PDF (All fonts need to be embedded and art files placed at 100%). The PDF must be high resolution 300 dpi; overall 2400 lpi. Instruction on how to make a high resolution PDF is available, please contact the production coordinator.

Fonts

- Postscript fonts only (no True-Type).
- Include both screen and printer fonts

Art Programs Accepted

- Adobe Photoshop (up to version CS) — EPS or TIFF files only. File resolution must be 300 dpi.
- Adobe Illustrator (up to version CS) — EPS files only. If photos/art have been embedded, they must also be supplied. All fonts must be supplied or converted to outlined paths.

5. Ways to Send Files

- a) Via disk/CD (Media accepted: 100MB Zip disk, floppy, or CD) to:
ISM
Attention:
Frances Hernandez — Production Coordinator
2055 E. Centennial Circle
Tempe, AZ 85284
800/888-6276 ext 3022
- b) Via Web file transfer server at: <http://services.ism.ws/ISMFileTransfer/fileuploadForm.cfm>

6. Specifications for Logos Separate from Ads

- a) File formats: Vector EPS is preferred (Adobe Illustrator up to version CS, or Macromedia Freehand up to v.10). Also accepted: Photoshop EPS and TIFF.
Note: Photoshop EPS and TIFF files should be the largest dimensions that will be used. No animated Gifs.
- b) Photoshop EPS and TIFF files must be 300 dpi resolution (no Web files) and CMYK (4-color process) or Grayscale. No spot (Pantone (PMS), etc., other color systems) colors.

Remember ...

When possible, please submit advertising via electronic file. For formats other than those listed, please contact Frances Hernandez, ISM Production Coordinator, at 480/752-6276, extension 3022, or fhernandez@ism.ws.

Advertising Rates

Rate Card Number 15/Effective November 1, 2005

Black-and-White Display Advertising Rates

(Exhibitor discounts apply)

Full Page

	1x	3x	6x	12x
Back Cover	\$6,850	\$6,350	\$6,050	\$5,980
Inside Front	6,150	5,835	5,675	5,445
Inside Back	5,650	5,350	5,110	4,975
Page 3	5,550	5,270	5,030	4,900
Run of paper	5,535	5,190	4,975	4,850

Fractional Page

2/3 page	\$3,950	\$3,690	\$3,520	\$3,255
1/2 page	3,100	2,900	2,770	2,690
1/3 page	2,570	2,400	2,300	2,265
1/4 page	2,370	2,210	2,110	2,050
1/6 page	2,120	1,980	1,890	1,840

Company Profiles

- Maximum 125-word description
- Contact information
- Listing 3.5" x 4.5" vertical b/w \$995
- Company logo (color)

Color Charges

For additional color, add the following prices to the black-and-white advertising:

- \$1,370 per page or fraction of a page — 4-color
- \$800 per one spot PMS color per page or fraction of a page
- No extra charge for bleed advertisements

Inserts, Spreads, Blow-In Cards, Belly Band and Other Specials

Consult your Inside Supply Management® sales representative for pricing and format information.

Contact Information Advertising Staff & Territories

ISM CONTACT

Cindy Urbaytis
Sales Manager
Phone: 480/752-6276
extension 3049
Fax: 480/752-7890
curbaytis@ism.ws

WEST COAST

Ian McDonald
2336 Harrison Street
Oakland CA 94612
Phone: 510/832-6300
Fax: 510/832-6302
ian@roymcdonald.com

George Roman
4779 Luna Ridge Court
Las Vegas NV 89129
Phone: 702/515-7247
Fax: 702/515-7248
george@roymcdonald.com
Northern CA, NV, AZ, UT

Jim Olsen
3155 NE 76th Ave
Portland OR 97213
Phone: 503/640-2011
Fax: 503/640-3130
portland@roymcdonald.com
WA, OR, ID, MT, WY, CO,
AK, HI

Patrick Jagendorf
7202 S. Marina Pacifica Drive
Long Beach CA 90803
Phone: 562/795-9134
Fax: 562/598-8242
patrick@roymcdonald.com
Southern CA, all International
inquiries

EAST COAST

Bill Farmakis
48 Topfield Road
Wilton CT 06897
Phone: 203/834-8832
Fax: 203/834-8825
bill@jlfarmakis.com
PA, NY, VT, NH, ME, MA,
CT, RI, NJ, DE, MD, VA

David Hoierman
329 Oaks Trail Plaza Ste 125
Garland TX 75043
Phone: 972/226-0691
Fax: 972/226-0695
dallas@roymcdonald.com
TX, NM, OK, LA, AR

Jeanne Miller Matheis
1688 Donegal Court
Eagan MN 55122
Phone: 651/687-0241
Fax: 651/887-0298
jeanne@jlfarmakis.com
MN, NC, AL, MS, GA, FL, SC

Russ Parker

100 Oak Ridge Drive
MT Vernon IA 52314
Phone: 319/895-6723
Fax: 319/895-8571
russ@jlfarmakis.com
ND, SD, IA, WI, MI, IL, IN,
OH, KY, WV, TN

Bob Bruncker

8209 NW 81st Court
Kansas City MO 64152
Phone: 816/746-8814
Fax: 816/222-0576
bob@jlfarmakis.com
KS, NE, MO

Advertising Insertion Order Form

Advertiser: _____
(Please complete as you would like your company name to appear in the advertiser index)

Contact Person: _____

Address: _____

City: _____

State: _____

ZIP: _____

Phone: (____) _____ Fax: (____) _____

E-Mail: _____

Billing Information

Agency/Company: _____

Contact Person: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: (____) _____ Fax: (____) _____

E-Mail: _____

Purchase Order #: _____
(If applicable)

Indicate below how artwork will be sent.

Files supplied on (check one): ☐ CD ☐ 100MB Zip

☐ Via Web file transfer server at: <http://services.ism.ws/ISMFileTransfer/fileuploadform.cfm>

☐ Pick up from previous issue: Month/Year ____/____

Frequency: _____ Contract Period: Beginning _____ Ending _____

Issue: ☐ January ☐ February ☐ March ☐ April ☐ May
☐ June ☐ July ☐ August ☐ September ☐ October
☐ November ☐ December

Guide: ☐ Conference Navigator (April)

Color: _____ Size: _____ Position: _____

*Gross Rate: _____ *Net Rate: _____ Discounts (if applicable): _____

*Rates quoted are per ad (month)

First-time advertisers, please complete the following information.

(Order will not be accepted without this section completed.)

Number of Employees: _____ Annual Sales: _____

Business Type: ☐ Corporation ☐ Partnership ☐ Sole Proprietor

Date Business Established: _____

Tax Payer ID #: _____ Dun & Bradstreet #: _____

Credit Application May Be Requested.

I agree to all advertising rates and terms on the current rate card.

Signature/Title: _____ Date: ____/____/____

Please print your name as signed above: _____ (Please retain a copy for your records.)

ISM Sales Representative

Advertising Policies

1. Commissions and Billing Procedures

Agency commission: 15 percent on space, color, and position, if the invoice is paid within 60 days. No commission or discount allowable after 60-day period. Cash discount of 2 percent is available if full payment is received with insertion order. Two percent is calculated after all other discounts are applied. Interest at the rate of 1.5 percent per month or the maximum allowable legal interest, whichever is higher, will be charged on accounts unpaid within 60 days. Invoices are rendered when issues are mailed. No commission on any production charges such as backup, tip-in, color separations, binding, typesetting, and other services.

2. Contracts

Contract period is one year. Advertising must be inserted within 12 months of the first insertion to earn the frequency discount. Cancellations of any portion of a contract nullify all rate protection for the remainder of a contracted schedule.

3. Rates

Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be canceled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on the past and subsequent insertions to reflect actual space used at the earned frequency rate. Credits earned by increasing frequency during a contract year will be applied to future billing for space. No cash rebates will be issued. There is no extra charge for bleed advertisements.

Rates are exclusive of all federal, state, municipal, or other political subdivisions, excise, sales, use, property, or like taxes now in force or enacted in the future.

4. Due Dates and Regulations

- a) Cancellations or changes in orders may not be made by the advertiser or its agency after the space reservation closing date of the issue in which the advertisement is to appear. If suitable advertising material is not received by the due date for negatives or cancellation or changes are made after the closing date, space will be billed based on prevailing insertion order.
- b) Advertising materials not received by final closing date for receipt of materials will not be entitled to revisions, changes, cancellations, approvals, or guarantees in color matches.

5. Copy and Contract Regulations

- a) All insertion orders are accepted subject to provisions of the current rate card.
- b) All advertising and its contents are subject to acceptance by the publisher (Institute for Supply Management, Inc.™). Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, contract, or position commitment at any time without cause. Publisher will not accept advertisements promoting offers, premiums, giveaways, sweepstakes, contests, etc.
- c) Publisher reserves the right to edit all copy and refuse advertisements that are not deemed suitable for publication, or do not conform to policies of the publisher, as determined by the publisher.
- d) The publication of an advertisement by publisher is not an endorsement of the advertiser nor the products or services advertised.

- e) Publisher assumes no responsibility for claims or statements-made in an advertisement.
- f) Without the prior consent of publisher, an advertiser may not incorporate in an advertisement or other publication the fact that a product or service has been advertised in the publisher's publication.
- g) If advertising material appears in an editorial-like format, the publisher reserves the right and must add the word "advertisement" prominently above or below the copy.
- h) Publisher shall have no liability for errors in material submitted by the advertiser or its agent. This includes electronic materials.
- i) Publisher assumes no responsibility or liability for loss of profit, loss of business, or any other damage as a result of any error or omission in or related to an advertisement.
- j) Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism, or copyright infringements.
- k) Any order may be canceled by the publisher if the advertiser or agent fails to pay accounts when due. The difference between rates billed and rates earned on space used shall become due and payable immediately.
- l) The publisher reserves the right to select advertisement location for the ROP advertisements, unless advertiser has paid for a special position.
- m) Any disputes between publisher and/or advertiser and/or advertiser's agency will be decided by an independent arbitration service selected by the publisher.
- n) Conditions, other than rates, are subject to change by publisher without notice.
- o) The publisher and advertiser are not liable for delays in delivery and/or nondelivery including but not limited to an act of God, action by any governmental or quasigovernmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor shortage, transportation interruption of any type, work slowdown, or any condition beyond the control of the publisher.
- p) Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising that advertiser or its agent ordered and that advertising was published.
- q) If advertiser and/or its advertising agency fails to pay such monies as are due and payable to the publisher, advertiser agrees to pay all costs, including reasonable attorney's fees expended in collecting overdue charges and interest on the unpaid balance at the rate of 1.5 percent per month or the maximum lawful rate, whichever is higher.
- r) No conditions other than those set forth in the advertising rate card from the Institute for Supply Management™ shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of ISM's rate card.

Online Advertising Opportunities

Web Seminars

ISM Web events have demonstrated they are successful in reaching your potential customers. A full hour of rich content driven by you! Web seminar attendees have real-time opportunities to interact with senior executives and key industry consultants.

Proven Results¹

- Average attendance is 60% of registrants, well above the industry standard
- Many of our past sponsors immediately plan for their next event
- On average more than 200 supply managers access the archived Web seminar
- More than 95% of attendees indicated they would attend another Web seminar presented by ISM

Our aggressive marketing campaign includes

- Three e-mail invitations
- Link on ISM's home page to register for the event; more than 300,000 unique visitors each month
- One full-page ad in *Inside Supply Management*®
- Announcement in Just in eTime (over 5,000 subscribers)
- One post-event e-mail to attendees and registrants that did not attend
- Archived on ISM Web site for three months after the event
- Attendees are awarded one Continuing Education Hour (CEH)

As a sponsor, you receive

- Opportunity to talk about the value of your product/service to a captive audience
- Complete registration contact information including final list of registrants and participants (restricted to three-time use)
- Detailed participant data gathered at time of registration
- The assistance of an ISM team to plan, organize and deliver your program

Just in eTime Newsletter

Timely, targeted and truthful. ISM's Just in eTime is the source for detailed information for both the Manufacturing and Non-Manufacturing Report on Business and ISM events. Additional features are:

- E-Mailed three times a month to more than 5000 supply managers using the double opt-in method
- Click-through data available
- Limit of four advertisers per issue, giving you maximum exposure

Online Supplier Directory

An excellent opportunity to provide a detailed profile about your organization. The database is searchable using keywords, business categories, geographic location and much more. Join this highly visited directory and include:

- 125-word description of your products/services
- Contact information
- Company logo and link to your Web site

¹ **Data obtained from surveys conducted during previous programs**