

# 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

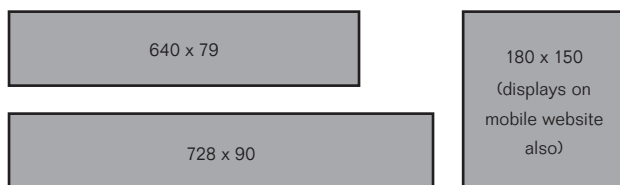
eNewsletter	Pricing	Placement	Distribution
Member's Edge	US\$2,000	Banner	40,000
eSide Supply Management	US\$1,000	Skyscraper (A)	15,000
	US\$800	Banner (B)	
	US\$500	Button (C)	

# 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

## 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

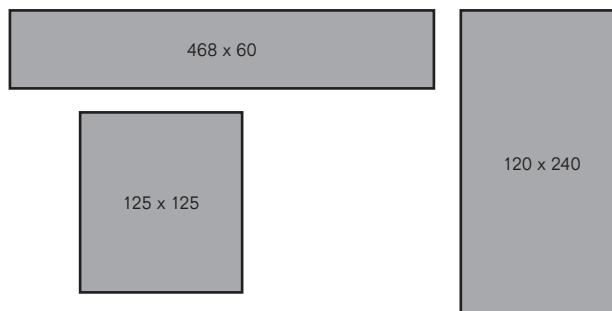
### • Member's Edge

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.

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## 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