

Quality

M A G A Z I N E

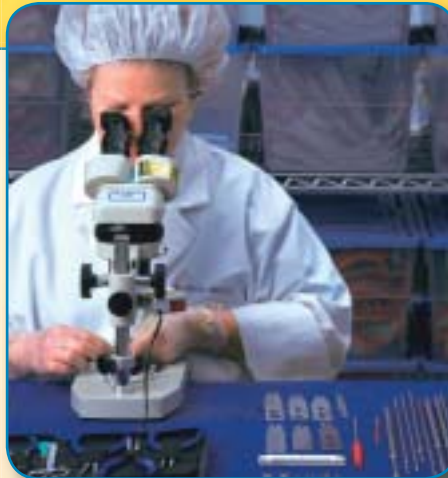
2008 Integrated Media Planner



THE leading magazine used by quality professionals in the manufacturing workplace.

New in 2008!

- ▶ **Quality Integrated Media Packages**
- ▶ **Quality Plan Book in December**
- ▶ **Extended Global Reach in China and Europe**
- ▶ **Quality Measurement Conference**
- ▶ **Quality 2009 Calendar Sponsorship**



www.qualitymag.com

www.ndtmag.com

www.visionsensormag.com

FOCUS Your Marketing in Special Sections!

Expand your reach in specific markets and industries that reach key buyers!

NDT

NDT focuses on nondestructive testing of parts and assemblies, as well as the closely-related area of materials testing. Reaching audited buyers of NDT and materials test equipment, this special section is available seven times during 2008. Add to your *Quality Magazine* marketing efforts by using *NDT* to reach this nearly \$300 million market of X-ray, eddy current, ultrasonics, leak testing, hardness testing, microscopes, surface analysis and more.



NDT and Vision & Sensors Go Global!

Reach beyond the borders! *NDT* and *Vision & Sensors* will now reach the fastest growing market in China 6 times during 2008! Plus, *NDT* and *Vision & Sensors* reach the top manufacturers in Europe at some of the biggest trade shows!

Electronic Updates

NDT Update and *Vision & Sensors Update* e-newsletters come to you on a regular basis! News, products and technology all delivered to your email address when you ask for it!

Digital Editions

Each edition of *NDT* and *Vision & Sensors* is distributed to more than 30,000 readers in digital format.* All the contents of our print editions PLUS the ability to instantly access the authors, suppliers and resources via digital technology.

Vision & Sensors

Quality Magazine brings its trusted voice to its subscribers who buy vision and sensor technologies in a manufacturing environment. The *Vision & Sensors* Special Section focuses on the practical use and implementation of vision systems, components software and sensors for inspection and measurement use.



Aerospace

How can you reach one of the fastest growing industries in the United States? The July Aerospace Special Section reaches more than 4,305 *Quality Magazine* subscribers in this important industry.** Editorial focuses on the leading-edge, as well as tried-and-true, quality tools and techniques that make aerospace a key market for so many suppliers. Bonus distribution at key aerospace shows and conferences adds to your already effective reach with this special section.



To get more information about the *Quality* Special Sections, contact your *Quality Magazine* Marketing Representative and ask for those media planners!

*Publisher's Own Data.
**June 2007 BPA Statement.

Quality

M A G A Z I N E



Welcome to *Quality Magazine*

We have been privileged to be serving the needs of quality professionals for more than 46 years—far longer than any other quality publication. During 2008, we'll offer you excellent buyers of your equipment, software and services, and we'll bring you many new exciting products, services and editorial.

Speaking of our editorial coverage, the 2008 editorial calendar showcases a number of new ways we'll inform our subscribers about quality technology and practices. In addition to the return of our *Quality* "How-To" Guide in March, we'll be debuting our *Quality Plan Book* in December, which helps in planning the quality investment for the coming year. Increased editorial coverage is planned for key industries such as plastics, automotive, aerospace and medical manufacturing.

Manufacturing is a global business, and so is quality. *Quality Magazine*, *NDT* and *Vision & Sensors* Special Sections will extend their global reach during 2008, reaching the rapidly expanding Chinese market with special China editions 10 times during 2008. We'll also reach the most experienced manufacturers at the biggest shows in Europe. Advertising in these special sections and special editions will help you target the key buyers and key parts of the world that no one else can help you reach.

You'll notice our new *Quality Integrated Media Packages*. These build on your print presence and help you reach buyers through new media, custom publishing, targeted products and audience-focused events. *Quality Magazine* was among the first to offer such products, and now we offer them in packages to further your marketing ROI.

Finally, we offer the chance to reach many of our subscribers in person. The *Quality Measurement Conference* (formerly MMCW) and *Quality NDT Conference*, held in Clearwater, FL, offer practical, hands-on learning sessions to top quality professionals in key manufacturing companies. Make sure you have a chance to show them your technology by being a part of these events.

On behalf of all of us at *Quality Magazine*, welcome to our family of publications and services. Don't hesitate to contact us with questions on how we can help you build your marketing campaign and reach your goals.

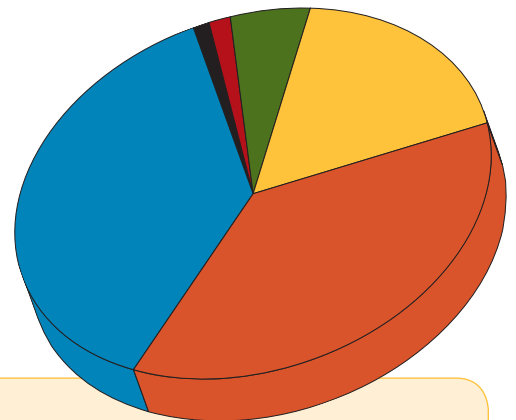
Regards,



Thomas A. Sloma-Williams
Publisher

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Reaching Decision Makers in Manufacturing

Quality Management/Quality Engineering	24,438
Manufacturing Engineering/Manufacturing Operations.....	22,578
Corporate Management	11,863
Engineering/Technical.....	3,516
R&D	921
Purchasing.....	700
Total Qualified Manufacturing Circulation	64,016

Source: June 2007 BPA Statement

Quality

MAGAZINE

**High Quality! Comprehensive!
Focused Manufacturing Coverage!**

The **ONLY** magazine with an exclusive focus on ensuring the quality of manufactured goods and improving the manufacturing process.

Qualified Primary Circulation: 64,016 subscribers who represent more than 35,000* plants

This focus has earned Quality Magazine THE TOP SPOT among manufacturing and quality professionals – in PRINT and ONLINE! **

- ▶ **#1 PROVIDER** of the Latest Quality Technology
- ▶ **#1 Most USEFUL** Quality-Related Publication
- ▶ **#1 Magazine of CHOICE** by Quality and Manufacturing Professionals
- ▶ **#1 Magazine to ADVERTISE** in to Reach Industry Professionals
- ▶ **#1 Web Site of CHOICE**
- ▶ **#1 Web Site to Advertise on** to REACH Industry Professionals

*Publisher's Own Data.
**Reader Preference Study, March 2007



Quality targets THE BUYERS in the industries YOU want to reach:

- ▶ Automotive
- ▶ Medical
- ▶ Aerospace
- ▶ Appliance
- ▶ Plastics
- ▶ Industrial Machinery
- ▶ Metalworking
- ▶ Computers & Peripherals
- ▶ Communications
- ▶ Electronics

INDUSTRY	SUBSCRIBERS
Plastics and Rubber Products Manufacturing	6,159
Primary Metal Manufacturing	8,514
Fabricated Metal Product Manufacturing	10,573
Machinery Manufacturing	8,274
Computer & Electronic Product Manufacturing	5,715
Navigation, Measuring, Electromedical and Control Instruments Manufacturing	1,210
Electrical Equipment, Appliance, and Component Manufacturing	4,769
Other Transportation Equipment Manufacturing	1,775
Motor Vehicle, Body, Trailers, Parts	5,699
Aerospace Product/Parts Manufacturing	4,305
Medical Equipment and Supplies Manufacturing	4,547
Miscellaneous Manufacturing	2,082
Furniture & Fixtures	394
TOTAL QUALIFIED CIRCULATION	64,016

Source: June 2007 BPA Statement

When it comes to Quality, WE KNOW our subscribers!

EVERY QUALITY SUBSCRIBER PERSONALLY REQUESTS THEIR SUBSCRIPTION!*
No junk! No lists!

- ▶ The only publication with 100% Direct Request Circulation.*
- ▶ The only publication with an all-manufacturing audience.*
- ▶ The only publication with a Buying Authority profile of its subscribers confirmed by BPA audit.*

... and THE publication that gives you the subscribers in the industries most important to you.

*June 2007 BPA Statement

When it comes to making decisions to buy your equipment, software and services, Quality Magazine subscribers have the right influence! **

- ▶ **76%** in quality assurance and quality control determine the need!
- ▶ **59%** of manufacturing engineers recommend and evaluate specific brands!
- ▶ **82%** of corporate managers approve the purchase!

**Source: Quality State of the Profession Survey, July 2007

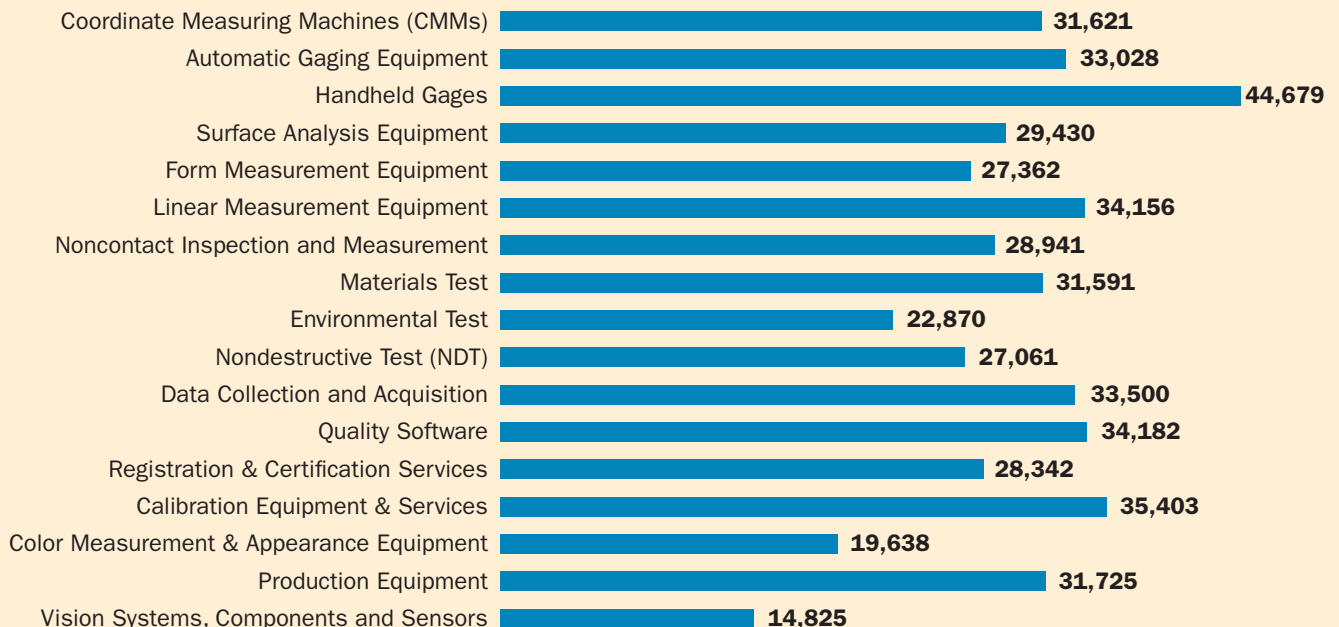
More than 92% of Quality Magazine subscribers are managers, manufacturing engineers and quality engineers focused on the manufacturing process—more of these subscribers than any other quality-related publication!

Quality Magazine subscribers have THE purchasing power for quality equipment, software and services



Source: Quality Spending Survey 2007, December 2006

Quality Targets the MOST Influential Buyers and Specifiers in Manufacturing



Source: June 2007 BPA Statement

Quality Magazine Finishes at the Top!

**THE Magazine Subscribers Say is Most Useful to Them in Their Work!
Subscribers' Magazine of Choice!***

*Reader Preference Study, March 2007

Quality Magazine's editorial is:

Practical. Tips and new uses for time-tested measurement, test and inspection methods.

Innovative. Leading-edge solutions, new technology and new tools to improve existing manufacturing processes.

Authoritative. Calling on the experts within the supplier community, consultants, registrars, associations and the industry itself to provide key information about measurement, test, inspection, standards, software, quality management and services.

Industry recognized and expert editors who know manufacturing industries such as:

- ▶ Automotive
- ▶ Aerospace
- ▶ Medical Devices
- ▶ Appliances
- ▶ Metalworking
- ▶ Plastics
- ▶ Electronics
- ▶ Telecommunications
- ▶ Computers
- ... and more

Quality Magazine is THE source for all those responsible for quality in manufacturing plants. Each issue has must-read information that helps you improve manufacturing processes.

- ▶ Technical Feature Articles
- ▶ Case Studies
- ▶ Quality Innovations
- ▶ Quality 101: The Quality Basics
- ▶ Industry News
- ▶ New Product Information
- ▶ Leading Industry Columnists
- ▶ Expanded Coverage of Key Quality Industry Shows and Conferences

In-depth editorial focus and special sections:

- ▶ In-Line Test and Measurement
- ▶ Automotive Manufacturing
- ▶ Aerospace
- ▶ Plastics
- ▶ Medical Device Manufacturing
- ▶ Nondestructive Test
- ▶ Six Sigma and Lean Manufacturing
- ▶ Vision and Sensors



Quality Editors



Gillian Campbell

Editor of *Quality Magazine*, Gillian Campbell has been with the publication for more than seven years. She has extensive experience in the automotive industry and motor-sports industry prior to joining *Quality*,

and has brought that experience to a variety of well-received articles, which have found their way into numerous scholarly works. campbellg@bnpmedia.com



Michelle Bangert

Michelle Bangert is *Quality Magazine's* special projects editor, and has been with *Quality Magazine* since 2005. In addition to the features she writes for *Quality Magazine*, Michelle also looks for and writes about the new

technologies featured in *Quality Innovations* each month. bangertm@bnpmedia.com



Steve Wichelecki

Steve Wichelecki is assistant editor for *Quality Magazine*. While Steve is the most recent addition to the staff, he brings previous experience covering the appliance industry to *Quality Magazine*. Besides contributing to

feature articles, Steve focuses on such content as the *Quality* and *NDT 101* series and the case studies in *Quality Magazine*. wicheleckis@bnpmedia.com

Complete editorial guidelines, editorial contacts and additional information available at: www.qualitymag.com

or contact:

**Quality Magazine Editors
1050 IL Rt. 83
Suite 200
Bensenville, IL 60106**

New! Integrated Media Packages

Build your advertising message by combining print, new media, the Internet, e-newsletters, custom publishing, conferences ... **AND MORE!** *Quality Magazine* subscribers use multiple means to stay informed about their profession ... use these tools to reach these **KEY BUYERS**.

COMPONENT	PUBLISHER'S CIRCLE	PLATINUM	GOLD	SILVER
Print Advertising Commitment	18X	13X	8 to 12X	4 to 7X
<i>Quality</i> Online Premium Sponsorship	✓	✓	✓	✓
Premium <i>Quality</i> Buyers Guide Package	✓	✓	✓	✓
<i>Quality</i> Online Demo Center	✓	✓	✓	✓
<i>Quality</i> Measurement Conference Tabletop	✓	✓	✓	
White Papers on the Web (WOW)	6X	4X	2X	
Custom Publishing	8 pg	4 pg	2 pg	
<i>Quality</i> E-Newsletter Sponsorships	8X	4X		
<i>Quality</i> E-Newsletter Product Spotlights	4X	2X		
<i>Quality</i> Digital Collections	3X	1X		
<i>Quality</i> Online Product Spotlight	1X			
<i>Quality</i> Digital Edition Sponsorships	4X			

Sign up for one of these packages NOW! Contact your *Quality Magazine* Marketing Manager and we'll build a custom integrated media package for you.

Quality 2008 Editorial Calendar

ISSUE: Ad Closing:	January 11/30/07	February 1/4/08	March 2/5/08	April 3/5/08	May 4/4/08	June 5/5/08
Special Coverage:						
Aerospace		✓		✓		✓
Automotive		✓	✓			✓
Medical	✓			✓	✓	
Plastics	✓		✓		✓	
Measurement	In-line Measurement	Handheld Gaging	Air Gaging	Laser Measurement	Noncontact Measurement	Portable CMMs
Test & Inspection	CMMs	Noncontact Inspection	Hardness Testing	X-ray	Torque Control	Machine Vision
Software	SPC	Flowcharting	Gage Management	Calibration	Enterprisewide Software	APQP/PPAP
Management	Medical Standards	Training	Quality Leadership 100	Quality Plant of the Year	Quality Professional of the Year	ISO Standards
Quality 101	Materials Testing	Calibration	NDT	Data Collection	Surface Analysis	Form Measurement
Case Studies	Fixturing Leak Testing Environmental Testing	Indicators Lean Height Gages	Calibration Labs Ultrasonics ISO Standards	Probes Laser Micrometers Flowcharting	Digital Imaging CMMs Thickness Measurement	SPC Bore Gages Microscopes
Show Distribution	Six Sigma Summit Orlando, FL Jan. 28-31 MD&M West Anaheim, CA Jan. 29-31		WESTEC Los Angeles, CA March 31-April 3	Quality Measurement Conference (formerly MMCW) April 28 - May 1 Clearwater, FL Control Stuttgart, Germany April 22-25	EASTEC W. Springfield, MA May 20-22 MD&M East New York, NY June 3-5	Quality Expo Detroit Detroit, MI June 11-12
Special Sections		<i>NDT and Materials Test</i> 	Quality "How-To" Guide  <i>Vision & Sensors</i> 	<i>NDT and Materials Test</i> 	<i>Vision & Sensors</i> 	<i>NDT and Materials Test</i>  Quality Expo Detroit Show Program
Global Issues		<i>Quality China</i> <i>NDT China</i>	<i>Vision & Sensors</i> <i>China</i>	<i>Quality Europe</i> <i>NDT Europe</i>	<i>Vision & Sensors</i> <i>China</i>	<i>Quality China</i>
Marketing Opportunities <i>Contact your Quality Magazine Marketing Manager for Special NDT and Vision & Sensors Media Planners. Expand your marketing reach!</i>	"Double Exposure" FREE SPACE for all advertisers! Advertiser Readership Study (1/2-page or larger advertisers) MD&M West Show Spotlight	Gold <i>Quality</i> Leads E-Cards Plus <i>Quality</i> Showcase	Control Show Package <i>Quality</i> Leadership 100 Leads WESTEC Show Spotlight	Control Show Package <i>Quality</i> Showcase	Quality Expo Detroit Show Package EASTEC Show Spotlight MD&M East Show Spotlight Gold <i>Quality</i> Leads	Quality Expo Detroit Show Package <i>Quality</i> Plant of the Year Sponsorship <i>Quality</i> Showcase

July 6/5/08	August 7/7/08	September 8/4/08	October 9/5/08	November 10/6/08	Mid-November 10/15/08	December 11/5/08
✓				✓	 2009 BUYERS GUIDE	2009 PLAN BOOK
	✓	✓	✓			
			✓	✓		
	✓	✓				
Measurement, Test & Inspection Services Guide	Surface Measurement	Video Measurement	Coatings & Thickness Measurement	Custom Gaging		
Registrar/Certification Guide	Optical Inspection	Tensile Testing	Microscopy	Fixturing		
Software Selector Guide	Document Management	Data Collection	CMMs	ISO Software		
Quality State of the Profession	Calibration Labs	Certification/Registration	Six Sigma	Lean		
Linear Measurement	Machine Vision	Handheld Gaging	Noncontact Inspection	Automatic Gaging		
Registration/Certification NDT Digital Inspection	Gage Blocks ISO Standards Torque Measurement	Color Measurement Roughness Quality Software	Six Sigma Machine Vision Air Gaging	Laser Measurement Gage Management Materials Test		
	17th World Conference on NDT Shanghai, China Aug. 27-31	IMTS Chicago, IL Sept. 8-13 Materials Science & Technology (MS&T) Pittsburgh, PA Oct. 5-9		ASNT Fall Conference Charleston, SC Nov. 10-14		
AEROSPACE 	<i>NDT and Materials Test</i> 	<i>Vision & Sensors</i> 	<i>NDT and Materials Test</i> 		NDT 2009 Source Book	Vision & Sensors 2009 Source Book
	<i>Quality China</i> <i>NDT China</i>	<i>Vision & Sensors</i> China	<i>Vision & Sensors</i> Europe	<i>Quality China</i>		<i>Vision & Sensors</i> China
Quality Showcase E-Cards Plus	IMTS Show Package Early Bird Special! (Advertisers in this issue, who also book their 2009 Quality Buyers Guide space get equivalent space FREE in the Quality Buyers Guide) Gold Quality Leads	IMTS Show Package IMTS Show Spotlight	Advertiser Readership Study (1/2-page or larger advertisers) E-Cards Plus Gold Quality Leads	Quality Showcase	<ul style="list-style-type: none"> Unlimited Product Listings Boldface Listings Logo Ads Hot Link to Your Web Site 	FREE Supplier Showcase (1/2-page or larger advertisers) Quality 2009 Calendar Quality Showcase

Special Issues and Presentations

JANUARY

"Double Exposure" Free Space Bonus

"Double Exposure" in January starts your 2008 advertising with extra impact. Place your ad in January and receive equivalent space FREE in the issue.

MARCH

Quality "How-To" Guide \$3,000 (net)

2-page, 4-color spread advertisement

Place your ad in the issue and for \$3,000 (net) educate *Quality* subscribers on a "how-to" topic of your choice. The *Quality* "How-To" Guide will be distributed with the March issue and at trade shows and conferences throughout the year.



Quality Expo Detroit

Sponsored by *Quality* Magazine, this dynamic exhibition and conference event, devoted to quality in manufacturing, returns to the Rock Financial Showplace in Novi, MI, June 11-12, 2008. *Quality* Magazine offers the only complete line-up of marketing and advertising programs designed to boost booth traffic.

MAY AND JUNE SHOW PACKAGE

All exhibitors advertising in the May and June issues will receive:

- FREE same size ad in the Quality Expo Detroit Official Show Program
- FREE use of 2,000 direct mail names from the *Quality* Magazine subscriber file
- FREE listing on the Industry Links page at *Quality* Online for one (1) full year, with a hyperlink to your company Web site

Exhibitors advertising in ONLY the May or June issue can repeat their ad in the Official Show Program for an additional 25% premium.

Get the most from your 2008 marketing strategy with the OFFICIAL publication and sponsor of the country's largest quality-focused trade show and conference. Sign up for the Quality Expo Detroit 2008 Show Package!



MARCH AND APRIL

Control Show Package

Europe's largest quality show has something for everyone. The March issue will have a preview of Control. The expanded show coverage in April will include quality equipment, software and services featured at Control. Plus, advertise in both March and April and receive:



- FREE use of 2,500 direct mail names from the *Quality* Magazine subscriber file
- FREE listing on the Industry Links page at *Quality* Online for one (1) full year, with a hyperlink to your company Web site
- FREE print and digital distribution of April issue to key European quality buyers and decision makers

AUGUST AND SEPTEMBER

IMTS Show Package

Advertise in both August and September and receive:



- FREE product showcase in our September IMTS *Quality* Showcase
- FREE use of 2,000 direct mail names from the *Quality* Magazine subscriber file
- FREE Gold *Quality* Leads. Our special lead generating program takes place in August and benefits your IMTS investment
- FREE listing on our IMTS 2008 Industry Links page at *Quality* Online for one (1) full year, with a hyperlink to your company Web site

DECEMBER

Quality 2009 Plan Book

The 2009 Plan Book focuses on the topics that help manufacturing professionals implement quality. ROI, calibration, networking quality data and a first look at spending projections for 2009 make this issue an often-used reference throughout the coming year.

DECEMBER

Quality 2009 Calendar \$3,000 (net)

Reserve your space for December and grab this UNIQUE opportunity to be remembered by BUYERS during 2009! Advertisers in the December issue can own the month of their choice, on a first-come, first-serve basis, for only \$3,000 (net) in addition to their December display ad cost. You get a full page ad facing your month of choice, along with your corporate message, contact information, Web site and email address in the *Quality* 2009 Calendar. These calendars will be:

- Sent to the entire 64,016 circulation of *Quality* Magazine*,
- Distributed at major trade shows and events throughout 2009, and
- Given to each sponsor (100 copies) to distribute.

Buyers Guide (13th ISSUE)

**Exposure All Year Long!
A 'Must-Buy' Issue!**

THE #1 resource for the \$3.4 billion quality marketplace. The *Quality Buyers Guide*, in print and online, gives your company year-round exposure to key buyers in manufacturing. It's complete and easy to use! BUYERS can search the *Quality Buyers Guide* by product name or company name to find your products when they're ready to make their purchase.



Advertiser bonuses in this special issue include:

- Special Placement of Ads
 - Unlimited FREE Product Listings*
 - FREE Boldface Listings*
 - FREE Logo Ads in Supplier Section*
 - Telephone Number in Product Listings
 - FREE Hot Link to Your Web Site (Online Version)
 - Bonus Distribution at Key Industry Events
- ... and more!

*Applies to those companies with display advertising in the Mid-November issue. Fees apply to those companies that do not have a display ad in the Mid-November issue.

Additional opportunities for *Quality Buyers Guide* Advertisers:

Product Category Listing Logos \$50/each
Boldface type and your company's color logo in the product category listings that are most important to you.

Premium Package Upgrade \$395
Preferred ranking and premium designation in alphabetical company searches, three (3) online spec sheets and three (3) product photos included in your *Quality Buyers Guide* Online listing.

Check out these features and more at:
www.qualitymag.com/buyersguide

Lead Opportunities

Quality Magazine offers special lead-generating tools to enhance the effectiveness of your communications program. Be sure to use them to full advantage in building more awareness and sales for your company.

Gold Quality Leads

Quality Magazine does the legwork for you in developing qualified equipment, software and services buyers! This EXCLUSIVE service provides advertisers only with leads that have been personally contacted and have expressed an interest in purchasing your type of product. We tell you everything about each prospect, and they want to hear from you!

Issues	Ad Close Dates
February	January 4, 2008
May.....	April 4, 2008
August.....	July 7, 2008
October	September 5, 2008

GLOBAL ISSUES

Manufacturing is a global marketplace. Quality is a global issue. *Quality Magazine* Goes Global!



Quality China Edition February! June! August! November!

The fastest growing market in the world today is China. Four times during 2008 *Quality Magazine* will publish its Chinese-language issue. More than 3,500 quality managers and engineers, manufacturing managers and engineers, and corporate and operations managers, all who have responsibility for quality, will receive their own copies of *Quality China Edition*. * **PLUS...** bonus distribution at many of China's quality-focused trade shows!

Buy an ad in the corresponding month of *Quality Magazine*, and for \$600 (gross) more you can reach this vital manufacturing audience in China through *Quality China Edition*.

Quality China Edition-Only Rates (gross)

Full page	\$2,210
Half-Island	\$1,610
Half-Page	\$1,380
1/3-Page	\$1,090
1/4-Page	\$920

No charge for color.

SPECIAL OFFER!

Reserve your space in all four *Quality China* issues and take 10% off your *Quality China Edition* costs.*

+Also applies to \$600/insertion cost of *Quality-Quality China Edition* combination.
*Publisher's Own Data.

Quality Measurement Conference 2008

Tomorrow's Manufacturing and Measurement Solutions Today!

Clearwater, FL, April 28 – May 1, 2008

Quality Measurement Conference 2008 (formerly MMCW) is back bigger and better than before! In its 10th year, this must-attend conference is growing. Make better parts and improve your manufacturing process through practical applications of measurement technology.

Topics include:

- Shop-Floor Measurement
- Vision Systems & Machine Vision
- In-Line Measurement
- Laser Measurement and Inspection
- On-Machine Measurement
- Process Analysis
- Portable Measurement Technology
- Calibration
- Surface Measurement and Inspection

... and more



NEW!

Quality NDT Conference

Making NDT Practical

Clearwater, FL, April 28 – May 1, 2008

NDT and materials testing are rapidly growing technologies in the industrial marketplace. Manufacturers say that they want more training ... more solutions.

Challenges to implementing NDT:*

- Training
- Keeping current with technology
- Process integration
- Finding qualified technicians

*Non-Destructive Testing Study, May 2003.

Past attendees include:

ALCOA	Kohler Co.
Boeing Corp.	IBM
Caterpillar	Delphi Automotive
American Axle & Manufacturing	Hyundai
Becton Dickinson	Lockheed Martin
Ford Motor Co.	Northrop Grumman
American Ordnance Iowa	Chrysler
Honeywell	Raytheon
Honda Americas	Cooper Tire
	... and other top manufacturers

Who should attend Quality Measurement Conference 2008?

- Corporate Managers
- Manufacturing Engineers
- Manufacturing Managers
- Quality Managers
- Quality Engineers
- Process Engineers
- Calibration Lab Managers
- and all those charged with ensuring quality in a manufacturing environment

Reach KEY QUALITY and NDT BUYERS at the Quality Measurement Conference and Quality NDT Conference. Sponsorship and tabletop exhibit opportunities start at \$750!

Contact Your Quality Magazine Marketing Manager Today!

The Quality NDT Conference makes NDT easy to understand and practical to implement. Join industry experts and fellow manufacturing professionals in Clearwater, FL, for real-world applications of NDT.

Who should attend the Quality NDT Conference?

- Corporate Managers
- Manufacturing Engineers
- Manufacturing Managers
- Quality Managers
- Quality Engineers

... and all those charged with implementing NDT in a manufacturing environment

Quality Online

Quality Premium Sponsorship \$12,000/year

Premium Sponsorship enables you to appear with banner and tile ads on the *Quality Online* home page, a showroom in the NEW *Quality Showrooms* and a tile ad on one editorial page of your choice.

Additional Premium Sponsorship Benefits:

- One FREE Demo Center product demo or software download
- \$2,500 print advertising credit in *Quality Magazine*

Quality Product Spotlight \$6,000/year

This special presentation includes a product image, your company logo, 150-200 words of descriptive copy and contact information, plus a hyperlink taking visitors directly to your company's Web site. Links can also be added for distributors or sales offices. It can be updated as often as you like! **PLUS ... receive a \$500 print credit.**

Quality Demo Center

\$3,660/year initial product demo or software download.

\$1,830/year per additional product demo or software download.

Special section of the *Quality Online* Web site where visitors can download trial-use software programs or view streaming product videos.

Quality Showroom \$2,930/year

Reach more than 20,000 unique visitors each month with your *Quality Showroom*.* Give us your company logo, a 100-word profile, product description and photo, special advertising message, company catalog (three pages maximum), newsletters, white papers, editorial links, etc.



Quality Magazine + Quality Online = A Winning Marketing Combination

White Papers on the Web (WOW) \$595/paper (6 mos.)

White Papers on the Web (WOW) gives you the chance to have the white papers you generate seen by a wide audience. Guarantee that your white paper gets seen by key decision makers in the quality profession.

"More Sponsors" Page Text Listing \$325/year

Your company logo links a visitor directly to your Web site.

Quality Magazine Digital Edition Sponsorship

\$1,100 advertiser/\$2,500 non-advertiser

Reach the 30,000 quality professionals who receive each *Quality Magazine Digital Edition* by becoming a sponsor.* Sponsor the digital edition and place your full page, interactive ad opposite the *Quality* front cover and have dedicated sponsor links on each page. Instantly track the response to your marketing message. Each issue is also accessible through and archived at *Quality Online*.

e-Newsletters

Quality Update

Quality Update has up-to-date news, the latest in technology and events in an interactive format. Get your message to more than 17,000 readers worldwide who ask to regularly receive *Quality Update*.*



Quality e-Sponsor \$1,950

Showcase your latest products, technology, newsletters, catalogs, events, news, white papers and more. Include photos, direct links to your Web site, email, address, and phone and fax numbers. This highly visible sponsorship, positioned along the top left side and your banner ad at the end, lets you reach qualified buyers with your fully customizable message.

Quality e-Product Spotlight \$1,430

Get your latest product showcased in *Quality Update*. Give qualified buyers a sneak peek at your newest technology. This premium positioned showcase for your product includes a photo, description, Web link, email, address, phone and fax numbers.

Quality e-Marketplace Ad \$995

Customize your message to the best buyers of quality equipment, software and services. Your ad can include your logo or photo, description of products, services or event, contact information, live e-mail link and link to your Web site.

AGENCY COMMISSION

15% of gross billing is allowed to recognized agencies on space, color, and position. Back-up charges, printing of inserts, and binding charges are non-commissionable.

For a copy of the 2008 E-Products Guide and more information about online advertising, visit www.qualitymag.com today!

*Publisher's Own Data.

CLASSIFIED ADVERTISING

RATES

Size: one column x one inch

1X.....	\$225	9X.....	\$180
3X.....	\$210	12X.....	\$165
6X.....	\$200	13X.....	\$140

Electronic Classifieds Bonus \$25/month

If you regularly advertise in *Quality Magazine's* Classified Section, ADD *Quality Online* and *Quality Update* e-newsletter to your marketing plans. Add another 67,000* exposures of your ad to the already 64,000 subscribers that *Quality Magazine* delivers each month. Your *Quality Online* Classified Ad includes a link to your Web site OR e-mail address.

Quality Online Advertisers Only = \$240 per column inch per month.

*17,000/issue of *Quality Update* from publisher's own data 7/01/07; 20,396 from May 2007 Web Trend Data *Quality Online* Web site; 30,000/month *Quality Digital* Edition, July 2007 (BPA does not audit electronic/online data)

January 2008 "Double Exposure" Free Classifieds Bonus

Start your 2008 classified advertising with extra impact. Place your classified ad in the January issue and receive equivalent classified space FREE in that issue.

CLASSIFIED ADS POLICY

Classified ads are accepted at the discretion of the publisher, and are limited to:

- Used/refurbished equipment
- Aftermarket accessories and replacement parts
- Services, including laboratories
- Employment
- Black & white or 2-color ads (no 4-color ads accepted)

New equipment in a classified ad will be rejected unless the company has a contracted and approved display advertising program.

QUALITY SHOWCASE

Send us two digital or still photos of your product, brochure, company headquarters, your Web site address (we'll print a screen capture of your home page), or your corporate logo and a 50-word description. We'll do the rest to create your 1/6-page, 4-color ad.



Issue	Closing Date	Issue	Closing Date
Feb.	Jan. 4, 2008	July.....	June 5, 2008
April	March 5, 2008	Nov.	Oct. 6, 2008
June.....	May 5, 2008	Dec.....	Nov. 5, 2008

RATE

1X.....	\$700	3X	\$615	6X	\$550
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SHOW SPOTLIGHT

Planning to exhibit at MD&M West, MD&M East, WESTEC, EASTEC or IMTS? Reach those coming to these events, and those who can't make it, by showcasing your products or services in Show Spotlight.

Send us two digital or still photos of your product, brochure, company headquarters, your Web site address (we'll print a screen capture of your home page), or your corporate logo and a 35-word description. We'll do the rest to create your 1/8-page, 4-color ad.

Issue	Closing Date
January (MD&M West)	November 30, 2007
March (WESTEC)	February 5, 2008
May (EASTEC & MD&M East).....	April 4, 2008
September (IMTS)	August 4, 2008

RATE

1X.....	\$700	3X	\$615	5X	\$550
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E-CARDS PLUS

E-Cards Plus will reach *Quality* subscribers with your interactive marketing message. Your graphic image and a hyperlink will take readers to your Web site or let them communicate directly with you. PLUS your E-Card Plus appears in print to receive additional response AND ...your E-Card will be present on the *Quality Online* Web site for 4 months.

Savings Bonus

Run three or more E-Cards Plus and get a 15% discount!



E-Cards Plus Issue	Closing Date
February	January 4, 2008
July	June 5, 2008
October	September 5, 2008

No. of E-Cards	Rate	No. of E-Cards	Rate
1.....	\$1,295	4	\$1,075
2.....	\$1,225	5	\$975
3.....	\$1,155	6	\$875

All prices include color. Deduct 10% from prices for black & white cards. Mechanical Requirements: Trim size is 5.5" x 3.5." Live copy area is 5" x 3". Digital files preferred.

REPRINT SERVICES

Quality Magazine offers complete customized reprint services for feature stories, case studies and all issue content. Call (610) 436-4220 xt. 8522 for more information on the many options available.

DIRECT MAIL LIST RENTAL

Quality Magazine's subscriber list is available for rent. You can make customized selections by title, industry, location, etc. to meet your specific needs. For more information, contact Edith Roman at (800) 223-2194.

Quality Magazine's comprehensive advertising and marketing programs combine the value of advertising in Quality Magazine's regular issues, with the year-long return from advertising in the *Quality Buyers Guide* and specially targeted print and electronic publications. Simple and flexible, Quality Magazine's programs maximize savings for your advertising investment. Here's how it works:

Display Rates						
Ad Size	1X	4-5X* Save 12%	6-7X* Save 16%	8-12X* Save 21%	More than 12X* Save 32%	Add for Color
Full Page	\$7,580	6,670	6,370	5,990	5,155	1,300
2/3-Page	5,685	5,005	4,775	4,490	3,865	860
1/2-Page Island	5,135	4,520	4,315	4,055	3,490	860
1/2-Page	4,290	3,775	3,605	3,390	2,920	860
1/3-Page	2,845	2,505	2,390	2,250	1,935	860
1/4-Page	2,210	1,945	1,855	1,745	1,505	335

*NOTE: One of these issues must be the *Quality Buyers Guide*

COVER RATES

Non-cancelable. All covers at earned black and white rate plus premium and color charge.

2nd Cover 15% premium
3rd Cover 10% premium
4th Cover 20% premium

ISSUE CLOSE DATES 2008

January – 11/30/07 August – 07/07/08
February – 01/04/08 Sept. – 08/04/08
March – 02/05/08 October – 09/05/08
April – 03/05/08 Nov. – 10/06/08
May – 04/04/08 Mid-Nov. – 10/15/08
June – 05/05/08 Dec. – 11/05/08
July – 06/05/08

INSERT RATES

Contact publisher for information.

AGENCY COMMISSION

15% of gross billing is allowed to recognized agencies on space, color, and position. Back-up charges, printing of inserts, and binding charges are non-commissionable.

COPY & CONTRACT

Advertisers and agencies assume all liability for the content of ads printed and all claims arising there from made against the Publisher. Advertising copy and art are subject to Publisher's approval.

AD SIZE

Crop marks for full page ads should be at trim size 7-7/8" x 10-1/2". Bleed ads should measure 8-1/8" wide x 10-3/4" high. Spread bleed ads should measure 16-1/4" wide x 10-3/4" high. Vital matter must be kept at least 3/8" away from trim edges.

SEND ALL ADVERTISING MATERIALS TO:

Production Manager/Quality Magazine
2401 W. Big Beaver • Suite 700 • Troy, MI 48084
or call: (248) 244-6438

PRINTING SPECIFICATIONS

Binding: Perfect Bound
Printing: Heat-set web-fed offset
Paper: 45# Inside, 80# Cover
Screen: 133 line black-and-white.
133 line screen recommended for all color negatives.

DIGITAL AD REQUIREMENTS

Platforms: Macintosh preferred.
(IBM-compatible accepted, fonts will be replaced by Mac versions)

Preferred File Formats: InDesign, Quark, Photoshop and Illustrator files accepted. PDFs are accepted, but must contain high-resolution images and be font embedded. Please call your production manager for correct Distiller settings.

Photos: 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

Colors: All colors used should be CMYK, unless a spot color has been purchased.

Electronic Submission: CDs are accepted. Upload files to *Quality's* ftp site at <http://upload.bnpmmedia.com/qu>. All artwork (photography, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included.

A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

PAYMENT TERMS

Invoices are payable in U.S. funds only, net 30 days with 1.5% per month service charge thereafter (.5% in Texas). Advertisements originating outside the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First-time advertisers must provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

To send us your digital ad materials, upload them to the *Quality Magazine* FTP site at <http://upload.bnpmmedia.com/qu>

ADVERTISING UNITS SIZES (inches)

Space	Vertical		Horizontal	
	Width	Depth	Width	Depth
Spread			15"	10"
1 Page	7"	10"		
2/3 Page	4.563"	9.75"		
1/2 Page	3.375"	9.75"	7"	4.75"
1/2 Island	4.563"	7.375"		
1/3 Page	2.188"	9.75"	7"	3"
1/3 Square	4.563"	4.75"		
1/4 Page	3.375"	4.75"	7"	2.25"

Quality

MAGAZINE

www.qualitymag.com



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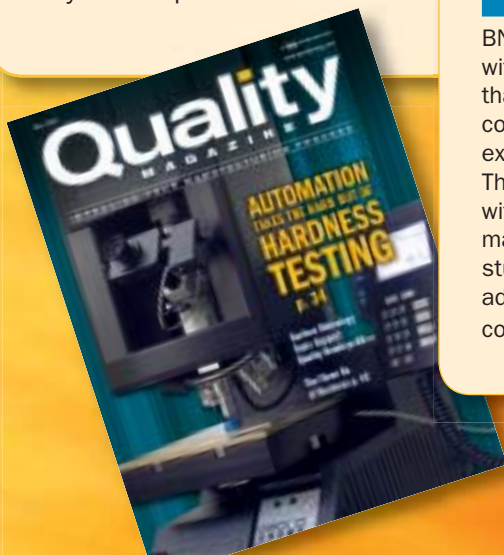
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Showcases/E-Cards

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Complete editorial guidelines,
editorial contacts and additional
information available at
www.qualitymag.com.



CLEAR SEAS RESEARCH

Market data on your industry can be gained through the services of Clear Seas Research. For pricing and custom proposals contact (248) 786-1619.

CUSTOM MEDIA – SINGLE SOURCE SOLUTIONS

BNP Custom Media integrated its custom services with *Quality Magazine* to create products and resources that lead the industries we serve. Delivering editorial content from you to your target audience, internally and externally, via print, electronic mediums, or live events. There are endless vehicles available for you to interact with your audience, some of which include custom magazines, newsletters, eBooks, white papers, case studies, web portals/microsites/online resource centers, advertorials, and online content. For more information, contact Steve Beyer at (630) 699-7625.