

# NDT

nondestructive testing  
including materials test

## 2008 Media Planner



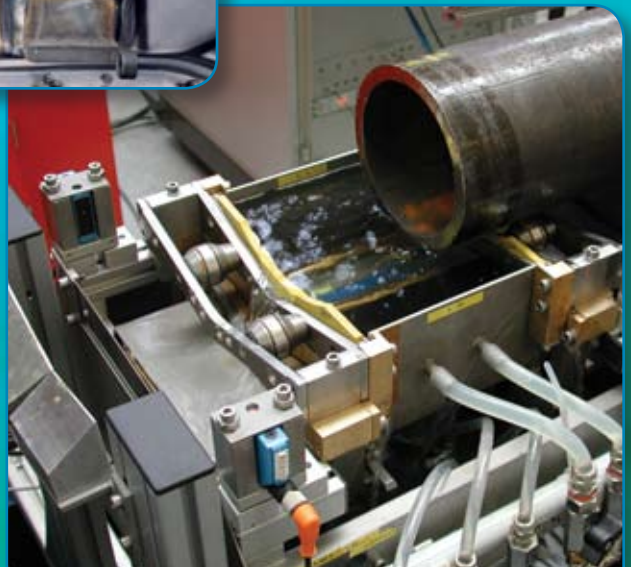
### *A Practical Use of NDT and Materials Test Technology*

Reach KEY Buyers of NDT and materials test equipment, software and services.

**NDT Comes to You  
7 Times in 2008!**

**Also New in 2008 ...**

- ▶ NDT and Materials Test Source Book!
- ▶ NDT "How To" Guide!
- ▶ NDT China Edition!
- ▶ Quality NDT Conference



# NDT<sup>TM</sup>

nondestructive testing  
including materials test

The **ONLY** publication that focuses on practical, real-world applications of NDT and materials testing to improve your manufacturing process.

## Top 25 Companies that Receive NDT

General Electric Co.	Honeywell	Dana Corp.
General Motors Corp.	Caterpillar	Alcoa
Chrysler	Northrop Grumman	L3 Communications
Ford Motor Co.	Siemens	Raytheon
Delphi	Honda of America	TRW
Parker Hannifin	Timken Co.	Emerson
Lockheed Martin	Tyco	ITT Industries
Eaton Corp.	Federal-Mogul	Toyota
Boeing Co.		

Source: Publisher's data.

## We Bring You the Key Buyers of NDT and Materials Testing Equipment, Software and Services!

For NDT and materials test information, manufacturers turn to *Quality Magazine* and *NDT*!

### Most Useful Trade Magazine!\*

- Quality Magazine* – 61%
- Quality Progress* – 19%
- Quality Digest* – 15%
- Advanced Materials & Processes* – 4%
- Materials Evaluation* – 1%

\*Source: Reader Preference Study, March 2007

Go With the Magazine that NDT and Materials Test BUYERS Overwhelmingly Prefer!

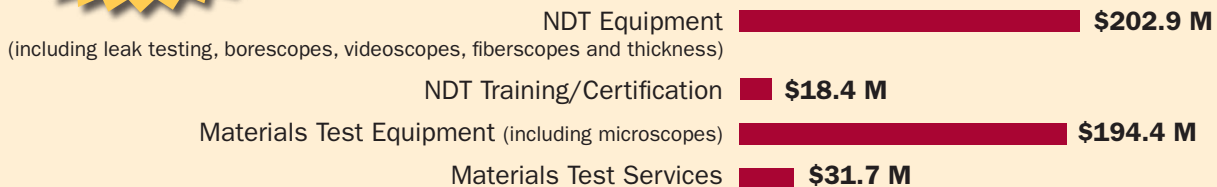
### Magazine to Advertise in To Reach Industry Professionals!\*

- Quality Magazine* – 64%
- Quality Progress* – 18%
- Quality Digest* – 15%
- Advanced Materials & Processes* – 2%
- Materials Evaluation* – 1%

\*Source: Reader Preference Study, March 2007

A \$450 million market... AND GROWING!

## NDT Buyers Continue to Spend Money!\*



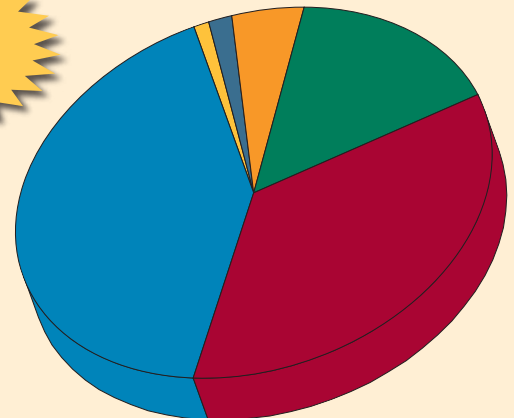
\*Source: *Quality Spending Survey*, December 2006

## Who Reads NDT?

- Quality Management/Engineering – 11,152
  - Manufacturing Engineering/Operations – 9,233
  - Corporate Management – 4,278
  - Engineering/Technical – 1,302
  - R&D – 418
  - Purchasing – 264
- Total – 26,647**

Source: Publisher's Statement based on BPA Audit of *Quality Magazine*, June 2007

No other publication knows more about NDT and materials test buyers!



# NDT Electronic Products

## NDT Update E-newsletter

NDT Update features up-to-date news, the latest in technology and events in an interactive format.



**NDT e-Sponsor** \$1,875

Showcase your latest products, technology, newsletters, catalogs, events, news, white papers and more. Include photos, direct links to your Web site, e-mail, address, and phone and fax numbers.

**NDT e-Product Spotlight** \$1,195

This premium positioned showcase for your product includes a photo, description, Web link, e-mail, address, phone and fax numbers.

**NDT e-Marketplace Ad** \$795

The e-marketplace ad includes your logo or photo, description of products and/or services, contact information, live e-mail link and link to your Web site.

## NDT Online

[www.ndtmag.com](http://www.ndtmag.com)

Your Technology!  
Your Web Site!



**NDT Premium Sponsorship** \$9,500/year

Premium Sponsorship enables you to appear with a banner and tile ads on the NDT Online home page, a showroom in the NEW NDT 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

## NDT Demo Center

\$2,800/year for initial product demo or software download.  
\$1,390/year per additional product demo or software download.

**NDT Showroom** \$1,495/year

Reach manufacturing and quality professionals with 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.

## 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.

## Digital Edition Sponsorship

\$695 advertiser/\$1,500 non-advertiser

Throughout 2008, NDT Special Section will be delivered to subscribers using the latest in digital technology.

It will also be archived online. Sponsor the digital edition and place your full page, interactive ad opposite the NDT front cover and have dedicated sponsor links on each page. Instantly track the response to your marketing message.



## Quality NDT Conference Making NDT Practical

NEW IN  
2008!

Co-located with the Quality Measurement Conference  
April 28 – May 1, 2008, Marriott Suites at Sand Key,  
Clearwater, FL.

NDT is rapidly growing in use by manufacturers. Manufacturers say that they want more training ... more solutions ... more product solutions

### Who is the audience for the Quality NDT Conference?

- Corporate Managers
  - Manufacturing Engineers
  - Manufacturing Management
  - Quality Management
  - Quality Engineers
- ... and all those charged with implementing NDT in a manufacturing environment



Reach **KEY NDT BUYERS** at the **Quality NDT Conference**. Sponsorship and tabletop exhibit opportunities start at **\$750!** Contact your **Quality Magazine Marketing Manager Today!**

<b>NDT</b> nondestructive testing	<b>February</b>	<b>April</b>	<b>June</b>	<b>July/ Aerospace</b>	<b>August</b>	<b>October</b>	<b>November</b>
<b>Ad Closing</b>	<b>1/4/08</b>	<b>3/5/08</b>	<b>5/5/08</b>	<b>6/5/08</b>	<b>7/8/08</b>	<b>9/8/08</b>	<b>10/15/08</b>
<b>FEATURES</b>	Eddy Current Ultrasonics NDT Labs	Magnetic Particle Inspection Videoscopes Flaw Detection	Liquid Penetrant Testing Portable Imaging Eddy Current	Crack & Weld Inspection First Article Inspection AS 9100	Phased Array X-ray NDT Training	Ultrasonics Hardness Testing Computed Tomography	<b>NDT 2009 SOURCE BOOK</b>
<b>Tech Showcase</b>	Surface Analysis	Leak Testing	Radiography	Thickness Measurement	Thermal Imaging	Microscopes	
<b>Case Studies</b>	Wave Pulse Receivers Digital X-ray	NDT Standards UV Inspection	Video Inspection Crack & Weld Testing	Thermography Materials Analysis	Fiberscopes/Bore-scopes Fatigue Testing	Electromagnetic Testing Eddy Current	
<b>NDT &amp; Materials Test 101</b>	Automated Inspection	Computed Tomography	Tensile Testing		Materials Verification	Remote Visual Inspection	
<b>Show Distribution</b>	<b>MD&amp;M West</b> Los Angeles, CA Mar. 31 - April 3	<b>Control</b> Stuttgart, Germany April 22-25 <b>Quality NDT Conference</b> Clearwater, FL April 28-May 1	<b>Quality Expo Detroit</b> Novi, MI June 11-12		<b>17th World Conference on NDT</b> Shanghai, China Aug. 27-31 <b>Materials Science &amp; Test (MS&amp;T)</b> Pittsburgh, PA Oct. 5-9	<b>ASNT Fall Conference</b> Charleston, SC Nov. 10-14	
<b>Global Issues</b>	<b>NDT China</b>	<b>NDT Europe</b>			<b>NDT China</b>		
<b>Marketing Opportunities</b>	<b>Gold NDT Leads</b> <b>NDT Showcase</b> Quality/NDT "How-To" Guide (Feb./March)	<b>NDT Showcase</b>	<b>Gold NDT Leads</b> Quality Expo Detroit Show Spotlight	<b>NDT Showcase</b> <b>Special Aerospace Savings!</b>	World Conference on NDT Show Spotlight MS&T Show Spotlight <b>Early Bird Special!</b>	ASNT Show Spotlight	<b>Gold NDT Leads</b> <b>NDT Showcase</b>

<b>NDT Rates</b>			
<b>Ad Size</b>	<b>1X</b>	<b>4-5X*</b> <b>Save 10%</b>	<b>6X*</b> <b>Save 15%</b>
Full Page	\$2,870	2,580	2,440
2/3-Page	2,160	1,945	1,836
1/2-Page Island	1,945	1,750	1,655
1/2-Page	1,630	1,470	1,385
1/3-Page	1,080	975	920
1/4-Page	845	760	720

\*Note: One of these issues must be the NDT Source Book  
**Add Color for \$695 per ad placement.**

**INSERT RATES:** Contact Publisher for information.

<b>ADVERTISING UNITS SIZES (inches)</b>				
<i>Space</i>	<i>Vertical</i>		<i>Horizontal</i>	
<b>Unit</b>	<b>Width</b>	<b>Depth</b>	<b>Width</b>	<b>Depth</b>
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"

## 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.

# Special Issues

## FEBRUARY AND AUGUST

### NDT China Edition

#### Reach the fastest growing market in the world!

The fastest growing market in the world today is in China. Twice in 2008, *NDT* will publish Chinese-language issues. More than 3,500 quality managers and engineers, manufacturing managers and engineers, and corporate and operations managers will receive their own copies.

**PLUS ...** bonus distribution at the 17th World Conference on NDT in Shanghai, China, August 27-31.

Buy an ad in the corresponding month of *NDT*, and for \$430 (gross) more you can reach this vital manufacturing audience in China through *NDT* China Edition.

## FEBRUARY/MARCH

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

Educate *NDT* subscribers by authoring an educational article on your expert area of quality. These exclusive articles will be featured in the *Quality/NDT* "How To" Guide, distributed with the March issue and at trade shows and conferences throughout the year. Place your ad in the February issue and for \$3,000 (net) your "how to" article will appear in this special March issue.

## APRIL

### NDT Europe

*NDT* finds its ways into the hands of more than 2,000 of Europe's quality and manufacturing engineers and managers. Special distribution at the largest quality show—Control in April 2008.

## JULY

### Aerospace Edition

Reach one of the fastest growing industries in the United States. The July Aerospace Special Section reaches more than 4,300 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.

#### Special rates for this special edition! (color included)

Full Page .....	\$2,445	1/3-Page .....	\$920
1/2-Page .....	\$1,265	1/4-Page .....	\$725

#### Save as much as 35% from regular issue prices!

#### A MUST-BUY issue!

(15% of gross billing is allowed to recognized agencies on space, color and position.)

## NOVEMBER

### NDT Source Book

The *NDT* Source Book, in print, digitally and online, gives your company year-round exposure to key NDT and materials testing buyers in manufacturing. It's complete and easy to use! It also features articles and news on making equipment choices, market information and special online links to your distributors.

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
  - Web and E-mail Addresses in Supplier Listings
  - Special Discounts on Web Links (Online Version)
  - Special ONLINE Links to Your Distributors
  - Bonus Distribution at Key Industry Events
- ... and more!

\*Applies to those companies with display advertising in the November issue. Fees apply to those companies that do not have a display ad in the November issue. Regular display ad rates apply to this issue.

Check out these features and more at [www.ndtmag.com](http://www.ndtmag.com)



#### More Benefits to Your Advertising Dollars!

#### Gold NDT Leads

We do 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!

**Featured in February, June and November.**

#### 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 therefrom made against the Publisher. Advertising copy and art are subject to Publisher's approval.

# More Marketing Opportunities

## NDT Business Cards

6 Issues = \$1,195

These easy-to-use cards are a handy and low-cost way to reach NDT and materials test buyers. Sold on a 6 time basis (July Aerospace edition excluded)\*, these 1/12-page ads look just like the business cards you use for your most-valued suppliers. Highlight your training, consulting or professional services.

\*NDT Business Cards must be paid for in advance and are noncancellable. These ads are noncommissionable and subject to the *Quality Magazine* classifieds guidelines.

## NDT Classifieds

### NDT Classified Rates

Size: one column x one inch

1X.....	\$165	6X .....	\$135
3X.....	\$150	12X .....	\$125

### Electronic Classifieds Bonus

\$25/month

**Extend Your Reach!** If you regularly advertise in *NDT's* Classified Section, ADD *NDT* Online and *NDT* Update e-newsletter to your marketing plans. Your *NDT* Online Classified Ad includes a link to your Web site OR e-mail address.

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

## FEBRUARY, APRIL, JULY AND NOVEMBER

### NDT Showcases

Promote your product, services, company, Web site or literature to *NDT* subscribers in print and online. Reach KEY BUYERS of NDT technology, products and services.

- *NDT* Special Section
- *NDT* Digital Edition
- *NDT* Online

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
February .....	January 4, 2008
April .....	March 5, 2008
July .....	June 5, 2008
November .....	October 15, 2008

Rate	
1X.....	\$675
4X.....	\$595



## Show Spotlight

Reach KEY buyers who attend Quality Expo Detroit, MS&T, the World Conference on NDT, or ASNT and those who can't make it, by showcasing your products or services in Show Spotlight.

### In print and online!

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
June (Quality Expo Detroit) .....	May 5, 2008
August (MS&T and World Conference on NDT) .....	July 8, 2008
October (ASNT) .....	Sept. 8, 2008

### Rates

1X.....	\$675
4X.....	\$595

### SEND ALL ADVERTISING MATERIALS TO:

Production Manager/Quality Magazine  
2401 W. Big Beaver • Suite 700 • Troy, MI 48084

or call: (248) 244-6438

To send us your digital ad materials, upload them to the Quality Magazine FTP site at:

<http://upload.bnpmmedia.com/qu>



### BNP Media

2401 W. Big Beaver Rd.  
Suite 700  
Troy, MI 48084  
[www.bnpmmedia.com](http://www.bnpmmedia.com)

**OFFICE OF THE CEO**  
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HENDERSON

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Complete editorial guidelines, editorial contacts and additional information available at [www.ndtmag.com](http://www.ndtmag.com).