

NEW! Q-Points

Earn Discounts While MAXIMIZING Your Marketing Message!

Marketing messages appearing in multiple media, working in tandem, are more effective than a single-medium messaging approach. *Quality* provides powerful marketing opportunities to maximize your investment and achieve your goals. **NOW, *Quality* offers you discounts for using a variety of products in your program.** Simple and flexible, Q-Points is designed to help you make the most of your advertising investment. Here's how it works:

- Each item listed below and marked throughout the Media Planner earns **1 Q-Point**
- Accumulate points by purchasing multiple products
- The more points you earn, the bigger discount you'll receive!

Discounts only apply to Q-Points items listed in the table below. Pricing for products not listed below can be found inside the Media Planner.

Q-Points 2010 Discount Gross Rate Structure

Ad Size	Base Rate (Gross)	5	9	14	21
		Q-Points	Q-Points	Q-Points	Q-Points
		SAVE 11%	SAVE 20%	SAVE 30%	SAVE 34%
PRINT (4/C)					
Full Page	\$9,190	\$8,180	\$7,350	\$6,435	\$6,065
2/3-Page	\$6,775	\$6,030	\$5,420	\$4,745	\$4,470
1/2-Page Island	\$6,200	\$5,520	\$4,960	\$4,340	\$4,090
1/2-Page	\$5,320	\$4,735	\$4,255	\$3,725	\$3,510
1/3-Page	\$3,460	\$3,080	\$2,770	\$2,420	\$2,285
1/4-Page	\$2,635	\$2,345	\$2,110	\$1,845	\$1,740
WEB SITE					
Premium Sponsorship	\$16,825	\$14,975	\$13,460	\$11,775	\$11,105
Product Spotlight	\$8,410	\$7,485	\$6,730	\$5,885	\$5,550
Demo Center	\$5,040	\$4,485	\$4,030	\$3,530	\$3,325
Showroom	\$1,935	\$1,725	\$1,550	\$1,355	\$3,100
Pop Quiz	\$4,700	\$4,185	\$3,760	\$3,290	\$2,635
e-MEDIA					
Webinar	\$11,100	\$9,880	\$8,880	\$7,770	\$7,325
Quality Update e-Sponsor	\$2,580	\$2,295	\$2,065	\$1,805	\$1,705

Black and White Rates: Subtract \$750 from above rates for full, 2/3-page, 1/2-page island and 1/2-page. Subtract \$400 for 1/3-page. Subtract \$250 for 1/4-page.

Cover Rates: Non-cancelable. All covers at earned rate plus premium.

2nd Cover: 15% premium, 3rd Cover: 10% premium, 4th cover: 20% premium.

Agency Commission: 15% of gross billing is allowed to recognized agencies on space, color and position

Insert Rates – Contact publisher for information.

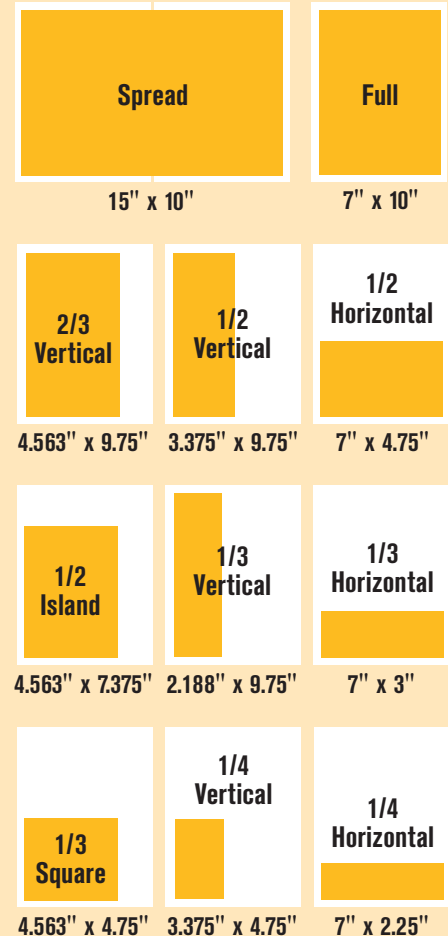
Copy & Contract – Advertisers and agencies assume all liability for the content of ads printed and all claims arising there from made against the Publisher. Advertising copy and art are subject to Publisher's approval.

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.

For printing specifications and digital ad requirements, see back cover.

Print Advertising Unit Sizes (inches)

Pages are two columns of 3 5/16" or three columns of 2 3/16".



Payment Terms –

Invoices are payable in U.S. funds only, net 30 days with 1.5% per month service charge thereafter (0.5% in Texas). Advertisements originating outside the U.S. must be pre-paid. 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.

SEND ALL ADVERTISING MATERIALS TO:
<http://upload.bnpmmedia.com>

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

or call: (248) 244-6438