

Quality

*THE Leading Media Brand Used by Quality Professionals
in the Manufacturing Workplace*

2012 INTEGRATED MEDIA PLANNER



Welcome to Quality



Welcome to *Quality* for 2012! We appreciate the opportunity to serve you editorially, while providing a marketing vehicle that meets the needs of your company.

The niche we serve continues to focus on manufacturing professionals involved in quality-related activities, allowing us to help people succeed in business with superior information. This superior information is published in multiple formats (print and online) so the reader can **choose** for themselves how they want to read *Quality* content.

As we continue to enhance our information's delivery systems via the Web, it is important to remember that the back bone of our brand continues to be the printed monthly magazine that has a qualified **audited** circulation of more than 51,000* subscribers every month. Having an integrated marketing plan that includes print is essential in today's business world when you are targeting a niche, as each medium has its own unique audience, as well as its own unique look and feel. Marketing plans should mirror the business objectives of your company, while saturating all of the qualified buyers of your products and services to ensure that your return on investment is met.

Believe it or not, many of your customers still read magazines. With more options available on the Web than ever before, it is important to partner with a trusted brand that has a loyal following month after month, year after year.

Cordially,

Darrell O. Dal Pozzo
 Publisher
 (847) 405-4044
 dalpozzod@bnpmedia.com

The ONLY Complete Media Brand in the Quality Marketplace

Quality is the **ONLY SOURCE** of news related to quality, test, inspection and measurement in manufacturing — available in **BOTH PRINT AND ONLINE.**



To receive more information about the *NDT* and *Vision & Sensors* Special Sections, contact your *Quality* Regional Sales Manager.

As a collaborative effort between BPA Worldwide and Nielsen Online, *Quality* website traffic is independently collected, filtered, measured, audited and reported, which conforms to the IAB recommended guidelines.



Quality Targets the MOST Influential Buyers and Specifiers in Manufacturing

We KNOW What Quality Subscribers Buy!¹

PRODUCT CATEGORY	SUBSCRIBERS
Coordinate Measuring Machines (CMMs)	21,663
Automatic Gaging Equipment	21,261
Handheld Gages	32,447
Surface Analysis Equipment	19,638
Form Measurement Equipment	18,697
Linear Measurement Equipment	25,421
Noncontact Inspection and Measurement	20,758
Materials Test	23,398
Environmental Test	15,865
Nondestructive Test (NDT)	19,636
Data Collection and Acquisition	23,912
Quality Software	24,609
Registration & Certification Services	19,738
Calibration Equipment & Services	27,825
Color Measurement & Appearance Equipment	12,233
Production Equipment	24,837
Vision Systems, Components and Sensors	8,5144

INDUSTRY REACH

Industry	Subscribers
Plastics and Rubber Products Manufacturing	3,618
Primary Metal Manufacturing	2,164
Fabricated Metal Product Manufacturing	10,371
Machinery Manufacturing...	7,341
Computer & Electronic Product Manufacturing...	4,590
Navigation, Measuring, Electromedical and Control Instruments Manufacturing	712
Electrical Equipment, Appliance and Component Manufacturing	4,046
Other Transportation Equipment Manufacturing	1,453
Motor Vehicle, Body, Trailers, Parts	4,279
Aerospace Product/ Parts Manufacturing.....	5,000
Medical Equipment and Supplies Manufacturing..	4,065
Miscellaneous Manufacturing	2,070
Furniture & Fixtures.....	322
Energy Industry Manufacturing	270

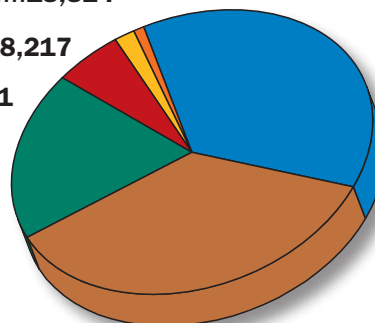
When it comes to Quality, WE KNOW our subscribers!

- 100% requested circulation¹
- 100% all-manufacturing audience¹
- Buying authority profile of our subscribers confirmed by BPA audit
- Audited Web audience confirmed by BPA



Quality Reaches the KEY Decision Makers in Manufacturing¹

Quality Management/Quality Engineering	18,824
Mfg. Engineering/Mfg. Management/Operations	18,217
Corporate Management	9,671
Engineering/Technical.....	2,934
R&D	885
Purchasing.....	474
Total Qualified Manufacturing Circulation	51,005



ONLINE AUDIENCE MEMBERS

Audited Web Site Traffic²

Average Monthly Unique Browsers: 15,170

Average Monthly Page Impressions: 31,080

Digital Edition Audience¹

Digital Edition: 5,441

Quality Update eNewsletter Audience³

Quality Update: 21,764

Social Media Audience³

LinkedIn: 2,655

Twitter: 2,033

Facebook: 344

94,070 Total Audience Members³

¹December 2011 BPA Statement. This is an analysis of 46,476 recipients or 91.1% who responded they recommend, specify, and/or buy the products indicated. Since any one respondent may have checked more than one response, the totals may exceed the total circulation.

²BPA WW Interactive July-Dec. 2011.

³Publisher's Own Data, 2011.



Content Preferred by the Industry¹

Subscribers say *Quality* is the magazine most useful to them in their work!

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

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



Quality's editorial is:

- **Practical.** Offering tips and new uses for time-tested measurement, test and inspection methods.
- **Innovative.** Providing 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 industry itself to provide key information about measurement, test, inspection, standards, software, quality management and services.

Quality is THE source of information for decision makers responsible for quality in manufacturing plants.

- 50 years in publication
- 13 print issues annually
- Annual Buyers Guide — print and online — published in November
- NDT, Vision & Sensors, and Aerospace special sections
- Monthly digital editions
- Monthly Web exclusive articles
- eNewsletters
- Video and podcasts
- Daily updates and discussions on LinkedIn, Twitter and Facebook



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

Special Issues

March

“How-To” Guide

Quality, NDT, Vision & Sensors

\$3,300 (net)

2-page, 4-color spread



Here is your opportunity to author and publish (unedited) an article in *Quality* – in print and online. Distributed with the March issue and at trade shows and conferences throughout the year. A display ad must be purchased in the March issue to participate.

July

Aerospace Special Section

Special distribution to our NDT subscribers and aerospace manufacturing plants.

The section will focus on the leading-edge, as well as the tried-and-true, quality tools and techniques for quality professionals in the aerospace industry.

Regular NDT rates apply.

Mid-November

Buyers Guide

Exposure All Year Long! A ‘Must-Buy’ Issue!

THE #1 resource for the \$2.6 billion quality market.

Advertising in the Buyers Guide gives your company exposure to key buyers in manufacturing year-round in print, the digital edition and online. 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. Valuable bonuses are available for advertisers in this issue. Check out the Buyers Guide online at: www.qualitymag.com/buyersguide.

IMTS 2012

September 10-15, 2012

The International Manufacturing Technology Show is one of the largest industrial trade shows in the world, with more than 1,100 exhibitors and 82,000 visitors. The event is held every two years in September at McCormick Place, Chicago.



IMTS Show Package

- August, Pre-Show guide
- September Show Issue
- September, IMTS eNewsletter
- Show floor webinars
- Video booth tours

Contact your *Quality* Regional Sales Manager for more information.

QUALITY EXPO 2012

March 14-15, 2012

**Fort Worth Convention Center
Fort Worth, Texas**

Special show packages available.



- February, Pre-Show Guide
- March Show Issue
- March, Quality Show eNewsletter
- Video Booth Tours

Special Sections

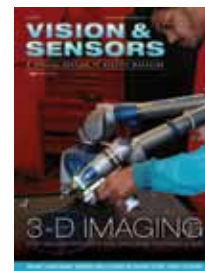
NDT

Issued seven times in 2012 – February, April, June, July, August, October and November. Focuses on nondestructive testing of parts and assemblies, as well as the closely-related area of materials testing.







Vision & Sensors

Issued six times in 2012 – in January, March, May, July, September and December. Focuses on the practical use and implementation of vision and sensor systems, components, software and services.



ISSUE: Ad Closing:	January 12/1/11	February 1/5/12	March 2/2/12	April 3/1/12	May 4/5/12	June 5/3/12
Special Coverage	Automotive Medical	Automotive Plastics	Aerospace Automotive	Automotive	Energy Medical	Aerospace Plastics
Measurement	Vision Systems	3-D Measurement	Laser Trackers	CMMs	Plug Gages	Fixturing
Test & Inspection	Environmental Testing	Thread Inspection	Shaft Measurement	Machine Vision	Materials Testing	Optical Inspection
Software	APQP/PPAP	GR&R	SPC	ERP Software	PC-DMIS	Simulation Software
Management	Medical Standards	Quality Leadership 100	Quality Plant of the Year	Quality Professional of the Year	Aerospace Standards	ISO Standards
Quality 101	Go/No-Go Gages	Optical Comparators	Lean	Linear Encoders	Gage Blocks	Calibration
Case Studies	Portable Measurement Precision Sorting CMMs	Machine Vision Flow Charting Calipers	Certification NDT Torque Testing	Tensile Testing 3-D Scanning CAD Programs	FEMAS Six Sigma Gaging	Multisensor Measurement Quality Software Machine Vision
Quality Special Issues & Shows		Quality Expo Pre-Show Guide	Quality Expo Texas Show Issue			
e-Xtras (Web Exclusives)	Green Manufacturing Lean Manufacturing	Aerospace Training	Fuel-efficiency Standards ISO Standards	Reshoring Nondestructive Testing	Hardness Testing Optical Measurement	Smart Cameras Data Collection
FREE Advertiser Bonuses	"Double Exposure" FREE SPACE for all advertisers! Medical Access 100	QUALITY CASE STUDY (1/2-page advertorial) Quality Leadership Access 100	GOLD Quality Leads Lead Advantage Program delivers pre-qualified leads of those ready to buy your product	Quality Showcase Ad	QUALITY CASE STUDY (1/2-page advertorial)	GOLD Quality Leads Lead Advantage Program delivers pre-qualified leads of those ready to buy your product
Special Sections For detailed media planners for NDT and Vision & Sensors, contact your regional sales manager. Expand your marketing reach today!	VISION & SENSORS	NDT nondestructive testing including materials test 2012 Source Book	VISION & SENSORS QUALITY "HOW-TO" GUIDE	NDT nondestructive testing including materials test	VISION & SENSORS	NDT nondestructive testing including materials test
Additional Marketing Opportunities Available for Purchase	SHOWCASE Update eNewsletters TechFocus eNewsletter - Multisensor Measuring	SHOWCASE Update eNewsletters TechFocus eNewsletter - Nondestructive Testing Equipment Video eBlast	INTEGRATED SHOWCASE How To Guide Update eNewsletters TechFocus eNewsletter - Handheld Gages Quality Expo eNewsletter	SHOWCASE Update eNewsletters Postcards Plus TechFocus eNewsletter - Force Measurement	SHOWCASE Update eNewsletters TechFocus eNewsletter - Noncontact Inspection Equipment Video eBlast	INTEGRATED SHOWCASE Update eNewsletters TechFocus eNewsletter - Machine Vision
Show Distribution	AIA Conference Jan. 18-20 Orlando, FL MD&M West Feb. 14-16 Anaheim, CA		Quality Expo Texas March 14-15 Ft. Worth, TX Westec March 27-29 Los Angeles, CA	The Vision Show May 8-10 Boston, MA CONTROL May 8-11 Stuttgart, Germany	MD&M East May 22-24 Philadelphia, PA	

July 6/7/12	August 7/5/12	September 8/2/12	October 9/6/12	November 10/4/12	Mid-November 10/18/12	December 11/1/12	
Aerospace	Aerospace Automotive	Energy Plastics	Medical	Automotive Plastics	2013 BUYERS GUIDE	Aerospace Automotive Energy Medical Plastics	
Measurement, Test & Inspection Services Guide Registrar/Certification Guide Software Selector Guide Quality State of the Profession	Color Measurement CMMs Data Collection Green Manufacturing	Handheld Gaging Torque Testing Calibration Six Sigma	Form Measurement Digital Inspection GD&T Internal Audits	Video Measurement Universal Testers Total Quality Management Cost of Quality		<ul style="list-style-type: none"> • 2013 Spending Survey • Equipment Budgets • Hiring Skilled Workers 	
Portable CMMs	Air Gaging	Styli	Multisensor Measurement	Surface Measurement			
Reverse Engineering Coating & Thickness Measurement Materials Testing	ID/OD Measurement Leak Testing Shaft Measurement	NDT Noncontact Inspection Gear Inspection	Calibration Failure Analysis Laser Inspection	Custom Gaging Dimensional Inspection Certification			
	IMTS Pre-Show Guide	IMTS Show Issue					
Medical Standards Vibration Testing	Quality Software Ultrasonics	Cost-saving Quality Product Reliability	Auditing Pressure Testing	CMMs Six Sigma		3-D Scanning Flow Charting	
Aerospace Access 100	QUALITY CASE STUDY (1/2-page advertorial) Automotive Access 100		QUALITY CASE STUDY (1/2-page advertorial)	Early Bird Special! (Advertisers in this issue who also book their 2013 Quality Buyers Guide space get equivalent space FREE in the Quality Buyers Guide)		<ul style="list-style-type: none"> • Unlimited Product Listings • Boldface Listings • Logo Ads • Hot Link to Your Web site 	
VISION & SENSORS AEROSPACE		VISION & SENSORS					VISION & SENSORS 2013 Source Book
SHOWCASE Postcards Plus Update eNewsletters TechFocus eNewsletter – Document Management Software	SHOWCASE Update eNewsletters TechFocus eNewsletter – Surface Measurement Video eBlast	INTEGRATED SHOWCASE Update eNewsletters TechFocus eNewsletter – Optical Inspection IMTS eNewsletter	SHOWCASE Update eNewsletters TechFocus eNewsletter – Dimensional Measurement	SHOWCASE Postcards Plus Update eNewsletters TechFocus eNewsletter – Computed Tomography Video eBlast			INTEGRATED SHOWCASE Update eNewsletters TechFocus eNewsletter – Calibration Services
CMSC July 16-20 New Orleans, LA NCSLI July 29-Aug. 2 Sacramento, CA		IMTS Sept. 10-15 Chicago, IL Vision 2012 Nov. 6-8 Stuttgart, Germany	MS&T Oct. 7-11 Pittsburgh, PA ASNT Fall Conference Oct. 29-Nov. 2 Orlando, FL			All Major Trade Shows	

Premium Sponsorship

2
Q-Points

Delivers maximum visibility!

Banner and button ads on the *Quality* Online home page and throughout the Web site.



Tech ManufactureXPO May 2, 2012

An educational virtual event covering trends in manufacturing from design to delivery.

Trade Show Benefits without Trade Show Costs.

- Cost effectiveness—no travel or set-up costs
- Time savings—reach multiple prospects in one place
- Convenience—more readily available than traditional face-to-face events
- Marketing—print and online promotion for the event
- Lead generation—full contact information for everyone who visits your booth



Q-Tube Video

1
Q-Point

Quality will create and host an original video of your presence at a trade show, newest product or latest news; or we'll host a short video that you have created at Q-Tube. Videos are 2–3 minutes long and include a short description of your company and video, as well as a link to your Web site. Videos rotate on the *Quality* Online home page and are promoted via *Quality* Update eNewsletters, *Quality* LinkedIn Group, *Quality* Facebook page and other social networking Web sites.



White Papers on the Web (WOW)



Showcase your company's technology, applications and advances in this unique setting with the chance to have the white papers you generate seen by a wide audience.

Rich Media

1
Q-Point

Expand the creativity and interactivity of your online message with an attention-grabbing Rich Media ad with *Quality*.

- Page Peel
- Countdown Clock
- Floating Ad
- Expandable Skyscraper
- Expandable Banner



Q-Cast Podcast

1
Q-Point



Quality podcasts provide educational and promotional information to industry professionals through short audio presentations. Podcasts are available on-demand on Qualitymag.com and can be played online or transferred to a portable device. Sponsor your own exclusive, custom podcast or gain exposure to a growing audience by sponsoring *Quality*'s editorial podcast.

Digital Edition Sponsorship

1
Q-Point

Sponsor a digital edition by placing your full-page, interactive ad opposite the *Quality* front cover and have dedicated sponsor links on each page. Your sponsorship includes a full year of archiving at *Quality* Online, animated rich media, audio, and/or flash elements (advertiser supplied). One sponsor per issue!



Product Spotlight

1
Q-Point

- Includes a product image, company logo, 150-200 words of descriptive copy and contact information
- A hyperlink takes visitors directly to your company's Web site. Links can also be added for distributors or sales offices.

Demo Center

1
Q-Point



Special section of the *Quality* Online Web site where visitors can download trial-use software programs.



Quality Update eNewsletter

Include your advertising message in *Quality's* eNewsletter sent to 24,000¹ subscribers worldwide who request it (opt-in).

Advertising Options:

- e-Sponsor 
- e-Premier Product 
- e-Banner
- e-Marketplace

Reserve early – opportunities sell out.



TechFocus eNewsletter

Monthly series of technical eNewsletters each devoted to a specific topic.

3 sponsors per month. Complete sales leads provided. See editorial calendar for topics.



Video eBlast

Quarterly eBlast of YOUR 2–3 minute video to 24,000¹ subscribers worldwide who request it (opt-in). Your video will be hosted on Q-Tube and *Quality* YouTube.



Custom eNewsletter

Quality's editorial staff will customize a timely, topical industry-specific eNewsletter that includes relevant content based on your business. Included in your Custom eNewsletter are multiple ad positions to ensure high-impact, widely read messaging.



Integrated Showcase

Print & Online Available: March, June, September, December

- 1/6 page, 4-color ad
- eBlast ad
- Complete sales lead provided
- Includes ad creation


Print only Showcase

Available: January, February, April, May, July, August, October, November. Rates as low as \$650 NET each.



Postcards Plus

\$1,425/each (net)

When you buy all 3! 

Three times during 2012, Postcards Plus will reach *Quality* subscribers, online visitors and e-mail recipients with an interactive marketing message. A graphic image and hyperlink will take readers to your Web site or let them communicate directly with you. PLUS your postcard appears in print to receive additional response AND your postcard will be present on the *Quality* Online Web site for 6 months, as well as sent out in a special e-mail.



Savings Bonus: Run three or more e-Inserts and receive a 15% discount!

Postcards Plus Issue	Closing Date
April	March 1, 2012
July	June 7, 2012
November	October 4, 2012

Webinars

Generate Leads While Educating Industry Decision Makers

You can't meet face-to-face with every industry decision-maker, but you can interact with each of them during a Webinar. Build brand awareness, become a leader and generate sales leads – just ask the experts at BNP Media to help you! Since 2006, BNP Media has produced over 500 Webinars, averaging hundreds of lead opportunities¹. You choose the content and speakers, and we'll market and produce your event. Schedule your customized Webinar today!



For the latest information on online advertising opportunities and specs, visit BNP Media's Corporate Portfolio Web site at portfolio.bnppmedia.com.

¹Publisher's Own Data, 2011

Quality Marketing Support Services

Content Development • Custom Publishing • Market-Specific Delivery

BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you—we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers.

Learn more about custom publishing and content marketing at custommedia.bnpmmedia.com or contact us directly: Chris Wilson at (248) 244-8264 or wilsonc@bnpmmedia.com.



Advertiser Bonuses

As we strive to bring buyers and sellers together, *Quality* makes available the following:

Gold Leads

Quality Magazine does the legwork for you in developing lists of 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.



Quality Case Studies

Available at no charge to 1/3 page and larger advertisers in: February, May, August, October

You control the message!

Merely submit text and an image and we will guarantee publication of your success story as a half page Case Study in a special section of the issue.

Access 100 Lists

You'll have access to an exclusive list of 100 *Quality* subscribers when you advertise in an issue offering an Access 100 List. Medical in January, Aerospace in July, Automotive in August, and a special list from the Top 100 Companies in February.

Classified Advertising

RATES (net)

Size: one column x one inch

1X.....	\$245	9X.....	\$195
3X.....	\$225	12X...	\$180
6X.....	\$215	13X...	\$155

Clear Seas Research

Making the Complex Clear



Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

To learn more about how Clear Seas Research can help you maximize your marketing ROI please contact Beth Surowiec at (248) 786-1619 or surowiecb@clearseasresearch.com.

www.clearseasresearch.com

Reprint Services

Call (847) 405-4044 or email dalpozzod@bnpmmedia.com for more information on the many options available.

Direct Mail List Rental

For more information, contact Infogroup at (800) 223-2194.

Q-Points

Earn Discounts While MAXIMIZING Your SALES Message!

Quality believes in the power of using a multi-media approach to enhance the effectiveness of your marketing campaign. To help you better achieve your goals, Quality offers you discounts for adding multiple products to your advertising 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!

Q-Points 2012 NET Rates

Ad Size/Type	Base Rate (net)	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	\$8,287	\$7,375	\$6,629	\$5,799	\$5,470
2/3-Page	\$6,114	\$5,439	\$4,893	\$4,280	\$4,035
1/2-Page Island	\$5,593	\$4,981	\$4,476	\$3,914	\$3,692
1/2-Page	\$4,795	\$4,270	\$3,837	\$3,358	\$3,165
1/3-Page	\$3,121	\$2,776	\$2,498	\$2,184	\$2,060
1/4-Page	\$2,375	\$2,112	\$1,900	\$1,664	\$1,567

Black and White Rates: Inquire.

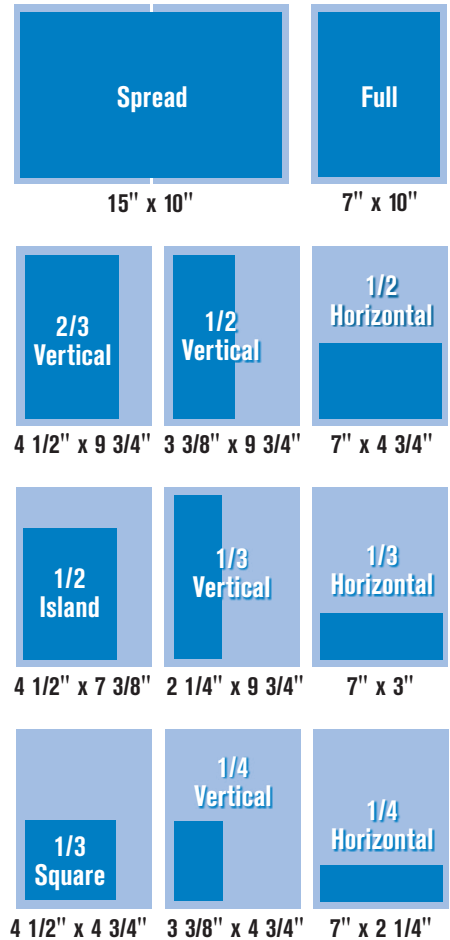
Cover Rates: Non-cancelable. All covers at earned rate plus premium. 2nd Cover: 15% premium, 3rd Cover: 10% premium, 4th cover: 20% premium.

Agency Commission: Above net rates already include 15% agency discount.

SEND ALL ADVERTISING MATERIALS TO: <http://upload.bnpmmedia.com>
Production Manager/Quality Magazine 2401 W. Big Beaver, Suite 700, Troy, MI 48084

Print Advertising Unit Sizes (inches)

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



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.

Printing Specifications

Binding: Perfect Bound

Printing: Heat-set web-fed offset

Digital Ad Requirements

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

Preferred File Formats: Adobe InDesign CS, 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: Files sent via e-mail should be 3 MB or less. Larger files should be posted to the FTP site. 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 (0.5% 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.

Quality

qualitymag.com • ndtmag.com • visionsensorsmag.com

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**BNP Media helps people succeed in
business with superior information.**
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complete Integrated Media Planner