

A Special Section to Quality

NDT™

nondestructive testing
including materials test

A Practical Use of NDT and Materials Test Technology

2012 INTEGRATED MEDIA PLANNER



NDT Reaches Your Key Buyers 7 Times in 2012!

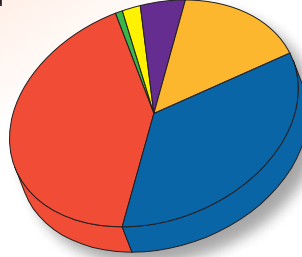
ndtmag.com



The ONLY magazine that focuses on practical, real-world applications of NDT and materials testing to improve manufacturing processes.

NDT buyers have the purchasing power for nondestructive test and materials test equipment, software and services.

We have the numbers! We have the names! Key BUYERS from key companies are reading NDT!



Sampling of Companies Receiving NDT*

General Electric	Cummins
Lockheed Martin	ATK
Parker Hannifin	3M
Northrop Grumman	Timken
Honeywell	Emerson
Eaton	Whirlpool
Ford	TRW
Caterpillar	Medtronic
General Motors	Toyota
Boeing	GKN
Goodrich	ITW
L-3 Communications	Boston Scientific
Continental	Johnson Controls
Siemens	John Deere
ITT	Honda
Philips	Borg Warner
Chrysler	Teledyne
General Dynamics	Mitsubishi
Alcoa	Abbott
Delphi	Autoliv
Pratt & Whitney	Textron/Bell
BAE Systems	Helicopter
Tyco	Trane
Cooper	Hewlett Packard
Federal Mogul	Covidien
Raytheon	

Influential Titles Receive NDT*

	Quality Management/Engineering.....	11,524
	Manufacturing Engineering/Operations	9,941
	Corporate Management.....	4,896
	Engineering/Technical	1,403
	Research & Development	552
	Purchasing	257
Total Qualified Manufacturing Circulation		28,573

NDT Electronic Media

ndtmag.com
Your Technology! Your Web Site!



NDT Premium Sponsorship

Delivers maximum visibility. Our Premium Sponsorship advertising package includes a banner and skyscraper ad on the NDT Online home page, a showroom in the NEW Quality Showrooms and a banner ad on one editorial page of your choice.

NDT Update eNewsletter

NDT Update features up-to-date news, the latest in technology and events in an interactive format. Put your message in front of more than 8,800* buyers who regularly receive NDT Update.



Advertising Options:

- e-Sponsor
- e-Premier
- e-Banner
- e-Market

Don't wait for qualified buyers to come to you ... reach them with every issue of NDT Update!

NDT Digital Edition Sponsorship

Reach the quality professionals who receive each NDT Magazine Digital Edition by becoming a sponsor. Sponsor the digital edition and place your full page, interactive ad opposite the NDT front cover and have dedicated sponsor links on each page. Your sponsorship includes a full year of archiving, animated rich media, audio, and/or flash elements (advertiser supplied). One sponsor per issue!



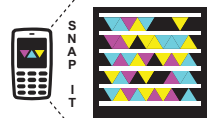
Quality and NDT have more online products to offer, including:

- Webinars
- Video on Q-Tube
- Q-Cast Podcasts
- Special Product Showrooms
- Microsites
- ...and more!

Contact your Quality Regional Sales Manager to hear all about the details, or visit <http://portfolio.bnpmmedia.com> today!



Mobile Tagging



Get the free app for your phone at <http://gettag.mobi>

*Publisher's Own Data, 2011.

NDT Marketing Opportunities

March

Quality/NDT "How To" Guide

Two-page, 4-color "advertorial" for just \$3,300 net!

Educate NDT readers by authoring an educational article on your area of expertise. Advertise in the February issue of NDT and for an additional \$3,300 (net) have your NDT "How-To" article included in the March issue, which reaches more than 51,000* subscribers. Reserve your exclusive topic NOW!

July

Aerospace Edition

The July Aerospace Special Section reaches more than 25,000* Quality Magazine subscribers and NDT readers who work in this industry or buy the tools most often used in this important industry. Editorial focuses on the leading-edge, as well as tried-and-true, 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.

November

NDT FUNDAMENTALS

In print, digitally and online, this is a KEY issue to reach NDT and materials testing buyers in manufacturing all year long. It features tutorials on using NDT and materials testing solutions in real-world manufacturing environments.

NDT Business Cards, 7 Issues = \$895 (net)

These easy-to-use cards are a handy and low-cost way to reach NDT and materials test buyers. Sold on a 7-time basis, these 1/10-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 noncancelable. These ads are noncommissionable and subject to the Quality Magazine classifieds guidelines.

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



Gold NDT Leads

We do the legwork for you in developing qualified equipment, software and services sales leads! This EXCLUSIVE service provides advertisers only with leads that have been **personally** contacted and have expressed an interest in purchasing your type of product. **FREE for advertisers in April and October.**

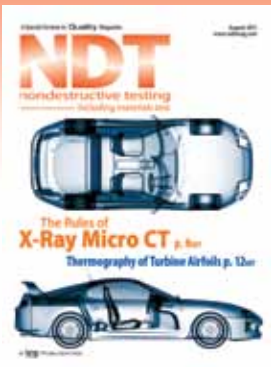


Issue	February	March	April	June	July	August	October	November
Ad Closing	1/5/12	2/2/12	3/1/12	5/3/12	6/7/12	7/5/12	9/6/12	10/4/12
Special Coverage	Aerospace Automotive Energy Medical Plastics	Aerospace Automotive Energy Medical Plastics	Aerospace Medical	Aerospace Medical	AEROSPACE	Automotive Plastics	Automotive Medical	Aerospace Automotive Energy Medical Plastics
Features	Eddy Current Liquid Penetrant Shear Testing	Quality/NDT "How-To" Guide	Ultrasonics Fatigue Testing Materials Analysis Bootcamp	Magnetic Particle Inspection Computed Tomography NDT Certification	NDT in Aerospace Thermography AS 9100 Update	NDT Training Phased Array Leak Testing	NDT Lab Services NDT Rental Choose the Right Equipment	Remote Visual Inspection Hardness Testing NDT Education
Back to Basics: NDT & Materials Test	2012 NDT Source Book		X-Ray	Radiography	Crack & Weld Testing	Videoscopes	Residual Stress Analysis	UV Inspection
Case Studies			Corrosion Testing Extensometers	Transducers Automated NDT	Compression Testing Radiation Safety	Compliance Software Digital Radiography	Portable Imaging Materials Analysis	Electromagnetic Testing Laser NDT
e-Xtras (Digital-Only Features, News, Interviews and More)	Ultrasonics	Eddy Current	Ultrasonics	NDT Standards	Holography	First-Article Inspection	Custom NDT Systems	Spectrometers
FREE Advertiser Bonus	"Double Exposure" FREE SPACE for all advertisers!		Gold NDT Leads 			FREE Case Study	Gold NDT Leads 	
Marketing Opportunities	NDT Business Cards Quality Showcase Quality Expo Texas Pre Show Guide NDT Update eNewsletter	Quality Integrated Showcase Quality Expo Texas Show eNewsletter NDT Update eNewsletter	NDT Business Cards Quality Showcase Postcards Plus NDT Update eNewsletter	NDT Business Cards Quality Integrated Showcase NDT Update eNewsletter	NDT Business Cards Quality Showcase Postcards Plus NDT Update eNewsletter	NDT Business Cards Quality Showcase NDT Update eNewsletter	NDT Business Cards Quality Showcase NDT Update eNewsletter	NDT Business Cards Quality Showcase Postcards Plus NDT Update eNewsletter
Show Distribution		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		CMSC July 16-20 New Orleans, LA NSLI July 29-Aug. 2 Sacramento, CA		MS&T Oct. 7-11 Pittsburgh, PA ASNT Fall Conference Oct. 29-Nov. 2 Orlando, FL	FABTECH Nov. 12-14 Las Vegas, NV

*Publisher's Own Data, 2011.

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NDT 2012 Net Advertising Rates

Ad Size	1-2X	3-5X* SAVE 10%	6X* SAVE 15%
Full Page	\$3,187	\$2,920	\$2,819
1/2-Page Island	\$2,329	\$2,150	\$2,063
1/2-Page	\$2,036	\$1,887	\$1,817
1/3-Page	\$1,528	\$1,428	\$1,266
1/4-Page	\$1,310	\$1,231	\$1,191

The above rates are net-per ad-and include color.

*Note: One of these issues must be the NDT Source Book.
Black and white rates: inquire.

INSERT RATES

Contact publisher for information.

AGENCY COMMISSION

Above net rates already include 15% agency discount.

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.

DIGITAL AD REQUIREMENTS

Visit www.ndtmag.com for full advertising specifications, or contact your Quality Production Manager.

Electronic Submission -

<http://upload.bnppmedia.com>

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

Print Advertising Unit Sizes

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

Spread 15" x 10"	Full 7" x 10"
2/3 V 4 1/2" x 9 3/4"	1/2 V 3 3/8" x 9 3/4"
1/2 H 7" x 4 3/4"	
1/2 Is 4 1/2" x 7 3/8"	1/3 V 2 1/4" x 9 3/4"
1/3 H 7" x 3"	
1/3 Sq 4 1/2" x 4 3/4"	1/4 V 3 3/8" x 4 3/4"
	1/4 H 7" x 2 1/2"

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.

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