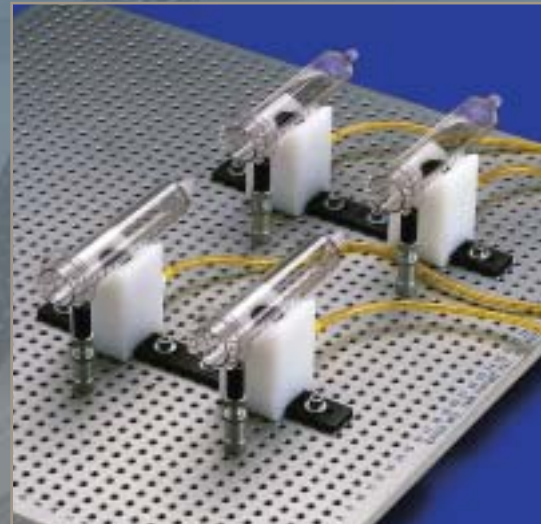


*THE leading magazine used by quality professionals in the manufacturing workplace.*

# Quality

M A G A Z I N E

## 2007 Media Planner



### **New in 2007!**

- ▶ **Quality "How To" Guide (March)**
- ▶ **Vision & Sensors Special Section (May, September and December)**
- ▶ **Quality Expo Show Package (August, September and November)**
- ▶ **Control Show Package (March and April)**
- ▶ **MMCW Sponsorship Opportunities**

**SAVE MORE ON  
2007 AD RATES!  
CUT YOUR COSTS  
ON COLOR!**

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



Manufacturing & Measurement Conference and Workshop (MMCW) 2007 is back bigger and better than before! In its 9th year, this must-attend conference is growing. Making better parts and improving 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

**Who were the attendees at Manufacturing & Measurement Conference and Workshop 2006?**

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

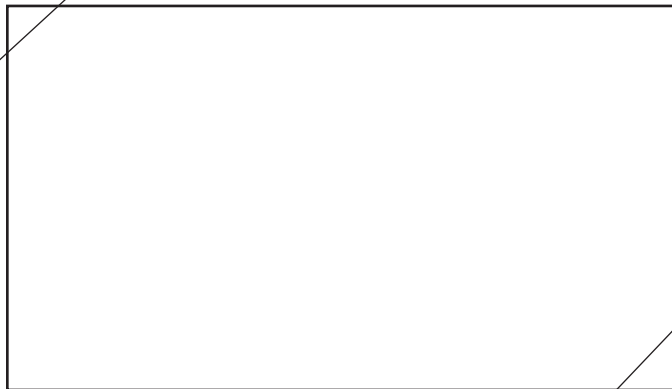
Quality Magazine hosts Manufacturing & Measurement Conference and Workshop 2007, offering editorial coverage, booth space and other value-added marketing opportunities. Watch for more details as Manufacturing & Measurement Conference and Workshop 2007 draws near.

**Don't miss this opportunity in 2007!**  
**Tomorrow's Manufacturing and Measurement Solutions Today!**

Call your Regional Marketing Manager to find about available sponsorship opportunities! Reach KEY quality professionals in manufacturing.

**Top Companies that attend MMCW include:**

- |                  |                   |                                |
|------------------|-------------------|--------------------------------|
| Boeing Corp.     | Honda Americas    | Northrop Grumman               |
| Caterpillar      | U.S. Air Force    | DaimlerChrysler                |
| Becton Dickinson | Delphi Automotive | Raytheon Missile Systems       |
| Ford Motor Co.   | Hyundai           | Cooper Tire                    |
| Honeywell        | Lockheed Martin   | ...and other top manufacturers |



## Welcome to *Quality Magazine*

Thank you, and let me take a moment to welcome you to your personal copy of the 2007 *Quality Magazine* Media Kit. *Quality* has been privileged to be serving the needs of quality professionals for more than 45 years—far longer than any other quality publication. During 2007, we'll continue to offer you access to the excellent buyers of your equipment, software and services as we have over the years, and we'll bring you many new exciting products, services and editorial.

It's my privilege to give you this overview of the quality market and *Quality's* leadership position as THE source for information about the ever-important role of quality in manufacturing environments. You can get to know us, and the market, better than you already do by reviewing our targeted circulation statistics, which includes buying authority, titles and functions, industry coverage, market coverage and the purchasing decision process. All that information is contained before you even reach our 2007 editorial calendar!

Speaking of the 2007 editorial calendar, you'll notice a number of exciting features and opportunities to inform our subscribers about quality technology and practices. Included is continued coverage about tried-and-true measurement tools, as well as leading-edge solutions. Our top-notch editorial staff will also inform subscribers about how quality is implemented in such industries as automotive, medical, aerospace and plastics. We will continue to recognize leadership in quality through our *Quality Plant of the Year*, *Quality Professional of the Year* and *Quality Leadership 100*.

*Quality* continues to build on its mission to bring its subscribers focused editorial within its pages each month. To further focus your marketing message, *Quality* will expand its NDT and Materials Test Special Section to six times during 2007! In addition, our newest special section, Visions & Sensors expands to three times during 2007, following a successful debut in Fall 2006. *Quality's* 64,000\* plus subscribers represent the greatest concentration of buying power for quality equipment, software and services in the manufacturing marketplace. Advertising in *Quality*, NDT, and Visions & Sensors will let you target the key buyers that no one else can help you reach and yield a high return on investment of your marketing dollars.

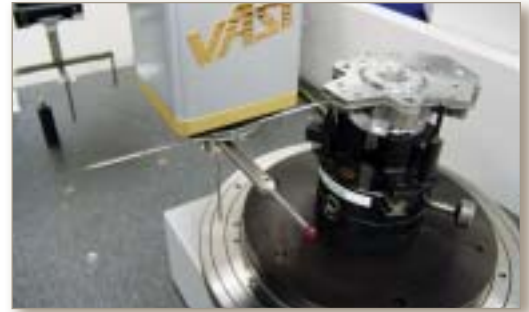
To ensure you have all the tools to reach quality professionals, in the U.S. and abroad, *Quality* offers targeted e-newsletters, monthly digital editions, distribution to Europe and more! Whether quality professionals who seek the practical information *Quality* offers want printed pages, electronic newsletters, the Web, or digital magazines, we're committed to providing it to them in their preferred format. We offer marketing packages that encompass print, online and digital advertising, as well as marketing using trade shows and conferences. Ask your Regional Marketing Manager about all our offers and our special pricing.

On behalf of all of us at *Quality Magazine*, welcome to our family of publications and services. Contact us so that we can help you build your marketing campaign and reach your goals.

Regards,



Thomas A. Sloma-Williams  
Publisher



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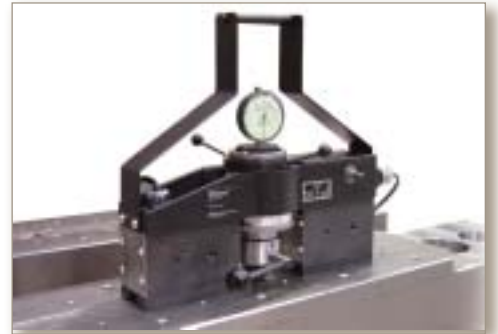
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\*June 2006 BPA Statement

# Quality

MAGAZINE

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



**Qualified Primary Circulation:**

*64,000 subscribers located in more than 35,000 manufacturing plants*

INDUSTRY	SUBSCRIBERS
Plastics and Rubber Products Manufacturing .....	5,842
Primary Metal Manufacturing .....	7,082
Fabricated Metal Product Manufacturing .....	9,887
Machinery Manufacturing .....	8,675
Computer & Electronic Product Manufacturing...	5,697
Navigation, Measuring, Electromedical and Control Instruments Manufacturing.....	1,340
Electrical Equipment, Appliance, and Component Manufacturing .....	5,391
Other Transportation Equipment Manufacturing .....	1,764
Motor Vehicle, Body, Trailers, Parts .....	5,943
Aerospace Product/Parts Manufacturing.....	4,426
Medical Equipment and Supplies Manufacturing.....	4,812
Miscellaneous Manufacturing .....	2,752
Furniture & Fixtures.....	407
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>64,018</b>

**TOTAL QUALIFIED CIRCULATION 64,018**

Source: June 2006 BPA Statement

**Quality's focus:**

- ▶ measurement
- ▶ test
- ▶ inspection
- ▶ software and analysis
- ▶ standards
- ▶ quality management strategies



**Quality is the #1 magazine among manufacturing and quality professionals. \*\***

- ▶ #1 in Providing the Latest Quality Technology
- ▶ #1 Most Preferred Industry Publication
- ▶ #1 Most Useful Publication for Quality and Manufacturing Professionals
- ▶ #1 Magazine to Advertise in to Reach Industry Professionals

**Quality's focus: BUYERS in the industries YOU want to reach:**

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

**When it comes to *Quality*, we know our subscribers!**







- ▶ *Quality Magazine* has 100% Direct Request Circulation.\*
- ▶ *Quality Magazine* has an audience that is 100% manufacturing.\*
- ▶ *Quality Magazine* has a Buying Authority profile of its subscribers confirmed by BPA audit.\*

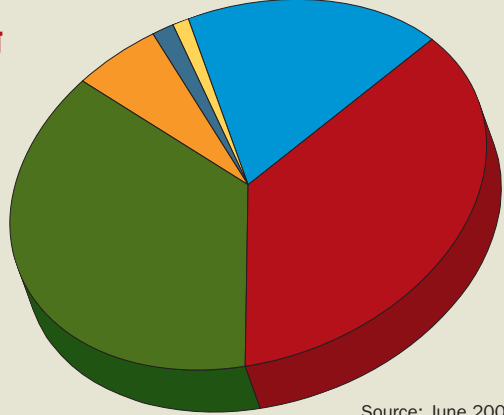


**... and *THE* publication that gives you the subscribers in the industries most important to you.**

\*June 2006 BPA Statement

**Reaching Decision Makers in Manufacturing**

	Corporate Management .....	11,589
	Manufacturing Engineering/Manufacturing Operations.....	23,131
	Quality Management/Quality Engineering .....	24,042
	Engineering/Technical.....	3,644
	R&D .....	922
	Purchasing.....	690
	<b>Total Qualified Manufacturing Circulation</b>	<b>64,018</b>



Source: June 2006 BPA Statement

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

Test, Measurement & Inspection Equipment		<b>\$2.8 Billion</b>
Quality Software		<b>\$455 Million</b>
Quality Services		<b>\$1.1 Billion</b>
Total Estimated 2006 Market		<b>\$4.4 Billion</b>

Source: *Quality Spending Survey* 2006, December 2005



**Quality reaches the KEY decision makers in manufacturing!**

Corporate and Plant Management ...  
 Manufacturing Engineers and Managers...  
 Quality Engineers and Managers ...

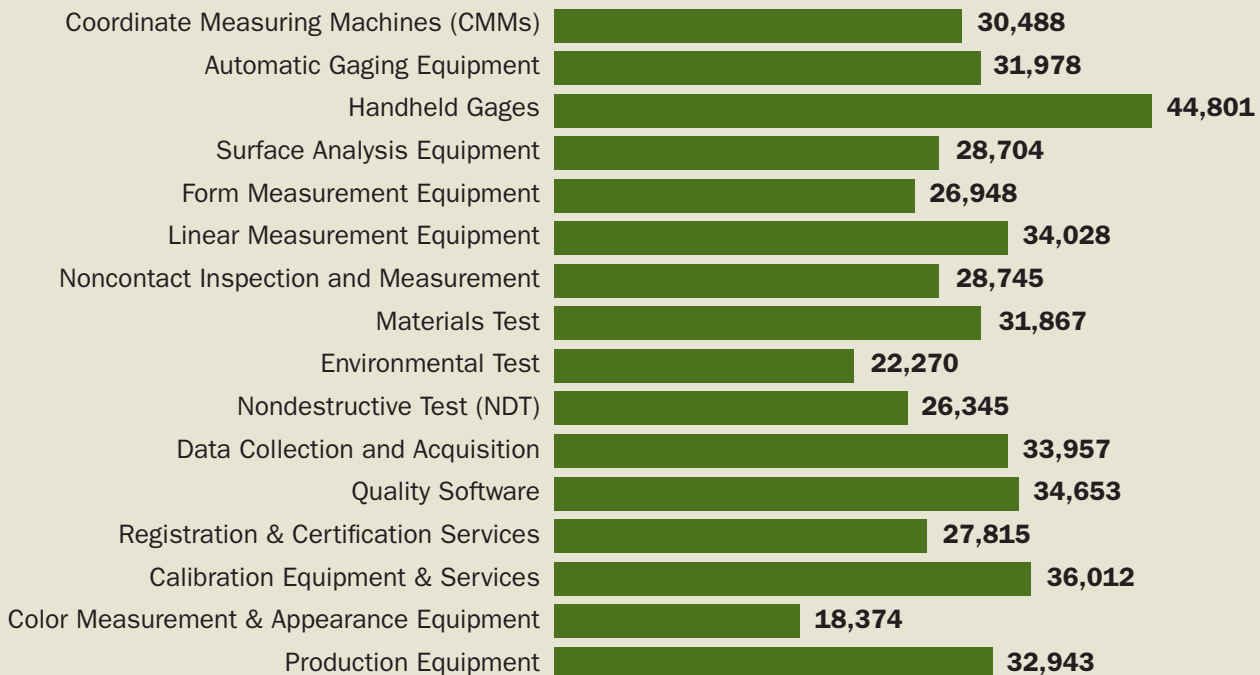
**When it comes to making decisions to buy your equipment, software and services, Quality Magazine subscribers have the right influence!**

- ▶ **72%** of quality engineers and managers determine the need!
- ▶ **55%** of manufacturing engineers recommend and approve specific brands!
- ▶ **80%** of corporate managers approve the purchase!

Source: *Quality State of the Profession Survey*, July 2006



**Quality Reaches Buyers and Specifiers of:**



Source: June 2006 BPA Statement

This is an analysis of 61,520 recipients or 96.1% who responded to the question, "Which of the following products do you recommend, specify and/or buy in your job?"

**Quality Magazine Finishes at the Top!**  
**THE magazine readers say is Most Useful**  
**to Them in Their Work!**  
**Readers' Magazine of Choice!**

\*Reader Preference Study, January 2006

**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 industry itself to provide key information about measurement, test, inspection, standards, software, quality management and services.

**Experts From:**

- ▶ automotive
- ▶ aerospace
- ▶ medical devices
- ▶ appliances
- ▶ metalworking
- ▶ plastics
- ▶ electronics
- ▶ telecommunications
- ▶ computers
- ... and more

**Experts Writing About:**

- ▶ Measurement
- ▶ Test and Inspection
- ▶ Software and Analysis
- ▶ Quality Standards
- ▶ Quality Systems, including Lean Manufacturing and Six Sigma
- ▶ Quality Measurement



**Groundbreaking and Exclusive Editorial!**

- ▶ **Quality Plant of the Year** – Readers tell *Quality Magazine* what company has the best quality practices. Special award and coverage at Quality Expo.
- ▶ **Quality Professional of the Year** – Readers tell *Quality Magazine* what single individual has made the most significant contribution to the quality profession in the past year.
- ▶ **Quality Leadership 100** – *Quality Magazine* surveys manufacturers and reveals the Top 100 companies that excel in making quality work!
- ▶ **Quality Spending Survey** – An industry exclusive! *Quality Magazine* points the way to industry health through its much anticipated and sought-after annual spending forecast.
- ▶ **Quality State of the Profession** – Beyond the salary paid, *Quality Magazine's* comprehensive study details what it's like to be involved in quality today.
- ▶ **In-depth editorial focus and special sections about:**
  - In-Line Test and Measurement
  - Automotive Manufacturing
  - Aerospace
  - Plastics
  - Medical Device Manufacturing
  - Nondestructive Test
  - Six Sigma and Lean Manufacturing
  - Vision and Sensors

Complete editorial guidelines, editorial contacts and additional information available at: [www.qualitymag.com](http://www.qualitymag.com)  
 or contact:  
**Quality Magazine Editors**  
**1050 IL Rt. 83**  
**Suite 200**  
**Bensenville, IL 60106**

ISSUE: Ad Closing:	JANUARY 12/1/06	FEBRUARY 01/05/07	MARCH 02/05/07	APRIL 03/05/07	MAY 04/05/07	JUNE 05/04/07
<b>Special Coverage</b>		<b>Medical</b>		<b>Automotive</b>	<b>Medical</b>	
<b>Measurement</b>	Handheld Measurement	ID/OD Measurement	CMM Accessories	Video Measurement	Surface Measurement	Force Measurement
<b>Test &amp; Inspection</b>	Torque Control	Machine Vision	Leak Testing	Sensors	Hardness Testing	CMMs
<b>Software</b>	CMM Software	Document Control	Calibration	SPC	Flowcharting	ISO Standards
<b>Management</b>	ISO Standards	Medical Standards	Quality Leadership 100	Lean Manufacturing	Training	Six Sigma
<b>Quality 101</b>	Machine Vision	Color Measurement	Tensile Testing	Document Control	Laser Trackers	Sensors
<b>Case Studies</b>	Fixturing Height Gages Video Inspection	Color Measurement Hardness Testing CMMs	UV Inspection Bar-code Scanners Fixturing	Enterprise-wide Software Bore Gages Optical Comparators	Ultrasonics Portable CMMs Torque Control	Air Gaging TS 16949 Lean Manufacturing
<b>Special Sections</b>		NDT and Materials Test Special Section	Quality "How-to" Guide	NDT and Materials Test Special Section	Vision & Sensors Special Section	NDT and Materials Test Special Section
<b>Show Distribution</b>	Six Sigma Summit, Miami, FL Jan. 22-25	MD&M West, Anaheim, CA Feb. 12-15	WESTEC, Los Angeles, CA March 26-29	MMCW, Tampa, FL April 23-26 SouthPak Expo & Conference Atlanta, GA April 24-26 ASQ World Congress Orlando, FL April 30-May 2 Control, Sinsheim, Germany May 8-11	EASTEC, W. Springfield, MA May 22-24 Sensors Expo, Rosemont, IL June 11-13 MD&M East, New York, NY June 12-14 International Vision & Robots Show, Rosemont, IL June 12-14	
<b>Marketing Opportunities</b>	<b>"Double Exposure" FREE Space for all advertisers!</b>  AdScore Readership Study (1/2-page or larger advertisers)	Gold Quality Leads  MD&M Product Showcase  E-Cards Plus	<b>Control Show Package</b>  Quality Leadership 100 Leads  Westec Product Showcase	<b>Control Show Package</b>  Product Showcase	Gold Quality Leads  Corporate Choice Package  Web/Lit Showcase  Eastec Product Showcase	Product Showcase
<p><b>Contact your Quality Magazine Regional Marketing Manager for Special NDT and Vision &amp; Sensors Media Planners. Expand your marketing reach!</b></p>						

JULY 06/05/07	AUGUST 07/06/07	SEPTEMBER 08/03/07	OCTOBER 09/05/07	NOVEMBER 10/05/07	MID-NOVEMBER 10/15/07	DECEMBER 11/05/07
<b>Aerospace</b>			<b>Plastics</b>		 <b>2008</b> <b>BUYERS GUIDE</b>	
Measurement, Test and Inspection Services Guide	In-line Measurement	Roundness & Cylindricity	Laser Measurement	Fixturing		Multisensor CMMs
Registration/Certification Guide	Noncontact Inspection	X-ray	Microscopy	Materials Test		Optical Inspection
Software Selector Guide	Gage Management	Data Collection	Enterprise-wide Software	Gage R&R		Statistical Process Control (SPC)
Quality State of the Profession	Quality Professional of the Year	Quality Plant of the Year	Certification/Registration	ISO Standards		2008 Quality Spending Forecast
GD&T	Calipers	Six Sigma	Calibration	Probes		Lean Manufacturing
Roughness Measurement	Digital Inspection	CMMs	Force Measurement	Microhardness Testing	Thread Gaging	
Document Control	Machine Vision	Gage Management	SPC	FMEA	Handheld Gages	
Gage Blocks	Thickness Measurement	Microscopes	Calibration Services	Data Mining	Vibration Analysis	
Aerospace Special Section	NDT and Materials Test Special Section	Vision & Sensors Special Section	NDT and Materials Test Special Section		2008 NDT & Materials Test Buyers Guide	2008 Vision & Sensors Buyers Guide
NCSLI, St. Paul, MN July 29-Aug. 2		Quality Expo, Rosemont, IL Sept. 25-27  Materials Science & Technology Conference, (MS&T) Detroit, MI Sept. 16-20		ASNT Fall Conference, Las Vegas, NV Nov. 12-16		
Web/Lit Showcase  E-Cards Plus	<b>Quality Expo Show Package</b>  Gold Quality Leads	<b>Quality Expo Show Package</b>   <b>Quality Plant of the Year Sponsorship</b>	<b>Early Bird Special!</b> (Advertisers in this issue, who also book their Buyers Guide space now get equivalent space <b>FREE</b> in the Buyers Guide)  Product Showcase  Advertiser Readership Study (1/2-page or larger advertisers)	<b>Quality Expo Show Package</b>  Web/Lit Showcase  E-Cards Plus		<b>FREE Supplier Showcase!</b> (1/2-page or larger advertiser)  Gold Quality Leads  Product Showcase

# 2007 ADVERTISING RATES

Quality Magazine's comprehensive advertising and marketing programs combine the value of advertising in Quality Magazine's regular issues, with the yearlong 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:

<b>Display Rates</b>						
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	\$7,305	6,545	6,145	5,790	4,970	1,265
2/3-Page	5,480	4,910	4,655	4,385	3,725	825
1/2-Page Island	4,950	4,430	4,165	3,920	3,365	825
1/2-Page	4,145	3,715	3,485	3,280	2,820	825
1/3-Page	2,740	2,455	2,300	2,175	1,870	825
1/4-Page	2,130	1,900	1,795	1,690	1,450	325

\*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 2007

Jan. - 12/01/06	August - 07/06/07
Feb. - 01/05/07	Sept. - 08/03/07
March - 02/05/07	Oct. - 09/05/07
April - 03/05/07	Nov. - 10/05/07
May - 04/05/07	Mid-Nov. - 10/15/07
June - 05/04/07	Dec. - 11/05/07
July - 06/05/07	

### INSERT RATES

Contact publisher for information.

### CLASSIFIED ADVERTISING RATES

Size: one column x one inch

1X .....	\$215	9X .....	\$175
3X .....	\$205	12X .....	\$160
6X .....	\$195	13X .....	\$135

### ELECTRONIC CLASSIFIED BONUS

**\$30/month**

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

### SEND ALL ADVERTISING MATERIALS TO:

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

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

\*17,000/issue of Quality Update from publisher's own data 7/01/06; 20,396 from May 2006 Web Trend Data Quality Online Web site (BPA does not audit electronic/online data)

### "Double Exposure" Free Classifieds Bonus

Start your 2007 classified advertising with extra impact. Place your classified ad in January 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.*

### 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 a 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.

### ADVERTISING UNITS SIZES (inches)

Space	Vertical		Horizontal	
	Width	Depth	Width	Depth
Unit				
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"

## JANUARY

### “Double Exposure” Free Space Bonus

We'll DOUBLE whatever ad size you place to kick off 2007!

## MARCH

### NEW! Quality “How To” Guide

Author an exclusive “How-To” subject of your choice to be presented as a 2-page spread. Use part of that spread for your ad. This educational supplement will be reprinted and distributed at trade shows throughout the year in addition to being bound in to the March issue.

## MARCH & 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 key European quality buyers and decision makers.

### Digital Edition Sponsorship \$5,200

Throughout 2007, *Quality* Magazine will be delivered to subscribers using the latest in digital technology. It will also be archived at *Quality* Online. 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.

### At The Center Of Quality \$6,670

Delivering a high visual impact, this spread/4-color presentation offers a value-driven opportunity to spotlight your company's ideas, products and solutions to *Quality* Magazine's readers. This presentation is the center spread in the issue. The advertiser provides text and photos while *Quality* handles the details.



### Product of the Month \$5,540

This special, full-page/4-color presentation lets the advertiser increase attention to the products he offers. Simply provide 225 words of text (maximum) and one or two images ... *Quality* handles the details. Only one Product of the Month presentation appears in an issue, so be sure to make this exclusive presentation part of your advertising plan.



## FOCUS Your Marketing in Special Sections!

### NDT

NDT focuses on nondestructive testing of parts and assemblies, as well as the closely-related area of materials testing. Reaching more than 25,000\* audited buyers of NDT and materials test equipment, this six-time special section is available in February, April, June, August, October and a special NDT Buyers Guide in November. Add to your *Quality* Magazine marketing efforts by using NDT to reach this \$466 million market.



### Vision & Sensors

*Quality* Magazine brings its trusted voice to 25,000\* of its subscribers who use vision and sensor technologies in a manufacturing environment. This special section is issued in May, September and December, and focuses on the practical use and implementation of vision and sensor systems and components 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 4,400\* *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.



\*June 2006 BPA Statement

# 2007 Buyers Guide

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

**THE #1 resource for the \$4.4 billion quality marketplace.** The *Quality Buyers Guide* places your offerings in front of important buyers of quality technology and services. Quality professionals can find you in a more ways than one—in print, in our digital edition, and online. Make it easy for prospects and customers to find your latest offerings by showcasing your company and products in the *Quality Buyers Guide*

The quality market's most complete directory, the *Quality Buyers Guide*, offers buyers three easy ways to find your products:

### 1. PRODUCT INDEX

An alphabetical listing of hundreds of product and service categories directs buyers to the appropriate supplier listing page in the Product Category Listings section.

### 2. PRODUCT CATEGORY LISTINGS

Organized into major categories for easy searching, buyers are given the name of suppliers based on a particular equipment, software or services need.

### 3. SUPPLIER LOCATOR

The most comprehensive database of supplier companies for the quality community. This section provides buyers with supplier names and contact information, including mailing addresses, phone and fax numbers, e-mail addresses and Web site URLs.

### Only Quality Buyers Guide Advertisers will receive:

- ▶ Special Placement of Ads
  - ▶ Unlimited FREE Product Listings\*
  - ▶ FREE Boldface Listings\*
  - ▶ FREE Logo Ads in Supplier Section\*
  - ▶ Telephone Number in Product Listings
  - ▶ Web and email addresses in Supplier Listings
  - ▶ Special Discounts on Web Links (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.

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

### Additional opportunities for 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.



## 2007 Buyers Guide ONLINE

### Quality's POWERFUL Online Purchasing Tool! Expand Your Online Marketing Today!

*Quality Magazine's* new and improved online buyers guide helps you leverage your marketing investment! When buyers search for their needs, they'll be sure to find you.

#### Premium Listing Package

Put three (3) product spec sheets and photos in our *Quality Buyers Guide* Online. Have your company name ranked at the top for both product and alphabetical searches online, with special highlighting to draw more attention to your company.



Get your company name and contact information in boldface type in the print version supplier and product listing sections, your logo in print, and online and a hotlink to your Web site.

#### Deluxe Listing Package

Your company name and contact information in boldface type in the print version supplier and product listing sections, your logo in print and online, and a hotlink to your Web site.

#### Logo Ads

Place your company logo in the supplier locator, in print and online, plus boldface your listing in print. Get additional logos for your company listing in the product category listings, in print and online. Quantity discounts available.

# QUALITY EXPO

September 25-27, 2007 Rosemont, IL

Get the most from your 2007 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 2007 Show Package!**

Quality Expo 2007 is the largest quality event in the United States. The top buyers and specifiers of measurement, test and inspection equipment, software and services converge on the Donald E. Stephens Convention Center in Rosemont (Chicago), IL. Exhibiting gives you the opportunity to demonstrate and describe the merits of your products and services. Combine your show presence with the Quality Expo Show Package in *Quality Magazine* to maximize your exposure to these quality buyers.

## Quality's Show Package Issues August, September and November

Get quality buyers ready to see your products by placing your ad in the August and September issues. Distributed to more than 64,000\* subscribers in each of those months, you can give attendees a sneak peek at your show offerings, making your company a "must see" at Quality Expo.

Your presence in August and September will also give you a chance to support the only industry awards that recognize the quality achievements of industry professionals and manufacturers—the *Quality Professional of the Year* and *Quality Plant of the Year*, which will be featured in each issue, as well as awarded at a special ceremony at Quality Expo.

Follow up your Quality Expo investment before the show with a presence in the November issue that recaps Quality Expo. Remind attendees of what they saw when they visited your booth, and attract those quality buyers who could not make this event.

## Official Quality Expo Show Directory

Double your exposure by getting your ad in the official Quality Expo Show Program. Buy the Quality Expo Show Package from *Quality Magazine* and get the same size ad in this must-have roadmap to the show.

## Quality Online Showroom \$2,820/year

Viewed by more than 20,000† unique visitors each month, a presence at the Quality Online Showroom gives you a chance to build your Internet marketing campaign. Highlight your products and services, put your literature online, create a link to your web site and more. As qualified buyers set their show plans using the Web, make sure they add you to their list.



### AUGUST, SEPTEMBER AND NOVEMBER

#### QUALITY EXPO Show Package

*Quality Magazine* offers the only complete line-up of marketing and advertising programs designed to boost booth traffic.

All Exhibitors advertising in the August, September and November issues will receive **FREE OFFERS!**

- ▶ **FREE** same size ad in the Quality Expo Official Show Program
- ▶ **FREE** one-time use of 2,500 direct mail names from the *Quality Magazine* subscriber file
- ▶ **FREE** listing on the Industry Links page at *Quality Online* for 1 year with hyperlink directly to your Web site

August features the Quality Expo Show Preview. September features the Quality Expo Product Showcase. November features the post-Quality Expo wrap up.

Exhibitors advertising in **ONLY** the August, September or November issue can repeat their ad in the Official Show Program for an additional 25% premium.

*Call your Quality Magazine Regional Marketing Representative to Reserve Your Space for Quality Expo 2007!*

\*June 2006 BPA Statement

†Publisher's statement based on statistics compiled January-July 2006 and compiled by Web Trend Data

**Quality Magazine offers marketing support tools to enhance the effectiveness of your communications program. Be sure to use them to full advantage in building awareness, and sales for your company.**

## GOLD QUALITY LEADS

Quality Magazine does the legwork for you in developing quality 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 5, 2007
May .....	April 5, 2007
August .....	July 6, 2007
December .....	November 5, 2007

## E-CARDS PLUS

Three times during 2007, E-Cards Plus will reach *Quality Magazine* subscribers with your interactive marketing message. Your graphic image and a hyperlink will take subscribers to your Web site or let them communicate directly with you. PLUS your E-Card Plus appears in print to receive additional response:  
E-CARD PLUS BOUND-IN CARD IN PRINT!

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

E-Cards Plus Issue	Closing Date
February .....	January 5, 2007
July .....	June 5, 2007
October .....	September 5, 2007

No. of E-Cards	Rate/E-Card
1.....	\$1,425
2.....	\$1,295
3.....	\$1,225
4.....	\$1,155
5.....	\$1,075
6.....	\$975



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.

## LITERATURE/WEB SITE SHOWCASE

Promote your literature or Web site to *Quality's* 61,520\* buyers. Reach prime targets who buy quality equipment and

services. Send us two copies of your brochure or provide your Web site address (we'll print a screen capture of your home page) and a 50-word description. We'll do the rest to create your 1/6-page, 4-color ad.

Issue	Closing Date	Rate
May.....	April 5, 2007	1X.....\$650
July .....	June 5, 2007	3X.....\$585
November .....	October 5, 2007	

## PRODUCT SHOWCASE

Promote your product to our 61,520\* qualified buyers. Send us a 50-word description of your product, along with a digital or still photo, and we'll create your 1/6-page, 4-color ad.

Issue	Closing Date
April .....	March 5, 2007
June .....	May 4, 2007
December .....	November 5, 2007

Rate
1X.....\$650
3X.....\$585



## 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**.

## REPRINT SERVICES

*Quality Magazine* offers complete customized reprint services for feature stories, case studies and all issue content. Call **(630) 694-4385** for more information on the many options available.

## CLEAR SEAS RESEARCH

Searching for ways to better position your company in the market? Seeking new ideas on how to improve product acceptance? Venturing into new markets and not sure which path to take? Get the vital market data you need with Clear Seas Research—charting your company's future with effective research solutions. Contact Renee Love for more information at (248) 244-1581, or by e-mail at [reneel@clearseasresearch.com](mailto:reneel@clearseasresearch.com).



## Quality Online – www.qualitymag.com

### Premium Sponsorship \$11,300/year

Delivers maximum visibility. Premium Sponsorship enables you to appear with a banner and tile ads on the *Quality* Online home page, 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 Showroom \$2,820/year

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

### Quality Demo Center \$3,525/year

For initial product demo or software download.

\$1,760/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 Update E-Newsletter

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

### Sponsor \$1,875

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.



## Quality Magazine + Quality Online = A Winning Marketing Combination

### Product Spotlight \$5,800/year

This special presentation includes a product image, your company logo, 50-75 words of descriptive copy and contact information, plus a hyperlink taking visitors directly to your company's Web site. It can be updated as often as you like!

### Reader Forum Sponsorship \$2,500/year

Place your ad in front of visitors to *Quality* Online's active Reader Forum, a favorite information and idea exchange site for manufacturing professionals involved with quality.

### "More Sponsors" Page Text Listing \$310/year

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

For a copy of the 2007 E-Products Guide and more information about online advertising, visit [www.qualitymag.com](http://www.qualitymag.com).



### Product Spotlight \$1,375

Get your latest product showcased in *Quality* Update. This premium positioned showcase for your product includes a photo, description, Web link, email, address, phone and fax numbers.

### Page 2 \$995

Dominate Page 2 with an ad that includes your logo or photo, description of products and/or services, contact information, live e-mail link and link to your Web site.

# Quality

MAGAZINE

## 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.

## 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, PDF's 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:** CD-ROM disks preferred. E-mail and FTP options should be discussed with the magazine's production manager. 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.

### Boost Your Online Advertising – Introducing Portfolio!

Quality Magazine has dramatically expanded its web based advertising offerings. Take advantage of the latest online advertising trends and get more online ad clicks. Visit [www.portfolio.bnpmmedia.com](http://www.portfolio.bnpmmedia.com) for complete information, live and interactive samples and ad specifications or call your Quality Regional Marketing Manager for more information.



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