

A Special Section to **Quality** magazine

NDT

nondestructive testing
including materials test

Reach 26,000 Buyers of
NDT and materials test
equipment, software and
services. More than any
other magazine in the
marketplace!

Media Planner

The Practical Use of NDT and Materials Test Technology



NDT Comes to You 6 Times in 2007!

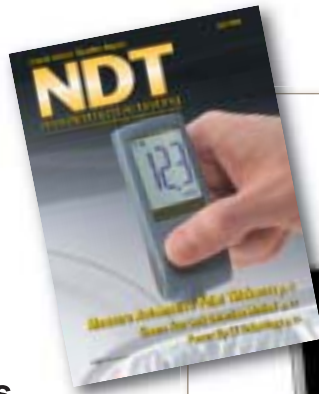
Also NEW in 2007:

- ▶ NDT and Materials Test Buyers Guide!
- ▶ NDT Update E-Newsletter Six Times in 2007!
- ▶ NDT 101: The Basics of NDT and Materials Testing Every Month!

www.ndtmag.com

NDT™

nondestructive testing
including materials test



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

NDT Spending Continues to Grow!

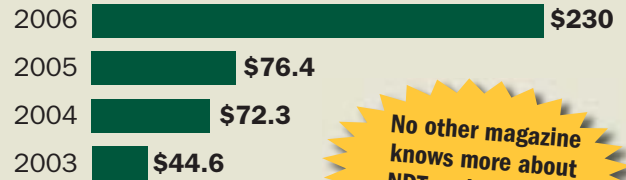
NDT Spending (\$M)



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

Materials Test Buying Is On the Rise!

Materials Test Spending (\$M)



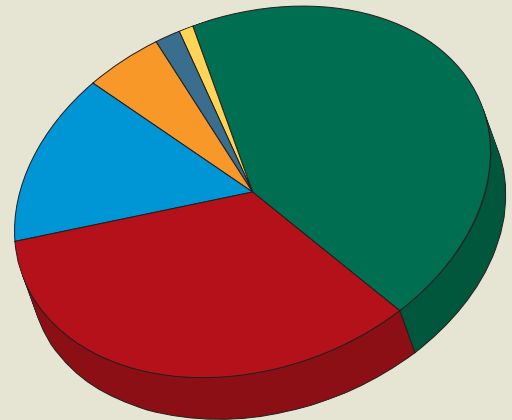
No other magazine knows more about NDT and materials test readers!

For NDT and Materials Test information, readers turn to *Quality Magazine* and *NDT!*

Who Reads NDT?

| | |
|--------------------------------------|---------------|
| Quality Management/Engineering | 11,447 |
| Manufacturing Engineering/Operations | 9,123 |
| Corporate Management | 3,758 |
| Engineering/Technical | 1,330 |
| R&D | 437 |
| Purchasing | 250 |
| Total | 26,345 |

Source: Publisher's Statement based on BPA Audit of *Quality Magazine*, June 2006



NDT readers 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!

Top 25 Companies that receive NDT

General Electric Co.
Ford Motor Co.
Delphi
General Motors Corp.
DaimlerChrysler
Honeywell
Lockheed Martin
Parker Hannifin
Boeing Co.

Honda of America
Eaton Corp.
Caterpillar
Northrop Grumman
Siemens
Tyco
Dana Corp.
Raytheon

Federal Mogul
TRW
Emerson
ITT Industries
Alcoa
Timken Co.
L3 Communications
Rockwell

Source: Publisher's data.

| NDT ISSUE: AD CLOSING: | FEBRUARY 01/05/07 | APRIL 03/05/07 | JUNE 05/04/07 | AUGUST 07/06/07 | OCTOBER 09/05/07 | MID-NOVEMBER 10/15/06 |
|------------------------------------|---|---|---|--|--|------------------------------|
| FEATURES | Flaw Detection Color Measurement Crack & Weld Testing | Ultrasonics UV Inspection NDT Training | Tensile Testing Acoustic Imaging Surface & Coating Analysis | Thickness Eddy Current Microscopes | Leak Testing Ultrasonics Infrared Imaging | 2008 NDT BUYERS GUIDE |
| TECH SHOWCASE | Transducers | Eddy Current | Fiberscopes/Bore- scopes | Cameras & Vision | X-ray | |
| CASE STUDIES | Magnetic Particle Inspection Surface Analysis | Microscopes NDT Certification | Holographic NDT Microwave Analysis | Radiography Flaw Detection | Computer Tomography Microhardness Testing | |
| NDT/MATERIALS TEST 101 | Video Inspection | Hardness Testing | Digital X-Ray | Alloy Identification/ Analysis | Transducers | |
| SHOW DISTRIBUTION | | Control Sinsheim, Germany May 8-11 | | Quality Expo Rosemont, IL, Sept. 25-27 Materials Science & Technology Detroit, Sept. 16-20 | ASNT Fall Conference Las Vegas, Nov. 12-16 | |
| MARKETING OPPORTUNITIES | Gold NDT Leads | Web/Lit Showcase | Early Bird Special! (Advertisers in this issue, who also book their 2008 NDT Buyers Guide space now get equivalent space FREE in the Buyers Guide) Gold NDT Leads | MS&T Product Showcase (1/2-page or larger advertisers who exhibit at MS&T get a FREE Product Showcase) | ASNT Product Showcase (1/2-page or larger advertisers who exhibit at ASNT get a FREE Product Showcase) | |

MARKETING SUPPORT

February and June

Gold NDT 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. We tell you everything about each prospect and they want to hear from you!

April, August and October

Literature/Web Site and Product Showcases

In April, promote your literature or Web site to NDT's 26,000 buyers. In August and October reach the MS&T and ASNT Fall Conference attendees and full NDT readership. Reach prime targets who buy NDT and materials testing technology, products and services.

- In April, 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.
- In August and October, send us a 50-word description of your latest product, along with a two digital or still photos of your product. We'll create your 1/6-page, 4-color ad.

| Issue | Closing Date |
|---------------|-------------------|
| April | March 5, 2007 |
| August..... | July 6, 2007 |
| October | September 5, 2007 |

Rate

| | |
|---------|-------|
| 1X..... | \$650 |
| 3X..... | \$585 |

Digital Edition Sponsorship \$3,100

Throughout 2007, 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 ELECTRONIC PRODUCTS

NDT Update

NDT Update features up-to-date news, the latest in technology and events in an interactive format. Get your message to more than 20,000 readers who regularly receive NDT 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.

Product Spotlight \$1,375

Get your latest product showcased in NDT Update. This premium positioned

showcase for your product includes a photo, description, Web link, email, address, phone and fax numbers.

Page 2 \$995

Customize your message to the best buyers of quality equipment, software and services. 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.

NDT ONLINE

Coming in 2007!

Your Technology! Your Web Site!

www.ndtmag.com

Get the latest news and product information about NDT and materials testing. Interact with other professionals who are faced with similar challenges and have solutions! Keep up to date with NDT and materials testing between issues.

Contact Your Regional Marketing Manager for Complete Online Offerings.

For a copy of the 2007
E-Products Guide and more
information about online
advertising, visit
www.qualitymag.com today!

| NDT Rates | | | |
|-----------------|---------|----------|----------|
| Ad Size | 1X | 4X* | 6X* |
| | | Save 10% | Save 15% |
| Full Page | \$2,775 | 2,495 | 2,355 |
| 2/3-Page | 2,085 | 1,875 | 1,770 |
| 1/2-Page Island | 1,880 | 1,690 | 1,595 |
| 1/2-Page | 1,575 | 1,415 | 1,335 |
| 1/3-Page | 1,045 | 940 | 885 |
| 1/4-Page | 815 | 735 | 690 |

*Note: One of these issues must be the NDT Buyers Guide

Add Color for \$680 per insertion order.

| Issue Close Dates | |
|-------------------|----------|
| February | 01/05/07 |
| April | 03/05/07 |
| June | 05/04/07 |
| August | 07/06/07 |
| October | 09/05/07 |
| Mid-Nov. | 10/15/07 |

| NDT Classified Advertising Rates | |
|----------------------------------|-------|
| Size: one column x one inch | |
| 1X | \$160 |
| 3X | \$145 |
| 6X | \$130 |
| 12X | \$120 |

Insert Rates

Contact Publisher for information.

Need to reach the full Quality Magazine audience, and our NDT and materials test audience? Call Your Regional Marketing Representative for Special Pricing!

Electronic Classifieds Bonus \$30/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 = \$215 per column inch per month.

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.

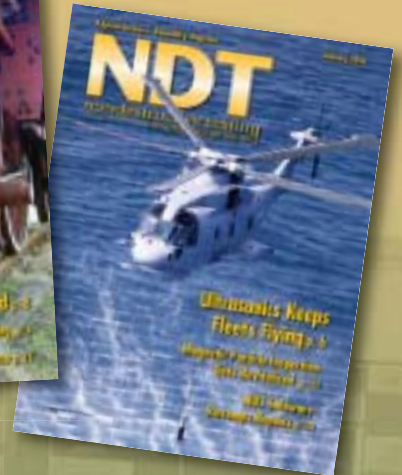
COPY & CONTRACT

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.

Visit www.ndtmag.com for full advertising specifications, or contact your Regional Marketing Manager.

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

DON'T FORGET THE MID-NOVEMBER NDT AND MATERIALS TEST BUYERS GUIDE. Full and complete listings of key equipment, software and services.



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