

# Quality

*THE Leading Magazine Used by Quality Professionals  
in the Manufacturing Workplace*

## **2010** **Integrated Media Planner**

*New in 2010!*

### **Q-P●ints**

**Integrated Media  
Advertising Rate Plan**

**Earn frequency points  
from print and electronic  
appearances.**

*See page 9 for details!*

### **PLUS...**

- *Quality Pop Quiz*
- *Quality Q-Pons*
- *Audited Web Site Traffic*

**[www.qualitymag.com](http://www.qualitymag.com) ■ [www.ndtmag.com](http://www.ndtmag.com) ■ [www.visionsensorsmag.com](http://www.visionsensorsmag.com)**

Visit [www.qualitymag.com/2010mediakit](http://www.qualitymag.com/2010mediakit) for the complete 2010 Integrated Media Planner



## FOCUS Your Marketing in Special Sections!

Expand your reach in specific markets and industries that reach key buyers!



### NDT

NDT focuses on non-destructive testing of parts and assemblies, as well as the closely-related area of materials testing. Reaching more than 25,000\* buyers of NDT and materials test equipment, this seven-time special section is available in February, April, June, July, August, October and November. Add to your Quality Magazine marketing efforts by using NDT to reach the BUYERS of X-ray, eddy current, ultrasonics, leak testing, hardness testing, microscopes, surface analysis and more.



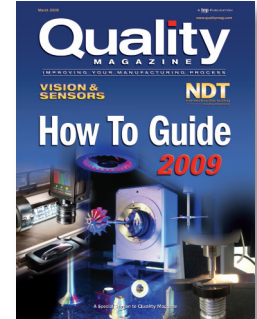
### Aerospace

How can you reach one of the fastest growing industries in the United States? The July Aerospace Special Section reaches more than 25,000\* Quality Magazine subscribers 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, quality 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.



### Vision & Sensors

Quality Magazine brings its trusted voice to 25,000\* of its subscribers who use vision and sensor technologies in a manufacturing environment. The Vision & Sensors Special Section will be issued six times during 2010—in January, March, May, July, September and December, and focuses on the practical use and implementation of vision and sensors systems, components software and services.



### Quality "How-To" Guide

Educate Quality Magazine subscribers by authoring an educational article on your expert area of quality. These exclusive articles will be featured in the Quality "How To" Guide, distributed with the March issue and at trade shows and conferences throughout the year. SEE PAGE 3 FOR MORE DETAILS AND SPECIAL PRICING!

To receive more information about the Quality Special Sections, contact your Quality Marketing Manager and ask for those media planners!

## Connecting People, Products and Technologies...

Quality is the ONLY SOURCE of quality and manufacturing news, technology and information available BOTH IN PRINT AND ONLINE!

- #1 Most USEFUL Quality-Related Publication
- #1 Magazine of CHOICE by Quality and Manufacturing Professionals
- #1 Magazine to ADVERTISE in to Reach Industry Professionals
- #1 Web Site of CHOICE
- #1 Web Site to Advertise on to REACH Industry Professionals



Source: Reader Preference Study, April 2008

## Quality Targets the MOST Influential Buyers and Specifiers in Manufacturing<sup>+</sup>

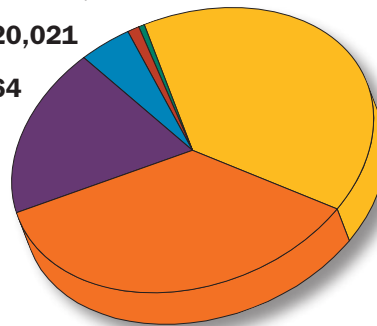
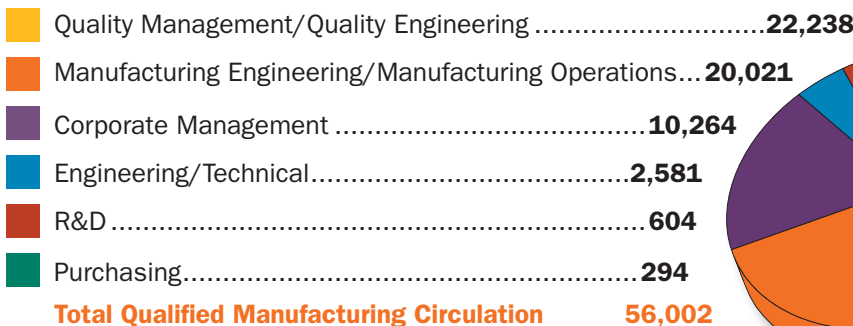
### When it comes to *Quality*, WE KNOW our subscribers!

- 100% requested circulation\*
- 100% all-manufacturing audience\*
- Buying Authority profile of our subscribers confirmed by BPA audit
- Audited Web audience confirmed by BPA



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

### Quality Reaches the KEY Decision Makers in Manufacturing\*



### Quality Reaches the Industries YOU Want to Reach!\*

Industry	Subscribers
Plastics and Rubber Products Manufacturing.....	4,013
Primary Metal Manufacturing.....	3,768
Fabricated Metal Product Manufacturing.....	9,474
Machinery Manufacturing.....	10,176
Computer & Electronic Product Manufacturing.....	3,989
Navigation, Measuring, Electromedical and Control Instruments Manufacturing.....	928
Electrical Equipment, Appliance and Component Manufacturing.....	4,763
Other Transportation Equipment Manufacturing.....	1,538
Motor Vehicle, Body, Trailers, Parts .....	4,935
Aerospace Product/Parts Manufacturing.....	5,432
Medical Equipment and Supplies Manufacturing.....	4,740
Miscellaneous Manufacturing.....	1,920
Furniture & Fixtures.....	280
Energy Industry Manufacturing.....	46

### Quality KNOWS What Our Subscribers Buy!\*

PRODUCT CATEGORY	SUBSCRIBERS
Coordinate Measuring Machines (CMMs)	24,803
Automatic Gaging Equipment	24,759
Handheld Gages	37,670
Surface Analysis Equipment	22,675
Form Measurement Equipment	21,002
Linear Measurement Equipment	28,767
Noncontact Inspection and Measurement	23,308
Materials Test	27,657
Environmental Test	17,039
Nondestructive Test (NDT)	22,078
Data Collection and Acquisition	28,099
Quality Software	28,236
Registration & Certification Services	22,745
Calibration Equipment & Services	30,908
Color Measurement & Appearance Equipment	13,467
Production Equipment	27,598
Vision Systems, Components and Sensors	13,238

**TOTAL QUALIFIED CIRCULATION.... 56,002**

\*December 2009 BPA Statement. +Publisher's Own Data, 2009.

## Quality Magazine Finishes at the Top

THE MAGAZINE SUBSCRIBERS SAY IS MOST USEFUL TO THEM IN THEIR WORK!  
SUBSCRIBERS' MAGAZINE OF CHOICE!\*

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

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

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.

### QUALITY EDITORS



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Quality Magazine is THE source of information for all those responsible for quality in manufacturing plants.

Each issue has must-read information that helps you improve manufacturing processes.

- Technical Feature Articles
- Case Studies
- Quality Innovations
- Quality 101: The Quality Basics
- Industry News
- New Product Information
- Leading Industry Columnists
- Expanded Coverage of Key Quality Industry Shows and Conferences



Complete editorial guidelines, editorial contacts and additional information available at [www.qualitymag.com](http://www.qualitymag.com).

## Conferences

Marriott World Center, Orlando, FL • March 22-25, 2010 • [www.qualitymag.com/qmc](http://www.qualitymag.com/qmc)

Reach KEY QUALITY, NDT and VISION & SENSORS BUYERS! Sponsorship and tabletop exhibit opportunities start at \$1,095! Contact your Quality Marketing Manager today!

### Quality Measurement Conference 2010

Tomorrow's Manufacturing and Measurement Solutions Today!

Now in its 12<sup>th</sup> year, this must-attend conference continues to grow. Reach the leaders in measurement technology and those who run some of the most sophisticated calibration labs, as well as those who implement measurement technology and methods at leading manufacturing facilities.



### Quality NDT Conference

Practical Nondestructive Test

Reach manufacturing professionals who want real-world NDT and materials testing solutions. The Quality NDT Conference focuses on making NDT easy to understand and practical to implement.



### Quality Vision & Sensors Conference

Real-World Use of Vision Technology

Help manufacturers take the "mystery" out of the lenses, lights and cameras. Put your expertise in front of manufacturers and quality professionals who need to implement vision technology.



### Quality Expo South Package

April 28-29, 2010 • Charlotte, NC

Get the most from your 2010 marketing strategy with the OFFICIAL publication and sponsor of Quality Expo South.



All exhibitors advertising in the March and April issues will receive:

- FREE same size ad in the Quality Expo Pre-Show Guide
- FREE use of 1,500 direct mail names from the Quality subscriber file
- FREE Quality Expo South Showcase at Quality Online for 1 month
- FREE ad in Quality Expo South e-newsletter
- 25% discount on Quality Q-Tube video (see page 6 for details!)

Exhibitors advertising in ONLY ONE of these issues can repeat their ad in the Pre-Show Guide for an additional 40% premium.

### Quality Expo South Pre-Show Guide

Filled with listings, products, a floor plan and more, the Pre-Show Guide will reach attendees BEFORE THE SHOW. Make sure your company is included as attendees plan their visits ahead of time! Ask your Quality Marketing Manager for details.

### Quality Expo South Show Directory

Have your ad seen by ALL the attendees at Quality Expo South! Be in front of KEY BUYERS for the entire Quality Expo South event! Ask your Quality Marketing Manager for details.

## Special Issues

### March

#### Quality "How-To" Guide

\$3,000 (net)  
2-page, 4-color spread



Educate subscribers by authoring an article on your expert area of quality. Distributed with the March issue and at trade shows and conferences throughout the year. Must place a display ad in the regular March issue of Quality to participate.

### Mid-November

#### Quality Buyers Guide

Exposure All Year Long!  
A Must-Buy Issue! [www.qualitymag.com/buyersguide](http://www.qualitymag.com/buyersguide)  
THE #1 resource for the \$3.2 billion quality marketplace.

Advertising in the Buyers Guide gives your company year-round exposure to key buyers in manufacturing, in print, digitally 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. Contact your Quality Marketing Manager for details.

### December

#### Quality 2011 Plan Book

Focuses on the topics that help manufacturing professionals implement quality. This is an often-used reference throughout the coming year.

# Quality 2010 Editorial Calendar

ISSUE: Ad Closing:	January 12/1/09	February 1/6/10	March 2/4/10	April 3/4/10	May 4/5/10	June 5/5/10
<b>Special Coverage</b>	<b>Medical Plastics</b>	<b>Automotive Medical</b>	<b>Aerospace Automotive</b>	<b>Aerospace Plastics</b>	<b>Energy Plastics</b>	<b>Aerospace Energy</b>
<b>Measurement</b>	Portable CMMs	Surface Analysis	Optical Measurement	Laser Scanning	Form Measurement	Handheld Gaging
<b>Test &amp; Inspection</b>	Hardness Testing	Noncontact Inspection	Fixturing	Force Measurement	Flaw Detection	Optical Inspection
<b>Software</b>	Enterprisewide Software	APQP/PPAP	Flowcharting	Calibration	GR&R	ISO Standards
<b>Management</b>	Medical Standards	Quality Leadership 100	Quality Plant of the Year	Quality Professional of the Year	Product Reliability	Six Sigma
<b>Quality 101</b>	Handheld Gage Maintenance	GD&T	Styli	Leak Testing	Multisensor Measurement	Data Collection
<b>Case Studies</b>	DOE Form Measurement CAD/CAM	Vision Measurement Computed Tomography Microscopy	Lean/Six Sigma Consultants Custom Gaging	Materials Testing CMMs Problem Solving Techniques	Coating Thickness ISO Software Noncontact Inspection	ERP Software Inline Measurement Digital Inspection
<b>Special Reports</b>	Medical Field Report	Improving Customer Service	Quality Plant of the Year	Mentoring in Quality	Green Initiatives in Quality	Alternate Energy Manufacturing
<b>e-Xtras</b> <small>(Digital-Only Features, News, Information and More) Online at <a href="http://www.qualitymag.com">www.qualitymag.com</a></small>	Learning Quality from Other Industries  Nanomanufacturing	Creating a Quality Management System  Color Measurement	Training Machine Vision	Green Manufacturing CMMs	ERP Software Thermal Imaging	Document Control Software Computed Tomography
<b>Show Distribution</b>	<b>Six Sigma Summit</b> Orlando, FL Jan. 18-21  <b>MD&amp;M West</b> Anaheim, CA Feb. 9-13		<b>QMC/NDT/V&amp;S</b> Orlando, FL March 22-25  <b>WESTEC</b> Los Angeles, CA March 23-25	<b>Quality Expo South</b> Charlotte, NC April 28-29  <b>Control</b> Stuttgart, Germany May 4-9	<b>EASTECH</b> West Springfield, MA May 25-27  <b>The Vision Show</b> Boston, MA May 25-27  <b>MD&amp;M East</b> New York, NY June 8-12	
<b>Special Sections</b> <small>For detailed media planners for NDT and Vision &amp; Sensors, contact your Quality Marketing Manager. Expand your marketing reach today!</small>	<b>VISION &amp; SENSORS</b>	<b>NDT</b> <small>nondestructive testing including materials test</small> <b>2010 Source Book</b>	<b>VISION &amp; SENSORS</b>  <b>QUALITY "HOW-TO" GUIDE</b>	<b>NDT</b> <small>nondestructive testing including materials test</small>	<b>VISION &amp; SENSORS</b>	<b>NDT</b> <small>nondestructive testing including materials test</small>
<b>Additional Marketing Opportunities</b> <small>Available for Purchase</small>	<b>Quality Showcase</b>	<b>e-Inserts Plus</b>  <b>Quality Showcase</b>	<b>Quality Showcase</b>  <b>Quality Q-Pons</b>  <b>Quality Expo South Show Package</b>	Quality Expo South Q-Tube Special  <b>Quality Expo South Show Package</b>	<b>Quality Showcase</b>	<b>e-Inserts Plus</b>
<b>FREE Advertiser Bonuses</b>	<b>"Double Exposure"</b> FREE SPACE for all advertisers!  <b>Medical 100 Leads</b>	<b>Quality Leadership 100 Leads</b>	<b>GOLD Quality Leads</b>		<b>QUALITY CASE STUDY</b> <small>(1/2-page advertorial)</small>	<b>GOLD Quality Leads</b>  Advertiser Readership Study <small>(1/2-page or larger advertisers)</small>

July 6/7/10	August 7/5/10	September 8/5/10	October 9/2/10	November 10/5/10	Mid-November 10/18/10	December 11/1/10	
<b>Aerospace</b>	<b>Automotive Medical</b>	<b>Aerospace Automotive</b>	<b>Energy Plastics</b>	<b>Automotive Medical</b>	<b>2011 BUYERS GUIDE</b>	<b>Aerospace Automotive Energy Medical Plastics</b>	
Measurement, Test & Inspec. Services Guide  Registrar/ Certification Guide  Software Selector Guide  <i>Quality State of the Profession</i>	Multisensor Measurement  Machine Vision  SPC  Lean	Coating & Thickness Measurement  Torque Testing  Training  Automotive Supply Chain Quality	Video Measurement  3-D Computed Tomography  Calibration  Green Manufacturing	CMMs  Environmental Testing  Six Sigma Software  Certification/ Registration		<ul style="list-style-type: none"> <li>· 2011 Spending Survey</li> <li>· Equipment Budgets</li> <li>· Importance of Internal Audits</li> </ul>	
Calipers/ Micrometers	Microscopy	Thread Gaging	Color Measurement	Materials Testing		<b>2011 PLAN BOOK</b>	
Portable Hardness Testers Machine Vision CMM Accessories	CMMs Air Gaging Linear Encoders	Optical Comparators Shaft Measurement Green Manufacturing	Fixturing SPC Height Gages	Handheld Gaging Surface Analysis NDT			
Recruiting Quality	Cost Savings in Quality	Aerospace Field Report	Plastics Field Report	Automotive Field Report			
Part-to-CAD Inspection Quality Software	Problem-Solving Laser Scanning	Identifying Bad Processes Microscopy	Web Calibration Services Portable Measurement	Quality Book Nook Robots in Quality			Quality & the Economy Preparing for an Assessment NDT
<b>NCSLI</b> Providence, RI July 25-29		<b>IMTS</b> Chicago, IL Sept. 13-18  <b>MD&amp;M Midwest</b> Rosemont, IL Sept. 28-30	<b>MS&amp;T</b> Houston, TX Oct. 17-21  <b>The Vision Show</b> Stuttgart, Germany Nov. 4-6  <b>ASNT Fall Conference</b> Houston, TX Nov. 15-19				
<b>VISION &amp; SENSORS</b> <b>AEROSPACE</b>	<b>NDT</b> nondestructive testing including materials test	<b>VISION &amp; SENSORS</b>	<b>NDT</b> nondestructive testing including materials test	<b>NDT</b> nondestructive testing including materials test			<b>VISION &amp; SENSORS</b> <b>2011 Source Book</b>
<b>Quality Showcase</b>  <b>Quality Q-Pons</b>	<b>Quality Showcase</b>  <b>IMTS Show Package</b>	IMTS Q-Tube Special  <b>IMTS Show Package</b>	<b>e-Inserts Plus</b>  <b>Quality Showcase</b>	<b>Quality Showcase</b>		<b>Quality Q-Pons</b>	
<b>Aerospace 100 Leads</b>	<b>QUALITY CASE STUDY</b> (1/2-page advertorial)  <b>Automotive 100 Leads</b>	<b>Early Bird Special!</b> (Advertisers in this issue who also book their 2011 <i>Quality Buyers Guide</i> space get equivalent space FREE in the <i>Quality Buyers Guide</i> )	<b>QUALITY CASE STUDY</b> (1/2-page advertorial)			<ul style="list-style-type: none"> <li>· Unlimited Product Listings</li> <li>· Boldface Listings</li> <li>· Logo Ads</li> <li>· Hot Link to Your Web Site</li> </ul>	<b>GOLD</b> <b>Quality Leads</b>  <b>FREE Supplier Showcase</b> (1/2-page or larger advertisers)

## Quality Online

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

Over 19,000 user sessions  
each month!\*



### Premium Sponsorship

\$14,300 (net)/year

Delivers maximum visibility!



- Banner and tile ads on the *Quality* Online homepage
- Two FREE Demo Center product demos or software downloads
- FREE White Paper on the Web
- FREE *Quality* Showroom
- Embedded ad in an article of your choice.\*\*
- FREE *Quality* Q-Cast Podcast

\*\*Based on first-come, first served basis. Limit of one embedded ad per article.

### Product Spotlight

\$7,150 (net)/year



- 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.
- Can be updated as often as you like
- Rotates on the *Quality* Online homepage

### Demo Center

\$4,285 (net)/year

for initial product demo or software download

\$2,115 (net)/year per additional  
product demo or software download

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

## NEW! Audited Web Site Traffic – Accuracy. Transparency. Quality.

*Quality* now audits its Web site traffic via BPA Worldwide, an independent auditing organization.



We are proud to lead our industry by being one of the first to audit and validate our online traffic.

### What's in it for you ...

The highest return for your ad dollars! Search engines, like Google, generate an enormous amount of non-human traffic on ALL Web sites. They constantly "crawl" Web sites to catalog content by sending out spiders/robots. This type of non-human visitor to a Web site is counted as traffic, but we know a robot can't click on your ads or buy your products and services. So, it makes sense to filter out and remove all non-human traffic from Web site reports. A single, standard Web measuring system across BPA-audited Web sites eliminates any guesswork on why data is different amongst competitive sites. Web sites audited by BPA Worldwide are all using the same filters to provide you with the most accurate information.

### Quality Showroom

\$1,645 (net)/year



Includes company logo, a 100-word profile, product description and photo, and up to three (3) links.

### Q-Tube Video

\$1,755 (net)/year



*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 3 to 4 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 homepage and are promoted via *Quality* Update e-newsletter, *Quality* LinkedIn Group, *Quality* Facebook and other social networking Web sites.

### Q-Cast Podcast

\$1,315 (net)/year



Your audio message heard online or downloaded to an MP3 player. *Quality* will create and host an original audio interview with your company spokesperson about technology, trends or issues related to quality and manufacturing. Or, provide us with your 5- to 10-minute audio on some quality-related issue and we'll host it for you on Q-Cast.

**Q-Points** — See page 9 for more details.

\*BPA Interactive Data, 19,357 Average July – December 2009.



## NEW! Quality Pop Quiz

\$3,995 (net)



Sponsor and develop the monthly *Quality Pop Quiz*. Five questions that test the knowledge of quality and manufacturing professionals related to an area you choose. Generate proprietary knowledge from this quiz AND generate real leads at the same time. *Quality Pop Quiz* will be featured on the *Quality Online* homepage and in weekly e-newsletters.

## Webinars

\$9,435 (net)



*Quality* brings you the audience that wants online education. Sponsor a *Quality Online Webinar* and we'll help you develop the content, we'll market and gather the attendees, and provide you with valuable leads.

## White Papers on the Web (WOW)

\$985 (net)/paper (one year)

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.

## Quality e-Blast

\$2,700 (net)



Let *Quality* help you reach your target audience with a custom e-blast to 2,500 of our opt-in subscribers. Promote your product or service, or make a special offer to your intended audience. Give us 75 words, a color photo or logo, contact information, hyperlinks to your Web site and e-mail, and we'll attach a special "Publisher's Letter" to bring you even more attention.

## Digital U.S. Edition Sponsorship

\$1,945 (net) advertiser



Reach the quality professionals who have asked to receive each *Quality Magazine Digital U.S. Edition* by becoming a sponsor. Sponsor the digital edition and place 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). Contact your *Quality Marketing Manager* to customize your sponsorship needs and sign up now!

## Quality Magazine – Global Editions

Add to your ad program for only \$100 (net) per issue! \*\*

*Quality Magazine*, *NDT and Vision & Sensors* continue to expand in the global manufacturing marketplace. Every issue will reach e-mail inboxes in major manufacturing facilities **AROUND THE WORLD** — China, India, Mexico, Europe, Asia, Canada, Brazil and more.



\*\*Price is applicable to those who have a print ad in the corresponding issue. Contact your *Quality Marketing Manager* for a la carte pricing.

## Quality Update e-Newsletter

*Quality Update* has up-to-date news, the latest in technology and events in an interactive format. Put your message in front of more than 18,000 subscribers worldwide who ask to regularly receive *Quality Update*.\*

**Quality e-Sponsor:** \$2,195 (net)



**Quality e-Premier Product:** \$1,645 (net)



**Quality e-Banner:** \$1,315 (net)

**Quality e-Marketplace Ad:** \$1,095 (net)

**Don't wait for qualified buyers to come to you ... reach them with every issue of *Quality Update*!** Call your *Quality Marketing Manager* to reserve your issue now.



### Additional Products Available:

- Sponsored/Custom e-Newsletters
- Online Directories
- Bulletin Boards
- Blogs
- Virtual Trade Shows
- Embedded Ads
- ...And more!

View examples of our online products at [portfolio.bnppmedia.com](http://portfolio.bnppmedia.com)!

\*Publisher's Own Data, 2009.

## Classified Advertising

### RATES (net)

Size: one column x one inch

1X.....\$235	9X.....\$190
3X.....\$220	12X.....\$175
6X.....\$210	13X.....\$150

### Electronic Classifieds Bonus

\$25/month (net)

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.

**Quality Online Advertisers Only = \$265 (net) per column inch per month.**

### January 2009 "Double Exposure"

#### Free Classifieds Bonus

Place your classified ad in the January issue and receive equivalent classified space FREE in that issue.

### NEW! Quality Q-Pons

\$2,000 (net)



Reach KEY BUYERS and give them an INCENTIVE TO BUY. *Quality Q-Pons* are 1/4-page, 2-color horizontal ads with a special offer to *Quality* subscribers, recipients and visitors

... in print, online and through the power of e-mail delivery. Guaranteed leads are limited only by your offer.

### Q-Pons Issue

### Closing Date

March.....	February 4, 2010
July.....	June 7, 2010
Buyers Guide.....	October 18, 2010

## e-Inserts Plus

\$1,295/each (net)



**When you buy all 3!**

Three times during 2010, e-Inserts Plus will reach *Quality* print subscribers, online visitors and e-mail recipients with an interactive marketing message. A graphic image and hyperlink will take subscribers to your Web site or let them communicate directly with you. PLUS your e-Insert appears in print to receive additional response AND your e-Insert will be present on the *Quality* Web site for 4 months, as well as sent out in a special e-mail to all our opt-in e-mail subscribers.

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

### e-Inserts Plus Issue

### Closing Date

February.....	January 6, 2010
June.....	May 5, 2010
October.....	September 2, 2010



## Quality Showcase

Promote your product, services, company, Web site or literature to more *Quality* subscribers in print and online. Send us two digital or still photos of your product, brochure, company headquarters, your Web site address, or your corporate logo and a 50-word description. We'll do the rest to create your 1/6-page, 4-color ad.

### Issue

### Closing Date

January.....	December 1, 2009
February.....	January 6, 2010
March.....	February 4, 2010
May.....	April 5, 2010
July.....	June 7, 2010
August.....	July 5, 2010
October.....	September 2, 2010
November.....	October 5, 2010

### RATE

1X.....	\$595 (net)
4X.....	\$495 (net)
8X.....	\$350 (net)

**When you buy four or more!**



### Reprint Services

*Quality Magazine* offers complete customized reprint services of all feature stories, case studies and all issue content. Call (610) 932-8350 for more information on the many options available.

### 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.

## 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 Net Rate Structure

Ad Size	Base Rate (net)	5	9	14	21
		Q-Points	Q-Points	Q-Points	Q-Points
		SAVE 11%	SAVE 20%	SAVE 30%	SAVE 34%
<b>PRINT (4/C)</b>					
Full Page	\$7,810	\$6,950	\$6,245	\$5,465	\$5,155
2/3-Page	\$5,760	\$5,125	\$4,610	\$4,030	\$3,800
1/2-Page Island	\$5,270	\$4,690	\$4,215	\$3,690	\$3,480
1/2-Page	\$4,520	\$4,025	\$3,620	\$3,165	\$2,985
1/3-Page	\$2,940	\$2,620	\$2,355	\$2,060	\$1,940
1/4-Page	\$2,240	\$1,995	\$1,790	\$1,570	\$1,480
<b>WEB SITE</b>					
Premium Sponsorship	\$14,300	\$12,725	\$11,440	\$10,010	\$9,440
Product Spotlight	\$7,150	\$6,365	\$5,720	\$5,005	\$4,720
Demo Center	\$4,285	\$3,815	\$3,430	\$3,000	\$2,830
Showroom	\$1,645	\$1,465	\$1,315	\$1,150	\$1,085
Pop Quiz	\$3,995	\$3,555	\$3,195	\$2,795	\$2,635
<b>e-MEDIA</b>					
Webinar	\$9,435	\$8,395	\$7,545	\$6,605	\$6,225
Quality Update e-Sponsor	\$2,195	\$1,955	\$1,755	\$1,535	\$1,450

**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: Above net rates already include 15% agency discount.

**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".

<b>Spread</b>	<b>Full</b>	
15" x 10"	7" x 10"	
<b>2/3 Vertical</b>	<b>1/2 Vertical</b>	<b>1/2 Horizontal</b>
4.563" x 9.75"	3.375" x 9.75"	7" x 4.75"
<b>1/2 Island</b>	<b>1/3 Vertical</b>	<b>1/3 Horizontal</b>
4.563" x 7.375"	2.188" x 9.75"	7" x 3"
<b>1/3 Square</b>	<b>1/4 Vertical</b>	<b>1/4 Horizontal</b>
4.563" x 4.75"	3.375" x 4.75"	7" x 2.25"

### 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

# Quality



BNP Media Helps People Succeed in Business with Superior Information

## BNP Media

2401 W. Big Beaver Rd.  
Suite 700  
Troy, MI 48084  
www.bnpmmedia.com

## Publisher

### Thomas A. Sloma-Williams

3309 Beechtree Lane  
Falls Church, VA 22042  
Phone: (703) 538-6633  
Fax: (248) 502-1024  
williamst@bnpmmedia.com

## Associate Publisher

### Barbara Grim

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Pittsgrove, NJ 08318  
Phone: (856) 358-4800  
Fax: (856) 358-0900  
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## Bill DeYoe

AL, DC, DE, FL, GA, KY, MD, MS,  
NC, Western NY, OH, Western PA,  
SC, TN, VA, WV, Canada  
109 Willow Springs Trail  
Mt. Holly, NC 28120  
Phone: (704) 822-6434  
Fax: (704) 822-6834  
deyoe@bnpmmedia.com

## Buck Bicek

AK, AR, AZ, CA, CO, HI, IA, ID, IL,  
IN, KS, LA, MI, MN, MO, MT, ND,  
NE, NM, NV, OK, OR, SD, TX, UT,  
WA, WI, WY, Western Canada  
1050 IL Route 83  
Suite 200  
Bensenville, IL 60106  
Phone: (630) 971-0904  
Fax: (248) 502-1086  
bicekb@bnpmmedia.com

## Inside Sales/Classifieds/ Showcases/e-Inserts/Reprints

### Sunny Coverly

116 Cooper Lane  
Oxford, PA 19363  
Phone: (610) 932-8350  
Fax: (248) 283-6587  
coverlys@bnpmmedia.com

## 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. 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 –

<http://upload.bnpmmedia.com>

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.



**Clear Seas**  
RESEARCH

## CLEAR SEAS Research

Market data on your industry can be gained through the services of Clear Seas Research. For pricing and custom proposals contact (248) 362-3700 or visit [www.clearseasresearch.com](http://www.clearseasresearch.com).



## CUSTOM MEDIA

### Personalized Media Solutions

Is your organization thinking about starting its own magazine, Web site, or e-newsletter? How about creating a video, coffee table book or webinar? Let us do all the work for you, from start to finish. Our Custom Media Division combines our media staff experts with *Quality Magazine's* readership. The end result is an engaging media tool delivered to your target market. Let us partner with you to produce a powerful media package that showcases your message in the marketplace. Contact Steve Beyer at (630) 699-7625 or [beyers@bnpmmedia.com](mailto:beyers@bnpmmedia.com). <http://custommedia.bnpmmedia.com>

**Complete editorial guidelines, editorial contacts and additional information available at [www.qualitymag.com](http://www.qualitymag.com).**