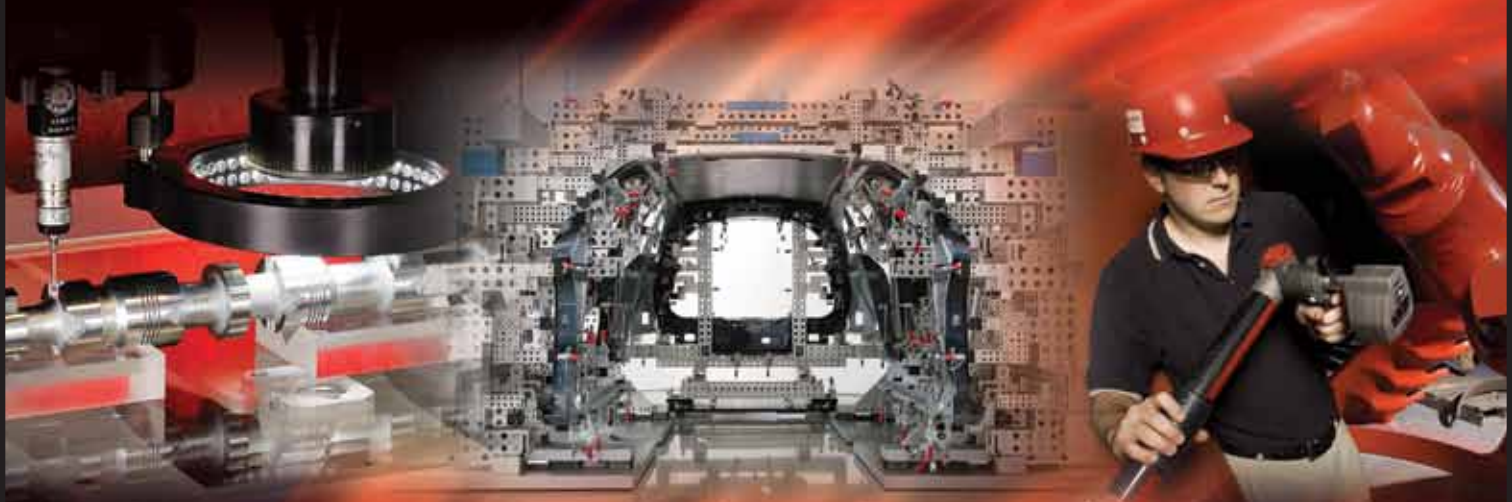


Quality

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



2011 INTEGRATED MEDIA PLANNER



www.qualitymag.com • www.ndtmag.com • www.visionsensorsmag.com

Visit www.qualitymag.com/2011mediakit for the complete 2011 Integrated Media Planner

Welcome to Quality



Darrell O. Dal Pozzo
Publisher

I would like to personally welcome you to *Quality's* 50th Anniversary media kit, and thank you for the opportunity to work with you in order to help you reach your 2011 business objectives. In order to commemorate our 50th anniversary, we will be publishing a special October 2011 issue in addition to a new 50th Anniversary Series monthly eNewsletter that focuses on a single topic each issue, providing both current and archived relevant information.

The niche we serve continues to focus on manufacturing professionals involved in quality related activities. By providing these manufacturing professionals with superior quality content in their chosen media format, we are able to target our subscribers with your company's specific relevant marketing message.



Quality is interested in hearing about your specific objectives in order to better understand your business and customize a program that makes sense while addressing your needs. Whether your objective is lead generation, driving qualified traffic to your Web site, or introducing a new product to the market...we want to know!

In 2011 we will continue to invest with a lead advantage program in order to deliver Gold *Quality* Leads directly to your inbox, which are already pre-qualified "with buying intent" for the products/services you provide. Great services like this will help grow your business by filling your pipeline for new sales.

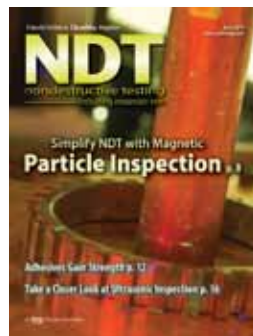
Currently, we are communicating our information and messaging through various mediums that include, but are not limited to, the following: print, digital editions, qualitymag.com, webinars, custom and regular eNewsletters, blogs, LinkedIn, Twitter, Facebook and much more. Please talk with your *Quality* Marketing Manager regarding digital opportunities that provide real ROI!

On behalf of the entire *Quality* team, thank you for your continued support. If I can be of any help or service please contact me directly.

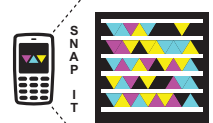
Cordially,

The ONLY Complete Media Brand in the Quality Marketplace

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



Mobile Tagging



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



To receive more information about the *NDT* and *Vision & Sensors* Special Sections, contact your *Quality* Marketing Manager and ask for those media planners.

Quality Targets the MOST Influential Buyers and Specifiers in Manufacturing

When it comes to Quality, WE KNOW our subscribers!

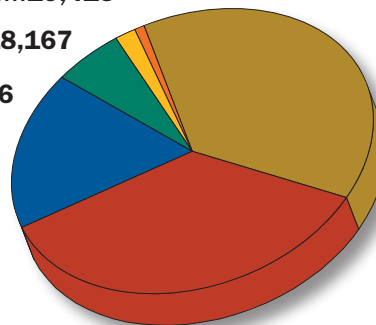
- 100% requested circulation¹
- 100% all-manufacturing audience¹
- Buying authority profile of our subscribers confirmed by BPA audit
- Audited Web audience confirmed by BPA



Quality is THE publication that gives you the subscribers in the industries most important to you.

Quality Reaches the KEY Decision Makers in Manufacturing¹

Quality Management/Quality Engineering	19,415
Manufacturing/Engineering/Mfg. Management/Operations..	18,167
Corporate Management	9,056
Engineering/Technical.....	3,022
R&D	913
Purchasing.....	429
Total Qualified Manufacturing Circulation	51,002



We KNOW What Quality Subscribers Buy!¹

PRODUCT CATEGORY	SUBSCRIBERS
Coordinate Measuring Machines (CMMs)	21,771
Automatic Gaging Equipment	21,710
Handheld Gages	33,952
Surface Analysis Equipment	19,966
Form Measurement Equipment	18,832
Linear Measurement Equipment	26,257
Noncontact Inspection and Measurement	21,149
Materials Test	24,527
Environmental Test	15,623
Nondestructive Test (NDT)	20,026
Data Collection and Acquisition	25,322
Quality Software	25,496
Registration & Certification Services	20,216
Calibration Equipment & Services	28,713
Color Measurement & Appearance Equipment	12,078
Production Equipment	25,466
Vision Systems, Components and Sensors	8,287

ONLINE AUDIENCE MEMBERS

Audited Web Site Traffic²

Average Monthly Unique Browsers: 16,308

Average Monthly Page Impressions: 32,602

Digital Edition Audience³

Quality Global Edition: 4,000

Additional U.S. Digital Edition: 6,000

Quality Update eNewsletter Audience³

Quality Update: 21,764

Social Media Audience³

LinkedIn: 1,677

Twitter: 1,431

Facebook: 264

102,446
TOTAL AUDIENCE MEMBERS³



¹December 2010 BPA Statement. ²BPA Interactive SiteCensus Data, Average July-December 2010. ³Publisher's Own Data, 2010



Content Preferred by the Industry

Subscribers say *Quality* is the magazine most useful to them in their work!¹

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

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

Quality's editorial is:

- **Practical.** Offering tips and new uses for time-tested measurement, test and inspection methods.
- **Innovative.** Providing leading-edge solutions, new technology and new tools to improve existing manufacturing processes.
- **Authoritative.** Calling on the experts within the supplier community, consultants, registrars, associations and industry itself to provide key information about measurement, test, inspection, standards, software, quality management and services.

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

- 50 years in publication
- 13 print issues/year
- NDT and Vision & Sensors Special Sections
- Monthly digital editions
- Monthly Web exclusive articles
- eNewsletters
- Exclusive video and audio content
- Daily updates and discussions on LinkedIn, Twitter and Facebook



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

Conferences

Quality Measurement Conference 2011

Planning is in progress!

Please contact your *Quality* Marketing Manager for 2011 details!



Special Issues

March

“How-To” Guide

Quality, NDT, Vision & Sensors

\$3,300 (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. A display ad must be purchased in the March issue to participate.

July

Aerospace Special Section

Special distribution to our *NDT* subscribers and aerospace manufacturing plants.

The section will focus on the leading-edge, as well as the tried-and-true, quality tools and techniques that make aerospace a key market for so many suppliers.

Regular *NDT* rates apply.

October

50th Anniversary Issue

Mid-November

Buyers Guide

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

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.

Check out the Buyers Guide online at:

www.qualitymag.com/buyersguide.

December

2012 Plan Book

Focuses on the topics that help manufacturing professionals implement quality. Realizing ROI, calibration, networking quality data and a first look at spending projections for 2012 make this issue an often-used reference throughout the coming year.

Quality Expo Show Package

September 20-22, 2011 • Rosemont, IL

Get the most from your 2011 marketing strategy with the OFFICIAL publication and sponsor of Quality Expo.



All exhibitors advertising in the August and September 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 Showcase at *Quality* Online for 1 month
- FREE ad in special Quality Expo eNewsletter

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

Quality Expo 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 Manger for details.

Quality Expo Show Directory

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

Special Sections


NDT

Focuses on non-destructive testing of parts and assemblies, as well as the closely-related area of materials testing. Available in February, April, June, July, August, October and November. Contact your *Quality* Marketing Manager for more information.

Vision & Sensors

Issued six times in 2011 – in January, March, May, July, September and December. Focuses on the practical use and implementation of vision and sensor systems, components, software and services. Contact your *Quality* Marketing Manager for more information.

Q-Points — See page 9 for more details.

ISSUE: Ad Closing:	January 12/2/10	February 1/6/11	March 2/4/11	April 3/4/11	May 4/5/11	June 5/5/11
Special Coverage	Automotive Medical	Automotive Plastics	Aerospace Automotive	Automotive	Energy Medical	Aerospace Plastics
Measurement	Handheld Gaging	Noncontact Inspection	Fixturing	Calibration	CMMs	Multisensor Measurement
Test & Inspection	Vibration Testing	Machine Vision	Materials Testing	Digital Inspection	Noncontact Inspection	Optical Inspection
Software	Leak Testing	Enterprisewide Software	Gage Management	SPC	ISO Standards	Data Collection
Management	Medical Standards	Quality Leadership 100	Quality Plant of the Year	Quality Professional of the Year	Training	Six Sigma
Quality 101	Optical Comparators	Calibration	Computed Tomography	Flow Charting	Force Measurement	Color Measurement
Case Studies	Go / No Go Gages Precision Sorting Microscopy	Form Measurement SPC GR&R	Certification CMM Accessories Torque Testing	Nanomanufacturing GD&T CMMs	Thermal Imaging 3-D Scanning Gaging	Ring Gages Surface Analysis Machine Vision
50 Years of Quality 	Optical Inspection	SPC	Laser Measurement	Surface Measurement	Noncontact Measurement	CMMs
e-Xtras (Web Exclusives)	Recruiting an Auditor Green Manufacturing	Automotive Supply Chain Management Quality and Other Industries	Robotic Inspection Cost-saving Quality	Problem-solving Techniques Consultants	Fuel-efficiency Standards Smart Cameras	Automating Processes Product Reliability
FREE Advertiser Bonuses	"Double Exposure" FREE SPACE for all advertisers! Medical 100 Leads	QUALITY CASE STUDY (1/2-page advertorial) Quality Leadership 100 Leads	GOLD Quality Leads Lead Advantage Program delivers pre-qualified leads of those ready to buy your product	Quality Showcase Ad	QUALITY CASE STUDY (1/2-page advertorial) Advertiser Readership Study (1/2-page or larger advertisers)	GOLD Quality Leads Lead Advantage Program delivers pre-qualified leads of those ready to buy your product
Special Sections For detailed media planners for <i>NDT</i> and <i>Vision & Sensors</i> , contact your Quality Marketing Manager. Expand your marketing reach today!	VISION & SENSORS	NDT nondestructive testing including materials test 2011 Source Book	VISION & SENSORS QUALITY "HOW-TO" GUIDE	NDT nondestructive testing including materials test	VISION & SENSORS	NDT nondestructive testing including materials test
Additional Marketing Opportunities Available for Purchase	Quality Showcase Quality Update eNewsletters 50th Anniversary Series eNewsletter	Quality Showcase Quality Update eNewsletters 50th Anniversary Series eNewsletter	Quality Showcase Postcards Plus Quality Update eNewsletters 50th Anniversary Series eNewsletter	Quality Showcase Quality Update eNewsletters 50th Anniversary Series eNewsletter	Quality Showcase Quality Update eNewsletters 50th Anniversary Series eNewsletter	Quality Showcase Quality Update eNewsletters 50th Anniversary Series eNewsletter
Show Distribution	MD&M West Anaheim, CA Feb. 8-10 AIA Conference Orlando, FL Jan. 19-21		Automate Chicago, IL March 21-24 AeroDef Anaheim, CA April 5-7	Control Stuttgart, Germany May 3-6	EASTEC West Springfield, MA May 17-19 MD&M East New York, NY June 7-9	

July 6/6/11	August 7/7/11	September 8/4/11	October 9/6/11	November 10/7/11	Mid-November 10/18/11	December 11/3/11	
Aerospace	Aerospace Automotive	Energy Plastics	Medical	Automotive Plastics	2012 BUYERS GUIDE	Aerospace Automotive Energy Medical Plastics	
Measurement, Test & Inspec. Services Guide Registrar/Certification Guide Software Selector Guide Quality State of the Profession	Inline Gaging Surface Measurement Document Control Supply Chain Quality	Styli Environmental Testing GD&T Lean	Air Gaging X-Ray Calibration Quality Methodologies	Video Measurement CMMs Certification/Registration Six Sigma Software		· 2012 Spending Survey · Equipment Budgets	
Optical Measurement	Torque Testing	Universal Testers	Coating & Thickness Measurement	Reverse Engineering		2012 PLAN BOOK	
Borescopes Calipers Materials Testing	Thread Gaging Calibration Shaft Measurement	ISO Standards ERP Software Linear Encoders	Green Manufacturing Portable Measurement CAD Inspection	Portable Hardness Testers SPC Gage Blocks			
Fixturing	Hardness Testers	Dimensional Gaging	Universal Testers	Nondestructive Testing		Calibration	
APQP/PPAP Ultrasonics	Alternate Energy Manufacturing Registrars	Training NDT	Quality Software GR&R	Internal Audits FEMAs			
Aerospace 100 Leads	QUALITY CASE STUDY (1/2-page advertorial) Automotive 100 Leads		QUALITY CASE STUDY (1/2-page advertorial) 	Early Bird Special! (Advertisers in this issue who also book their 2012 Quality Buyers Guide space get equivalent space FREE in the Quality Buyers Guide)		· Unlimited Product Listings · Boldface Listings · Logo Ads · Hot Link to Your Web Site	 Lead Advantage Program delivers pre-qualified leads of those ready to buy your product FREE Supplier Showcase (1/2-page or larger advertisers)
VISION & SENSORS AEROSPACE		VISION & SENSORS					VISION & SENSORS 2012 Source Book
Quality Showcase Postcards Plus Quality Update eNewsletters 50th Anniversary Series eNewsletter	Quality Showcase Quality Update eNewsletters 50th Anniversary Series eNewsletter Quality Expo Show Package	Quality Showcase Quality Update eNewsletters 50th Anniversary Series eNewsletter Quality Expo Show Package	Quality Showcase Quality Update eNewsletters 50th Anniversary Series eNewsletter	Quality Showcase Postcards Plus Quality Update eNewsletters 50th Anniversary Series eNewsletter			Quality Showcase Quality Update eNewsletters 50th Anniversary Series eNewsletter
CMSC Phoenix, AZ July 25-29 NCSLI Washington, DC Aug. 21-25		Quality Expo Rosemont, IL Sept. 20-22	MS&T Columbus, OH Oct. 16-20 ASNT Fall Conference Palm Springs, CA Oct. 24-28	FABTECH Chicago, IL Nov. 13-16		All Major Trade Shows	

Quality Online www.qualitymag.com

Premium Sponsorship

2
Q-Points

Delivers maximum visibility!

Banner and tile ads on the *Quality* Online home page. Embedded ad in an article of your choice.*



*First come, first served basis. Limit of one embedded ad per article.

Custom eNewsletter

1
Q-Point

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



Product Spotlight

1
Q-Point

- Includes a product image, company logo, 150-200 words of descriptive copy and contact information
- A hyperlink takes visitors directly to your company's Web site. Links can also be added for distributors or sales offices.
- Can be updated as often as you like
- Includes quarterly Product Spotlight eNewsletter ad for additional traffic to your Web site
- Rotates on the *Quality* Online home page

Q-Cast Podcast

1
Q-Point



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.

Demo Center

1
Q-Point

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

Q-Tube Video

1
Q-Point



Quality will create and host an original video of your presence at a trade show, newest product or latest news; or we'll host a short video that you have created at Q-Tube. Videos are 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 home page and are promoted via *Quality* Update eNewsletters, *Quality* LinkedIn Group, *Quality* Facebook page and other social networking Web sites.

Webinars

1
Q-Point

Generate Leads While Educating Industry Decision-Makers

You can't meet face-to-face with every industry decision-maker, but you can interact with each of them during a Webinar. Build brand awareness, become a leader and generate sales leads – just ask the experts at BNP Media to help you! Since 2006, BNP Media has produced over 450 Webinars, averaging 500 lead opportunities¹. You choose the content and speakers, and we'll market and execute your event. Schedule your customized Webinar program today!



¹Publisher's Own Data, 2010

50th Anniversary eNewsletter Series

Each month in 2011 we will be sending an eNewsletter that contains archived articles plus the latest news on a variety of test, inspection, measurement and evaluation topics. One topic per month.



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



Digital U.S. Edition Sponsorship

1 Q-Point

Reach the quality professionals who have asked to receive each *Quality* 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 Update eNewsletter

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 21,000 subscribers worldwide who ask to regularly receive *Quality Update*.¹

Quality Global Digital Edition

Quality, *NDT* and *Vision & Sensors* continue to expand in the global manufacturing marketplace. Every issue reaches more than 4,000 people in major manufacturing facilities AROUND THE WORLD¹ – China, India, Mexico, Europe, Asia, Canada, Brazil and more. Call your *Quality* Marketing Manager for more details.



Quality e-Sponsor

1 Q-Point

Quality e-Premier Product

1 Q-Point

Quality e-Banner

Quality e-Marketplace Ad

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.

White Papers on the Web (WOW)

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

Additional Products Available:

- Online Directories
 - Professional Networks
 - Blogs
 - Virtual Trade Shows
 - Embedded Ads
- ...And more!

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



¹Publisher's Own Data, 2010

Quality Marketing Support Services

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 eNewsletter* 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 2011 "Double Exposure"

Free Classifieds Bonus

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

Postcards Plus

\$1,295/each (net)

When you buy all 3!



Three times during 2011, Postcards Plus will reach *Quality* subscribers, online visitors and e-mail recipients with an interactive marketing message.

A graphic image and hyperlink will take readers to your Web site or let them communicate directly with you. PLUS your postcard appears in print to receive additional response AND your postcard will be present on the *Quality Online* Web site for 4 months, as well as sent out in a special e-mail.

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

Postcards Plus Issue	Closing Date
March.....	February 4, 2011
July	June 6, 2011
November	October 7, 2011

Quality Showcase

**NOW AVAILABLE
IN EVERY ISSUE!**

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.

RATE

1X.....	\$650 (net each)
4X.....	\$550 (net each)
8X.....	\$450 (net each)
12X.....	\$350 (net each)

When you buy four or more!



Clear Seas Research

Making the Complex Clear



Market data on your industry can be gained through the services of Clear Seas Research. For pricing and custom proposals contact (248) 786-1619. www.clearseasresearch.com

BNP Custom Media Group

Personalized Media Solutions



Is your organization thinking about starting its own magazine, Web site or white paper? How about creating an advertorial, blog, podcast or coffee break video program to engage your audience? Let us do all the work for you, from start to finish. The Custom Media Group combines our media staff experts with *Quality'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 Kathleen Colwell at (847) 405-4121 or colwellk@bnpmedia.com. <http://custommedia.bnpmedia.com>

Reprint Services

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

Direct Mail List Rental

Quality'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.

Q-Points — See page 9 for more details.

Q-Points

Earn Discounts While MAXIMIZING Your SALES Message!

Quality believes in the power of using a multi-media approach to enhance the effectiveness of your marketing campaign. To help you better achieve your goals, Quality offers you discounts for adding multiple products to your advertising program. Simple and flexible, Q-Points is designed to help you make the most of your advertising investment.

Here's how it works:

- Each item listed below and marked throughout the Media Planner earns **1 Q-Point**
- Accumulate points by purchasing multiple products
- The more points you earn, the bigger discount you'll receive!

Q-Points 2011 Discount Net Rate Structure

Ad Size/Type	Base Rate (net)	5	9	14	21
		Q-Points	Q-Points	Q-Points	Q-Points
		SAVE 11%	SAVE 20%	SAVE 30%	SAVE 34%
PRINT (4/C)					
Full Page	\$8,045	\$7,160	\$6,435	\$5,630	\$5,310
2/3-Page	\$5,935	\$5,280	\$4,750	\$4,155	\$3,917
1/2-Page Island	\$5,430	\$4,835	\$4,345	\$3,800	\$3,584
1/2-Page	\$4,655	\$4,145	\$3,725	\$3,260	\$3,072
1/3-Page	\$3,030	\$2,695	\$2,425	\$2,120	\$2,000
1/4-Page	\$2,305	\$2,050	\$1,845	\$1,615	\$1,521

Black and White Rates: Inquire.

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

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

SEND ALL ADVERTISING MATERIALS TO: <http://upload.bnpmmedia.com>
 Production Manager/Quality Magazine 2401 W. Big Beaver, Suite 700, Troy, MI 48084
 or call: (248) 244-6409

Print Advertising Unit Sizes (inches)

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

The diagram illustrates various print advertising unit sizes and their dimensions:

- Spread:** 15" x 10"
- Full:** 7" x 10"
- 2/3 Vertical:** 4.563" x 9.75"
- 1/2 Vertical:** 3.375" x 9.75"
- 1/2 Horizontal:** 7" x 4.75"
- 1/2 Island:** 4.563" x 7.375"
- 1/3 Vertical:** 2.188" x 9.75"
- 1/3 Horizontal:** 7" x 3"
- 1/3 Square:** 4.563" x 4.75"
- 1/4 Vertical:** 3.375" x 4.75"
- 1/4 Horizontal:** 7" x 2.25"

Insert Rates

Contact publisher for information.

Copy & Contract

Advertisers and agencies assume all liability for the content of ads printed and all claims arising there from made against the Publisher. Advertising copy and art are subject to Publisher's approval.

Ad Size

Crop marks for full page ads should be at trim size 7-7/8" x 10-1/2". Bleed ads should measure 8-1/8" wide x 10-3/4" high. Spread bleed ads should measure 16-1/4" wide x 10-3/4" high. Vital matter must be kept at least 3/8" away from trim edges.

Printing Specifications

Binding: Perfect Bound

Printing: Heat-set web-fed offset

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: 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: 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.

Payment Terms

Invoices are payable in U.S. funds only, net 30 days with 1.5% per month service charge thereafter (0.5% in Texas). Advertisements originating outside the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First-time advertisers must provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

Quality



BNP Media helps people succeed in business with superior information.
www.bnppmedia.com

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