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,

Darrell O. Dal Pozzo
Publisher

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.

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

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<tr>
<th>PRODUCT CATEGORY</th>
<th>SUBSCRIBERS</th>
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<tr>
<td>Coordinate Measuring Machines (CMMs)</td>
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<td>Automatic Gaging Equipment</td>
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<td>Handheld Gages</td>
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<td>Vision Systems, Components and Sensors</td>
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Total Qualified Manufacturing Circulation 51,002

We KNOW What Quality Subscribers Buy!¹

1 December 2010 BPA Statement. ² BPA Interactive Site Census Data, Average July-December 2010. ³ Publisher’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.


¹Reader Preference Study, April 2008
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 Manager 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.
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<td>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)</td>
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<td>Quality Showcase Quality Update eNewsletters 50th Anniversary Series eNewsletter</td>
<td>Quality Showcase Quality Update eNewsletters 50th Anniversary Series eNewsletter</td>
<td>Quality Showcase Quality Update eNewsletters 50th Anniversary Series eNewsletter</td>
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<td>CMSC Phoenix, AZ July 25-29</td>
<td>Quality Expo Show Package</td>
<td>MS&amp;T Columbus, OH Oct. 16-20</td>
<td>FABTECH Chicago, IL Nov. 13-16</td>
<td>All Major Trade Shows</td>
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<td>NCSLI Washington, DC Aug. 21-25</td>
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<td>ASNT Fall Conference Palm Springs, CA Oct. 24-28</td>
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**2012 Buyers Guide**

- **2012 PLAN BOOK**
  - 2012 Spending Survey
  - Equipment Budgets

**2012 GOLD Quality Leads**

- Unlimited Product Listings
- Boldface Listings
- Logo Ads
- Hot Link to Your Web Site
- FREE Supplier Showcase (1/2-page or larger advertisements)

**Vision & Sensors AEROSPACE**

- **Quality Showcase Postcards Plus** Quality Update eNewsletters 50th Anniversary Series eNewsletter

**Quality Expo Show Package**

**Quality Expo Show Package**
**Quality Online**  www.qualitymag.com

**Premium Sponsorship**  
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.

**Product Spotlight**  
- 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

**Custom eNewsletter**  
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.

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

**Q-Tube Video**  
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**  
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

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

Digital U.S. Edition Sponsorship

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 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.

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.

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 e-Sponsor

Quality e-Premier Product

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.

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.bnpmedia.com.

1Publisher’s Own Data, 2010

Q-Points — See page 9 for more details.
### Classified Advertising

**RATES (net)**

Size: one column x one inch

1X............ $235
3X............ $220
6X............ $210
9X........... $190
12X.........$175
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 Dates**

March..............................February 4, 2011
July..................................................June 6, 2011
November..............................October 7, 2011

### Clear Seas Research

**Making the Complex Clear**

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!

### 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.b_npmedia.com

### 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!

### 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

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<td>$2,050</td>
<td>$1,845</td>
<td>$1,615</td>
<td>$1,521</td>
</tr>
</tbody>
</table>

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.

**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” 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.

**Electronic 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.