

[Supply Chain Quarterly Online]

Both branding and highly qualified lead-generation products are available from *Supply Chain Quarterly's* vastly expanded menu of e-products. These include Web page banners, e-newsletter sponsorships, Videocasts, streaming video sponsorship, and dedicated e-blasts.

[Web Site Sponsorships]

Supply Chain Quarterly's Web site (www.SupplyChainQuarterly.com) is the foundation of all our e-products. With a contemporary flair that allows supply chain executives to quickly access exactly the business intelligence they want and need, our site is the "go to" source for innovative thinking in supply chain operations.



- We offer a wide array of brand-building Web site sponsorship opportunities to fit every budget and marketing objective.
- PRICES range from \$12,500 (net/year) to \$7,750 (net/year).

[E-Newsletters]

Supply Chain Executive Insight—NEW for 2010!

We are expanding our e-product menu based on reader feedback on our four-times-a-year *Supply Chain Quarterly Preview* e-newsletter. It is clear that readers want more information about their market and their profession from the standard-bearer for groundbreaking, supply chain content, *The Quarterly*.

To answer our readers' call, in 2010 *CSCMP's Supply Chain Quarterly* will launch *Supply Chain Executive Insight*, a monthly e-newsletter that will be available to all 15,000 subscribers to our print edition, as well as 50,000 other global supply chain professionals with proven buying influence for supply chain-related products and services.

Supply Chain Executive Insight will be transmitted monthly and will offer:

- Insightful commentary by Editor James Cooke on trends impacting today's supply chains
- Expanded content from the popular Forward Thinking section of *The Quarterly*
- Summaries of the most popular, best-read feature articles from *The Quarterly's* content archive

Each edition of *Supply Chain Executive Insight* will offer three sponsorship positions. In addition to the inherent value of associating your brand with the world's premier source of high-level supply chain content, the name of each e-mail recipient who clicks on your sponsorship message will be delivered to you as an actionable sales lead.

- PRICES range from \$4,500 (net) for the top-level position in *Supply Chain Executive Insight* to \$2,575 (net) for the fourth-level position.

CSCMP's Supply Chain Quarterly PREVIEW e-Newsletter

Transmitted the same day each print issue of *The Quarterly* is mailed, this companion e-newsletter gives our core audience of 15,000 print subscribers a quick look at the new issue—and provides sponsors qualified leads.

Each edition of *CSCMP's Supply Chain Quarterly PREVIEW* will offer three sponsorship positions. In addition to the inherent value of associating your brand with the world's premier source of high-level supply chain content, the name of each e-mail recipient who clicks on your sponsorship message will be delivered to you as an actionable sales lead.

- PRICES range from \$3,500 (net) for the top-level position in *CSCMP's Supply Chain Quarterly PREVIEW* to \$1,975 for the fourth-level position.

[Videocasts]

Vendors can get the word out about their latest technology or newest products and services with an audio or video Videocast promoted to the readership of *CSCMP's Supply Chain Quarterly*. A Videocast moderated by one of our editors allows the sponsor the chance to showcase a customer or talk about the advantages of its products and services in the marketplace.

- Readers of *The Quarterly* will be alerted to the Videocast event by a special e-mail blast. After the initial event, we will post the Videocast on *The Quarterly's* Web site for six months.
- Invitations to view the Videocast will be transmitted via e-mail to *The Quarterly's* core audience of 15,000 supply chain executives, plus 50,000 other global supply chain professionals with proven buying influence for supply chain-related products and services.
- Each recipient of the e-invite who clicks through to view the Videocast will be delivered to you as a hard, actionable, qualified sales lead.
- PRICE: \$15,500 (net)

[Video]

Each September, as part of our coverage of the Council of Supply Chain Management Professionals (CSCMP) Annual Global Conference, *CSCMP's Supply Chain Quarterly* produces a series of video reports on a very special conference session track called "Highlights of *Supply Chain Quarterly*." This unique event, hosted by *The Quarterly's* editors, will feature presentations by the authors of some of our most popular, thought-provoking articles.

The Quarterly is offering sponsorship opportunities for a series of video reports featuring interviews and summaries of each session presented in the track. Here are the many benefits sponsors will receive:

- Each video segment will be professionally produced and streamed out to our 15,000-member audience of high-ranking supply chain executives, plus a list of over 50,000 other executives whose responsibilities include logistics, procurement, and manufacturing.
- Sponsorship will include a post-conference e-mail transmission making our audience aware of the video coverage of the conference streaming from SupplyChainQuarterly.com.
- In addition to lead generation via our e-mail invitation to view the videos, sponsors who take part in this very special production will also get:
 - A full-page, four-color print ad in the Q3 (September) edition of *The Quarterly*
 - A dedicated e-mail blast about your products and services after the conference
 - A 10- to 15-second sponsorship message embedded within each video segment
- PRICE for the fully integrated print, e-mail, and streaming video sponsorship package is \$15,500 (net).

[Dedicated e-Letters / White Papers]

Supply chain professionals are keen to learn about the latest technology developments. Because white papers, company profiles, and capabilities reports can offer a high level of detail about the importance of a new service, product, or technology, an e-mail notice is a perfect vehicle for alerting supply chain professionals.

- Sponsors of dedicated e-letters will receive the names of all recipients who click through to access full details about your message, thus providing hard, qualified, actionable sales leads.
- PRICE: \$5,500.