

[Publishing Dates, Rates, Deadlines, and Specifications]

[GENERAL INFORMATION]

We prefer that you submit your materials electronically by following the FTP instructions below. You may also send ad materials, instructions, and color specifications to AGiLE Business Media, 19 Freedom Road, Scarborough, ME 04074. Contact Keisha Christopher at (508) 326-2324 or keisha@SupplyChainQuarterly.com.

[FTP INSTRUCTIONS FOR SUBMITTING AD MATERIAL ELECTRONICALLY]

1. Open your FTP client
2. In the address bar enter: ftp.SupplyChainQuarterly.com
3. Log in using **advertiser@SupplyChainQuarterly.com** as your user ID and use **supplychainAds** (case sensitive) as your password
4. If necessary, navigate folders to 'users' > 'advertiser%SupplyChainQuarterly.com'
5. Drag the ad file into the window
6. Drag files only, not folders containing files

[DIGITAL AD MATERIALS]

Acceptable Platform and Software: PDF files are preferred. These files must be saved as CMYK with graphics and fonts (PostScript fonts only) embedded. They must be high resolution and optimized for press. Native files created in the following software programs are also accepted: Adobe Illustrator and Adobe Photoshop. Graphics should be saved at 300 dpi at 100% of their size and formatted as either .tiff or .eps files. RGB, Indexed Color, or Duotone images must be converted to CMYK. All fonts and graphics must be included. Only PostScript fonts are acceptable.

Acceptable Media: Digital ads may be submitted on CDs and sent to the address listed under General Information.

Acceptable Compressed Files: Stuffed (.sit), self-extracting archive (.sea), and zipped (.zip) files are all acceptable.

We strongly urge that a printed proof of the ad also be provided. If no proof is provided, CSCMP's Supply Chain Quarterly cannot accept responsibility for inaccurate ad reproduction.

[CLOSING DATES & MATERIAL DEADLINES]

Issue	Publication Date	Ad Close	Material Deadline
Quarter 1/2010	3/19	2/19	3/2
Quarter 2/2010	6/21	5/21	6/1
Quarter 3/2010	9/20	8/20	8/31
Quarter 4/2010	12/9	11/9	11/19

[PRINT ADVERTISING RATES FOR 2010]

	Full page	1/2 page	1/3 page	1/4 page	
1x	\$7,700 net	\$4,400 net	\$3,410 net	\$2,530 net	
4x	\$6,435 net	\$3,465 net	\$2,805 net	\$1,898 net	All rates in U.S. dollars

Special combination rates with *DC VELOCITY* are available. Please contact your sales representative regarding these special opportunities.

[ONLINE ADVERTISING RATES FOR 2010 (www.SupplyChainQuarterly.com)]

For rates and specifications for our Web site www.SupplyChainQuarterly.com and other electronic media, see "E-Products Specifications."

[GENERAL RATE POLICY]

Advertising copy subject to acceptance by Publisher. Advertising not easily distinguishable from editorial must be labeled "advertisement." Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for payment due to Publisher. Rates are subject to change upon notice from Publisher. Advertisers may cancel or amend schedule without incurring short-rate adjustment at time rate revision becomes effective. All advertisements are accepted and published by the Publisher upon the representation that the agency and advertisers are authorized to publish the entire contents and subject matter thereof. In consideration of the Publisher's acceptance of such advertisements for publication, the agency and advertiser will indemnify and save the Publisher harmless from and against any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism, and copyright infringement. Publisher is not liable for delays in delivery/non-delivery in the event of Acts of God, action by governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any manner.

[MAGAZINE SPECIFICATIONS]

Ad Size:	Dimensions: width x height
Full Page	Bleed size: 8-3/4" x 11" Trim size: 8-1/2" x 10-3/4"
2-Page Spread	Bleed size: 17-1/4" x 11"
1/2 Page, Horizontal	7" x 4-7/8"
1/2 Page, Vertical	3-3/8" x 10"
1/2 Page, Island	4-1/2" x 7-1/2"
1/3 Page, Vertical	2-1/4" x 10"
1/3 Page, Square	4-1/2" x 4-7/8"
1/4 Page, Vertical	3-3/8" x 4-7/8"

