

[Special Issue Ad and Profile Information]

Ad materials and profiles are due July 13, 2012

[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 Capitola 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.

[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"

[PROFILE SIZE AND SPECS]

Profile must fit within 7.375" w X 9.75" h. A press-optimized PDF is required. The file must be saved as CMYK with all graphics and fonts (Postscript fonts only) embedded. Contact Keisha Capitola at keisha@SupplyChainQuarterly.com with any questions.