



ISM | Media Kit

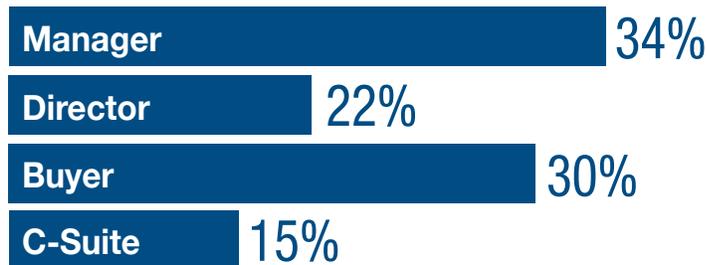
For 100 years, Institute for Supply Management® has set the standard for education, research and relationship-building opportunities within the supply chain industry. ISM is the first supply management institute in the world. Founded in 1915, ISM consistently executes and extends its mission through education, research, standards of excellence and information dissemination, while continually increasing an already- strong global influence in more than 90 countries.



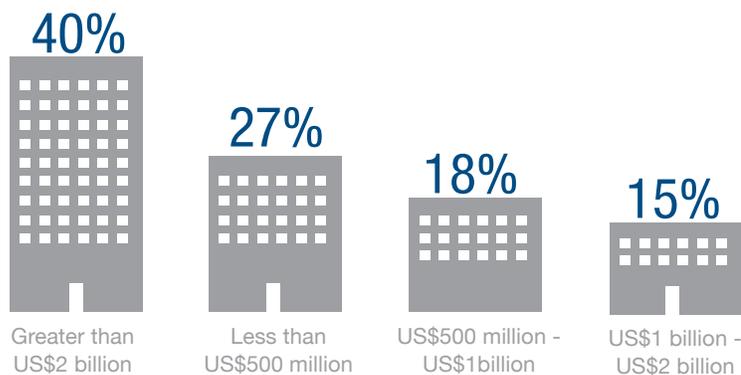
ISM Audience Snapshot

ISM offers a variety of media channels to reach the supply management profession and our specific membership base.

Career Level



Company Size



ISM's audience is interested in seeing suppliers who focus on:

- Procurement/strategic sourcing strategies
- Training, management
- Raw materials/commodities
- Sustainable products
- Logistics/transportation
- Software solutions
- Financial supply chain providers services
- Manufacturing

We can create a customized package to meet your advertising needs. For more details, please contact:

Kelly Rich

National Event Sales
1.480.752.6276 or 800.888.6276,
extension 3061
krich@instituteforsupplymanagement.org

Inside Supply Management® Magazine

For more than 20 years, *Inside Supply Management*® magazine has provided strategic solutions to supply management professionals around the world. It is the authoritative resource with practical advice for all levels of practitioners working for companies in all industries, shapes and sizes. Included in each issue are both the Manufacturing and Non-Manufacturing *ISM Report On Business*®, considered by many to be the most reliable near-term economic barometers available. If you want to put your product or service in front of decision-making supply management professionals, there's simply no better place to be.

Print Rates (U.S. dollars)

Rates include 4-color process, and there is no additional fee for bleed advertisements.

Full Page	1x	3x	6x	9x
Back Cover	\$7,560	\$7,010	\$6,675	\$6,300
Inside Cover	\$6,790	\$6,440	\$6,265	\$5,900
Inside Back	\$6,325	\$5,905	\$5,645	\$5,385
Page 3	\$6,120	\$5,820	\$5,550	\$5,300
Run of Paper	\$6,100	\$5,725	\$5,490	\$4,700
Half-Page	\$3,420	\$3,200	\$3,060	\$2,970

Additional opportunities available, including inserts, spread, blow-in cards, bellybands and more. Contact your ISM sales representative for more information and pricing.

Inside Supply Management® Ad Materials Deadlines

2016	Ad Reservation Date	Ad Materials Due	Mail Date
January/February	11/30/15	12/11/15	1/13/16
March	2/5/16	2/25/16	3/4/16
April	2/26/16	3/25/16	4/13/16
May	3/18/16	4/25/16	5/12/16
June/July	4/20/16	5/24/16	6/13/16
August	6/23/16	7/25/16	8/4/16
September	7/21/16	8/26/16	9/14/16
October	8/26/16	9/23/16	10/13/16
November/December	9/26/16	10/24/16	11/11/16

“We encourage you to browse our upcoming content, and invite you to reach out to us about synergies between *Inside Supply Management*® and your marketing initiatives for 2016.”

– John Yuva
Managing Editor



2016 Editorial Calendar

January/February	Trends in the Economy Leverage Diverse Suppliers for Innovation Impacts of Global Demographics on Supply Chain
March	Doing Business in Vietnam 30-Under-30 Recognition Trends in Modern, Smart Warehouse
April	ISM2016 Conference Spotlight Six Factors to Defining and Managing Risk Procurement Technology to the Rescue
May	2016 Salary Survey Mentor/Mentee Case Study Evolving Ethical Issues in Supply Chain
June/July	Richter Scholarship Winners Shipman Award Winner University/Company Collaboration
August	Trends in Emerging Markets Local Buying Strategies A Look at the Railroad Industry
September	Managing Supply Chain Complexity Here Comes Generation Z Impact of IoT on Supply Chain
October	Supply Chain Food Safety Company Profile Procurement Decisions During M&As and Divestitures
November/December	Sustainability — A Look Back and Forward Fleet Management Strategies Supply Chain Mega Trends

Note: Topics subject to change.

Monthly Columns

- Practitioner Talks
- Mastery Matters
- CAPS Research
- Tapping Into
- Point to Point
- Just in Time

Digital Newsletters

Forward Scan (quarterly)

An executive product for supply leaders, this practical publication focuses on the profession's next imperatives affecting strategic supply management decisions today. The articles provide insights on emerging trends, technology, challenges and best practices in business.

March, June, September and December

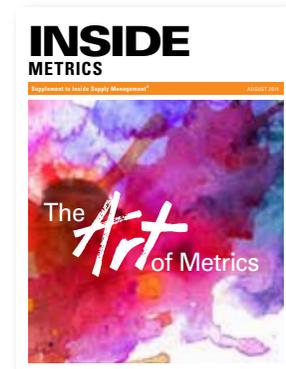
E3 (Engage, Elevate, Emerge) (quarterly)

E3 serves our emerging and established procurement and supply chain management practitioners. The content focuses on fundamental procurement practices and issues. Each issue features an article on such topics as emotional intelligence, negotiations, supplier relationships and risk management.

January, April, July and October

Digital Supplements (twice annually)

On a bi-annual basis, a digital supplement is released to ISM membership. These supplements focus on such themes as logistics or big data and include three to four articles specific to the theme. Sponsorship and advertising opportunities are available for digital supplement releases.

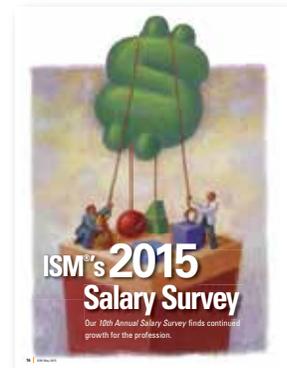
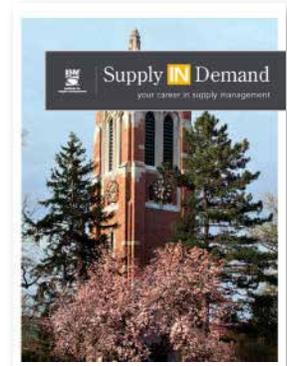


Supply IN Demand

Supply IN Demand is distributed each August to college and university career guidance centers and department chairs, as well as ISM affiliates. Also, the magazine is handed out at various industry events throughout the year, available digitally on the ISM website and featured in *Inside Supply Management*®.

Schools with supply management and/or sustainability related courses/majors receive a free basic listing in the school directory. Don't miss this opportunity to reach potential and continuing students as they plan their academic and supply management careers.

- Highlight the supply management or sustainability education program at your college or university.
- Promote your products or services to undergraduate, graduate and executive education students.



Supply IN Demand Print Rates (U.S. dollars) and Deadlines

2016	Pricing	Ad Materials Due	Mail Date
Full-page 4-color ad (Includes 1/4-page profile)	\$2,500	7/8/16	8/5/16
Half-page 4-color ad (horizontal ad)	\$1,500	7/8/16	8/5/16
Quarter-page profile (100 word description with 4-color logo)	\$500	7/8/16	8/5/16



Digital Marketing

Home Page Advertising

Take advantage of these exclusive opportunities and be seen on the ISM home page.

Format	Pricing/Month	Dimensions
Home Page Web Banner	US\$1,500	300 x 250

Format	Pricing/Month	Dimensions
Content Sectional Web Banner	US\$1,500	300 x 250

Home Page



Content Sectional Advertising

Advertising opportunities are available for the following ISM website pages:

Career Center — This is the resource for job opportunities and recruitment within the supply management profession.

ISM Report On Business® — The most reliable near-term economic barometer available since 1931. Advertisements are seen by procurement, supply chain management professionals, economists, analysts, and government and business leaders.

Certification — Both ISM members and non-members alike visit this section to earn or maintain the profession's most prestigious designation.

Education and Training — When supply managers need to sharpen their skills, they come to the ISM Education and Training area to find seminars, online courses, professional development and training resources.

Acceptable File Formats — jpeg, animated gif, gif and flash

File Size — 12kb max

Certification



**Based on Google Analytics averages from January 2014 to June 2014.*

Digital Marketing

Sponsored Email Blasts

ISM-sponsored email blasts are an ideal way to reach the most influential buyers in procurement and supply management. Email blasts allow you to establish a direct connection with supply chain and procurement professionals from a variety of industries, including manufacturing, pharmaceutical, aerospace, retail, medical, technology, energy and more.

For 100 years, ISM has set the standard for education, research and relationship-building opportunities within the supply chain industry. We invite you to partner with us.

ISM email blasts offer you a turnkey marketing opportunity:

- Group your recipients by job title, location or industry
- Directly reach key decision makers in procurement and supply management
- Opportunity limited to one sponsored email blast per month
- Cost: \$5,000 per blast

Digital Ad Format

All online advertisements are accepted in either .jpeg or .gif format. All materials must be delivered at least 10 business days before campaign launch. Flash is accepted; however, the animation must be contained inside the specified borders and may not block content. Audio allowed on user initiation only.

Sending Digital Ad Files

Via web file transfer:

<https://secure.ism.ws/ismfiletransfer/fileuploadForm.cfm>. Follow directions given on website; all information and file format requests are important to ensure your files do not become corrupt during transfer.

For questions regarding ad specifications, please contact:

Cami Amadore

Sales Administrator

1.480.752.6276, extension 3110

camadore@instituteforsupplymanagement.org

Web Events

Reach potential customers by partnering with ISM for your next web event.

ISM web events are a proven method of collecting leads while delivering a customized digital presentation. Reach your potential and existing customers in a live one-hour session. You choose the topic — we drive the audience. Our experts assist with format and content to include information such as new solutions, best practices and case studies. Each participant has a live opportunity to interact with senior executives and key industry consultants.

Event Package

- One-hour live presentation moderated by a senior executive from ISM or editor of *Inside Supply Management*® magazine.
- Contact information, including final list of registrants and participants (restricted to three-time use).
- Registration questions customized to your needs and objectives.
- Designated ISM manager to oversee your event from start to finish.
- Entire presentation coordinated by ISM professionals based on your direction.
- Event may include presentation, panel discussion, audience polling and live Q&A.
- Web event archived on ISM website for a minimum of six months, providing residual lead generation.
- Participants receive 1 Continuing Education Hour (CEH).

Event Promotion

- Three email invitations prior to event.
- Registration link displayed on ISM's home page.
- One full-page print ad in *Inside Supply Management*® magazine or two promotions in ISM's *Supply Chain Weekly* e-newsletter.
- One post-program email to attendees and registrants who did not attend.

For rate details, please contact:

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Custom Research and Industry Insights

Marketing your organization requires content with supporting data and insights. But many companies don't have the resources for a research department and/or the expertise to do it in-house. ISM can help.

ISM works with you to conduct research that generates insights into your customers or prospects. The importance of this cannot be overstated.

Studies conducted among ISM's own customers revealed that valid research on a product or service helps them make their final purchasing decision.

Customized Research

- ISM conducts research among your customers, prospects or targeted groups within our customer base.
- Choose from two kinds of research methods based on your business needs: qualitative (focus groups, in-depth interviews) and quantitative (surveys: online, phone, mail).
- With your guidance, ISM develops a range of such products as articles, analyses and white papers.
- You can distribute the findings through your own channels or select from the options below.

Print and Online Distribution Options

- Your research is published in *Inside Supply Management*[®], distributed to ISM members worldwide.
- An abstract and a link to the full version are included in ISM's *Supply Chain Weekly* e-newsletter (more than 20,000 subscribers).
- A co-branded email promoting your research is distributed to ISM customers.
- Your research is featured in a customized event at the ISM conference most relevant to your business.

Digital Presentation of Findings

- ISM delivers your content during a web seminar or in-person presentation.
- ISM can deliver the research findings through an email blast.
- ISM presents your research in a series of podcasts.

**Customized
Research**

**Print and
Online
Distribution**

**Digital
Presentation
of Findings**

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Ad Specifications

Publication Specifications

Printed: Web offset, saddlestitch

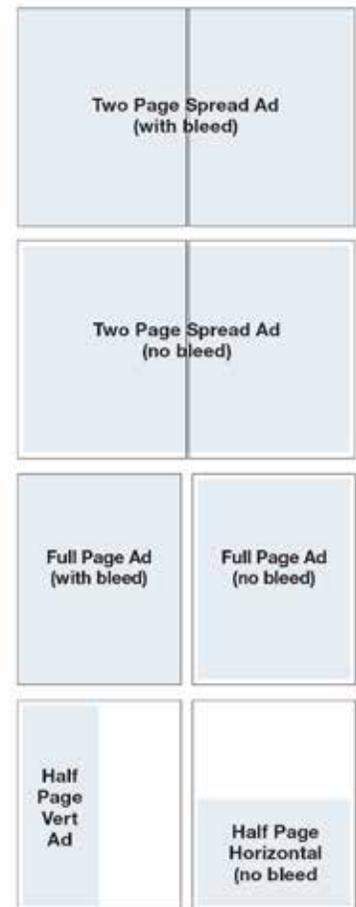
Trim size: 8.125" (20.6cm) x 10.875" (27.6cm)

Ad Dimensions

- Two-Page Spread Bleed
16.5" (41.91cm) X 11.125" (28.25cm)
Live area: 15.75" (40cm) X 10.375" (26.4cm)
- Two-Page Spread
15.75" (40cm) X 10.375" (26.35cm)
Live area: 15.25" (38.7cm) X 9.875" (25.1cm)
- Full-Page Bleed
8.375" (21.27cm) X 11.125" (28.25cm)
Live area: 7.625" (19.4cm) X 10.375" (26.4cm)
- Full-Page
7.625" (19.4cm) X 10.375" (26.35cm)
Live area: 7.125" (18.1cm) X 9.875" (25.1cm)
- Half-Page (vertical)
3.375" (8.5cm) X 9.5625" (24.2cm)
- Half-Page (horizontal)
7.25" (18.4cm) X 4.875" (12.4cm)

Color Modes

- 4C (CMYK) Process
Additional charges apply to convert Pantone (PMS) colors to CMYK.
- Pantone (PMS)
Additional charges apply for PMS color requests. Please contact the ISM Sales Department for pricing.



Ad Specifications

Formats and Software Applications Accepted

PDF File Format (preferred)

- All fonts must be embedded in files.
- All art files must be placed at 100% and resolution set at 300 dpi.
- PDF resolution must be set at 300 dpi; overall 2400 lpi.

Native layout files in Adobe InDesign CC or Quark Xpress, up to version 7.

If submitting native layout files, please adhere to the following:

- Postscript and open-type fonts only. NO TrueType.
- All screen and printer fonts must be supplied.
- All artwork/photos must be supplied at 100% of placed size with resolution set at 300 dpi.

Adobe Photoshop, up to version CC — EPS, TIFF and native files. (If supplying native files, all printer and screen fonts must be supplied unless they have been rasterized.)

Adobe Illustrator, up to version CC — EPS and native files.

If supplying native files with embedded artwork/photos, they must be supplied as well as all printer and screen fonts. If fonts have been converted to outline, they do not need to be supplied.

File Formats Accepted for Logos

- Vector EPS preferred; no GIF files
- Adobe Illustrator, up to version CS5 (All printer and screen fonts must be supplied unless they have been converted to outline.)
- 4C (CMYK) or Grayscale (No RGB files)
- Macromedia Freehand, up to version 10
- Adobe Photoshop saved as:
- EPS or TIFF and Resolution set at 300 dpi
- ALL FONTS must be supplied unless they have been rasterized.

Sending Ad Files

- Via web file transfer: **<https://secure.ism.ws/ismfiletransfer/fileuploadForm.cfm>**.
Follow directions given on website; all information and file format requests are important to ensure your files do not become corrupt during transfer.
- Via USPS/UPS/FedEx: Media accepted: CDs (Unless requested, media supplied will not be returned.)

**Ship to: ISM, Attention: ISM Sales Department
2055 E. Centennial Circle, Tempe, AZ 85284**