



CSCMP's
Supply Chain
[QUARTERLY]
2018 Media Kit

Reach supply chain executives through
thought-leading editorial, fresh business
intelligence, and integrated marketing solutions

The *Supply Chain Quarterly* mission

Supply Chain Quarterly captures the reader with content.

CSCMP's *Supply Chain Quarterly* provides the highest-value, must-have business intelligence available. With meaningful, timely content *Supply Chain Quarterly* commands the attention of an audience that truly reflects the global nature of today's supply chains, reaching executives in all 50 U.S. states, 74 countries and six continents. CSCMP's *Supply Chain Quarterly* offers a unique, proven channel to unite sellers with buyers of supply chain products and services, including CEOs, vice presidents, and directors and managers involved in shipping, wholesale, consulting, 3PL, retail and manufacturing operations.

Staff-written stories and contributed articles from leading practitioners, academics and consultants provide unparalleled thought leadership on international and domestic supply chain operations. Six times a year, the publication delivers fresh, cutting-edge ideas on all aspects of the global supply chain, from product design, procurement, transportation and warehousing to human resources, information technology and finance. The magazine and its associated digital content offerings provide insight and advice to help readers make their supply chain operations a success.



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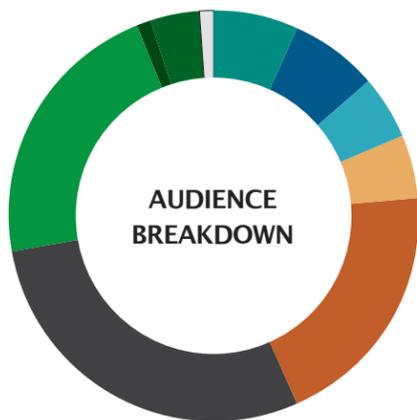
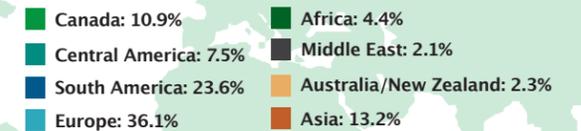
The *Supply Chain Quarterly* advantage

What makes CSCMP's *Supply Chain Quarterly* stand out from the rest of the pack?



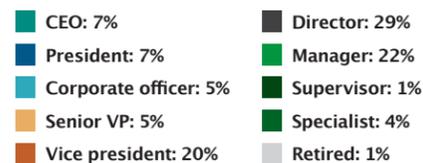
CSCMP MEMBERSHIP DEMOGRAPHICS

International Membership by Region:

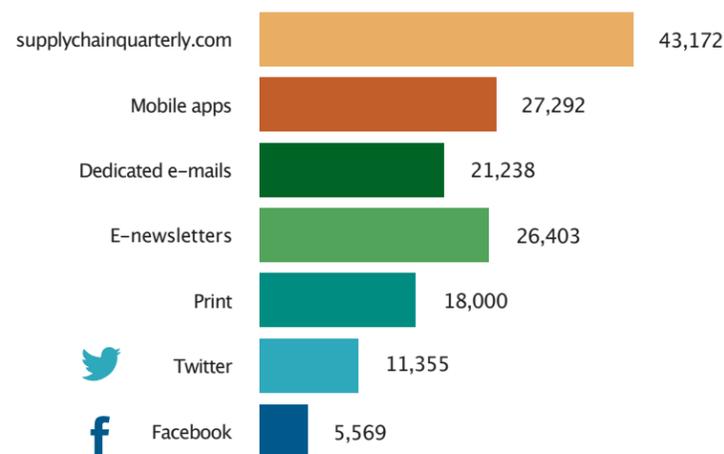
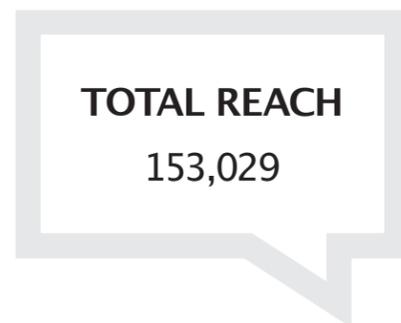


CSCMP Membership Demographics*

Position within company:



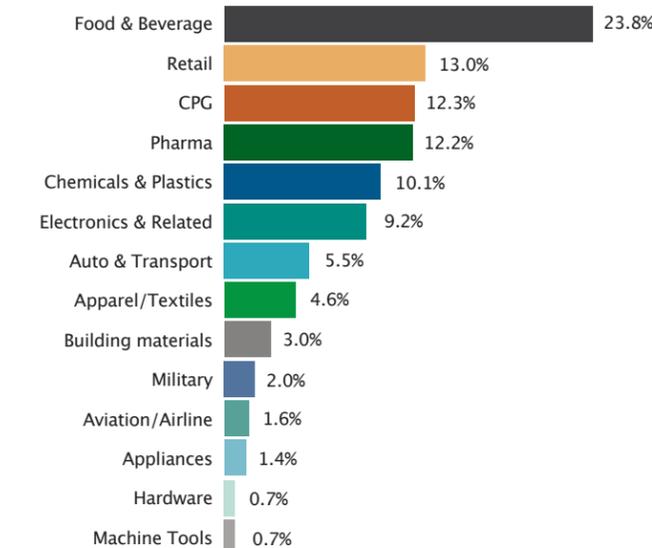
*73% of CSCMP membership is at the director level and above



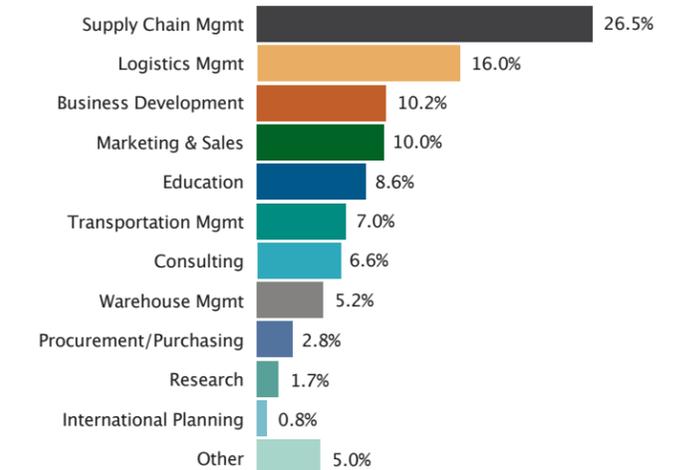
REACH THE COMPLETE CSCMP MEMBERSHIP

As our circulation list shows, there is simply no audience as powerful as the Council of Supply Chain Management Professionals, and there is no other magazine that guarantees your marketing message will reach this entire target audience.

Industry (Manufacturing & Merchandising Firms Only):



Responsibility (Manufacturing & Merchandising Firms Only):





2018 Editorial Calendar

CSCMP's *Supply Chain Quarterly* will publish six times a year, with one special issue—March/April—appearing only in a digital format.

Publisher reserves the right to revise this calendar based on industry developments and editorial judgment. Topics may appear in the print edition, online, or both.

Issue	Special theme or feature	Ad close	Bonus distribution
Q1 2018 January/February	Warehousing and Material Handling Lead article looks at warehousing and material handling's role in supply chain execution	February 2	Modex 2018, WERC's 2018 Annual Conference and Solutions Center Exhibition, Gartner 2018 Supply Chain Executive Conference, TMSA
All-Digital Edition March/April	The Best of Supply Chain Quarterly and DC VELOCITY 2018 Features best-practices articles and case studies from <i>Supply Chain Quarterly</i> and <i>DC VELOCITY</i>	April 6	<i>DC VELOCITY</i> 's digital, mobile app, and e-newsletter subscribers
Q2 2018 May/June	Global Logistics and Transportation Lead article focuses on logistics and transportation as the foundation of global supply chains	June 8	CSCMP 2018 EDGE Annual Conference
Special Issue July/August	Annual "State of Logistics Report" Special theme issue explores the impact of logistics on the U.S. economy	August 3	CSCMP 2018 EDGE Annual Conference, IANA
Q3 2018 September/October	Technology and Innovation* Lead article looks at how technology enables supply chain innovation	October 5	
Q4 2018 November/December	Omnichannel Strategies Lead article explores successful strategies in omnichannel retail and e-commerce	November 30	ProMat 2019, RILA 2019

*Examples of potential technology topics include: ERP, TMS, WMS, visibility, inventory management, risk management, e-procurement, Internet of Things, data capture/track and trace, manufacturing, network optimization, supply chain planning and execution, demand planning and management, global trade management, analytics, S&OP, business intelligence, forecasting, supplier management, machine learning, artificial intelligence, geographic information systems

Value-Added Coverage

- CSCMP EDGE Annual Conference Preview e-Newsletter (September)
- Supply Chain Exchange Exhibition Show Guide (September)
- Weekly Supply Chain Executive Insight e-Newsletter
- Daily updates to SupplyChainQuarterly.com

In every issue:

- Logistics and transportation
- Technology*
- Supply chain best practices
- Warehousing and material handling
- Procurement
- Manufacturing
- Finance and economics
- Professional and career development
- Q&A with industry thought leaders
- Expert commentary on supply chain trends and current research
- News and views from CSCMP

SPECIAL ADVERTISING OFFERS

Q1 ISSUE (JANUARY/FEBRUARY)

Buy one full-page ad, get a FREE Boardroom Outlook page

All full-page advertisers in this issue will receive a FREE Boardroom Outlook page, where they can present a company executive's message to our readers.

THE BEST OF SUPPLY CHAIN QUARTERLY AND DC VELOCITY 2018 (MARCH/APRIL)

Bonus Distribution: DC VELOCITY Readers

Readers of both *Supply Chain Quarterly* and *DC VELOCITY* will get this special issue, available only in a digital format.

Q2 ISSUE (MAY/JUNE)

Bonus Distribution at CSCMP's Annual Conference

ANNUAL "STATE OF LOGISTICS REPORT" (JULY/AUGUST)

Buy one full-page ad, get a FREE Partner Profile page

All full-page advertisers in this issue will receive a FREE Partner Profile page, where they can present their company's value proposition to our readers.

Bonus Distribution at CSCMP's Annual Conference

A *Supply Chain Quarterly* EXCLUSIVE! All attendees will receive the issue in their conference registration packets.



SPECIAL ANNUAL REPORT: "THE STATE OF LOGISTICS"

This annual special issue examines economic trends and developments affecting North American logistics. Its centerpiece will be an analysis of CSCMP's annual "State of Logistics Report," followed by thought leaders' commentaries on the outlook for major functional areas, including:

- Trucking
- Rail/intermodal
- Ocean Shipping
- Air Freight
- Third-Party Logistics
- Warehousing
- Inventory
- Technology



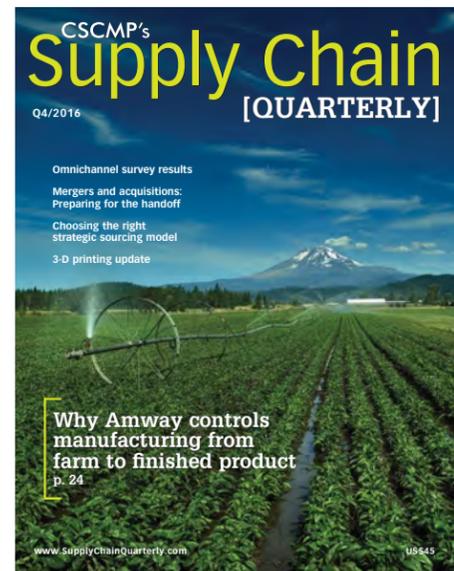
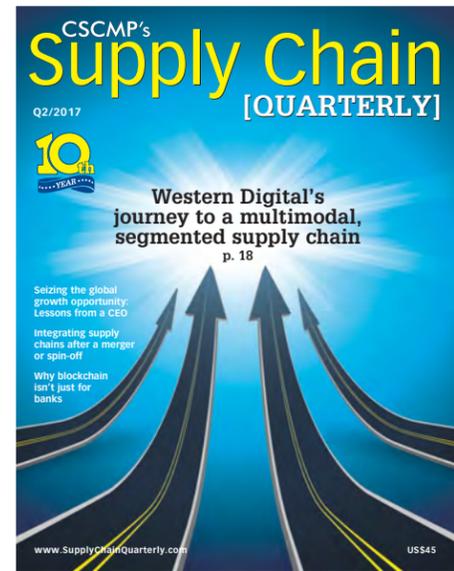
Print advertising

The one-stop resource for supply chain intelligence

Print remains a vital component in brand positioning and awareness for integrated B2B marketing campaigns. *CSCMP's Supply Chain Quarterly* provides the best, most engaging print environment to help advertisers attain their marketing goals, and is the only magazine brand guaranteed to reach the full CSCMP membership.

Supply Chain Quarterly provides unparalleled thought leadership in all aspects of international and domestic supply chain operations. *Supply Chain Quarterly* offers an exceptional editorial lineup with targeted, credible content to grab and hold the attention of key decision makers. What does that mean for marketers? Engaged readers are more responsive to e-marketing initiatives and pay more attention to advertisements. This translates into marketing messages that are heard—and responded to—at a higher rate than with other media brands in the market.

Frequency	Full Page	1/2 Page	1/3 Page	1/4 Page
1x	\$7,500	\$4,500	\$3,500	\$2,500
4x	\$6,500	\$3,500	\$2,500	\$1,500
6x	\$5,500	\$2,500	\$1,500	\$1,000



Authorities and leading thinkers in the field share their expertise and knowledge with peers by publishing articles and groundbreaking research in *Supply Chain Quarterly*.

AWARD-WINNING EDITORIAL

In its first year, Supply Chain Quarterly received three awards from the American Society of Business Publication Editors, including best new magazine and best magazine design. In 2011, 2012, and 2013, Supply Chain Quarterly received two more ASBPE awards, including best special edition and best staff column, then, in 2016, received an award for best print editorial. Shouldn't your ad appear alongside content that commands respect?

BOARDROOM OUTLOOK

What will 2018 bring to the supply chain? What role will your company play? Our annual Boardroom Outlook issue (published in the first quarter) gives advertisers a FREE bonus page to deliver a marketing message from company leaders directly to our readership of senior-level supply chain decision makers in a business-letter format. That's right. Buy one full-page ad and get a second ad—a one-page Boardroom Outlook letter—FREE!

Materials

Submit a one-page letter from one of your company's C- or V-level executives with a company logo, headshot of the letter's author and company contact information.

The letter must fit within the following dimensions: 7.375 inches wide by 9.75 inches high. A press-optimized PDF is required. The file must be saved as CMYK with all graphics and fonts (postscript fonts only) embedded.

Deadline

Insertion orders for the full-page and Boardroom Outlook ads and materials must be submitted to your *Supply Chain Quarterly* sales representative by February 2, 2018.

ANNUAL SPECIAL EDITION: "THE STATE OF LOGISTICS REPORT" PARTNER PROFILES OFFER

Supply Chain Quarterly's annual State of Logistics special report gives each advertiser a FREE bonus page to deliver the message of its choosing in a clean, crisp format with the purchase of a full-page ad. As a further value-add, this special issue is included in all attendee registration packets at CSCMP's EDGE Annual Conference.

Materials

Advertisers digitally submit a 500-word profile of their company, its products and services, and its customer benefits with a company logo, headline and company contact information.

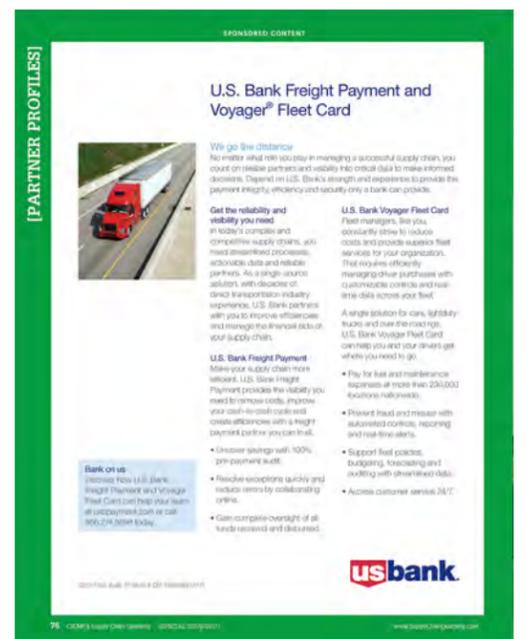
Profiles must fit within the following dimensions: 7.375 inches wide by 9.75 inches high. A press-optimized PDF is required. The file must be saved as CMYK with all graphics and fonts (postscript fonts only) embedded.

Deadline

Insertion orders and materials for the full-page ad and Partner Profile must be submitted to your *Supply Chain Quarterly* sales representative by August 3, 2018.



Boardroom Outlook letters will appear in the January/February issue.



Partner Profiles will appear in the July/August issue.

“Best of” all-digital edition

The Best of Supply Chain Quarterly and DC VELOCITY 2018

ALL-DIGITAL EDITION

Our seventh annual all-digital, dual-brand edition, “The Best of *Supply Chain Quarterly* and *DC VELOCITY*,” is an annual compendium featuring the 10 best-read articles on logistics and supply chain innovations and strategies from the market’s best media brands. This special edition is distributed electronically to more than 200,000 logistics and supply chain executives who receive our e-newsletters.

Sponsors receive:

- Two pages in the edition, which can be:
 - One traditional spread ad
 - Two single full-page ads
 - One single full-page ad and one single full-page case study that you supply
- Brand awareness via the inclusion of a sponsor logo that links directly to your ad in two “The Best of *Supply Chain Quarterly* and *DC VELOCITY*” promotional e-mails.

Price: \$5,000*



SPECIAL OFFER FOR OUR ADVERTISERS

Purchase two full-page ads in “The Best of Supply Chain Quarterly and DC VELOCITY,” receive a FREE Apple Watch!

Digital advertising

Building unparalleled brand awareness at supplychainquarterly.com

Supply Chain Quarterly operates a network of digital platforms that cater to its readership’s preferences when it comes to consuming the latest news, in-depth feature stories and video reports. Our dedicated digital staff translates the core values that make our print publication stand out, giving key decision makers a holistic view of supply chain and logistics content in a direct, elegant format whether accessed from a desktop, tablet or mobile device.

MOBILE APP

Users continue to download our mobile app at a rapid rate, with over 27,000 users and counting accessing magazine content and reliable industry news. Available for iPad, iPhone and Android, our app was the first-ever in the logistics and supply chain market and provides subscribers with full access to issues through visually stunning replicas of our print product.

From their mobile devices, readers can:

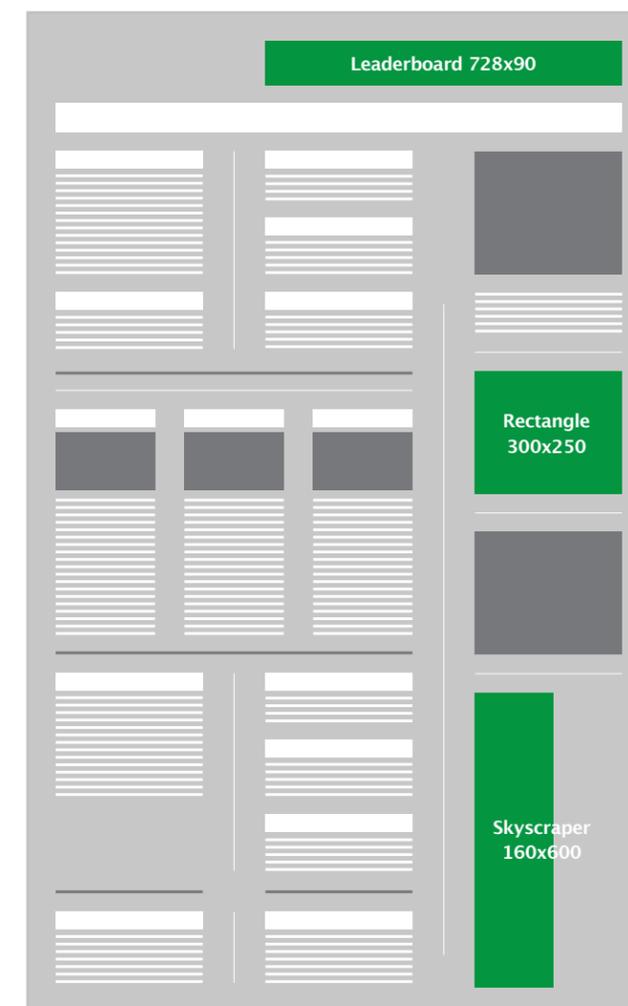
- Search for stories using keywords or via direct links from the table of contents
- Share their favorite “must read” articles with friends and colleagues
- Follow live links within the text of each issue to navigate to external sites
- “Flip” through pages, similar to thumbing through a print magazine

Mobile App Price: \$12,995/year*

SUPPLYCHAINQUARTERLY.COM BANNERS

Our website is continually enhanced with exclusive web-only content that’s updated daily. Build brand awareness and promote your business to over 43,000 unique monthly visitors at supplychainquarterly.com. For maximum exposure, there are four rotating positions available for each of the three ad sizes.

Price: \$110/1,000 impressions*



E-newsletter advertising opportunities

Real-time updates to keep supply chains moving and sales leads flowing

E-NEWSLETTERS

Supply Chain Quarterly's new e-newsletter platform is specifically designed to drive engagement and position your company as a key player in the market. Our industry-leading e-newsletters offer the opportunity to promote your business and increase brand awareness through your sponsorship investment.

Supply Chain Executive Insight

Supply Chain Executive Insight is a weekly electronic newsletter with over 26,000 subscribers, directly targeted to supply chain executives worldwide.

Supply Chain Quarterly PREVIEW

The CSCMP's *Supply Chain Quarterly* PREVIEW e-newsletter is transmitted the same day that the print issue of *Supply Chain Quarterly* is mailed. This companion e-newsletter gives our core audience of more than 26,000 subscribers a quick look at the new issue—and helps to promote your business and increase brand awareness through your banner sponsorship investment.

Supply Chain Executive Insight en español

Supply Chain Executive Insight en español transmits to a growing circulation base of over 11,000 Spanish-speaking supply chain professionals. Plans for circulation development include significant expansion of the e-newsletter's targeted audience in Latin America.

Supply Chain Quarterly's e-newsletters include a traditional IAB standard Medium Rectangle banner (300x250) position, prominently placed to build brand awareness by capturing readers' attention with image-based messaging.

Price: \$4,500*

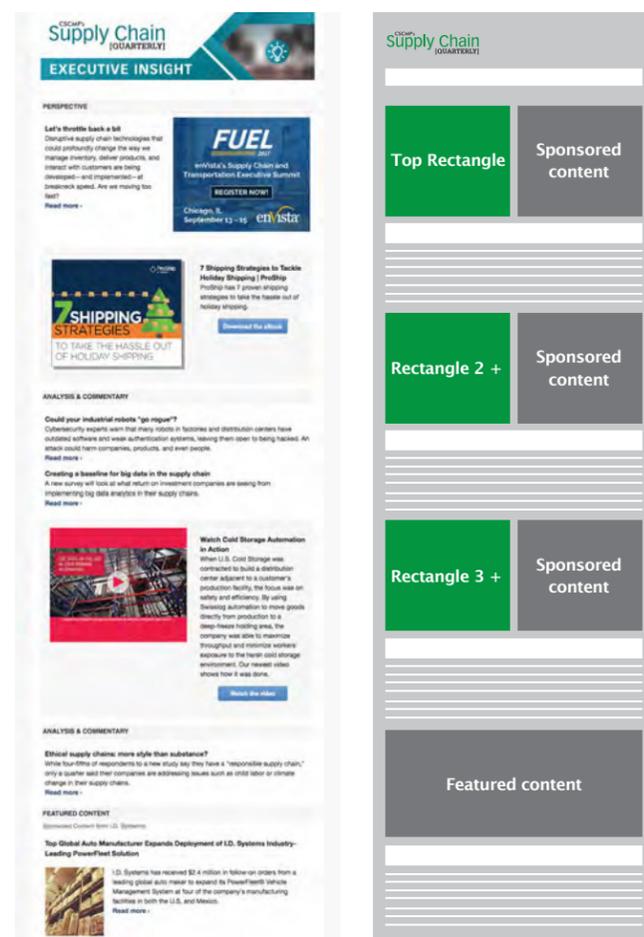
In addition, we now offer two “rectangle + sponsored content” opportunities that are the perfect way to promote white papers, research reports, case studies, company news and any other content assets you've developed. Content marketing has emerged as a critical component of an overall marketing strategy, so we have created these positions as a way for you to promote thought leadership, generate leads and drive traffic to your website.

Price: \$4,750*

FEATURED CONTENT

Take advantage of our Industry Press Room upgrade opportunity to have your company news or video featured at supplychainquarterly.com and included in our weekly e-newsletter as “Featured Content.”

Price: \$2,595*



Content marketing

Leverage our content marketing expertise

Display ads, both in print and online, remain a critical component in building brand awareness and should not be overlooked. In this stage of the development of the science of marketing, though, building brand awareness is simply the starting point.

Today, marketers want more, and *Supply Chain Quarterly* is ready to help. As content marketing continues to grow and gain value, we have developed a series of digital products that are precisely constructed to help you maximize the ROI on your content marketing programs.

You recognize that establishing your company, its brand, and, most importantly, its team as genuine thought leaders and subject-matter experts is important not only to you, but to also to your customers and prospects.

Whether it's through a video, white paper, case study, corporate profile, webcast or a blog post, *Supply Chain Quarterly* can get your message in front of the right buyers and generate solid, actionable sales leads from your content marketing efforts.

See more in the following pages on how you can leverage our turnkey solutions for high-impact results!



E-mail marketing and white papers

Translate industry expertise into actionable sales leads

DEDICATED E-MAILS

A dedicated e-mail notice is a perfect vehicle to help promote your company's thought leadership and direct supply chain professionals to white papers, company profiles and capabilities reports.

Sponsors of dedicated e-mails will receive the names of all recipients who click through to access full details about their message, providing them with qualified, actionable sales leads.

What do you get with Supply Chain Quarterly's dedicated e-mails?

- A dedicated e-mail to our entire e-newsletter audience
- Hosting of your white paper at supplychainquarterly.com if applicable
- Lead generation that does not intrude on the user experience
- Consultation to help develop the e-mail for maximum effectiveness

Specs

- E-mail width: 600–700 px
- Maximum file size: 100KB
- File format: One HTML file and one plain text file required for each campaign

Price: \$5,775*

*All pricing is NET.

All digital materials are due five business days prior to deployment.

WHITE PAPER HOSTING

CSCMP's *Supply Chain Quarterly* offers a dedicated white paper e-mail and hosting service to help you promote your company's thought leadership in the supply chain field. In addition to a dedicated e-mail to our entire list of subscribers and hosting your white paper at supplychainquarterly.com, we will include a post in our market-leading social media stream for an additional \$950.00.*

Specs:

- Subject line
- White paper title
- White paper description (1,750 characters max.)
- White paper cover image (min. width 300 px)
- Download URL
- Company logo and URL

Price: \$5,775*

CASE STUDY PROMOTION PACKAGES

AGILE Business Media offers a variety of content marketing opportunities across platforms. One of our newest offerings is designed to help you get the word out about a new case study that you have produced.

With your Case Study Promotion investment, you get:

1. Posting of your white paper or case study at supplychainquarterly.com
2. A dedicated e-mail blast of your content to our entire digital audience (*Supply Chain Quarterly* and *DC VELOCITY*)
3. Two social media posts to our Google+, Facebook and Twitter audiences

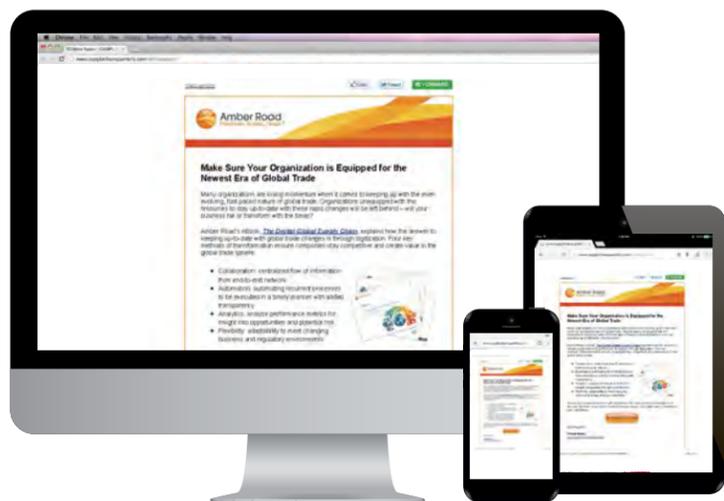
Price: \$6,625*

We can also offer you the option of a print page highlighting your new case study in *Supply Chain Quarterly*. This includes the following:

- A full-page, 500-word case study or white paper summary in both the print and digital editions of *Supply Chain Quarterly*
- A template we provide, allowing you to design the page as you wish

Price: \$9,995*

Price includes all Case Study Promotion benefits above plus full-page ad.



Webcasts

Start an instant conversation with your target audience

CSCMP'S SUPPLY CHAIN QUARTERLY WEBCAST PARTNER PROGRAM

Supply Chain Quarterly's webcast program offers a multi-tiered webcast sponsorship menu with the following three packages:

Sponsor Packages	Price*
Moderation and Promotion Package <ul style="list-style-type: none"> ▪ Includes participation by a <i>Supply Chain Quarterly</i> editor as moderator or as a panelist ▪ Includes e-mail promotion to <i>Supply Chain Quarterly's</i> audience (price varies according to frequency of promotional e-mails) 	\$6,999
Traditional Package <ul style="list-style-type: none"> ▪ Includes all of the benefits of the Moderation and Promotion Package, PLUS: <ul style="list-style-type: none"> - <i>Supply Chain Quarterly</i> provides the technology platform for delivery of the webcast as well as attendee registration information for use as well-qualified sales leads - Select a topic of your own or pick one from our editorial calendar 	\$11,750
Exclusive VIDEOCAST Package <ul style="list-style-type: none"> ▪ In addition to the traditional slides-with-voiceover webcasts, <i>Supply Chain Quarterly</i> now offers on-demand videocasts that do not require registration but still generate leads and provide readers with instant access to information. 	\$15,500

What do you receive with a *Supply Chain Quarterly* videocast package?

- The services of a *Supply Chain Quarterly* special projects editor to help organize the presentation and to moderate the videocast
- The value and credibility of the trusted CSCMP's *Supply Chain Quarterly* brand attached to your videocast
- One full-page print ad in *Supply Chain Quarterly* to promote your videocast
- Two dedicated e-mails to our audience, inviting them to attend the videocast
- An on-demand videocast produced by professionals who not only understand the supply chain field but also how to produce quality videos and videocasts
- A prominent link on the *Supply Chain Quarterly* home page for a minimum of two weeks, followed by a permanent presence on *Supply Chain Quarterly's* streaming video web page

Social Media Sponsorship Options

CSCMP's Supply Chain Quarterly brings you high-quality social media followers.

With a combined Twitter, Facebook, Google+ and LinkedIn audience of over 17,000 supply chain decision-makers, we can put your message in front of the people you want to reach.

Whether your goal is to build brand awareness, expand the reach of your company's news, drive traffic to your website or generate solid, actionable sales leads, we have a program (and a price point) to suit your specific needs.

Our "Sponsored Social Media" program is designed for those marketers with content assets (white papers, case studies, research reports and so forth) they want to share with *Supply Chain Quarterly's* followers.

Perhaps you have a simple message you'd like to share with the market or some content on your website to which you'd like to draw attention. Whatever your objective, we are here to help.

Here's how it works:

1. Contact Sales Specialist Halley LoBello (halley@supplychainquarterly.com) and let her know you'd like a Sponsored Social Media Post
2. Send along a 140-character (max) message, including an embedded URL for the site of your choice, and we will post it into our social media stream

Price: \$1,595*

Bonus: We will post your message a second time, spaced by a minimum of three days, for an additional \$755*



Industry Press Room

NEW! Leverage your company's news to maximize lead generation ROI

Supply Chain Quarterly broke new ground in 2017 with the launch of its new Industry Press Room (IPR). The concept is simple: You upload your press release to our site—in real time and for FREE!

That alone will put your news, just as you want it presented, in front of tens of thousands of supply chain decision-makers. But don't you want to know exactly who saw your news on supplychainquarterly.com? We have a solution for that.

It's called IPR Upgrade. Here's how it works:

1. Post your news to supplychainquarterly.com
2. Contact Sales Specialist Halley LoBello (halley@supplychainquarterly.com) and let her know you'd like the IPR Upgrade
3. Here's what you will get:
 - Your news will be included in our "Supply Chain Executive Insight Weekly" e-newsletter along with our award-winning editorial content
 - Every reader who clicks through to read your news will generate an actionable sales lead that will be delivered to you
 - Your news will be posted on supplychainquarterly.com in our market-leading social media stream

Price: \$2,595*

Events

THE 2018 THOUGHT LEADERS & RAINMAKERS NETWORKING DINNER

Take advantage of a unique, exclusive opportunity to position your company and gain invaluable visibility at the premier, invitation-only event at the Council of Supply Chain Management Professionals' EDGE Annual Conference.

Our ninth annual *Supply Chain Quarterly/DC VELOCITY* Thought Leaders & Rainmakers Networking Reception and Dinner is an intimate gathering of a select group of fewer than 150 logistics and supply chain professionals who have been recognized in the pages of *DC VELOCITY* as either Thought Leaders or Logistics Rainmakers.

To add further value, based on your level of sponsorship you also receive extraordinary, exclusive value-adds with sponsorship positions in the DCV-TV "Meet the Rainmakers" video series. These sponsorships not only enhance brand awareness, but also deliver actionable, highly qualified sales leads. This year's event will take place October 2, 2018, during CSCMP's EDGE Annual Conference, with a welcome reception at 6:30 p.m. followed by dinner at 7:30 pm.

Don't wait! Sponsorships for last year's Thought Leaders & Rainmakers event sold out in March. Contact your Supply Chain Quarterly sales representative today.

Sponsor Packages	Price*
Silver <ul style="list-style-type: none"> ▪ Inclusion of your sponsorship and logo on invitation ▪ Logo on signage: at entrance (22" x 28")/at bar(s) (22" x 28") ▪ Sign on lectern (size TBD) ▪ Inclusion of logo on post-event group e-mail ▪ Aggregate results of survey provided to sponsors ▪ Right of first refusal and price-lock for 2019 sponsorship ▪ Literature or brochure distribution at entrance 	\$3,995 <i>four available</i>
Gold <p>All Silver Sponsor benefits, PLUS:</p> <ul style="list-style-type: none"> ▪ Free website banner for one month on DCV-TV's Meet the Rainmakers video Q&A page and the <i>Supply Chain Quarterly</i> website ▪ Opportunity to bring two invited guests in addition to two sponsoring company representatives 	\$6,575 <i>two available</i>
Platinum <p>All Gold Sponsor benefits, PLUS:</p> <ul style="list-style-type: none"> ▪ Literature or brochure distribution at each seat ▪ Post-event contact info for one-time attendee follow-up ▪ Name badges with Platinum Sponsor logo ▪ Opportunity to bring four invited guests in addition to four sponsoring company representatives 	\$11,250 <i>one available</i>

Conference offerings

PRE-CONFERENCE REPORTS

Pre-conference reports offer exclusive pre-event coverage of trade shows like *MODEX 2018* and the *WERC* and *CSCMP* annual conferences. More than 80,000 *Supply Chain Quarterly* and *DC VELOCITY* subscribers to this e-newsletter, including key attendees, will see your paid-content insertions before they set foot on the show floor, which helps ensure their itinerary includes a stop at your booth.

With the purchase of a banner, you get a free advertorial that includes your company name and logo, booth number, and a message about your company and/or what you will be featuring at the conference or show, along with a URL of your choice. Advertorials can also be purchased without the banner sponsorship.

Banner + Advertorial Specs

- 468 x 60 px
- Maximum file size: 35KB

Position	Price*
Top	\$4,500
Middle	\$3,000
Bottom	\$2,000
Advertorial only	\$1,750

PRE-CONFERENCE DEDICATED E-MAILS

The perfect opportunity to let our 22,000+ subscribers know what new and exciting things you'll be up to at the upcoming event with your customized message. These dates sell out quickly, so schedule yours today!

Price: \$5,775*

SHOW PLANNING GUIDE

This very popular planning guide will be distributed at the Supply Chain Exchange show at CSCMP's annual EDGE conference and will provide information that will be beneficial for attendees to have at the event. Our special offer: Buy an ad in the regular issue of *Supply Chain Quarterly* and receive the same-sized ad for half price in the Show Planning Guide.

THE SUPPLY CHAIN QUARTERLY CONFERENCE SHOW DAILY

Supply Chain Quarterly's Conference Show Daily e-newsletter will bring readers insights and important news from the CSCMP EDGE annual conference, including highlights of the previous day's program. Each day's report will include:

- A lead story reporting on the main-stage keynotes
- Articles on conference educational sessions attended by our editors
- A video report from our edit team members with their insights and commentary on the day's events
- Q&A video interviews with speakers, show staff and thought leaders attending the conference

Position	Price*
Top	\$4,500
Middle	\$3,500
Bottom	\$2,000

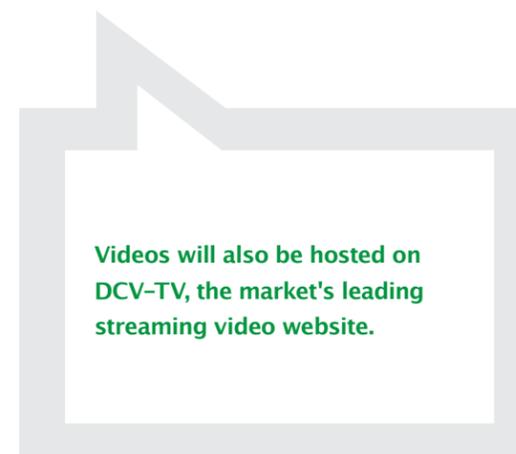
VIDEO OPPORTUNITIES: HIGH-IMPACT, EASY, AND COST EFFECTIVE!

Video Studio Sponsorship

Our prominently located on-site studio is positioned in the highest attendee-traffic area and always draws a crowd during our taping sessions. Your Video Studio Sponsorship includes:

- Your company logo prominently displayed on the studio backdrop so as to be constantly visible during each video segment as well as to show attendees
- Interview with up to two executives from your company
- On-screen sponsorship messaging embedded in each video segment
- Inclusion of the video segments in each day's e-newsletter. Information on each recipient who views a video will be delivered to you as an actionable sales lead.
- Posting of each video on SCQ's online streaming video page

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Our team of experts

Our world-class editorial team is second to none

Mitch Mac Donald, Group Editorial Director, has over three decades of experience in newspaper and magazine media and has twice been recognized as one of the Top 10 Business Journalists in the U.S. Mitch served as *Supply Chain Management Review's* founding publisher and editorial director from 1997 to 2000. He also served as news editor, chief editor, publisher, and editorial director of *Logistics Management*, as well as publisher of *Modern Materials Handling*. Mitch is also president and CEO of AGiLE Business Media LLC, which publishes *DC VELOCITY*. If you don't understand what he's talking about, then you probably need to deepen your knowledge of 1970s movies and rock and roll.

Toby Gooley, Editor, has been with *Supply Chain Quarterly* since its launch in 2007. A degree in East Asian Studies from Cornell University and 10 years as an export manager has served her well throughout more than three decades as a writer and editor, including 20 years at *Logistics Management* magazine, where she covered international trade and logistics and managed editorial operations. In addition to her responsibilities as both editor and managing editor of *Supply Chain Quarterly*, she is a senior editor for *DC VELOCITY*.

Karen Bachrach, Executive Editor, has more than three decades of magazine editing and production experience, having previously worked for such publications as *Purchasing* magazine and *Logistics Management*. Before she joined the editorial staff of *DC VELOCITY*, where she manages daily editorial operations, in 2002, Karen served as managing editor of *Supply Chain Management Review*. Her role on the AGiLE Business Media team can pretty much be summed up by her Twitter handle: @PeskyEditor.

Susan Lacefield, Senior Editor, has been working for supply chain publications for more than 16 years. In addition to producing content for *Supply Chain Quarterly's* website and e-newsletter, she manages several sections of *The Quarterly's* print edition and contributes feature articles to *DC VELOCITY*. Previously, she was an associate editor for *Supply Chain Management Review* and wrote feature articles for *Logistics Management* magazine. Susan is constantly trying to encourage her children to become supply chain managers when they grow up.

Supply Chain Quarterly is the work of a team of award-winning journalists with decades of experience reporting and writing on supply chain topics.

Amy Thomasson, CSCMP Liaison, is director, membership development and marketing for the Council of Supply Chain Management Professionals. She has more than a decade of experience in developing marketing, communication, and product management plans and holds professional certifications in social and online marketing.

David Maloney, Editor-at-Large, a journalist for more than 35 years, is also chief editor of *Supply Chain Quarterly's* sister publication, *DC VELOCITY*. A TV journalist for the first half of his career, Dave is comfortable on both sides of the camera, producing video content for both publications. Before joining AGiLE Business Media, he served as a senior editor at *Modern Materials Handling*. He lives with his wife, dogs, cats, pond fish, and turtles in Pittsburgh, where he remains a long-suffering Pirates fan.

Mark Solomon, Editor-at-Large, manages news coverage and writes feature stories for our sister publication, *DC VELOCITY*. Sometimes dubbed the “dean” of transportation journalists, he has worked in transportation and logistics journalism and public relations since 1983. As a longtime Washington reporter for *Traffic World* and *The Journal of Commerce*, Mark covered the aviation, trucking, and parcel industries, Capitol Hill, the regulatory agencies, and the U.S. Supreme Court. Prior to joining *DC VELOCITY*, he ran his own PR and corporate communications company.

Ben Ames, Editor-at-Large, covers technology as a senior editor at *The Quarterly's* sister publication, *DC VELOCITY*. Previously, he was a reporter for daily newspapers in Pennsylvania and Massachusetts and a business editor for trade journals like *Design News* and *Modern Materials Handling*. A graduate of Colby College and Columbia University, he also is the author of the trail guide “Hiking Massachusetts.” When he isn't writing, Ben can be found coaching youth soccer games, paddling canoes, or whistling at his pet parakeet, Captain Kirk.

Steve Geary, Editor at Large, has more than 25 years of experience in global supply chains as an industry executive, consultant, researcher, teacher, and author. He is the president of Supply Chain Visions Inc., a thought leader in supply chain management and performance measurement, and works extensively with the U.S. Department of Defense. He is also a faculty member and research associate at the University of Tennessee's College of Business Administration and the Gordon Institute at Tufts University.

Keisha Capitola, Director of Creative Services/Production Manager, has extensive experience in business publication design. She was a member of the creative team that led the redesigns of such magazines as *Logistics Management*, *Industrial Distribution*, *Modern Materials Handling*, and *Supply Chain Management Review*. Keisha has received numerous national Gold Awards for design excellence from the American Society of Business Publication Editors and American Graphic Design awards from Graphic Design: USA.

Jeff Thacker, Director of eMedia, has been building websites and Web applications and managing e-newsletter development for more than 15 years. He joined *DC VELOCITY* in 2004 after five years as a member of the electronic media and production staff at *Supply Chain Management Review* and *Logistics Management*.

Martha Spizziri, Managing Editor - Digital, a writer and editor for more than 30 years, has many years of experience in developing and managing Web-based products. She spent 11 years at *Logistics Management* and was Web editor at *Modern Materials Handling* magazine for five years, starting with the website's launch in 1996. Justifiably famous for her knowledge of all things Elvis, she once considered moving to Kalamazoo due to rumored sightings of The King there in the '90s.

Diane Rand, Associate Editor - Digital, joined *Supply Chain Quarterly* and *DC VELOCITY* in 2015. After graduating from Eastern Illinois University with a B.A. in English in the late '90s, she began her career as an editorial assistant for *Supply Chain Management Review*. After a 15-year “detour” raising three children, Diane couldn't wait to get back to her editorial roots. Never one to pass up the opportunity to tackle an organizational project, she has taken over responsibility for a number of print and digital production assignments for both publications.

THE BUSINESS TEAM

Jim Indelicato, Group Publisher, has been in the media and advertising field for over 35 years and in the material handling, logistics, and supply chain area of media and advertising for 25 years. A founding principal of AGiLE Business Media, Jim is well known and respected in the industry, and is highly regarded for his strong commitment to customer care. He is an avid lover of dogs, the White Sox, the Hurricanes, and beaches ... and he's never been accused of not mixing fun with work.

Gary Master, Publisher, is a founding principal of AGiLE Business Media. Previously, he was president of Green Associates, a consulting and marketing services firm. A key player in the logistics market for more than 28 years, Gary believes strongly in servant leadership and strives to be a value-added resource for companies seeking leading-edge insights and marketing strategies. He currently serves on the boards of several organizations that seek to make the world a better place. Don't let his years of experience fool you; his four teenagers keep him current on the retail and social media trends hitting the market.

Maria MacDonald, Director of Business Administration, became a full-time employee in 2010 after several years of working part time for AGiLE Business Media. While wearing many hats, she has the pleasure of working closely with the sales team, helping to keep things organized and running smoothly. Maria's attitude is the glass is always half full (although we won't say what's in it). She enjoys laughing, kettle bell workouts, and live music.

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