



CSCMP's
Supply Chain
[QUARTERLY]
2019 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.

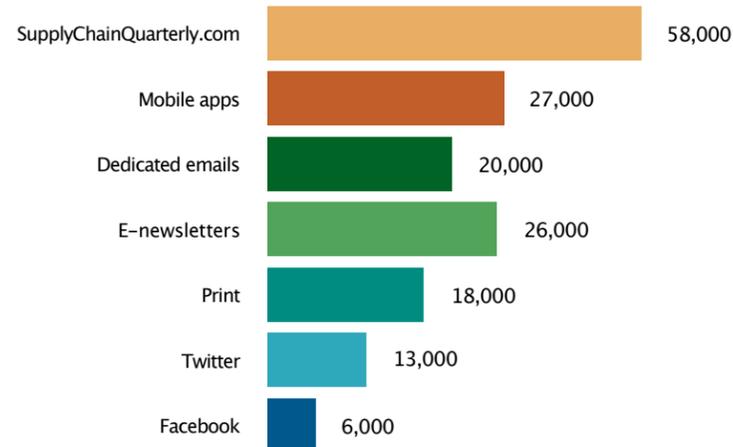
By leveraging our strengths you can build your **Brand**, deliver your **Content**, generate valuable **Leads**, and reap the **Results**.

Why *Supply Chain Quarterly*?

The *Supply Chain Quarterly* reader:

- Oversees/controls an average of \$58 million annually
- Will spend an average of \$2.1 million on IT and \$2.6 million on transportation in the next 12 months
- Influences the purchases of multiple products and service areas
- Has an average company revenue of \$1.7 billion
- Manages an average of 70 employees
 - 73% are director level and above
 - Active decision makers
 - Relies on trade pubs & vendors for info
 - 3 out of 4 *Supply Chain Quarterly* readers are loyal readers – cover to cover, and pass on to at least 2 other people
- More than two-thirds of our readers will spend more than \$1.75 million on transportation services
- Has an average age of 46 years

TOTAL REACH
168,000



Gary Master
Publisher
Co-founder
gmaster@supplychainquarterly.com



Jim Indelicato
Group Publisher
Co-founder
jindelicato@supplychainquarterly.com

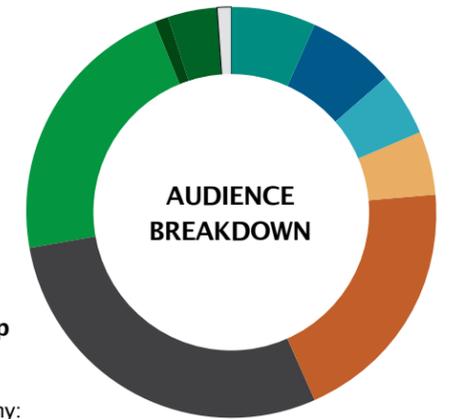
The *Supply Chain Quarterly* advantage

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



REACH THE COMPLETE CSCMP MEMBERSHIP

As our demographic breakdown shows, there is simply no audience in the supply chain industry as powerful as the members of the Council of Supply Chain Management Professionals. Let us help you get your marketing message out to their entire audience.



CSCMP Membership Demographics*

Position within company:

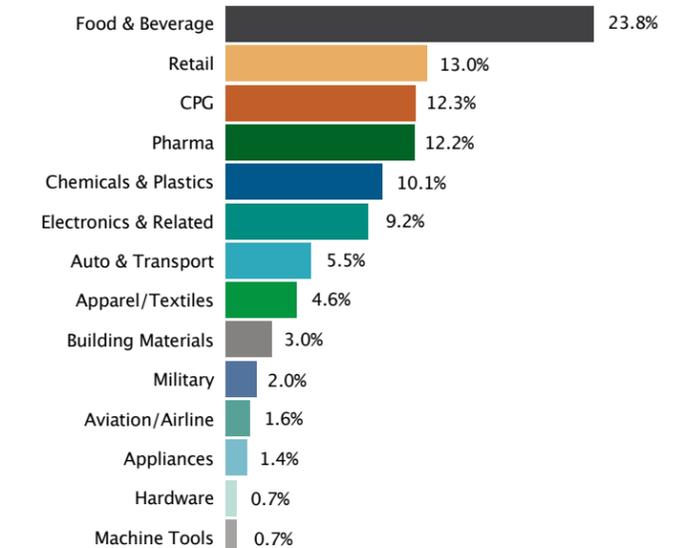
- CEO: 7%
- President: 7%
- Corporate officer: 5%
- Senior VP: 5%
- Vice president: 20%
- Director: 29%
- Manager: 22%
- Supervisor: 1%
- Specialist: 3%
- Retired: 1%

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

International Membership by Region:

- Canada: 9.6%
- Central America: 7.5%
- South America: 23.5%
- Europe: 38.9%
- Africa: 3.6%
- Middle East: 1.7%
- Australia/New Zealand: 2.7%
- Asia: 12.5%

Industry (Manufacturing & Merchandising Firms Only):





2019 Editorial Calendar

CSCMP's *Supply Chain Quarterly* will publish six times a year, with one special issue—June's State of Retail Supply Chain 2019—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 2019 January/February | Warehousing and Material Handling The lead article looks at warehousing and material handling's role in supply chain execution | February 1 | ProMat 2019, WERC's 2019 Annual Conference and Solutions Center Exhibition, Gartner 2019 Supply Chain Executive Conference, TMSA |
| Q2 2019 March/April | Global Logistics and Transportation The lead article focuses on logistics and transportation as the foundation of global supply chains | April 5 | CSCMP 2019 EDGE Annual Conference |
| All-Digital Edition May/June | State of Retail Supply Chain 2019 This all-digital edition will deliver readers our very own content on retail logistics and supply chain innovations and strategies from the market's best media brands | June 7 | Both <i>Supply Chain Quarterly's</i> and <i>DC Velocity's</i> digital, mobile app, and e-newsletter subscribers |
| Special Issue July/August | Annual "State of Logistics Report" Special theme issue explores the impact of logistics on the U.S. economy | August 2 | CSCMP 2019 EDGE Annual Conference, IANA |
| Q3 2019 September/October | The Digital Supply Chain The lead article looks at how technology enables supply chain innovation | October 4 | |
| Q4 2019 November/December | Omnichannel Strategies The lead article explores successful strategies in omnichannel retail and e-commerce | November 29 | Modex 2020, RILA 2020 |

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

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 additions 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.

▪ Q2 ISSUE (APRIL/MAY)

Bonus Distribution at CSCMP's Annual Conference

▪ State of Retail Supply Chain 2019 - All Digital Edition (JUNE)

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.

▪ 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.

THE 2019 THOUGHT LEADERS & RAINMAKERS DINNER

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

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

This year's event will take place in Anaheim, CA, on Tuesday, September 17, 2019, during CSCMP's EDGE Annual Conference, with a welcome reception at 6:30 p.m. and dinner at 7:30 p.m.

| Sponsor Packages | Price* |
|------------------|--|
| Silver | \$3,995* (4 available) |
| Gold | \$6,575* (2 available) Opportunity to bring two invited guests in addition to two sponsoring company representatives |
| Platinum | \$11,250* (1 available) Opportunity to bring four invited guests in addition to four sponsoring company representatives |

Contact your *Supply Chain Quarterly* sales representative today for more information on what your sponsorship includes!

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.

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.

| 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* |

BOARDROOM OUTLOOK

What will 2019 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!

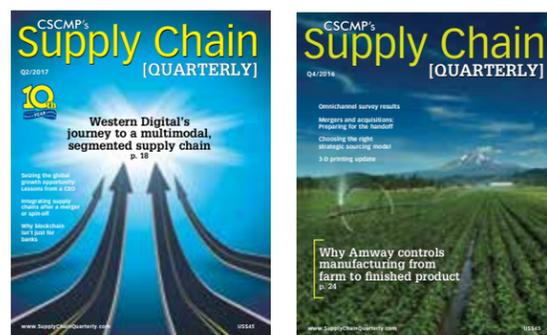
Materials

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 1, 2019.



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

SPONSORED CONTENT

PACKSIZE
ON DEMAND PACKAGING

Packsize International
3700 W. Smart Park Way
Salt Lake City, UT 84104
801.544.4814
www.packsize.com

[BOARDROOM OUTLOOK]

What is going on with the state of logistics?

It was stated in The Council of Supply Chain Management Professionals' (CSCMP) 27th Annual "State of Logistics Report" that overall parcel shipping costs have risen by 10 percent in the last year. The report also cited experts who saw "disruptive forces" on the horizon that will change the face of the current logistics game.

How will this impact your business? Are transportation and shipping costs adversely affecting your bottom line today? Can you better position your company to use these disruptive forces to your advantage?

At Packsize, we focus on creating disruptive technologies to help your company stay ahead of the game.

On Demand Packaging® will help your company battle rising dimensional weight charges, which have increased shipping costs by as much as 30 percent. With Packsize On Demand Packaging®, you can create custom-sized boxes specifically for the items you ship. By doing this, you can minimize the amount of compressed and filler material used and reduce dimensional weight charges, all while improving customer satisfaction. Packsize On Demand Packaging® cuts box volume by an average of 40 percent, and can also help you save valuable warehouse space, reduce environmental impact, and eliminate the risk of product damage due to box size.

In addition to helping your company ship everything in the smallest box possible, Packsize can also help improve your overall parcel health. Pack Parcel Inspector™ can assist in holding your parcel shipper accountable, identifying previously unclaimed credits that can save 7% to 25% on your total annual parcel shipping spend. Pack Parcel Inspector™ automatically identifies refund opportunities such as service failure and damaged goods by comparing contractual agreements with actual charges. If any discrepancies are found, you will automatically receive a credit.

With logistics in a state of constant change, leverage Packsize's positive approach to disruptive technologies and our long-standing cross-industry packaging experience. Experience firsthand our expertise in solving the focus on solving and improving your packaging environment. Take advantage of industry best practices supported by the innovation of On Demand Packaging®.

Actual customer with a \$28 million annual shipping spend saved almost \$500,000 annually with Pack Parcel Inspector™.

Visit Packsize.com to learn more about the material and shipping savings your company can realize with On Demand Packaging®.

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

“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. Partner profiles will appear in the July/August issue of *Supply Chain Quarterly*.

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.

The profile 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 2, 2019.



Partner Profiles will appear in the July/August issue.

LIST SALES

Are you looking to execute successful marketing campaigns and lead-generation programs? Whether it is via direct mail or telemarketing, *Supply Chain Quarterly* offers its database for use through The Information Refinery, a full-service list brokerage.

Their experienced team of list industry professionals will help you make the best use of the *DC VELOCITY* and *CSCMP's Supply Chain Quarterly* lists. For more information, contact:

Brian Clotworthy
President
The Information Refinery
brian@info refinery.com
800-529-9020

POLY-BAGS AND BELLY BANDS

Ask about the huge savings you receive when poly-bagging your printed mail piece with *Supply Chain Quarterly* and; gain immediate attention with a belly band. It's the first thing they will see upon delivery of their copy of *Supply Chain Quarterly*.

AGILE Content Services

Your Content + Our Channels = Results

Every day businesses, advertising agencies, and other organizations face critical needs for integrated, strategic, well-written communications and marketing content—whether the audience is employees, customers, partners, members, prospects, or other industry influencers. Effectively communicating value, and rising above the noise and clutter of today's 24/7 media landscape to make your message heard is a tremendous challenge—and one that can make or break the success of an agency client, organization, or business enterprise.

Yet not every agency or business has the specialized skills, expertise, and particularly, the experienced resources to achieve this critical strategic imperative—day in and day out.



Introducing AGILE Content Services. Drawing on the editorial and publishing resources that produce industry-leading online and print publications such as *DC Velocity* and *CSCMP's Supply Chain Quarterly*, AGILE Content Services is your resource for a portfolio of communications strategy, planning, writing and content, execution and project management services for agencies, marketing firms, and other business enterprises.

Our solutions can be project-specific or delivered in an integrated program, providing the strategic counsel and tactical resources to plan, write, manage, and execute a wide range of turnkey content and communications products for your clients or business. Services include:

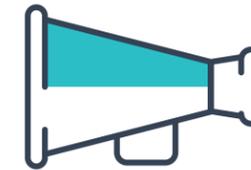
Content Creation and Management

- Strategy counsel and development
- Research and writing
- Content deliverable production, execution and ongoing program management



Public Relations/Earned Media Editorial Services

- News releases
- Feature stories
- Case studies
- White papers
- Product/service profiles
- Corporate and executive bios
- Customer/solution success stories



Employee Communications Services

- Content development and management (for internal intranet sites, company magazines or employee newsletters)
- Editorial services (similar menu as that for external editorial services)
- Integrated internal/external communications initiatives and programs



Website Management

- Design, deployment and maintenance of web sites



Media Buying/Marketing Programs

- Assessment, market analysis, strategy/program recommendation and execution
- Ad design and production
- Print and online media (web) planning
- Social media (SEO/SEM) planning
- Lead generation (targeted email campaigns)
- Webinars
- Integrated advertising campaigns



Social Media Management

- Creation, launch, ongoing content development and management for Content program design company-specific sites on principal social media platforms (Facebook, Twitter, LinkedIn, Instagram, YouTube)



Graphic Design Services

- Design/production of marketing collateral
- Content program design other communications and presentation aids (infographics, etc.)



Video Content Services

- Strategies and tactics
- Story development and script writing
- On-site project direction, production and management
- Post-production management and delivery
- Promotion and publishing



WHY YOU NEED CONTENT MARKETING



Keeps Reader Attention



Improves Brand Loyalty



Generates Leads



Increases Direct Sales



Costs 62% Less than traditional marketing



Per dollar spent, content marketing generates approximately 3 times as many leads as traditional marketing

Digital advertising

Build unparalleled brand awareness at SupplyChainQuarterly.com

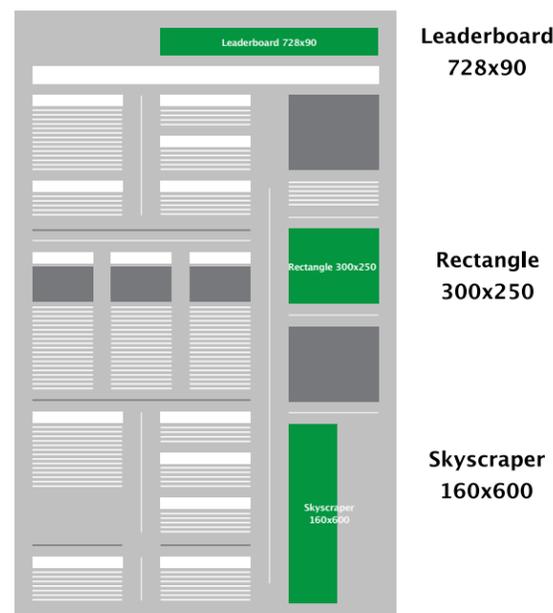
Supply Chain Quarterly operates a network of digital platforms that cater to its readers' preferences for how they consume supply chain news, in-depth feature stories, and video reports. Our dedicated digital staff translates the core values that make our print publication stand out, giving key decision-makers a holistic view of supply chain and logistics content in a direct, refined format whether accessed from desktops, tablets, or mobile phones.

SUPPLYCHAINQUARTERLY.COM BANNERS

Quick, simple access to relevant content is critical to securing and maintaining a robust online audience. Our website is continually enhanced with exclusive web-only content that's updated daily.

Banner ads offer the opportunity to promote your business and build brand awareness to the thousands of unique monthly visitors to supplychainquarterly.com. For maximum exposure, there are rotating positions available for each of the three ad sizes.

Price: \$125/1,000 impressions*



MOBILE APP SPONSORSHIP

Users continue to download our mobile app at a rapid rate for access to our content and trustworthy industry news. Available for iPad, iPhone, and Android, the app provides subscribers with full access to exclusive web-only content and to all print editions of *Supply Chain Quarterly* through a visually stunning digital replica of the magazine. 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 the way they would thumb through a print magazine

Sponsors receive a special banner with a link to their company's website and prominent visibility in Supply Chain Quarterly print ads promoting the app.

Mobile App Specs:

- All three required: 320x50, 728x90, and 960x90
- File Size: 15KB each
- File Format: PNG

Price: \$12,775/year*

AVERAGE MONTHLY REACH
58,000



E-newsletter advertising opportunities

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

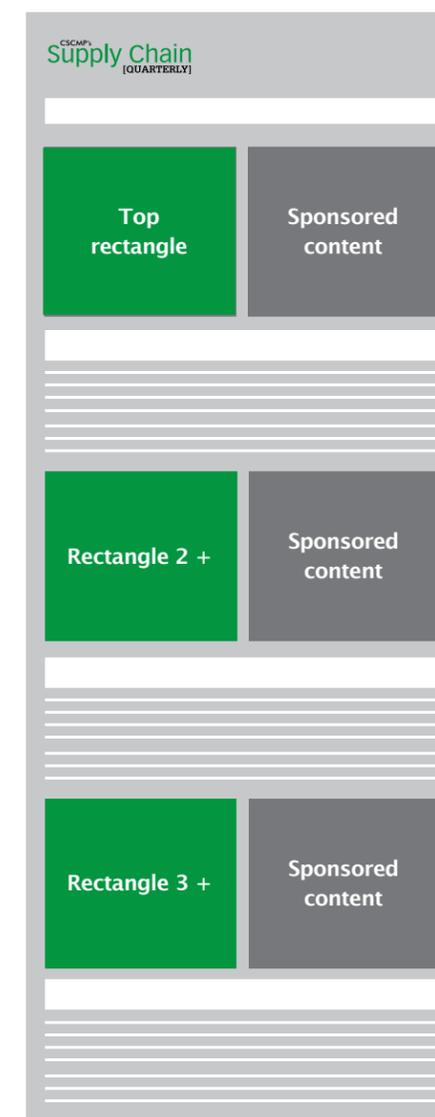
Supply Chain Quarterly's e-newsletter platform is specifically designed to drive engagement and position your company as a key player in the market. Our industry-leading e-newsletters offer the opportunity to promote your business and increase brand awareness through your sponsorship investment.

- **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.
- **White Paper Promotion E-newsletter**
Have a white paper you'd like to promote? We can help. *Supply Chain Quarterly* is pleased to announce our newest e-newsletter, transmitting once monthly with the sole purpose of promoting white papers. With your sponsorship, your white paper will be prominently featured at the top position, and *Supply Chain Quarterly* will provide solid, actionable leads from every reader who clicked on your message. The white paper will also be permanently hosted on *Supply Chain Quarterly's* website.
- **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.

Ad Specs: Rectangle + Sponsored Content

- Ad size: 300x250 pixels; 35k maximum; gif, jpg, or png
- Headline: 50 characters maximum, including spaces
- Copy: 300 characters maximum, including spaces
- Click-through URL

Price: \$4,500*



INDUSTRY NEWSROOM E-NEWSLETTER

Supply Chain Quarterly broke new ground in early 2018 with the launch of its innovative Industry Press Room, a first for media brands in the supply chain market. The concept is simple: You upload your press release to our site in real time—and for FREE!

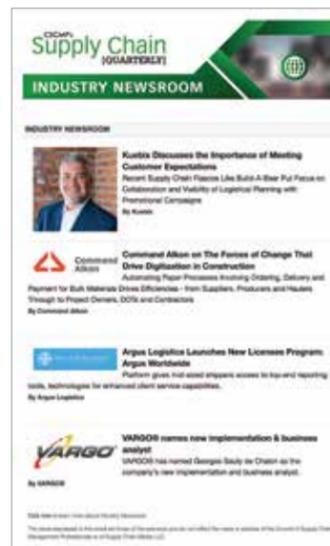
That alone will put your news, just as you want it presented, in front of thousands of supply chain decision-makers. But don't you want to know exactly who saw your news on SupplyChainQuarterly.com? We have a solution for that with our new Industry Newsroom e-newsletter. Here's how it works:

1. Post your news to SupplyChainQuarterly.com:
<http://www.supplychainquarterly.com/users/uploads/>
2. Contact Sales Specialist Halley LoBello and let her know you'd like to upgrade to the Industry Newsroom e-newsletter.
3. Here's what you will get:
 - Your news and photo will be placed in the top position of our monthly e-newsletter distributed to 26,000 subscribers.
 - Your story will be posted in our market-leading social media stream to senior-level decision makers.

Specs:

- **Headline:** 100 characters max.
- **Announcement:** 6,000 characters max.
- **Photo (recommended):** accepted file types: GIF, JPG, PNG; file size: 2MB max.

Price: \$2,595*



Email Marketing

Translate industry expertise and thought leadership into sales leads

DEDICATED EMAILS

A dedicated email is a perfect vehicle to help promote your company's thought leadership and to direct supply chain professionals to your white papers, videos, case studies, blogs, and other content. Whether it is sponsor-submitted content or produced on the client's behalf by our new AGiLE Content Services division, dedicated emails continue to provide a high level of engagement and brand awareness with our audience of 20,000 subscribers.

Sponsors of dedicated emails receive the names of all recipients who have clicked through to access full details about their message, providing hard, qualified, actionable sales leads.

What do you get with Supply Chain Quarterly's dedicated emails?

- Deployment of your message to our entire e-newsletter audience
- Lead generation that does not intrude on the user experience
- Consultation to help develop the email for maximum effectiveness

Specs:

- **Dimensions:** Recommended width: 600 px
- **File size:** Max HTML file size 100KB
- **File format:** BOTH versions required; 1 HTML file, 1 plain text file per campaign

Price: \$5,775* (sponsor-submitted)

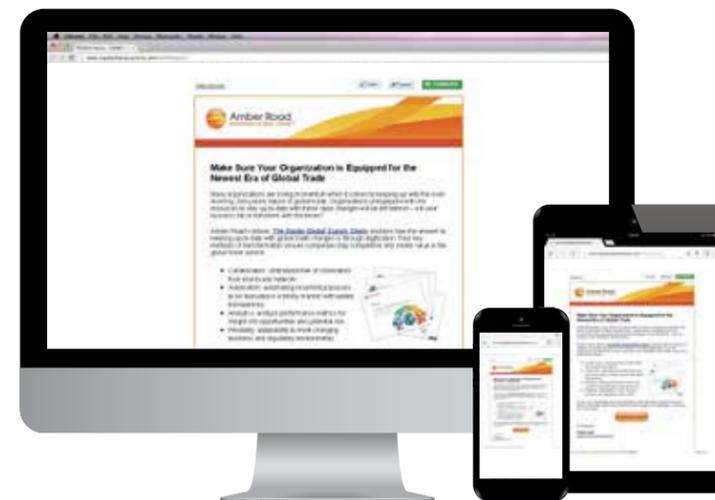
WHITE PAPERS

Supply Chain Quarterly offers a dedicated email and hosting service to help you promote your white paper. This is the perfect way to let our audience of logistics and supply chain decision-makers know about your company's products and ideas, and, most importantly, how THEY can benefit from them. In addition to a dedicated email to our list of 20,000 subscribers and hosting of your white paper on supplychainquarterly.com, we will include a post in our market-leading social media stream.

Specs:

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

Price: \$5,775* (sponsor-submitted)



Don't have the content? We can help with that!

AGiLE Content Services can research, write, and design your case study or white paper for you. For example, a 4- to 6-page piece, with images provided, would cost approximately \$4,950.00* to develop.

Prices vary depending on length and details.

CASE STUDY PROMOTION

AGiLE Business Media offers a variety of content marketing opportunities across many platforms. Whether it is sponsor-submitted content, or content produced on the client's behalf by our new AGiLE Content Services, our Case Study Promotion package is designed to help position your brand as a thought leader in the industry.

But simply producing the case study isn't enough. For maximum ROI, you want to be sure everyone reads it. We'll send your case study out via dedicated email to 20,000 subscribers, along with two social media posts to our market-leading audience of senior-level decision-makers. By getting your message in front of the right buyers, we can help you leverage your brand and your content with high-value, actionable leads that will provide the results you need.

With your Case Study Promotion investment, you get:

1. Posting of your case study on supplychainquarterly.com
2. A dedicated email blast of your case study to 20,000 subscribers
3. Two social media posts to our Twitter, Google+, Facebook, and LinkedIn audiences
4. A full-page, 500-word case study in both the print and digital editions of *Supply Chain Quarterly*, showcased within a template we provide

Price: \$8,500.00* (sponsor-submitted)

TARGET REPORT

Content marketing has emerged as a critical component of an overall marketing strategy. *Supply Chain Quarterly's* sole sponsorship Target Report e-newsletter is here to help you maximize the ROI for your content marketing programs.

As sole sponsor, you choose the Target Report's topic so you can get your message in front of the right prospects and buyers. You also get to choose the headline and subject line of the e-newsletter and include a link to your company website or another website of your choice.

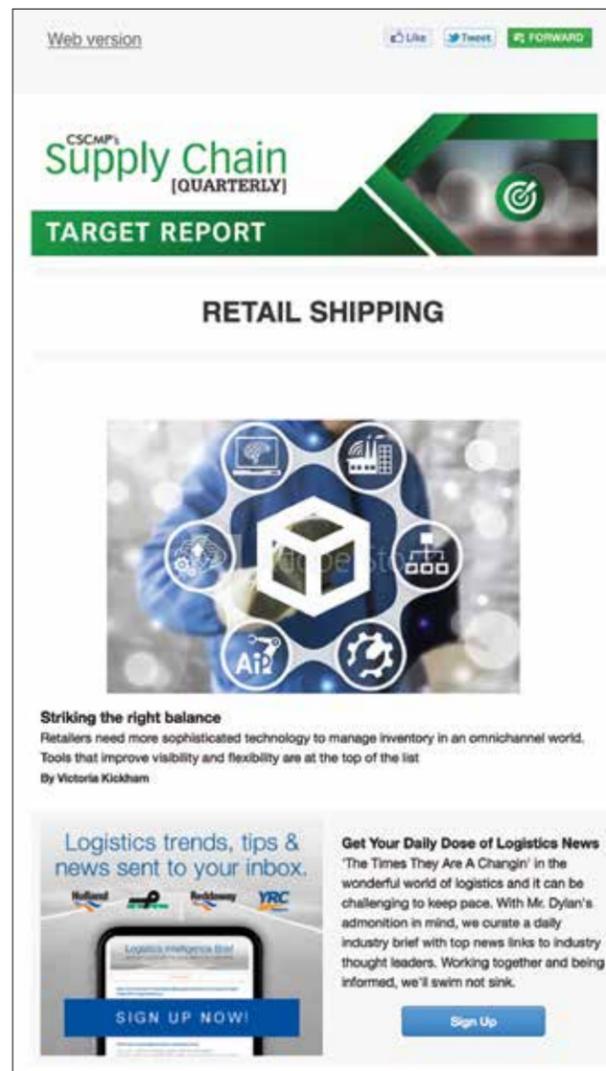
The sole sponsorship includes three "rectangle + sponsored content" positions that are the perfect way to promote white papers, research reports, case studies, company news, and any other content assets you've developed. We have created these positions as a way for you to promote brand awareness, generate leads, and drive traffic to your website.

To further enhance ROI, we encourage you to submit your own articles to appear along with our award-winning content. This combination has proved to generate solid, actionable sales leads for Target Report sponsors.

Rectangle + Sponsored Content Specs:

- Ad size: 300x250 pixels; 35k max.; GIF, JPG, or PNG
- Headline: 50 characters max., including spaces
- Copy: 300 characters max., including spaces
- Click-through URL

Price: \$5,000*



Webcasts

Start an instant conversation with your target audience

Webcasts are considered by many to be one of the most valuable assets to include in a content marketing program. In addition to enhancing brand awareness and generating high-quality leads, they are among the best ways to engage audiences and gain viewership.

- The services of a *Supply Chain Quarterly* special projects editor to help you organize the presentation and moderate the webcast
- The value and credibility of the trusted *Supply Chain Quarterly* brand attached to your webcast
- Two dedicated emails to our audience, inviting them to attend the webcast
- One full-page print ad in *Supply Chain Quarterly* to promote your webcast
- An on-demand webcast produced by professionals who not only understand the supply chain field but also how to produce quality videos and webcasts
- A prominent link on *Supply Chain Quarterly's* home page for a minimum of two weeks, with a permanent presence on DCV-TV Channel 3, our streaming-video channel
- Social media post to our market-leading audience

Price: \$11,750*

Videos will also be hosted on DCV-TV, the market's leading streaming video website.

Video Case Studies

One of the most successful products of 2018, with an average of over 200 leads per promotion!

A Video Case Study is a turnkey, integrated print and online marketing tool that showcases your company's products and services, and is specifically designed to generate highly qualified sales leads. *Supply Chain Quarterly's* in-house team visits with your staff and customer to develop a case study or product and service profile. The profile will then be developed into:

- A one-page print advertorial in *Supply Chain Quarterly* magazine
- An online advertorial hosted at supplychainquarterly.com
- A companion three-minute video hosted on our popular website

You also receive:

- Full duplication rights to both the case study and video
- A lead-generating dedicated email sent to 20,000 *Supply Chain Quarterly* subscribers announcing the launch of your Video Case Study
- A social media post to *Supply Chain Quarterly's* senior-level audience of over 20,000 decision makers
- Inclusion in one of our "Now Trending On DCV-TV" e-newsletters reaching 50,000 subscribers
- Permanent hosting of the video at DCVTV.com

Price: \$17,995*

Have a webcast completed and a need to promote it? We have a webcast completed and a need to promote it? We can do that for you with our Webcast Promotion Package! We'll send your webcast out to our audience of senior-level decision makers via a dedicated email on two separate occasions, approximately one week apart, along with a social media post to our followers. We'll also include a prominent link on our website for two weeks.

Price: \$6,000*

VIRTUAL VELOCITY VIDEOCASTS

In the rapidly changing world of logistics and supply chain, companies must offer the latest technologies if they are to continue meeting their customers' demands. But how do you get the word out about your innovative, cutting-edge solutions?

Supply Chain Quarterly can help. We now offer Virtual Velocity Videocasts—a great way to showcase your solutions to logistics and supply chain challenges. Think of a Virtual Velocity Videocast as both a “live” and an on-demand streaming videocast that generates leads and provides viewers with instant access to information about your products and services. This new offering can be used as a virtual technology center to feature multiple products or for new-product introductions.

Why go with a video presentation? Consider the following benefits:

- **Communication effectiveness.** Viewers retain 95% of a message when they watch it in a video, compared with 10% when reading it in text. (Source: Insivia)
- **Encourage buying decisions.** 52% of consumers say that watching product videos makes them more confident in online purchase decisions. (Source: Invodo)
- **Reach decision-makers.** 59% of senior executives say they prefer video over text. (Source: Brainshark)

What do you receive with a *Supply Chain Quarterly* Virtual Velocity Videocast package?

- The services of a *Supply Chain Quarterly* special projects editor to help you organize and moderate the entire presentation.
- The value and credibility of the trusted *Supply Chain Quarterly* brand attached to your video.
- One full-page print ad in *Supply Chain Quarterly* to promote your videocast.
- Two dedicated emails promoting the live videocast
- An on-demand videocast produced by professionals who not only understand the supply chain field but also how to produce quality videocasts.
- A prominent link on *Supply Chain Quarterly's* home page for a minimum of two weeks.
- Social media promotion to our market-leading audience.

Contact your *Supply Chain Quarterly* sales representative today to learn more, including pricing that may surprise you!

Social Media Sponsorship Options

Open up a direct line of communication with your customers and prospects via social media channels – and watch your content expand its reach



Our Sponsored Social Media program is intended for those marketers with content assets (white papers, case studies, research reports, and so forth) that they want to share with *Supply Chain Quarterly's* followers. Or perhaps you have a simple message you'd like to share with the market or content on your website to which you'd like to draw attention. Whatever your objective, we are here to help. With a combined Twitter, Facebook, Google+, and LinkedIn audience of approximately 20,000 supply chain decision-makers, we can put your message in front of the professionals you want to reach.

Specs:

- Send us a 240-character (max.) message, including an embedded URL to the site of your choice, and we will post it into our social media stream.
Character counts include spaces, punctuation, and links.

Price: \$1,595*

State of Retail Supply Chain 2019

Change is constant and happens at an accelerating pace. There is no business sector in which accelerating change has been more pronounced than retail.

ALL-DIGITAL EDITION, JUNE 2019

Driven by e-commerce and challenging customer expectations, retail supply chain executives need to stay abreast of the latest developments, innovation, and technological breakthroughs that impact the retail supply chain.

Serving these critical informational needs is our new annual compendium of featured content and special reports content carefully curated by the award-winning editorial teams at CSCMP's *Supply Chain Quarterly* and *DC Velocity*.

Our *State of Retail Supply Chain 2019* will deliver readers our very own content on retail logistics and supply chain innovations and strategies from the market's best media brands. This annual, all-digital special edition reaches more than 200,000 logistics and supply chain executives who receive our brands' e-newsletters.

Your sponsorship opportunity includes:

- 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 *State of Retail Supply Chain 2019* promotional emails

Price: \$5,000*

Ad material deadline: June 7, 2019



SPECIAL OFFER FOR OUR ADVERTISERS

*Purchase two full-page ads in **The State of Retail Supply Chain 2019** and receive a FREE Apple Watch!*

Conference Offerings

PRE-CONFERENCE REPORTS

Get exclusive pre-event coverage of CSCMP's Annual EDGE Conference with our Pre-Conference Report. More than 80,000 *Supply Chain Quarterly* and *DC VELOCITY* subscribers, including key attendees, receive this e-newsletter. Seeing your paid-content insertions before they set foot on the show floor will help ensure their itinerary includes a stop at your booth.

Sponsorship opportunities:
300x250 Rectangle + Sponsored content

Price: \$4,500*

CSCMP'S EDGE SHOW GUIDE

This very popular 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.



PRE-CONFERENCE DEDICATED EMAILS

The perfect opportunity to let our 20,000+ 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*

CONFERENCE DAILY REPORT

Supply Chain Quarterly's Conference Daily report 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 featuring *Supply Chain Quarterly* edit team members sharing their insights from each day of the conference
- "Supply Chain Spotlight" Q&A video interviews with speakers, CSCMP staff, and thought leaders attending the conference
- Booth videos filmed on the show floor (see details below)

Sponsorship opportunities:
300x250 Rectangle + Sponsored content

Price: \$3,500*

Buy an ad in *Supply Chain Quarterly's* "State of Logistics" Special Issue* or the Q3 issue, and receive the same-sized ad for half-price in the Show Guide.



SPECIAL BONUS OFFER

Contact your *Supply Chain Quarterly* sales representative today to learn more about these exclusive sponsorship opportunities, all aimed at maximizing the return on your investment. And don't forget to ask about special fully customized package deals.

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

Booth Video Taping

Supply Chain Quarterly is offering an exclusive opportunity to promote your presence during the show with a video that we produce. We will tape an interview at your booth or ours and promote it in our Conference Daily Report e-newsletter. You will also receive a copy of the video for your own promotional efforts.

Price: \$2,750*

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 prominently visible to attendees.
 - Order must be received by Aug 14, 2019 in order to allow time for your custom backdrop to be ordered & produced.
- Interview with executives from your company and/or customers
- On-screen sponsorship messaging embedded in each video segment
- Inclusion of the video segments in each day's digital Conference Daily Report e-newsletter.**
- Compilation email of all videos will be emailed to both *Supply Chain Quarterly* and *DC VELOCITY* digital audiences of over 100,000 decision makers. (social media and email).
- Each recipient who views a video & clicks on the email will be delivered to you as an actionable sales lead.
- Posting of each video on *Supply Chain Quarterly's* online streaming video page

Price: \$15,000*

Contact us

Need more details on Supply Chain Quarterly products and services?

As the leading media brand in the supply chain field, *Supply Chain Quarterly* offers a wide array of print, digital, video, and event-based products and services to suit your brand-building and lead-generation needs.

Simply select the products and services that interest you most, and a member of our team will provide more information and answer any additional questions.

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CONTENT LICENSING AND REPRINTS

The award-winning content that makes *CSCMP's Supply Chain Quarterly* the best-read magazine in the market is also available for use in promoting your company and enhancing the content on your website. You may purchase reprints of *Supply Chain Quarterly* articles by contacting Jill Kaletha, Foster Printing at Mossberg & Co., at: jkaletha@mossbergco.com.

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