

GL&SCS 2007 Advertising & Marketing Services

Display Advertising – (U.S. Dollars)										Color	
Black & White	1x	3x	6x	9x	12x	18x	24x	30x	36x	Standard AAAA	\$670
Full Page	\$7,970	\$7,650	\$7,180	\$6,880	\$6,460	\$6,160	\$5,450	\$5,070	\$4,660	Matched Color	\$770
2/3 Page	\$5,890	\$5,620	\$5,240	\$5,070	\$4,690	\$4,380	\$3,820	\$3,450	\$3,250	4-Color Process	\$1,880
1/2 Page (isl., vert., horiz.)	\$4,550	\$4,370	\$4,120	\$3,920	\$3,690	\$3,420	\$2,940	\$2,640	\$2,320	4-Color Process Spread	\$2,590
1/3 Page	\$3,360	\$3,220	\$3,060	\$2,940	\$2,640	\$2,490	\$2,120	\$1,820	\$1,520	Premium Positions	
1/4 Page	\$2,740	\$2,640	\$2,460	\$2,320	\$2,150	\$2,020	\$1,670	\$1,340	\$1,160	Cover Two	extra 20%
1/6 Page	\$2,020	\$1,950	\$1,820	\$1,720	\$1,620	\$1,540	\$1,360	\$1,050	\$880	Cover Three	extra 10%
1/8 Page (Showcase)	\$1,360	\$1,160	\$950	\$850	\$750	\$620	\$520	\$420	\$320	Cover Four	extra 25%
										T.O.C.	extra 10%
										Editor's Column	extra 10%

Bleed: \$250 per page

Supplied Inserts

Use standard size or foldout inserts to promote your complete line of products or services. The following prices coincide with standard size inserts at the maximum stock weight of 80lb to the full run circulation of *GL&SCS* magazine. Please contact your representative for special sizes and split run possibilities as well as for details regarding quantity, shipping information and special handling costs. Binding charges vary.

Business Reply Card	2-Page	4-Page	6-Page	8-Page	12-Page	16-Page	20-Page	24-Page
\$7,620	\$10,520	\$16,370	\$20,760	\$24,470	\$29,070	\$34,870	\$40,970	\$48,070



High Impact Advertising:

How can you further differentiate your company and its products and services from other advertisers in *Global Logistics & Supply Chain Strategies* magazine? Inquire with your representative for more information about the following unique options:

1. Ride Along Outserts
2. Printed Polybags
3. Gatefolds & Double Gates
4. Stickers
5. Post it notes
6. Reader Service ads
7. Posters
8. Inkjet Imaging
9. Tipping
10. Coating

GL&SCS Advertorials:

Full-page 4/C Advertorials are offered in every issue of *GL&SCS* magazine at a cost of \$4,900 net. Spreads 4/C are available for \$8,900 net. Advertorials are produced by *GL&SCS* in a pre-arranged format. We recommend the following options:

1. **Case Study Advertorials** can demonstrate how your specific solution or service has impacted a corporation's supply chain efficiency.
2. **Domain Expertise Advertorials** can provide a detailed explanation of your company's expertise within a specific industry vertical.



Custom Publishing:

Brochures, Sales Literature, Advertorials, Magazines

GL&SCS magazine can write, manufacture and publish your own magazine, brochure, multi-page advertorial or sales literature which can include case studies, columns from your own experts, interviews with senior executives from your company, etc. The product can be distributed as an insert within an issue of *GL&SCS* to either a segment of, or the entire circulation, with extra distribution to your own list and/or overruns sent to you for internal use. All manufacturing, distribution and editorial costs will be included. Costs vary according to specifications.



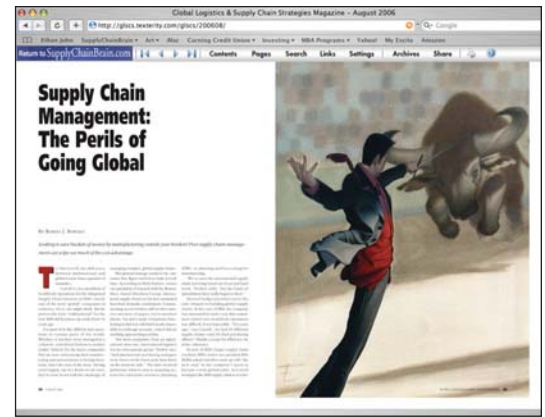
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Digital Edition Advertising:

Twelve Full Page 4/C Advertisements—Only \$8,900!

Add only \$4,900 and convert your pages to spreads 4/C!

GL&SCS offers two highly effective digital edition advertising options. Option #1 is a 12x full page 4/C advertising program for only \$8,900 net. Option #2 is a 12x two-page 4/C spread option for only \$13,800 net. (Only \$4,900 more!) Multiple page and spread programs are also available upon request. Only full-page 4/C or spread 4/C advertising programs are available in the digital edition. Fractional ads will only run if paid for by advertisers with print merchandising credits. You may run multiple pages for maximum impact in each issue. For example, a 12x full-page 4/C program can run as back-to-back right hand pages in 6 issues. A 12x spread 4/C program can run as 3 spreads per issue for 4 months.



Positioning

Positions in each digital edition are offered on a first come first served basis with no premium position charges. Print edition advertisers who pay for digital edition programs will be given first priority.

Advertising Creative

GL&SCS magazine recommends that your advertisements in the digital edition be designed to meet both brand recognition and lead generation objectives. Your logo should be big and prominent. Big headlines, light on copy, heavy on highly visible direct links, which are all live and will invite clicks to pages you designate on the web.

Ad Tracking

GL&SCS records up-to-the-minute statistics on page views and click-throughs for all digital edition advertising and editorial pages. Every web address provided in each issue is converted to a hot link to that web page. Click-through statistics on individual hot links and page view statistics on specific advertising and editorial pages are available to advertisers upon request. Every six months, GL&SCS will provide statistics on the most frequently visited editorial sections of the digital edition as well as the most frequently viewed articles.

2007 Digital Edition Closing Dates

Issue	Space	Material
Jan	Dec 8	Dec 15
Feb	Jan 12	Jan 19
Mar	Feb 16	Feb 23
Apr	Mar 16	Mar 23
May	Apr 13	Apr 20
June	May 11	May 18
July	June 15	June 22
Aug	July 13	July 20
Sept	Aug 10	Aug 17
Oct	Sept 14	Sept 21
Nov	Oct 12	Oct 19
Dec	Nov 16	Nov 23

Supply Chain Management Resource Guide & Executive Yearbook Corporate Profiles:

The **January** issue of GL&SCS magazine features our Supply Chain Management Resource Guide & Executive Yearbook. Full-page 4/C Corporate Profiles within the Resource Guide are only \$975 net. Profiles include a 300-400 word company description, up to 15 product/service category listings (your company is also listed under all matching categories within the Resource Guide index for cross-referencing), corporate logo, corporate address and contact information. The GL&SCS Digital Edition of the January issue posted on SupplyChainBrain.com also displays all Corporate Profiles with live website links year-round. Your complete profile is also displayed within the SupplyChainBrain.com Supplier Directory year-round. Statistics are provided to all resource guide advertisers on page views and clicks for both the Digital Edition and Supplier Directory profiles. **Only \$975 net for the entire package.**



Event Preview Advertising:

GL&SCS magazine previews a wide array of affiliated SCM conferences and exhibitions within select issues. Event exhibitors, speakers and sponsors are offered a 25% discount on all advertisements run within a specific event preview for the sole purpose of promoting their participation at the event.

Literature Distribution:

You can have your materials distributed as loose inserts within issues of GL&SCS magazine at select industry events throughout the year. Event distribution of up to 2,000 inserts per event is offered at a rate of \$3/copy. Contact your representative for a list of current events which qualify for this program.

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Reprints:

Reprints of articles can be produced in print and/or as a PDF file. Reprints can be tailored to meet most specifications. You can combine multiple *GL&SCS* articles and you can add advertisements or logos if necessary. For information please contact Carole Sheppard at csheppard@glscs.com or 661-663-8132.

List Rentals:

Portions of the *GL&SCS* subscriber database are available for one-time rental use on a limited basis. For details, please contact Patti Niebling at pattinie@specialistsms.com or 631-218-0389, ext. 202.

Added-Value Programs

1. Help Center Lead Generation:

The *GL&SCS* and SupplyChainBrain.com Help Center is an Internet-wide program designed to assist executives worldwide in their search for supply chain management solutions providers who can most efficiently address their specific needs or initiatives.

The Help Center is marketed through a variety of print and online channels and, most importantly, has 25 keyword campaigns running simultaneously in the Google Adwords program throughout the year.

Executives provide detailed requests for information on the Help Center form. Each request for information is matched up with solutions categories based on specific information provided and/or key words selected by the enquirer.

Solutions providers participating in the Help Center program receive sales leads which match with their current selected categories in the SupplyChainBrain.com Supplier Directory.

Your company's level of participation in the Help Center program determines the percentage of leads you will receive from each of your selected Supplier Directory categories. Your level of participation corresponds with your advertising status with *Global Logistics & Supply Chain Strategies* magazine and its affiliated website SupplyChainBrain.com.

Inquire with your *GL&SCS* representative today about how to increase your current Help Center participation level!

Participation Level & Percentage of Leads Received in Each Participating Category

Level	1	2	3	4	5	6	7	8	9	10
Percentage	10%	15%	20%	25%	30%	35%	40%	45%	50%	60%

2. Merchandising:

All *GL&SCS* Advertisers are entitled to a 10% merchandising credit which is equivalent to 10% of your overall 2007 net advertising investment with *GL&SCS* and its affiliated website SupplyChainBrain.com, today's most widely used online resource for supply chain management information. Contact your representative for further details on how to apply your merchandising credit.