

# QUALITYDIGEST

Defining quality since 1981

## 2009 Midyear Media Planner



The Leading Online Resource for Quality Professionals

**QUALITYDIGEST Daily**  
YOUR DAILY QUALITY NEWS SOURCE

COLUMNISTS | FEATURE ARTICLES | VIDEOS | BUYERS GUIDE | DEPARTMENTS

JUNE 1, 2009 This issue sponsored by XXXXXXXX

### Cern: Where Particles Collide

Let's travel back in time to September 10, 2008, at 10:28 a.m. At that moment, CERN became known to the general public when the first beam was successfully steered around the world's most powerful particle accelerator—the Large Hadron Collider (LHC). This historic event marked the beginning of a new era of scientific discovery. CERN is the European Organization for Nuclear Research, with

**Do Your Toolholders Fit Your CNC Spindles?**  
By JOHN W. STONERACK

Is your toolholder showing wear in the areas indicated on the toolholder's shank? We've been asking this question for some time now, and we know the answer. [\[Full Story\]](#)

**3-D Vision for Process Monitoring in Assembly Operations**  
By WALTER PASTORLES

Assemblies of large objects, such as automotive bodies, have strongly recognized the need to continually improve processes to enhance dimensional integrity of assemblies. [\[Full Story\]](#)

**Statistics: The Good, the Bad, and the Ugly**  
By THOMAS PYZDEK

The quality and process improvement professions tend to rely heavily on statistical information. [\[Full Story\]](#)

**News and Features**

- ✓ Building Integration
- ✓ Using a Wiki to Implement a Quality Management System
- ✓ Surveying New Opportunities
- ✓ The Case For Integrated Control of Machining Operations
- ✓ Four Essentials of Effective Work Instructions
- ✓ ISO 22000—Standards Without Profitability Are Doomed
- ✓ The Politics of Statistics
- ✓ In-House Lab Certification
- ✓ Internal Audits—A Preventative Tool
- ✓ Calibration Documentation 101

**COMING TOMORROW**

How does AS9100 ensure airline safety and quality?

Technorazzi

Featured Video Technorazzi:

Most popular

1. Health Care
2. Six Sigma
3. New Mexico
4. Business
5. Manage

This issue IMA

Publish Follow Dirk D Mand Laure New Cre Sect

**QUALITYDIGEST**  
Subscribe | Advertise | Contact | Login / Register

HOME | THE INSIDER | VIDEOS | MAGAZINE | RESOURCES | BOOKS / DVDS

### THE INSIDER

Quick Looks At Quality Topics

#### INSIDE METROLOGY

Articles | Columns | News | Forums | Videos

- FDI COMPLIANCE: BII Tandler CMSC 2008 Presentation: Episode 8 by Quality Digest, 05/15/2009
- HEALTH CARE: BII Tandler CMSC 2008 Presentation: Episode 7 by Quality Digest, 05/15/2009
- METROLOGY: BII Tandler CMSC 2008 Presentation: Episode 6 by Quality Digest, 04/20/2009
- SEX SIGMA: BII Tandler CMSC 2008 Presentation: Episode 5 by Quality Digest, 04/14/2009
- STANDARDS: Training: BII Tandler GOAT: Episode 4 by Quality Digest, 04/09/2009

Special Report: Hazardous Substance Process Management—Part 2 by Quality Digest, 03/26/2009

Technorazzi: CPM Lab—Torque Wrenches by Quality Digest, 03/16/2009

▶▶ PAST VIDEOS

### THE VIDEO

Sponsored Video from our Quality Sponsors

Engineering The QC Group.com

### THE MAGAZINE

May 2009 | Vol. 29, Issue 5

#### FEATURED STORIES

Articles | Departments | Columns | News | Buyer's Guide

- Examining On-Machine Verification**  
A recent innovation offers early detection and rectification of problems in machined parts.
- Pursuing Performance Excellence at Axiis Budget**  
Highly-skilled and strategically-placed performance excellence leaders create large savings for the Axiis Budget Group.
- The Decline of Ethical Behavior in Business**  
How the quality professional can and should meet the challenge.
- Campaigning for Change—and Winning**  
Change-over-of-dance meet another tricky political two-step.
- 2009 3-D Measurement Equipment and Software Buyers Guide**  
Article: 2009 3-D Measurement Equipment and Software

COVER STORY: **CERN: Where Particles Collide**  
Aligning CERN colliders with two

Go ahead, take a test drive.  
testdrive.faro.com | 888 660 0146

Quality Information

Customer Driven Quality  
Accurate, cost effective phone and online surveys that track quality.  
[www.SurveyValue.com](http://www.SurveyValue.com)

EASTEC  
Eastern States Exposition Grounds  
West Springfield, MA  
May 19-21, 2009  
[www.easteconline.com](http://www.easteconline.com)

Great ideas for:  
• Integrate your teams  
• Measure team performance  
• Overcome resistance to change  
• Avoid pitfalls  
• And much more!

# A Message from Our Leadership Team

**Q**uality Digest magazine has changed. We have gone fully digital.

As of June 1, 2009, we have ceased publication of the paper version of our magazine. All of our content, including feature articles, columns, news, case studies, and videos, is now available through our web site and via our Quality Digest Daily e-newsletter.

Freed from the resource-intensive requirements of a printed monthly, our in-house editorial team now fully focuses their attentions on daily news gathering, reporting, and analysis.

Why now?

1. Our mutual target audience of quality professionals has made clear their preference to receive information in this format. You benefit by reaching out to the user group in the format that the audience most wants to read and to which they best respond.

2. We had to confront the fact that the old legacy paper version of monthly content distribution has some awkward limitations—it no longer serves the needs of this highly interconnected and international audience, which requires information in real time, not as long as 90 days after the fact, as with print. You benefit by reaching the user group with new product announcements, case studies, and other news items much faster than ever before.

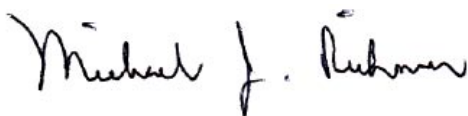
3. Print marketing can't deliver anywhere near the tracking, specificity, and flexibility found online. You benefit by being able to microtarget your desired market, with clear and immediate insight into the ROI on all your marketing efforts, with the flexibility to quickly adjust your marketing campaign from day to day. Quality Digest helps you achieve real world, real-time ROI.

Why Quality Digest?

When it comes to inside coverage of the quality industry, no one does it better than Quality Digest. Our columnists and feature writers are second to none, and our experienced in-house news team gathers, interprets, and presents the news to the industry on a daily, sometimes hourly, basis. Our dynamic marketing programs help you build your brand and generate substantive leads at the same time.

We have always led innovation in publishing, and will continue to do so. Stay tuned!

Sincerely,



Mike Richman  
Publisher  
mrichman@qualitydigest.com



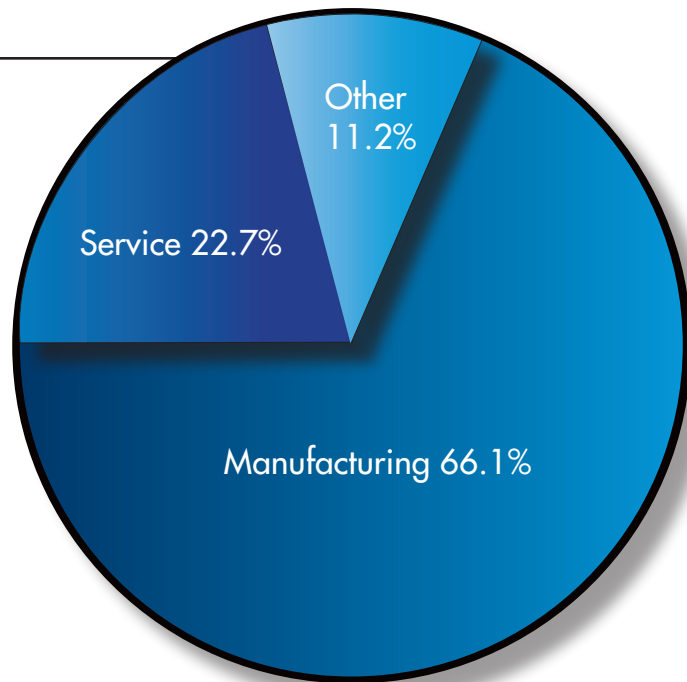
Dirk Dusharme  
Editor-in-Chief  
dwdusharme@qualitydigest.com



# USER GROUP ANALYSIS\*

## Manufacturing

| Industry                          | Subscribers   |
|-----------------------------------|---------------|
| Manufacturing, General .....      | 9,744         |
| Fabricated Metal Production ..... | 6,158         |
| Electronics/Electric .....        | 4,081         |
| Rubber/Plastics .....             | 3,649         |
| Aerospace.....                    | 2,548         |
| Primary Metal Industries.....     | 2,367         |
| Motor Vehicle/Automotive .....    | 2,330         |
| Pharmaceuticals/Biomedical.....   | 2,101         |
| Medical Equipment .....           | 2,055         |
| Machinery, Except Electronic..... | 2,024         |
| Food & Kindred Products .....     | 1,921         |
| Chemicals.....                    | 1,869         |
| Instruments/Related Products..... | 1,165         |
| Transportation Equipment .....    | 879           |
|                                   | <u>42,891</u> |



## Services

| Industry                  | Subscribers   |
|---------------------------|---------------|
| Health Care.....          | 4,623         |
| Services, All Other ..... | 3,142         |
| Consulting.....           | 2,546         |
| Business Services .....   | 1,675         |
| Transportation.....       | 845           |
| Software .....            | 633           |
| Financial Services.....   | 594           |
| Utilities.....            | 520           |
| Services, General.....    | 128           |
|                           | <u>14,706</u> |

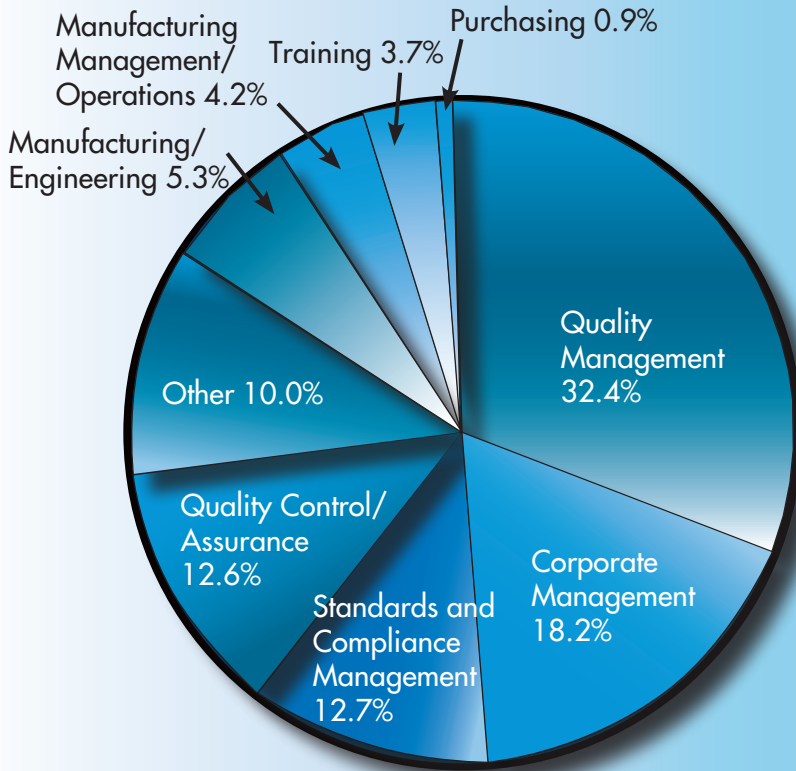
## Other

| Industry                        | Subscribers  |
|---------------------------------|--------------|
| Government/Military .....       | 2,728        |
| Others Allied to the Field..... | 2,609        |
| Education .....                 | 1,920        |
|                                 | <u>7,257</u> |

\*This information is derived from *Quality Digest's* December 2008 BPA Circulation Statement and online user registrations. More than 50,000 of *Quality Digest's* 64,854 active subscribers have provided e-mail addresses for receipt of the *Quality Digest Daily* e-newsletter and other relevant third-party offers. All of our e-mail addresses are "opt-ins."

# BUYING POWER

## Job Title and Function\*



\*This information is derived from *Quality Digest's* December 2008 BPA circulation statement and online user registrations

## Area of Responsibility\*\*

|  |       |
|--|-------|
| Overall quality/quality management.....            | 41.9% |
| ISO 9001 and ISO/TS 16949 coordination .....       | 32.8% |
| Training/consulting.....                           | 30.5% |
| Engineering .....                                  | 16.3% |
| Dimensional inspection.....                        | 15.2% |
| Gauge and instrument calibration.....              | 13.9% |
| Six Sigma .....                                    | 12.0% |
| Laboratory testing.....                            | 10.0% |
| Materials testing and metallurgic evaluation ..... | 8.9%  |
| Mechanical testing and evaluation .....            | 8.6%  |
| Optical inspection .....                           | 8.5%  |
| Nondestructive testing.....                        | 8.1%  |
| Information systems and software.....              | 4.3%  |
| Environmental testing.....                         | 4.0%  |
| Electronic testing .....                           | 3.9%  |
| Automated testing .....                            | 3.5%  |

## Products and services users plan to purchase within the next 12 months\*\*

### Products

| Products                         | Percent |
|----------------------------------|---------|
| Gauges, hand-held.....           | 31%     |
| Calibration equipment .....      | 18%     |
| Gauges, desktop.....             | 11%     |
| Scales and balances .....        | 11%     |
| Vision inspection equipment..... | 11%     |
| Data acquisition equipment ..... | 9%      |
| Electronic multimeters .....     | 8%      |
| Microscopes .....                | 8%      |
| Coating thickness .....          | 6%      |
| Color measurement.....           | 6%      |
| Hardness testers.....            | 6%      |
| Nondestructive testing.....      | 6%      |
| Surface measurement .....        | 6%      |

### Services

| Services                                   | Percent |
|--|---------|
| Calibration services .....                 | 42%     |
| Training.....                              | 36%     |
| Testing lab services .....                 | 25%     |
| ISO standards registration .....           | 18%     |
| Metrology services .....                   | 13%     |
| Six Sigma consulting .....                 | 13%     |
| Lean manufacturing/kaizen consulting ..... | 12%     |
| Management/consulting .....                | 9%      |
| ISO standards consulting.....              | 8%      |

### Software

| Software                          | Percent |
|-----------------------------------|---------|
| SPC.....                          | 18%     |
| Training.....                     | 13%     |
| Document control .....            | 12%     |
| Flowcharting.....                 | 9%      |
| ISO standards .....               | 9%      |
| Calibration .....                 | 8%      |
| Data acquisition .....            | 8%      |
| Project management .....          | 7%      |
| Six Sigma .....                   | 7%      |
| Supplier quality assurance .....  | 7%      |
| Gauge management .....            | 5%      |
| 3-D measurement and analysis..... | 4%      |
| CAD .....                         | 4%      |
| Design of experiments .....       | 4%      |
| Enterprise resource planning..... | 3%      |

\*\*Source: 2008 reader survey (respondents could select multiple categories)

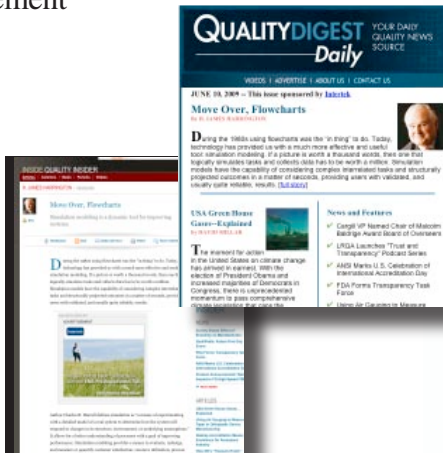
# EDITORIAL CONTENT

Quality Digest's editorial is second to none, with a wide range of interesting content that's closely and broadly read by our audience.

## Feature Articles

Each month, our in-depth feature articles look at the industry from the inside out, covering:

- Quality Management
- Metrology
- Software
- Service
- Manufacturing
- Standards



## News and Events

Quality Digest has a daily news cycle that enables us to spread the word on events, new products, and case studies more quickly than anyone else in the quality industry. This “hot-off-the-presses” information is disseminated through regular updates to our web site as well as a special section in our Quality Digest Daily e-newsletter.

## Buyers Guides

Quality Digest remains the only quality publication to offer buyers guide directories, covering a wide range of product and service providers.

## COLUMNISTS

Provocative. Insightful. Articulate. Quality Digest's columns are written by industry leaders.



**Performance Improvement**  
by H. James Harrington offers quality management advice and inspiration from one of the masters.



**Letter from the Editor**  
by Dirk Dusharme asks the practical questions about management, customer service, and quality strategies.



**Quality 2.0**  
by Thomas Pyzdek presents practical advice on improving organizational quality.



**Hammock Thoughts**  
by Bill Kalmar poses relevant quality questions in an irreverent manner.



**The Standard Answer**  
by Denise Robitaille looks at real-world standards usage.



**The Whys Guy**  
by Mike Micklewright challenges readers to keep asking “Why?”



**Thinking About Data Analysis**  
by Don Wheeler analyzes statistics and the processes behind the numbers.



**Quality Curmudgeon**  
by Scott M. Paton presents a shoot-from-the-hip view of where quality is headed.

# EDITORIAL GUIDELINES

**Q**uality Digest and our related e-media are proud to be written by the people who know our industry best—our readers. Because we receive a large number of unsolicited manuscripts, we request that before sending us an article, you first send us a letter, fax, or e-mail outlining the article that you would like to write for us. This saves authors considerable time writing articles that we are unable to accommodate.

## Here is the process:

1. Send a query letter outlining your article—no telephone calls, please. If you've been published before, send clips of previous articles with your query letter. Send your query letter to:

**Dirk Dusharme, Editor in Chief**  
555 East Avenue  
Chico, CA 95926  
Fax (530) 893-0395  
E-mail: [dwdusharme@qualitydigest.com](mailto:dwdusharme@qualitydigest.com)



2. If you are contacted by us and requested to develop an article, please remember that we cannot guarantee that your article will be published or that it will run in a particular issue. In addition, we do not pay authors for articles. If your article appears in *Quality Digest*, you will receive five copies of the issue in which your article appears.

3. Follow one of the formats presented below when writing your article:

- *The how-to format.* This type of article explains how to implement a suggested idea. It should explain the topic clearly, cover the steps of the implementation process, and present possible problems and a list of probable benefits.
- *The problem-solution-benefit format.* This type of article presents a problem, explains what steps were taken to arrive at selecting a solution, describes the implementation of the solution, and covers the benefits of the solution.

- *The case-study format.* This type of article examines how an organization implemented a process, complete with reasons for implementing the process, the steps taken in implementation, problems encountered, and the benefits of implementation.

4. Supporting elements:

- *Images.* Submit any charts, graphs, artwork or photographs you believe would assist the reader in comprehending your topic.
- *“About the author”.* We ask those submitting articles to include a short biography (75 to 100 words) for each bylined author covering his or her quality-related qualifications/experience.

5. Quotations: Include quotes in your article whenever possible. Please inform those whom you are quoting that you are quoting them, and please include their titles after their names. If you are quoting from a book or periodical, please provide the full title, publisher, and date after the quote.

**Note:** Plagiarism is a serious affront to intellectual integrity and constitutes intellectual larceny. In short, plagiarism is offering someone else's work as your own, whether a single sentence or entire paragraphs, and whether from an internet source, book, periodical, or the writing of a colleague. When submitting work, it is your sole responsibility to ensure you have neither violated the moral nor the legal definition of plagiarism. The best policy is to attribute any material in question. If you need further assistance in determining the necessity of an attribution, contact the editor to whom you are making the submission.



# VIDEO MARKETING ON QUALITYDIGEST.COM

A fresh approach to the age-old question:

*"How do I get my product or service in front of buyers... and make them want to buy?"*

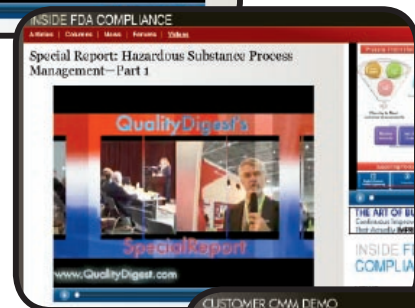


## Overview

In 2008, *Quality Digest* relaunched its web site with a fundamental focus on *programmed* video content, unlike many websites that host a loose collection of videos, opening up new vistas of opportunity for companies that wish to use the power of video to market to our audience.

## Video format options

- **Demo video** that demonstrates the features, functionality, and use of a product.
  - These placements have a text hyperlink to your website just beneath the thumbnail of the video.
- **Branding video** tells viewers about your company, products, people, processes, etc.
- **Editorial sponsorship video** allows you to sponsor any piece of editorial video that *Quality Digest* produces including our "Profiles in Quality" interviews, "Viewpoint" opinion pieces, and the "Technorazzi" how-to series.
  - A 10-second pre-roll or mid-roll placement, essentially a "mini-commercial" embedded within the video
  - Includes a hyperlinked companion ad just beneath the video player.
- **Advertorial** is a hybrid piece that has elements of both an ad and editorial integrated together.
  - Inserted within one of our documentaries or "how-to" programs
  - Includes a hyperlinked companion ad just beneath the video player.
- **Live video**, combined with e-mail functionality, allows you to show new products or processes where viewers can interact—in real time—with the presenter
  - Can be done at any location with broadband connection
  - Lead collection via signup form and e-mail is available



## Video placement options on qualitydigest.com

- **Featured video** offers an exclusive one-week placement on our home page and other key loading pages.
  - Includes a hyperlinked banner ad just beneath the video player.
- **Video demo center** presents a comprehensive library of all demos available on the web site.
  - These placements receive a text hyperlink just beneath the thumbnail of the video.

## Production

### Customized video production

Don't have your own video? Need a new one? Our crew will shoot your video to your exact specifications at your facility, a trade show, our studio facility, or any location of your choosing.

### Production process

For all pre-existing videos, we work directly with your marketing and production team to ensure that your message is clear and that the video is positioned to reach the best possible audience.

For *customized* production, you have complete oversight of the entire production process, including scripting and editing. The video is yours to use as you wish: e-mail the link to customers and prospects, place it onto a DVD for handout/mailout, or post it to your own home page.

### Professional quality

Our videographic team is headed by Christopher Allan Smith, who has an extensive background in video journalism and digital filmmaking. He has won awards from YouTube and *TheDailyReel.com*, which highlights the best in professionally produced online video. Our conviction is that each shoot is as unique as a fingerprint; our video and editorial teams will work with you to create a video that perfectly captures the special value of your offering. During the shoot and the post-production process, the piece will be crafted to your exact specifications. Final-cut approval is yours.

### Specs

If you wish to provide a pre-existing video for posting to the *Quality Digest* site, please note the following requested specs:

- **File type:** Quicktime .mov
- **Size:** 720 x 480 pixels, DV, DVC-PRO codecs
- **Compression:** H.264 (2 pass, best quality)
- **Framerate:** 29.97 or 23.976
- **Note:** Quality is better if files in WMV or FLV are avoided. If you must send us WMV files, we prefer 720 x 480 pixel frame size which is DVD quality, and allows us to compress it to what we need to still have a good-looking image

## Marketing

### Promoting a Featured Video

Your video will receive lots of synergistic (and free) marketing from *Quality Digest*. In addition to placement on our home page for a week, we send e-mails to our readership pointing them toward the video. After the Featured Video completes its one-week run on our home page, it remains in our online demo center, where it will continue to draw viewers.

### Viewership

The quality professionals who visit the *Quality Digest* web site are the most savvy and high-ranking in the industry. They work not only in the quality field, but in general corporate management as well, and come from a wide range of manufacturing and service industry sectors.

### Results measurement

Upon request, you will receive detailed information showing the performance of your video using the following metrics:

- **Impressions**—the total number of viewers who open the page containing the video
- **Plays**—the total number of times that viewers played the video
- **Average duration of play**
- **Click-throughs**—the total number of times that the viewers click on the associated hyperlinked text or HTML companion ad.

On average, a Featured Video appearing on our home page for one week will receive:

- 7,500 impressions
- 250 plays
- 60 click-throughs

### Pricing

| Video Location                        | Produced by    | Video Length                   | Price/Week    | Notes  |
|---------------------------------------|----------------|--------------------------------|---------------|--|
| Demo Center                           | Customer       | Up to 5 minutes                | FREE          |  |
| Featured Video on the home page       | Customer       | Up to 5 minutes                | \$995         | Exclusive run—only one Featured Video per week                   |
| Sponsored editorial video             | Customer       | 10 second pre-roll or mid-roll | \$595         |  |
| Advertorial                           | Quality Digest | Up to 5 minutes                | \$1,995       | Includes both editorial and ad portions                          |
| Customized video shot at a trade show | Quality Digest | Up to 5 minutes                | \$1,495       | Includes one week run as Featured Video<br>Travel expenses added |
| Customized video shot on location     | Quality Digest | Up to 5 minutes                | \$2,995       | Includes one week run as Featured Video<br>Travel expenses added |
| Live demo                             | Quality Digest | Up to 30 minutes               | \$3,495/event | Includes one week run as Featured Video<br>Travel expenses added |

## Quality Digest Advantage

### A "turn key" strategy

In one service we can combine:

- Video design
- Video production
- Video hosting
- Our existing audience
- E-mail promotion
- Permanent placement in our video center

### Knowledge and Skills

At *Quality Digest*, you're dealing with experts in the subject of quality, web marketing, video production, and product messaging. We don't compare to an ad agency, a video production house, or a website development firm. We are all of these—*combined*



# QUALITY DIGEST DAILY E-NEWSLETTER

**W**e've made e-newsletter marketing simple: one newsletter = one advertiser. Quality Digest Daily presents compelling news, feature articles, columns, and videos sent to more than 50,000 quality professionals each and every day... no one in the quality industry offers fresher content! From the marketing standpoint,

with four hyperlinked points of entry in each issue, sponsors can look forward to high page impressions and terrific clickthroughs.

**B**ONUS PAGE IMPRESSIONS! All Quality Digest Daily sponsors will also receive a 280 pixel x 250 pixel embedded ad on the landing page of the feature article in that day's newsletter.

**Rates**  
**1X: \$1,195**  
**5X: \$1,095**  
**10X: \$995**

**Banner Ad Here**  
 728 pixels x 90 pixels. Animation OK

**QUALITYDIGEST Daily** YOUR DAILY QUALITY NEWS SOURCE

COLUMNISTS | FEATURE ARTICLES | VIDEOS | BUYERS GUIDE | DEPARTMENTS

JUNE 1, 2009

### Cern: Where Particles Collide

Let's travel back in time to September 10, 2008, at 10:28 a.m. At that moment, CERN became known to the general public when the first beam was successfully steered around the world's most powerful particle accelerator—the Large Hadron Collider (LHC). This historic event marked the beginning of a new era of scientific discovery. CERN is the European Organization for Nuclear Research, with [Send us your comments](#)



#### Do Your Toolholders Fit Your CNC Spindles?

By JOHN W. STONEBACK

Is your toolholder showing wear in the areas indicated on the toolholder shown? We've been asking this question for some time now, and we know the answer. [\[full story\]](#)  
[Send us your comments](#)



#### News and Features

- ✓ Building Integration
- ✓ Using a Wiki to Implement a Quality Management System
- ✓ Surveying New Opportunities
- ✓ The Case For Integrated Control of Machining Operations
- ✓ Four Essentials of Effective Work Instructions
- ✓ ISO 22000—Standards Without Profitability Are Doomed
- ✓ The Politics of Statistics
- ✓ In-House Lab Certification
- ✓ Internal Audits—A Preventative Tool
- ✓ Calibration Documentation 101

#### 3-D Vision for Process Monitoring in Assembly Operations

By WALTER PASTORIUS

Assemblers of large objects, such as automotive bodies, have strongly recognized the need to continually improve processes to enhance dimensional integrity of assemblies. [\[full story\]](#)  
[Send us your comments](#)



#### Statistics: The Good, the Bad, and the Ugly

By THOMAS PYZDEK

The quality and process improvement professions tend to rely heavily on statistical information. [\[full story\]](#)  
[Send us your comments](#)



#### COMING TOMORROW

How does AS9100 ensure airline safety and quality?



**Technorazzi**

Featured Video: Technorazzi:

---

Most popular articles

1. Health Care
2. Six Sigma in a Recession
3. New Measurement Techniques
4. Business Ethics
5. Management Review

---

This issue sponsored by IMA

**Button Ad Here**  
 180 pixels x 180 pixels.  
 Animation OK

---

Publisher: Mike Richman  
 Editor-in-Chief: Dirk Dusharme  
 Managing Editor: Laurel Thoennes  
 News Editor: Raissa Carey  
 Creative Director: Scott Sleeper

## WEB ADVERTISING

### Run-of-Site Banner Program

**Y**our banner ad rotates throughout our entire web site, including the home page.

Size: 728 pixels x 90 pixels. We're limiting this program to just 10 advertisers per month, so hurry and reserve your spot before they sell out.

**Rates**  
**1X: \$1,595**  
**3X: \$1,495**  
**6X: \$1,295**  
**9X: \$1,195**  
**12X: \$995**



A Publication Just For You... **The Auditor!**  
 Get Your Free Issue

**the AUDITOR**  
[www.theauditoronline.com](http://www.theauditoronline.com)

# CUSTOM PUBLISHING

Above all else, *Quality Digest* is a flexible, results-oriented partner in your marketing efforts. We strive to create marketing programs that will allow you to achieve success through reaching out to our subscribers.

As creative as we might be in designing programs to suit all clients, we realize that no one understands your goals better

that you. That's why we've created our custom publishing/custom marketing division—to provide the flexibility to help you market to our readers in the exact style that suits you best. You tell us what you want and we'll create it to your exact specifications.

## Custom-designed publications



We'll help you achieve your vision with your very own magazine (up to 40 pages in length). Give us the general direction you want to go, and we'll create all the editorial and graphic content for your approval. All production work, printing, and packaging is included in one low price, based on the total number of copies desired (10,000-copy minimum). Custom e-newsletters are also available. Call your advertising representative for more details and a price quote.

## E-mail blasts

We recognize that selective e-mails to our readers can be an effective way for advertisers to get their message out to the marketplace. If you have a special upcoming event, program, or product, consider an e-mail blast to a selected portion of our readership. We take your message and lay it out in an attractive, attention-getting format. You can select your targets based on industry, general job function, or region.



**\$210 per thousand delivered e-mails add \$50 per thousand if specific job titles are requested**

# QUALITYDIGEST

WWW.QUALITYDIGEST.COM



**Publisher**  
Mike Richman  
*mrichman@qualitydigest.com*  
Phone: (530) 893-4095, ext. 203  
Fax: (530) 893-0395



**Editor in Chief**  
Dirk Dusharme  
*dwdusharme@qualitydigest.com*  
Phone: (530) 893-4095, ext. 202  
Fax: (530) 893-0395



**Sales Representative**  
Kimber Evans  
*kevans@qualitydigest.com*  
Phone: (530) 893-4095, ext. 208  
Fax: (530) 893-0395



**Managing Editor**  
Laurel Thoennes  
*lthoennes@qualitydigest.com*  
Phone: (530) 893-4095, ext. 211  
Fax: (530) 893-0395



**Video Production**  
Chris Smith  
*csmith@qualitydigest.com*  
Phone: (530) 680-7125



**News Editor**  
Raissa Carey  
*rcarey@qualitydigest.com*  
Phone: (512) 363-5301  
Fax: (530) 267-7017

YOUR NO. 1 MARKETING PARTNER

# AD OPPORTUNITIES-A-GLANCE

| Ad Category           | Ad Type  | Note   |                    |                 |                    |      |   |   |          |   |   |                       |   |  |             |   |  |            |  |                       |
|-----------------------|--|--|--------------------|-----------------|--------------------|------|---|---|----------|---|---|-----------------------|---|--|-------------|---|--|------------|--|-----------------------|
| Web Site              | <ul style="list-style-type: none"> <li>• Run-of-site banner</li> <li>• Featured Video companion ad</li> </ul>  | <ul style="list-style-type: none"> <li>• Free with Featured Video</li> </ul> |                    |                 |                    |      |   |   |          |   |   |                       |   |  |             |   |  |            |  |                       |
| QD Daily E-newsletter | <ul style="list-style-type: none"> <li>• Sole sponsor banner</li> </ul>  |  |                    |                 |                    |      |   |   |          |   |   |                       |   |  |             |   |  |            |  |                       |
| Video                 | <b>Placement Options</b>   |  |                    |                 |                    |      |   |   |          |   |   |                       |   |  |             |   |  |            |  |                       |
|                       | <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;"></th> <th style="width: 20%; text-align: center; color: #800080;"><i>Featured</i></th> <th style="width: 20%; text-align: center; color: #800080;"><i>Demo Center</i></th> </tr> </thead> <tbody> <tr> <td>Demo</td> <td style="text-align: center;">✗</td> <td style="text-align: center;">✗</td> </tr> <tr> <td>Branding</td> <td style="text-align: center;">✗</td> <td style="text-align: center;">✗</td> </tr> <tr> <td>Editorial sponsorship</td> <td style="text-align: center;">✗</td> <td></td> </tr> <tr> <td>Advertorial</td> <td style="text-align: center;">✗</td> <td></td> </tr> <tr> <td>Live video</td> <td></td> <td style="text-align: center;">✗ <i>(afterwards)</i></td> </tr> </tbody> </table> |  |                    | <i>Featured</i> | <i>Demo Center</i> | Demo | ✗ | ✗ | Branding | ✗ | ✗ | Editorial sponsorship | ✗ |  | Advertorial | ✗ |  | Live video |  | ✗ <i>(afterwards)</i> |
|                       |  | <i>Featured</i>  | <i>Demo Center</i> |                 |                    |      |   |   |          |   |   |                       |   |  |             |   |  |            |  |                       |
|                       | Demo   | ✗  | ✗                  |                 |                    |      |   |   |          |   |   |                       |   |  |             |   |  |            |  |                       |
|                       | Branding   | ✗  | ✗                  |                 |                    |      |   |   |          |   |   |                       |   |  |             |   |  |            |  |                       |
|                       | Editorial sponsorship  | ✗  |                    |                 |                    |      |   |   |          |   |   |                       |   |  |             |   |  |            |  |                       |
|                       | Advertorial  | ✗  |                    |                 |                    |      |   |   |          |   |   |                       |   |  |             |   |  |            |  |                       |
| Live video            |  | ✗ <i>(afterwards)</i>  |                    |                 |                    |      |   |   |          |   |   |                       |   |  |             |   |  |            |  |                       |
| Demo                  | ✗  |  |                    |                 |                    |      |   |   |          |   |   |                       |   |  |             |   |  |            |  |                       |
| Branding              | ✗  |  |                    |                 |                    |      |   |   |          |   |   |                       |   |  |             |   |  |            |  |                       |
| Editorial sponsorship | ✗  |  |                    |                 |                    |      |   |   |          |   |   |                       |   |  |             |   |  |            |  |                       |
| Advertorial           | ✗  |  |                    |                 |                    |      |   |   |          |   |   |                       |   |  |             |   |  |            |  |                       |
| Live video            | ✗ <i>(afterwards)</i>  |  |                    |                 |                    |      |   |   |          |   |   |                       |   |  |             |   |  |            |  |                       |
| Custom Publishing     | <ul style="list-style-type: none"> <li>• Custom print publishing</li> <li>• Custom e-newsletters</li> </ul>  |  |                    |                 |                    |      |   |   |          |   |   |                       |   |  |             |   |  |            |  |                       |
| Direct marketing      | <ul style="list-style-type: none"> <li>• E-blasts</li> <li>• Direct mail list</li> </ul>   |  |                    |                 |                    |      |   |   |          |   |   |                       |   |  |             |   |  |            |  |                       |
| Reprints              | <ul style="list-style-type: none"> <li>• Print era</li> <li>• Digital era</li> </ul>   |  |                    |                 |                    |      |   |   |          |   |   |                       |   |  |             |   |  |            |  |                       |