

# QUALITYDIGEST

*A Millennium 360 Company*

## 2015 Media Planner

Reporting  
the evolution  
of quality  
since 1981

Your everyday  
source for all  
things quality

### QUALITYDIGEST ENHANCED WEBINARS

New pricing options,  
same renowned  
webinars. See page 15.



### E-BLASTS

Your message, direct to our  
entire audience. See page 9.

### CONTENT MARKETING

Promote your company  
as a thought leader.  
See page 7

## Look Inside!



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# A MESSAGE FROM OUR LEADERSHIP TEAM



There's never been a better time to join the quality conversation. We're seeing so much innovation and problem-solving, such creative use of brain power, resources, and technology, that some days it's hard for us to sum it up beyond a heartfelt, "Wow!" And we've been reporting on all things quality for more than 30 years.

This year we want to encourage everyone we do business with to tell their stories to our readers and the global marketplace. Quality Digest media reaches the computer screens, board rooms, and shop floors of companies everywhere. Every day, more people sign up to receive our daily newsletter or search our website for consistently useful information and opinion. We are a reliable archive of industry progress as well as a daily herald of its trends.

Our video content continues to expand as well. Viewers seek out our interviews, live tech demos, and enhanced webinars, and share them with colleagues. Our clips find their way onto company websites and manufacturing blogs. We love what we do, and we don't hesitate to say so every week on *Quality Digest Live*.

Please join us in helping to create and sustain excellence. From all of us to you and your team, have a happy, healthy, and wildly successful 2015.



## Our Mission

To provide a platform for sharing expert commentary, best practices, and relevant industry resources, to assist our readers in their continuous quest for excellence.

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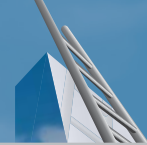
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# USER GROUP ANALYSIS



## PRODUCTS AND SERVICES USERS PLAN TO PURCHASE WITHIN THE NEXT 12 MONTHS

PRODUCTS	
Gauges, hand-held (e.g., micrometers, calipers)	32%
Calibration equipment	17%
Vision inspection equipment	14%
Scales and balances	12.1%
Gauges, desktop	10.8%
Data acquisition equipment	9.1%
Nondestructive testing	8.7%
Microscopes	7.5%
Coating thickness	7.2%
Surface measurement	6.3%
Electronic multimeters	5.8%
Color measurement	4.7%
Hardness testers	4.7%
3D measurement equipment, small volume	4.6%
Metallurgical analysis	4%
Noncontact inspection	3.5%
Spectrometers	3%
Optical comparators	2.8%
3D measurement equipment, large volume	2.1%
Optical gauging	1.9%
SERVICES	
Calibration services	36.5%
ISO standards registration	24.5%
Testing lab services	18.7%
Quality management consulting/training	13.6%
ISO standards consulting/training	10.5%
Metrology services	10.1%
Lean manufacturing, <i>kaizen</i> consulting/training	7.9%
Six Sigma consulting/training	6.3%
SOFTWARE	
Statistical analysis	18.9%
Training	15.9%
ISO standards management (e.g., ISO 9001, ISO/TS 16949)	13.3%
Document control	10.5%
Supplier quality assurance	7.3%
Calibration	6.8%
Project management	6.6%
Six Sigma	6.3%
Flowcharting	5.2%
Data acquisition	4.9%
Design of experiments	3.9%
Gauge tracking/management	3.2%
Enterprise resource planning	3.2%
3D measurement/analysis	3%
CAD	2.8%

\*Source: Quality Digest 2013-2014 Reader Survey (respondents could select multiple categories)



Quality Digest's editorial is the best in the field, with a wide range of interesting articles and news stories that are enthusiastically read by our audience.

## Feature Articles

We present fresh, in-depth feature articles that appear in *Quality Digest Daily* and qualitydigest.com every day. Our articles cover a broad range of topics, including but not limited to:

- Quality
- Management
- Healthcare
- Food safety
- Risk management
- Metrology
- Manufacturing
- Standards
- Six Sigma and lean
- SPC
- Software
- Supply Chain
- Sustainability



## News – Products – Events

Quality Digest has a daily news cycle that enables us to spread the word on news, announcements, books, events, and new products more quickly than anyone else in the quality industry. This “hot-off-the-presses” information is disseminated through regular updates to our website as well as a special section in each edition of *Quality Digest Daily*.

## Submit Your Content

Some of our best-read and most timely content is submitted by our readers and industry suppliers, and we will be delighted to consider publishing your work in QDD and on qualitydigest.com. We encourage you to submit your stories, opinions, case studies, product news, and product announcements to share with our audience of quality professionals. Please refer to Editorial Content Submission Guidelines on page 6.

## NEWS AND FEATURES WANTED!

Send us your press releases, product announcements, and case studies. This is free marketing and branding for you, and provides valuable information to our subscribers. Email [news@qualitydigest.com](mailto:news@qualitydigest.com)

## Video

Quality Digest is still the only media company in the industry that offers live video programming.

Our weekly web TV show, *Quality Digest Live*, is broadcast every Friday at 11 a.m. Pacific. Join us as we discuss highlights from the week in the world of quality and talk with quality experts about any and all aspects of our industry. In our Tech Corner segment, we feature quality products, hardware and software, and showcase their features and benefits.

*Gauging Quality*, where we discuss and demonstrate the use, calibration, care, and feeding of your gauges with gauging expert, Craig Howell.

*TechnorazziLIVE*, whether produced in our studio, at a customer site, or on the floor at tradeshows, highlights your newest hardware and software solutions in manufacturing in their best light – perfect for a product release. This is posted online, along with all our live video productions, after the original broadcast.







## Columnists

**P**rovocative. Insightful. Articulate. In addition to pertinent commentary from our own editorial team, Quality Digest articles are written by industry leaders.



**Tripp Babbitt** envisions a world of quality in which logic rules.



**William A. Levinson** harkens back to the early days of quality as embodied by the principles of Henry Ford.



**Davis Balestracci** stresses the importance of “plotting the dots” in understanding processes.



**Taran March** comments on what occurs when industry and human nature collide.



**Miriam Boudreaux** offers an expert’s experience with quality management systems.



**Mike Micklewright** challenges readers to keep asking “Why?”



**Ryan Day** discovers and reports on innovations almost before they happen.



**Paul Naysmith** presents the views of a self-styled quality punk and improvement ninja.



**Jack Dunnigan** talks leadership from his no-nonsense point of view.



**Denise Robitaille** is the go-to expert with an inside view on ISO standards.



**Annette Franz Gleneicki** sees a world that puts customers at the center of every process.



**David Schwinn** shares Six Sigma experiences from the heart.



**Mark R. Hamel** demonstrates the importance of lean thinking and “managing by walking around.”



**Umberto Tunesi** turns a European’s eye toward issues of standards, compliance, and auditing.



**Bruce Hamilton** educates production managers on lean manufacturing with how-to basics.



**Donald J. Wheeler** analyzes statistics and the processes behind the numbers.



**T**hank you for your interest in submitting articles to us for possible publication in *Quality Digest Daily* and on [qualitydigest.com](http://qualitydigest.com)

## The Process

Send either an outline or the full text of your article by email to our editorial director, Taran March, at [tmarch@qualitydigest.com](mailto:tmarch@qualitydigest.com). We can't guarantee that all submissions will be accepted for publication, but we do guarantee a response.

WHEN PLANNING TO WRITE AN ARTICLE FOR US, PLEASE CONSIDER ONE OF THESE FORMATS:

### How-to

This type of article explains how to implement a particular process. Please explain your topic clearly, detail the steps of the implementation process, present possible problems, and share the probable benefits.

### Problem-solution-benefit

This type of article presents a problem, explains the steps that were taken to arrive at a solution, and discusses the benefits of that solution.

### Case study

A case study presents an example of a particular situation, the story about how an organization handled or rectified the situation, the reasons why it was handled the way it was, problems encountered along the way, and the benefits of the outcome.

## Supporting Elements for Your Article

### Images

Include photos, charts, graphs, or artwork to flesh out your article and enhance the reader's experience.

### About the author

Provide a photo and short biography for each credited author of the article that includes quality-related

qualifications and experience, as well as hyperlinks to websites and/or email addresses.

### Headshots

Include a good headshot for each author. If possible, avoid those that look like mug shots or bad driver's-license photos!

NOTE: Don't hesitate to ask for examples of images, bios, or headshots. We'll be happy to share examples of what works and looks best!

*"Quality Digest is a terrific platform on which to be published. Their credibility and stature in media within the industry are unmatched."*  
— Mike Micklewright

### Quotes

Include quotes in your article whenever possible, but with permission. When quoting an individual, inform him or her that you are going to quote them, and include his or her title upon first reference. If you take a quote from a book or magazine, provide the full title, publisher, and copyright date.

## Plagiarism

Plagiarism is a concern for everyone in the publishing industry. Dictionary.com defines plagiarism as "the unauthorized use or close imitation of the language and thoughts of another author and the representation of them as one's own original work, as by not crediting the author." It is incumbent upon our authors to ensure that if a piece of writing isn't completely original, accreditation is provided for the original author.

If in doubt, please contact our editorial staff, and we'll be glad to assist.

# QUALITY DIGEST DAILY E-NEWSLETTER

**Q**uality Digest Daily presents compelling feature articles, news, columns, and videos sent to tens of thousands of quality professionals each and every day. No one in the quality industry has fresher content!

The screenshot shows the layout of the Quality Digest Daily e-newsletter. Red callout boxes and numbers 1 through 5 highlight specific features:

- 1:** A banner ad at the top for ISO 9001:2015, including a 'bsi.' logo and a 'DOWNLOAD' button.
- 2:** A text link next to the issue's release date: 'AUGUST 5, 2014 — This issue sponsored by BSI'.
- 3:** A 180 x 180 pixel button ad for 'ISO 9001:2015 WHITEPAPER' with a 'DOWNLOAD' button.
- 4:** A second text link directly to the right of the button ad: 'Change is coming. What will it mean for your business?'.
- 5:** A 75-word description with a third text link below the button ad: 'Did you know that ISO's recent annual study shows over one million certificates issued globally for ISO 9001? Or, that ISO 9001 can help you win more business, save money and increase profits? With ISO 9001:2015 on the horizon, learn ISO 9001's history and what changes companies can expect, including why ISO 9001 is changing, key changes in detail and getting ready.' Below this is a link: 'Click here to download the whitepaper.'

Other visible elements include: 'NEW' badge, 'ADVERTISE BOOKS/VIDEOS CONTACT US', 'YOUR SOURCE FOR METROLOGY, STANDARDS, COMPLIANCE, AND QUALITY', 'Today's Top Story | Videos | Feature Articles | News | Coming Tomorrow', 'Exclusive' section with 'The Missing Element in EU Economics' by Umberto Tuosto, 'Featured Video' 'Hexagon Metrology and the Speed of Innovation', 'Live Video Event' 'Quality Digest Live August 1, 2014', 'TOP FIVE' list, 'FEATURE' 'What Purpose Looks Like' by Jack Danigan, 'EVENTS CALENDAR', 'BUYERSGUIDE PRODUCTS AND SERVICES DIRECTORY', 'FEATURED CATEGORY: Materials Testing', 'This month's premium sponsors: OLYMPUS', and 'SPOTLIGHT ON' '2014 Lean and Six Sigma Conference'.

## Daily Sponsorship

Quality Digest Daily offers sponsors five hyperlinked points of entry in each issue:

1. A 728 x 90 pixel banner ad at the top of each issue.
2. A text link next to the issue's release date
3. A 180 x 180 pixel button ad centered in the issue
4. A second text link directly to the right of the button ad
5. A 75-word description with a third text link below the button ad

PLUS BONUS IMPRESSIONS! The sponsor also receives a 280 x 250 pixel button ad placed on the landing page of the top article in that day's issue. This "embedded" ad remains active on the landing page for six months, where it will generate thousands of additional impressions and dozens of incremental clicks.

Rate: \$1,695

## Enhanced Sponsorship

Combining the reliability of our top-performing program with the power of content marketing, social media, and search engine optimization, enhanced QDD sponsorships provide all the hyperlinked points of entry listed above PLUS placement of your own article right in the same issue. The QD editorial team can assist you in crafting this article, which will offer great relevance to our audience as well as incremental lead-generation potential for you.

Rate: \$2,495

## Spotlight On...

The multipurpose **Spotlight On** ad space is a versatile position that can be used to promote product releases, make company announcements, distribute a white paper, advertise a webinar, or submit a content marketing article. To describe your promotion, you'll have up to 100 words of text, an image, and multiple links to your landing page.

Rate: \$995





**Q**uality Digest has a heavily trafficked website with an impressive array of video and editorial content. Our web marketing program is designed to offer strong lead generation, high impressions, and exceptional ROI.

## Run-of-Site Banner Ad

Our popular web banner program is intended to help you build your brand as well as generate significant leads by showing your message repeatedly to our large and active audience of quality professionals.

With this program, your banner ad rotates throughout our entire website, including the homepage. This year, we've increased our selectivity in an effort to maximize your exposure to our audience; no more than eight advertisers will participate in the program each month.

**Ad specs:** 728 x 90 pixels    **Rate:** \$1,995/month



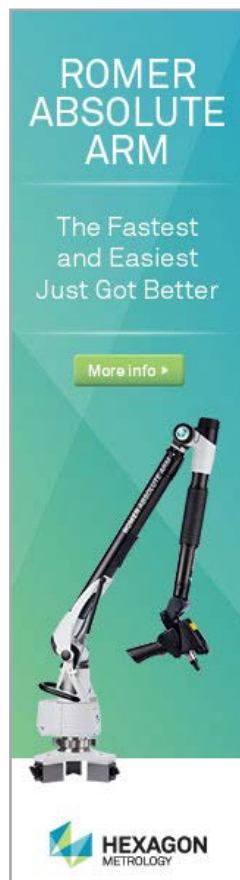
## Skyscraper Ad

The Quality Digest skyscraper program presents an eye-catching ad position that appears on all landing pages throughout our website. This prominent spot is limited to just five participants each week; one of the five will run in the position, at random, each time a Quality Digest webpage is opened.

A key advantage to a skyscraper ad is that it appears to the immediate right of the content on our website our subscribers and visitors are viewing.

**Ad specs:** 160 x 600 pixels

**Rate:** \$595/week

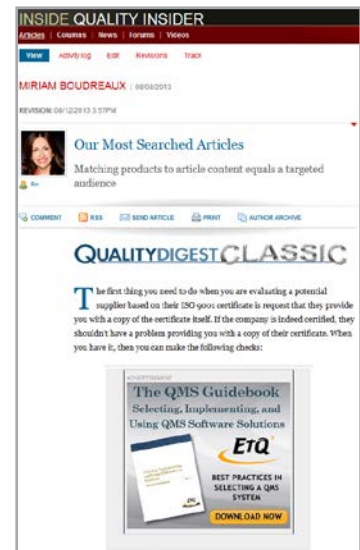


## Quality Digest Classic Targeted Advertising

Quality Digest Classic offers valuable and prominent articles from our archives, discovered articles from our history, discovered again every day through search engines and social media by industry people looking for timeless thoughts and answers.

We offer targeted, pay-per-click advertising on these classic articles. Promote to a specific audience through our most-popular and most-searched articles within your space. Your relevant ad is embedded within the content and runs until it reaches a predetermined amount of clicks.

**Rate:** Starting at \$5 per click





## QUALITYDIGEST BUYERSGUIDE PRODUCTS AND SERVICES DIRECTORY



Buyers Guide Premium listings include top-of-the-directory placement (see image) with expanded contact detail. Premium advertisers also receive hyperlinked logo listings in QDD for the entire month in which that directory will be featured.

**Rate:** \$1,995/year

<p><b>PQ Systems Inc.</b> www.pqsystems.com 937-488-2255</p>		<p><b>Premium Listing</b></p>
<p>4letterBusiness Inc. http://www.4letterbusiness.com 847-696-2605</p>	<p>Adams Six Sigma www.adamsixsigma.com 979-297-5198</p>	
<p>Advanced Metrology Solutions www.advancedmetrology.com 937-320-9500</p>	<p>Advanced Systems &amp; Designs Inc. www.ispcanywhere.com 248-370-9919</p>	<p><b>Standard Listing</b></p>
<p>Advanced Systems Consultants www.mpcps.com 480-423-0081</p>	<p>Air Academy Associates www.airacad.com 719-531-0777</p>	
<p>Amadeus International Inc. www.amadeussolutions.com 418-523-9069</p>		

We have reintroduced our e-blast service with a brand-new rate structure that's designed to maximize your leads and increase your ROI. We'll send your message directly to our entire opted-in audience, with little brand interference, guaranteeing that your message arrives exactly as you intended it to the right people.

**Rate:** \$2,495/blast

## Monthly Directory Schedule

ISSUE	TOPIC
January	Registrars
February	Lean and Six Sigma
March	Gauge Manufacturers
April	3D Measurement and Analysis
May	EQM Software
June	ISO Standards Software
July	Calibration Software and Services
August	Materials Testing
September	Quality Consultants
October	ISO Services
November	Optical and Vision Systems
December	SPC Software



**Q**uality Digest Live is a weekly 30-minute LIVE web TV show looking at the people, places, and stories making news in the world of quality. Join us as we review the highlights of the week, and be sure to stay tuned for the Tech Corner segment where we demonstrate the latest in technology products and software.

Guests regularly join the show in-studio or via Skype, and viewers are encouraged to join the discussion.

Join us every Friday at 11 a.m. Pacific/2 p.m. Eastern

## Your Hosts

### Mike Richman

Quality Digest publisher Mike Richman is a passionate advocate for the human side of quality. Mike specializes in stories about process improvement, performance excellence, and the care and feeding of customers.

### Dirk Dusharme

Dirk Dusharme is Quality Digest's editor in chief. A well-known and longtime industry journalist with a background in electronics and engineering, Dirk covers technological trends, test and measurement, and gadgetry.

## Specs

**Ad specs:** 468 x 60 pixels, high-res logo

**Rate:** \$495



## Sponsorship Benefits

- Companion banner ad sits right below the video player window, linked to your website
- On-air acknowledgement: "We'd like to thank our sponsor..."
- Logo and 10-second voice-over inserted at the beginning of the program (following introductory titles)
- Episode placement on YouTube, with a link to your landing page in the video description



## Gauging Quality

There are right ways and wrong ways to measure. *Gauging Quality* is a free LIVE video webcast that shows viewers how to measure the right way, and looks at the use, calibration, care, and feeding of your gauges through live, hands-on demonstrations.

Guests regularly join the show in-studio or via Skype, and viewers are encouraged to join the discussion.

New episodes are announced via email and on *Quality Digest Live*, so make sure you are subscribed and tune in!

### Your Hosts

#### Dirk Dusharme

Dirk Dusharme is Quality Digest's editor in chief. A well-known and longtime industry journalist with a background in electronics and engineering, Dirk often covers technological trends, test and measurement, and gadgetry.

#### Craig Howell

Craig Howell is the owner and president of CPM Labs, located in Rancho Cordova, California since 1982. In addition to providing applied metrology and calibration services, Howell can regularly be found challenging the limits of measurement practices.

### Specs

**Ad specs:** 468 x 60 pixel banner, high-res logo

**Hardware specs:** Episode sponsor will ship or deliver hardware to our studio

**Rate:** \$2,995



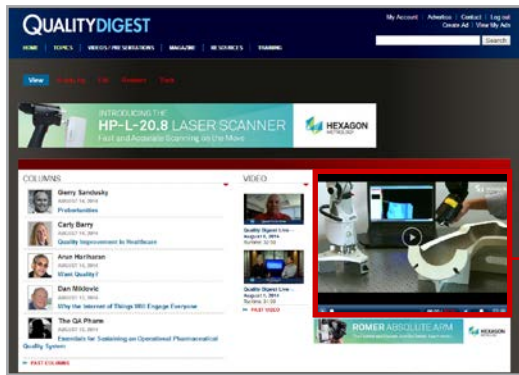
### Sponsorship Benefits

- We build *Gauging Quality* around YOUR products! The sponsor's hardware will be used predominately throughout the show to demonstrate and educate.
- Logo visible in the background throughout the broadcast (see bottom image)
- On-air acknowledgement and thank you
- Individual portions of the broadcast, as well as the full episode, will be uploaded on YouTube for your own promotional use
- Your product expert can answer live questions via Skype during the broadcast
- Banner ad beneath the video player both live and on-demand



# VIDEO PROMOTION

Video content is crucial to success, and Quality Digest's video promotion programs are designed to put your products in front of our entire audience, whether on our site or in our newsletter.



## Featured Video

1. Quality Digest's Run-of-Site Featured Video program places your video on every landing page and article across our entire site for one week, where it will accumulate hundreds of plays.
2. Also, wherever your video goes, your banner goes. We direct interested viewers right to your website with a banner ad directly under all placements of your video.

Rate: \$1,595



## Newsletter Placement

3. We showcase your video for an entire week in *Quality Digest Daily*, right below our top feature of each day. This link will take our readers directly to your video, where it plays automatically.

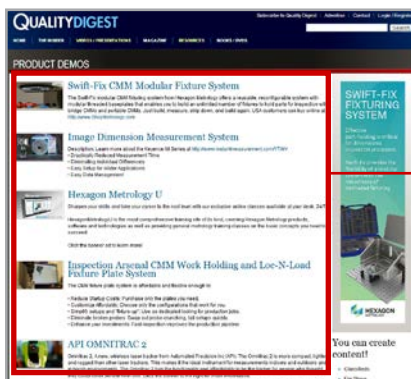
Rate: Included with Featured Video run



## Demo Center Placement

4. Our demo center includes many years' worth of valuable content from our supporters, archived by category.

Rate: FREE



# VIDEO PRODUCTION



Quality Digest has the industry's leading video production and marketing capability, backed by a brand-new, state-of-the-art studio right in our headquarter offices. We can promote your self-produced video on our site (See page 12), or even better, create one for you to share your message. We have dozens of satisfied clients who have worked with us to successfully produce and/or market their videos, which air not only on [qualitydigest.com](http://qualitydigest.com) and our [YouTube](https://www.youtube.com) page, but all over the web.

**QUESTION:** Why choose Quality Digest to produce your video projects?  
**ANSWER:** Because Chris Smith, our partner and director, has won two Emmy Awards!



PROGRAM PRICING AND DESCRIPTIONS				
Video Level	Description	Purpose	Uses	Price
1	Basic Booth Shoot	Show a basic but informative impression of your product.	Suitable for showing online or for your sales force to educate your customers.	\$3,500 – 5,000
2	Extended Booth Shoot	Same as level 1 but with a bit of visual flair.	Suitable for showing online or for your sales force to educate your customers.	\$5,000 – 6,500
3	On Location Shoot	Show a thorough, beautiful expression of your product with a polished message, engaging camera work, lighting, and sound.	Worthy of showcasing on your website, at trade shows, online, and to the press.	\$6,500 – 8,000
4	On Location, Multi-Day Shoot	Create a visually and emotionally impressive video able to generate interest and passion for a product, service, or brand.	Ideal for showing at trade shows, on the front page of your website, in every facet of your social network, sent to the press, or shown on television.	\$8,000 – 10,000
5	State of the Art	Create a best-in-class video highlighting the best your organization has to offer, be it brand building, a company story, or an exciting new product.	Able to be shown to any audience in any setting, including television and keynote presentations, and be instantly recognized as the best the video arts has to offer in telling a story.	\$10,000 – 20,000

**Simple**

▲

Storyline • Artistry • Graphics Video • Archival Footage  
Camera Angles • Sound Effects / Music / Voice

▼

**Complex**

Having more than 30 years of industry experience means that we completely understand the needs of our user group and the overall quality marketplace, and we know how to position your video for maximum appeal and impact.

**Quality Digest offers complete video services:**

- Scripting
- Voice over
- Shooting
- Distribution
- Editing
- Promotion
- Graphical interface

We would love to help you create the video of your dreams!



## TechnorazziLIVE



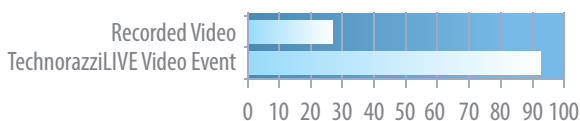
Imagine a professional video production, comparable to a live network TV broadcast in quality, with staging, choreography, lighting, multiple cameras, provocative angles, sound effects, intermixed background video clips... built around your message... and broadcast live to your best prospects. Fantasy? No. **TechnorazziLIVE** has a successful track record, ecstatic clients, and an established reputation.

### What's so special about LIVE?

Live video is genuine, appealing, and immediate. It's not a recorded video broadcast—edited, snipped, sliced, and polished. Viewers know that recorded video can be seen at any time; hence, it is subject to the "I'll watch it later when I have time and if I remember" syndrome. Live video lures them to watch now.

### LIVE Statistics

Throughout the web, the average length of time viewers watch a prerecorded video is measured in seconds to minutes. A recorded corporate branding is typically watched for less than three minutes. However, our live broadcasts (based on a 55-minute program) create a very different attention span.



### How is the broadcast promoted?

Viewers are reached through email invitations, website announcements, e-newsletter promotion, and social media outlets. We manage the registrations, and gather as much registration data as you feel you need. Prior to the broadcast, reminders are sent with a link to the video page.

### After the broadcast

We provide an analysis of the viewership and contact information for sales follow-ups. We can tell you who registered for the event, how many watched, and the average length of time that the audience viewed the presentation. You receive a recorded and edited version of the video for your own marketing uses. Demo videos of this type have tremendous long-term utility, as you can embed them on your website or third-party sites, email the link to prospects or distributors, or distribute it on the media of your choice.

## TechnorazziLIVE Program Package

### Pre-production marketing:

- Three e-blasts
- Week-long run in our Premium Web position
- "Spotlight On..." placements in *Quality Digest Daily*

### Production parameters:

- Multiple cameras
- Up to two screen shares

### Post-production marketing and benefits:

- Six hours of post-production editing
- Featured video—exclusive one-week run or 200 clicks in our Premium Web position

### Rate:

- In-Studio: \$8,995
- Mutual Trade Show: \$10,995, plus connectivity requirement
- On-Site: \$12,995, plus travel and connectivity requirement

## QUALITYDIGEST ENHANCED WEBINARS

### Webinars

A web-based “seminar” is typically a PowerPoint and a conference call. If you’ve hosted or even attended one, you’ve often wished there was something, anything, you could do to make them more dynamic, more engaging. You know what it’s like.

But what if the webinar was an entirely different experience? What if you saw a live video feed of the host, a live video feed of the subject matter expert (SME), yet another live video feed of the equipment, software, or process in action (e.g. a factory, lab, field application) as well as a razor-sharp view of the computer application being discussed?

Imagine that today’s topic is a new software product. When this “enhanced” webinar begins, the host introduces the topic and the presenters, and then gives temporary control of the broadcast to the SME, who explains what the software does. Before she goes into it too deeply, though, the host draws attention to the factory setting, where one of her customers is demonstrating the real-life application.

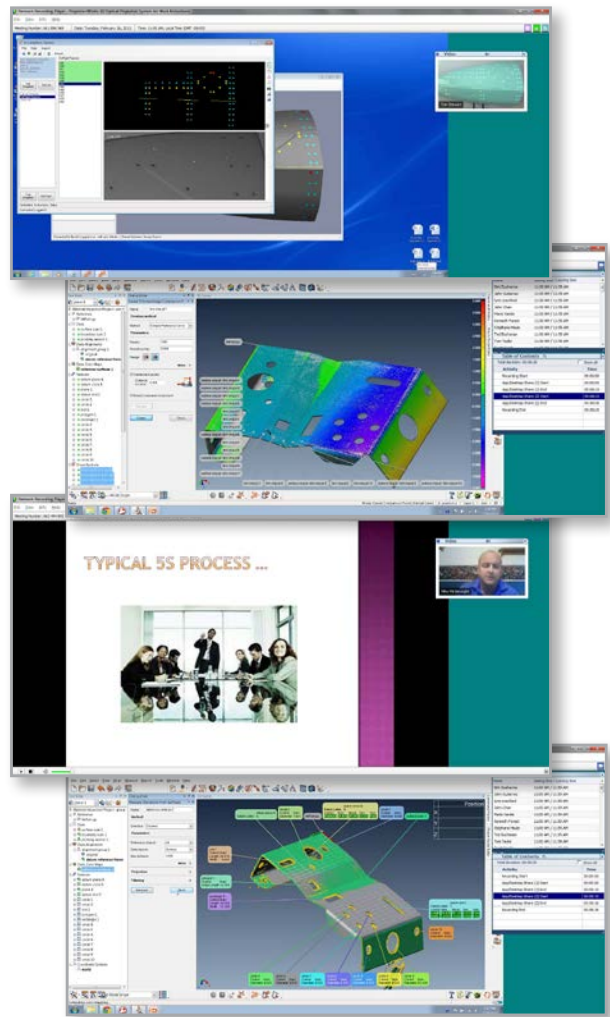
Would this transform your experience and make you rethink your attitude towards the value of a webinar?

#### What makes the Enhanced Webinar enhanced?

- Real-time streaming video of host, subject matter expert, and a case study in action
- Users can email questions, chat, or download files
- The QD team helps craft and polish the production to ensure high quality

#### The Enhanced Webinar is perfect for:

- Visual case studies/product demos
- Team or customer training
- New product/new service announcements



### Marketing Support

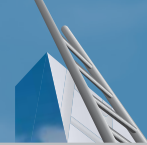
- E-blasting to Quality Digest readership
- Two “Spotlight On” placements in *Quality Digest Daily*
- Premium Web Position placement

### Rate

- Fewer than 99 registrations: \$5,995
- Between 100-199 registrations: \$6,995
- Between 200-299 registrations: \$7,995
- Over 300 registrations: \$8,995



# ADDED-VALUE MARKETING PROGRAM



At Quality Digest, we have always believed in supporting the advertising partners that support us. Therefore, we've devised simple and straightforward added-value discounting to help your marketing dollars stretch as far as possible. Products available for our added-value pricing program are *Quality Digest Daily* sponsorships, Spotlight On..., Run-of-Site Web Banner Ads, Run-of-Site Skyscraper ads, E-blasts, *Quality Digest Live* sponsorships, and Featured Videos. This structure allows our advertisers to earn large discounts off of our gross pricing, with significant rate reductions as your investment grows.

■ \$5,000 to \$19,999: 20%

■ \$50,000 to \$64,999: 35%

■ \$20,000 to \$34,999: 25%

■ \$65,000+: 40%

■ \$35,000 to \$49,999: 30%

## Rate Summary

CATEGORY	OPTION	RATE
Quality Digest Daily E-Newsletter	Sponsorship	\$1,695/newsletter placement
	Enhanced Sponsorship	\$2,495/newsletter placement
	Spotlight On...	\$995/newsletter placement
Web Advertising	Run-of-Site Web Banner Ads	\$1,995/month
	Run-of-Site Skyscraper Ads	\$595/week
	Quality Digest Classic Targeted Advertising	Starting as low as \$5 per click
	Buyers Guide Premium Listing	\$1,995/year
	E-Blast	\$2,495/blast
Live Show Sponsorship	Quality Digest Live	\$495/episode
	Gauging Quality	\$2,995/episode
Video Promotion	Demo Center (placed in qualitydigest.com video demo center)	FREE
	Featured Video (placed on every landing page of qualitydigest.com and in QDD as a Featured Video for one week)	\$1,595/week
Video Production	Customized video shot and edited by our Emmy Award winning videographer	Starting at \$3,995 + travel
TechnorazziLIVE	Live video event from our studio, a mutual trade show, or on location at your site	Starting at \$8,995 + other expenses
Enhanced Webinar	Live webinar with enhanced video and functionality	Starting at \$5,995 + travel in special situations



# QUALITYDIGEST

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