

QUALITY DIGEST DAILY E-NEWSLETTER

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!

The screenshot shows the e-newsletter layout with the following callouts:

- 1:** Points to the top banner area containing the Quality Expo logo, dates (September 20-22, 2011), location (McCormick Place North - Chicago, IL), and website (QualityExpo.com).
- 2:** Points to the issue title "AUGUST 31, 2011 — This issue sponsored by Quality Expo" and a text link "Today's Top Story | Videos | Feature Articles | News | Coming Tomorrow".
- 3:** Points to a sidebar advertisement for the "2011 Exposition and Conference" with the headline "Reduce Waste, Improve Processes, and Increase Profit Margins".
- 4:** Points to a "Quality Expo" logo within the sidebar advertisement.
- 5:** Points to a "Register for Quality Expo" link at the bottom of the sidebar advertisement.

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 at the left-hand side of 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 pages of the top article AND all six news items in that day's issue. These "embedded" ads are active on those seven specific landing pages for a minimum of 30 days, where they'll generate thousands of additional impressions and dozens of incremental clicks.

Rate: \$1,495

The "Highlighted Event" section features:

- Event Title:** Introduction to Document Control
- Date:** Sept. 7, 2011
- By:** Paton Professional
- Description:** Every function and department in your organization uses some kind of documents. Documentation is the virtual infrastructure that supports your organization's processes and management. We use documents for instruction, communication, notification, authorization and guidance. Within them are defined the requirements for design, manufacture, process control, implementation plans and regulatory compliance. This one-hour webinar will introduce the basics necessary to set up, maintain, and sustain a successful document control process.
- Image of the Week:** A photograph of a large, swirling storm system (Hurricane Irene).
- Image Caption:** Hurricane Irene, Aug. 26, 2011, 12:45 p.m. EDT. Send pictures to: odpictures@qualitydigest.com

Highlighted Event

Each issue of Quality Digest Daily includes a "Highlighted Event" space that can promote your upcoming live video, webinar, user group conference, trade show, or other event. To describe your event, you'll get up to 75 words of text, an image, and at least one hyperlink back to your registration form or website.

Rate: \$595