

# QUALITYDIGEST

Defining quality since 1981

## 2011 Media Planner

**Management Systems Certification**  
ISO 9001, ISO 14001, OHSAS 18001,  
Industry Specific Standards

**BUREAU VERITAS**

**QUALITYDIGEST Daily**  
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SEPTEMBER 8, 2010 -- This issue sponsored by Bureau Veritas

### Hot-Rod Restoration Revved Up with 3-D Scanning

by Laser Design Inc.

RavenWorks, a Maple Grove, Minnesota, company known for its automotive machining and testing business, is launching its own line of automotive parts. RavenWorks' employees, who are hot-rod enthusiasts, saw a need in the market for replacement parts for vintage vehicles. They decided to carefully select and manufacture extinct parts for which there was a large demand among the hot-rod restoration community. [\[full story\]](#)

#### A Wrinkle in Timekeeping

by Taran March

Although it takes longer to say, "Do we really need a leap second?" than to allow one to come and go, the ongoing wrangle over these troublesome if fleeting moments has spanned a decade now. Most of the debate has occurred off the clock, at least as far as everyday living goes. Alarms continue to wake us, Thanksgiving turkeys get cooked, and trains run on time. Who's going to miss a second, leaping or otherwise, and why does it matter? [\[full story\]](#)

#### Micro Rheometer is

#### News and Features

- ✓ Event: Applying Lean Six Sigma to Lean Six Sigma
- ✓ Product News: HEIDENHAIN Unveils ACANTO Absolute Length Gauges at IMTS
- ✓ Product News: First Multispectral Camera with Five Image Sensors
- ✓ Simpler Consulting LP Introduces Simpler Design System
- ✓ Product News: Piston Gauge for Low Geometric Distortion
- ✓ Product News: Eddy Current Sensor Offers Improved Displacement Measurements

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### INSIDE QUALITY INSIDER

A community that covers a wide range of general interest quality topics.

#### NEWS

- Product News: GagePlate System Enhances Master3DGage Inspection by Verisurf Software Inc., 09/10/2010
- Creafarm Announces Contest to Win 3-D Engineering Services by Creafarm, 09/10/2010
- University at Buffalo Offers Change Management, Blue Belt Lean Certification by University at Buffalo, 09/10/2010
- Product News: GigE Trigger Device Takes Over Camera Maintenance Chores by Baumer Group, 09/10/2010
- Event: Innovation a Must for Canadian Automotive Industry by SME, 09/10/2010
- Product News: Hexagon Metrology to Release New ROMER Arm Products by Hexagon Metrology, 09/10/2010
- TechnorazzLIVE: Live Video Presentations From FARO and Hexagon by Quality Digest, 09/09/2010
- Konica Minolta Sensing Americas Exhibits at IMTS 2010 by Konica Minolta Sensing Americas Inc., 09/09/2010
- Product News: NVision Creates Reverse Engineering Blog by NVision Inc., 09/09/2010
- Product News: Nikon's New Handheld Laser Scanners Integrate with Rapiform by Nikon Metrology Inc., 09/09/2010

#### THE VIDEO

Sponsored Videos

TechnorazzLIVE: CMSC 2010, Interviews With Randy Grever and Steve Hand  
Runtime: 14:50

TechnorazzLIVE: CMSC 2010, Interviews With New Attendees  
Runtime: 17:19

**SHOP FLOOR ZONE** We have your metrology solution. Visit us at IMTS 2010, Booth E-5115. <http://www.TheMetrologyZone.com>

#### Articles & Columns

ARTICLES: Performing Gauge R&R on Thread Gauges by Patrick Sullivan, 09/09/2010

COLUMNS: Steven Quelli, 09/09/2010 (Sample) Size M

"With your new electronic format, I can quickly scan the featured articles and decide if there is anything of interest to me. I find that I am now reading four or five articles per week. Keep up the good work."  
—Randy VanderLeest, Principal Financial Group

# CONTENTS/MARKETING OPPORTUNITIES SUMMARY

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**User Group Analysis**..... **3-4**

**Editorial Content** ..... **5-6**

**Video Marketing**..... **7-9**

Option	Pricing
Product Demos (client-produced)	\$1,195/week
Product Demos (QD-produced)	Starting at \$3,995 + travel
Live Demos (QD-produced and -aired)	\$8,995-\$12,995 + travel

**Quality Digest Daily E-Newsletter**..... **10**

Option	Pricing
Sponsorships	\$1,495
Highlighted Event	\$595

**Web Advertising**..... **11**

Option	Pricing
Run-of-Site Web Banner Ads	\$1,495
Premium Web Program	\$10/Click

**Custom Marketing and Publishing** ..... **12**

Option	Pricing
Targeted E-Blasting	\$300/M
Custom-Designed Print/ Online Publications	Contact your marketing representative

**Added-Value Marketing Program** ..... **13**

**Who We Are**..... **14**

# A Message from Our Leadership Team

**W**hat does the term “New Media” mean? As we enter 2011, this is the question that’s top of mind for anyone who has anything to do with communicating to a large, targeted audience. From this initial question spring several others: “What happened to ‘Old Media’?” “How do I make sense of reportage and determine ROI?” and, most important of all, “What do the users want?”

At *Quality Digest*, we’ve thought long and hard about these questions and dozens more, and the answers are that there aren’t any answers. The old, legacy “one-size-fits-all” model of print advertising is gone for good. In its place is a media environment where each plan, each campaign, and each effort is customized to the most granular level possible. It’s not just about impressions, clicks, and views, but audience interaction, leads, and sales. That’s what “New Media” means to us.

So what’s new for 2011? We’re glad you asked:



## TechnorazziLIVE

We’ve broadcast episodes of our TechnorazziLIVE streaming video series from trade shows, shop floors, and demo centers. Now we’ll be taking our show to places that you won’t believe, showing off applications that large groups of users can’t easily witness in any other format or venue. Keep watching!

## Custom Digital Publishing

*Quality Digest* has been the custom-publishing leader for years, and now we can put our editorial, design, marketing, and distribution expertise to good use in creating customized e-newsletters for you.

## Quality Digest Daily—Relaunch

Our daily newsletter begins its third year in 2011. With more video, new columns, hotter news, and sharper graphics, *Quality Digest Daily* will continue to define the industry for manufacturing and service professionals in this coming year.

From all of us at *Quality Digest* to you and your team, have a happy, healthy, and fantastically successful 2011!

Mike Richman  
Publisher

[mrichman@qualitydigest.com](mailto:mrichman@qualitydigest.com)

Dirk Dusharme  
Editor in Chief

[dwdusharme@qualitydigest.com](mailto:dwdusharme@qualitydigest.com)

Jeff Dewar  
Business Development  
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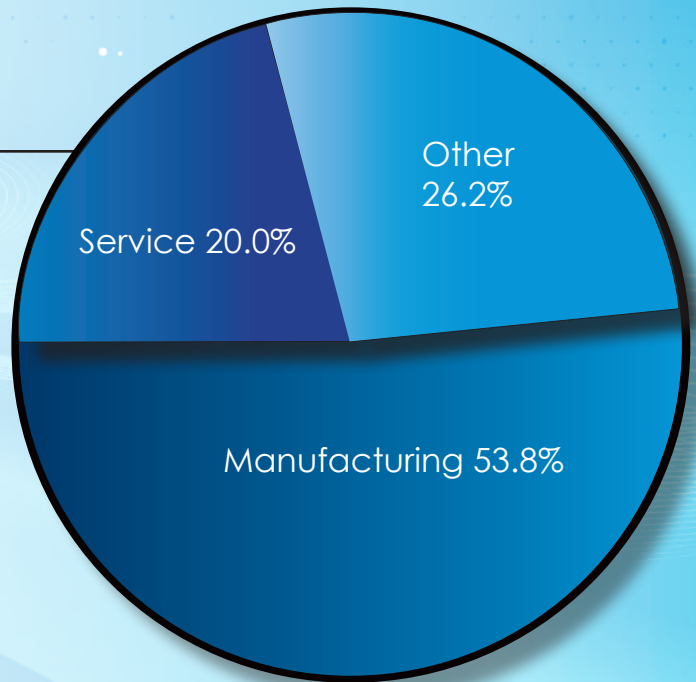
Kristine Bammert  
Operations Director

[kbammert@qualitydigest.com](mailto:kbammert@qualitydigest.com)

# USER GROUP ANALYSIS\*

## Manufacturing

Industry	Subscribers
Manufacturing, General .....	6,288
Fabricated Metal Production .....	2,816
Electronics/Electric .....	2,199
Rubber/Plastics .....	2,121
Aerospace .....	1,359
Medical Equipment .....	1,178
Pharmaceuticals/Biomedical .....	1,169
Primary Metal Industries .....	1,044
Motor Vehicle/Automotive .....	971
Chemicals .....	949
Machinery, Except Electronic .....	823
Instruments/Related Products .....	717
Food & Kindred Products .....	447
Transportation Equipment .....	433
	<u>22,514</u>



## Services

Industry	Subscribers
Services, All Other .....	2,094
Training/Consulting .....	1,743
Health Care .....	1,531
Business Services .....	995
Software .....	797
Transportation .....	523
Financial Services .....	407
Utilities .....	315
	<u>8,405</u>

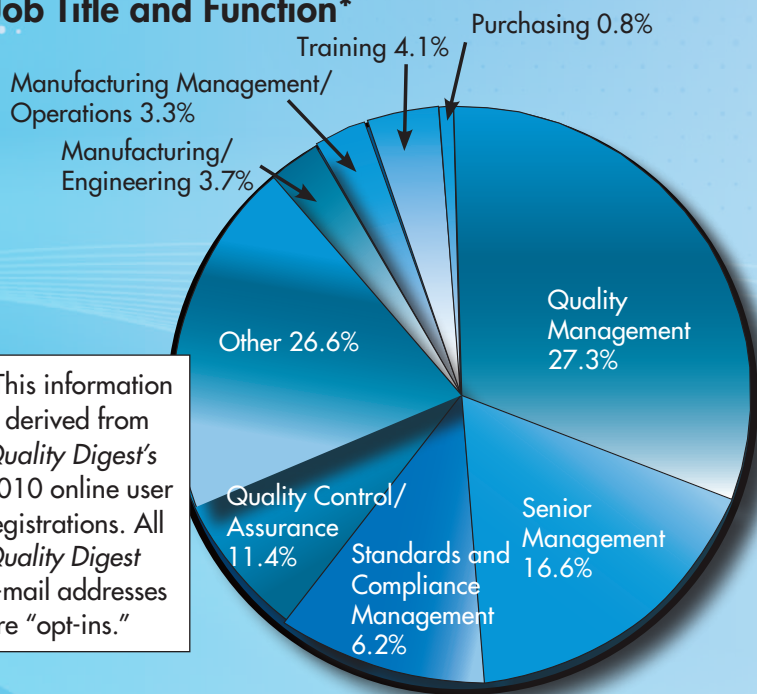
## Other

Industry	Subscribers
Others Allied to the Field .....	8,919
Government/Military .....	1,099
Education .....	950
	<u>10,968</u>

\*This information is derived from *Quality Digest's* 2010 online user registrations. All *Quality Digest* e-mail addresses are "opt-ins."

# USER GROUP ANALYSIS

## Job Title and Function\*



\*This information is derived from *Quality Digest's* 2010 online user registrations. All *Quality Digest* e-mail addresses are "opt-ins."

Job Function	Subscribers
Quality Management	11,452
Senior Management	6,950
Quality Control and Assurance	4,759
Standards/Compliance Management	2,602
Training/Consulting	1,702
Manufacturing Engineer	1,539
Manufacturing Management	1,375
Purchasing	363
Other Functions	11,145

## 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: 2010 reader survey (respondents could select multiple categories).

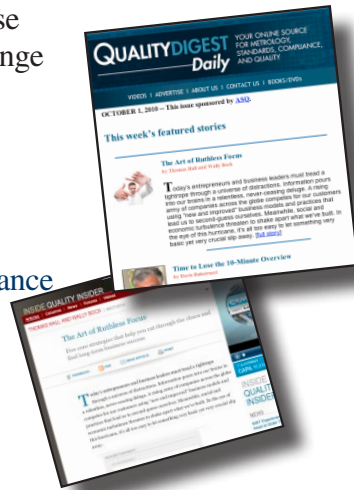
# EDITORIAL CONTENT

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

## Feature Articles

Each and every day, we present fresh, in-depth feature articles that appear on our Website as well as in our *Quality Digest Daily* e-newsletter. These articles cover a broad range of topics, including:

- Quality Management
- Metrology
- Risk Management
- Manufacturing
- Standards and Compliance
- Service
- Six Sigma and Lean
- SPC
- Software



## 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 Website as well as a special section in our *Quality Digest Daily* e-newsletter.

## Video

Quality Digest is the only media company in the industry to offer a live video program, TechnorazziLIVE, demonstrating the best hardware and software solutions in manufacturing. We also offer a wide range of well-watched taped video content. (See pages 7 and 8 of this planner for more information on *Quality Digest* video.)

## COLUMNISTS

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



### The ROI Ally

by *Steven Ouellette* teases out the true meaning beneath mountains of data.



### Beyond Quality

by *Taran March* presents insight into how our industry affects the larger world (and vice-versa).



### Letter from the Editor

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



### 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.



### Systems Thinking

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

# EDITORIAL GUIDELINES

**Q**uality Digest e-media is 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**  
**P.O. Box 1769**  
**Chico, CA 95927-1769**  
**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 used on our website or that it will run in a particular issue of our *Quality Digest Daily* e-newsletters. In addition, we do not pay authors for articles.

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: PRODUCTION AND MARKETING

*“The online video marketplace is still very young, and we are on the verge of a new era of marketing with the rise of real-time video and social media. For business, it’s grown beyond just being about numbers of times the video is viewed, it’s now about engagement and reach. Video is such a compelling way to tell a story, sell a product, and connect with customers. It’s no longer a piece of a businesses’ online marketing plan—it’s at the core of an overall strategy.”*

*—Larry Kless, President and Founder of Online Video Publishing*

**Q**uality Digest has developed the industry’s leading video production/marketing capability. We can promote your self-produced video on our site, or create one to meet your exact specifications. 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*, but all over the web.

Program Pricing and Descriptions				
Video Type	Produced by	Video Length	Price	Notes
Demo Center	Customer	Up to 5 minutes	FREE	
Featured Video on the home page	Customer	Up to 5 minutes	\$1,195	Exclusive run— only one Featured Video per week
Customized video shot on location	Quality Digest	Up to 5 minutes	Starting at \$3,995 + travel expenses	Includes one-week run as Featured Video

## 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 or .avi
- **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



# VIDEO: LIVE BROADCASTING

## What is TechnorazziLIVE?

Watch our overview video [HERE](#).

TechnorazziLIVE offers professional video production, comparable to a live network TV broadcast in quality, with staging, choreography, lighting, multiple cameras, provocative angles, sound effects, and intermixed background video clips, all built around YOUR message and broadcast LIVE to a large audience of industry professionals.



## The Value Proposition

For all TechnorazziLIVE events, we provide our broadcasting capabilities, a professional crew, top-of-the-line equipment, scripting assistance, rehearsals, and pre-production marketing support, including a registration form so that you can follow up with those that signed up to watch your event. You also get complete rights to use the video for your own sales and marketing efforts as soon as the edited version is ready (usually within a week after the event). All this comes at a price far less than what a typical video production company would charge you JUST to shoot the event.

## What's So Special About LIVE?

Because it's genuine, appealing, and immediate! It's not just another recorded video broadcast—edited, snipped, sliced and polished. Viewers know that recorded video can be seen anytime, hence it is subject to the “I’ll watch it later when I have time and if I remember” syndrome. LIVE lures them to watch NOW.

Combine that with audience interaction, as questions are answered LIVE on air via e-mail, Twitter, or Facebook. We know how to encourage the audience to ask questions; it increases their interest and buy-in of the message you’re sending, and makes them feel like a part of your broadcast.

Program Pricing and Descriptions			
Video Type	Video Length	Price	Notes
TechnorazziLIVE Bronze Package	Up to 60 minutes	\$8,995 + travel expenses	Includes: a) Pre-production marketing as follows: one e-blast to the entire <i>Quality Digest</i> audience (approximately 40,000 users), one 100-click run in the premium web position, and one “Highlighted Event” mention in <i>QDD</i> ; b) One manned camera and one stationary camera; c) One screen share; and d) Two hours of post-production editing time.
TechnorazziLIVE Silver Package	Up to 60 minutes	\$10,995 + travel expenses	Includes: a) Pre-production marketing as follows: two e-blasts to the entire <i>Quality Digest</i> audience (approximately 40,000 users), two 200-click runs in the premium web position, and two “Highlighted Event” mentions in <i>QDD</i> ; b) One manned camera and two stationary cameras; c) One screen share; d) Post-production marketing to include one 100-click run in the premium web position; and e) Four hours of post-production editing time
TechnorazziLIVE Gold Package	Up to 60 minutes	\$12,995 + travel expenses	Includes: a) Pre-production marketing as follows: include three e-blasts to the entire <i>Quality Digest</i> audience (approximately 40,000 users), three 300-click runs in the premium web position, and three “Highlighted Event” mentions in <i>QDD</i> ; b) One manned camera and three stationary cameras; c) Two screen shares; d) Pre-recorded material (either shot by our crew two days prior to the live event or provided by the client) dropped into a specified place in the live broadcast; e) Post-production marketing to include one 100-click run in the premium web position and one weeklong run in the Featured Video position; and f) Six hours of post-production editing time.

*Note: Upgraded graphics are available, as well as pre-recorded material produced by the Quality Digest crew prior to the live event. Call for details and pricing.*

# VIDEO: LIVE BROADCASTING SCHEDULE FOR 2011

**TechnorazziLIVE event shoots are scheduled for the first and third Wednesdays of each month**

**January**

S	M	T	W	T	F	S
						1
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**February**

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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

**March**

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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**April**

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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**May**

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1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**June**

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

**July**

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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**August**

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	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**September**

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					1	2
3	4	5	6	7	8	9
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17	18	19	20	21	22	23
24	25	26	27	28	29	30

**October**

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**November**

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

**December**

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

*Note: a 20-percent surcharge will be added to a TechnorazziLIVE event shoot scheduled for any date other than the first or third Wednesday of the month (trade shows excepted).*

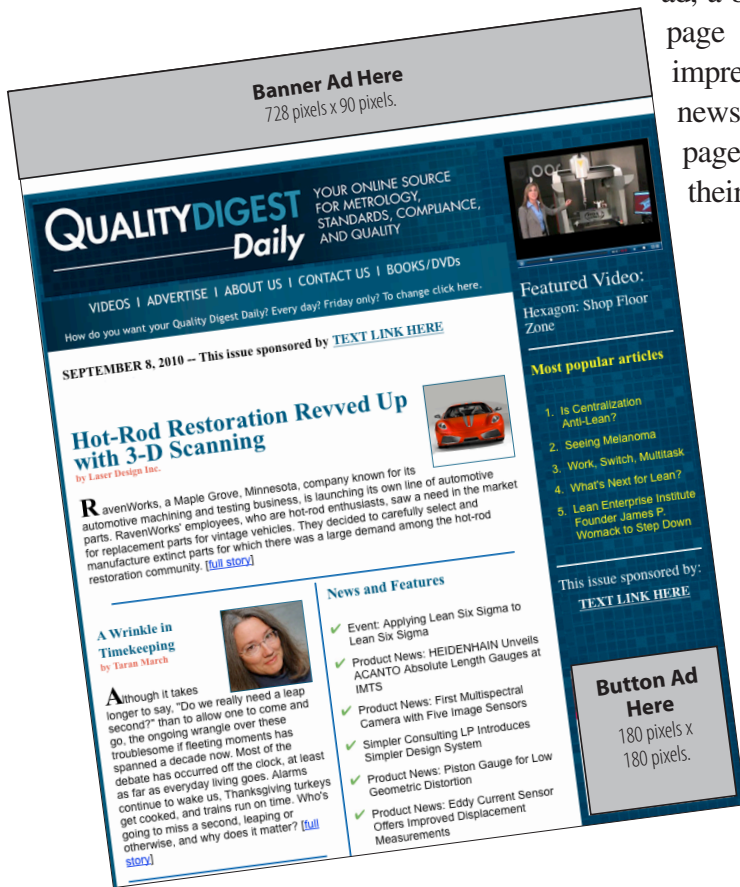
# QUALITY DIGEST DAILY E-NEWSLETTER

**Q**uality Digest Daily presents compelling news, feature articles, columns, and videos sent to more than 40,000 quality professionals each and every day. No one in the quality industry offers fresher content!

## Daily Sponsorship

**Q**uality Digest Daily sponsorships offer four hyperlinked points of entry in each issue: a banner ad, a button ad, and two text links. In addition, our bonus page impressions allow you to generate incremental impressions and clicks for 30 days after you sponsor the newsletter. Sponsors can therefore look forward to high page impressions and terrific clickthroughs not only on their sponsorship day, but for a month afterward.

**Rate**  
**\$1,495**



## BONUS 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 and all six "News and Features" articles in that day's newsletter.

## Highlighted Event

**E**ach 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.



# WEB ADVERTISING

**Q**uality Digest offers a well-trafficked website with an impressive array of video and editorial content. Our web program offerings are designed to offer strong lead generation, high impressions, and exceptional ROI.

## Run-of-Site Banner Program

**O**ur 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 home page. We limit participation to no more than 10 advertisers each month, so reserve your spot before they all sell out.



**Rate**  
**\$1,495**



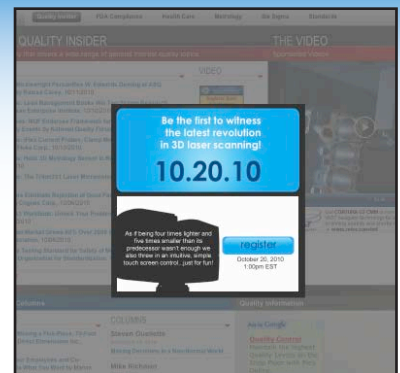
Ad specs: 728 pixels x 90 pixels

## Premium Web Program

**T**he premium web position appears throughout all pages on our site, but it only loads one time per user in a 24-hour period. So, any unique visitors to the *Quality Digest* site on Monday morning will have this very prominent ad load on any landing page; after that, they can visit any of the website's pages and it won't reload... until Tuesday morning, when it will load again.

Ad specs: Up to 400 pixels x 400 pixels

*Note: If there are no advertisers in this program for any specified period of time, no ad will load at all.*



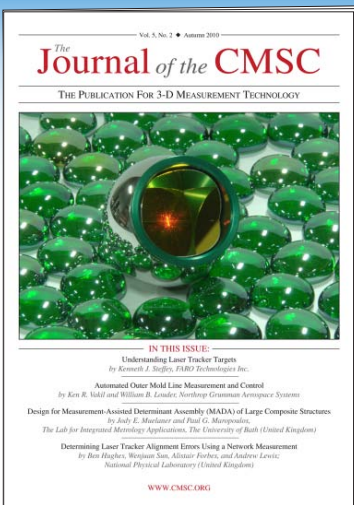
**Rate**  
**\$10 per click**

# CUSTOM MARKETING AND 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 than you. That's why we've created our custom marketing/custom publishing 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.



**\$300 per thousand delivered e-mails**

# ADDED-VALUE MARKETING PROGRAM

**A**t *Quality Digest*, we have always believed in supporting those advertising partners who support us. As the landscape of the media industry has changed, our added-value program has evolved along with it. Accordingly, we've done away with the 15-percent "agency" discount that no longer has meaning anywhere in the media business, since everyone qualifies for it. Our previous added-value programs had a great deal of redundant complexities left over from the old legacy print model of frequency discounts, tiered pricing, and no-cost/low-value "benefits." In place of all that complexity, we've established a simplified structure that allows our advertisers to earn large discounts off of our gross pricing, with significant rate reductions as your investment grows.

- \* Buy **\$2,500 to \$14,999** in gross-rate annual advertising, get **20% off as your net rate.**
- \* Buy **\$15,000 to \$27,499** in gross-rate annual advertising, get **25% off as your net rate.**
- \* Buy **\$27,500 to \$39,999** in gross-rate annual advertising, get **30% off as your net rate.**
- \* Buy **\$40,000 to \$52,499** in gross-rate annual advertising, get **35% off as your net rate.**
- \* Buy more than **\$52,500** in gross-rate annual advertising, get **40% off as your net rate.**

*Note: Video-production services, whether live or taped, do not qualify for the Quality Digest added-value program.*

# WHO WE ARE

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