

QUALITYDIGEST

Your source for all things quality

2017 MEDIAPLANNER





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CONTENTS

Why Quality Digest?	2
User Group Analysis	3
Editorial Content	4
Editorial Content Submission Guidelines	5
Quality Digest Newsletter	6
Website Marketing	7
Buyers Guide and E-Blasts	8
Quality Digest Live	9
Featured Videos	10
Onsite Broadcasting	11
Enhanced Webinars	12
Added-Value Program	13
A Message From Our Leadership Team	14

WHY QUALITY DIGEST?



t's no longer sufficient to say the world of business-to-business media is "changing." In fact, the landscape has already changed so much that it's barely recognizable from the one of 20, 10, or even five years ago. Once upon a time, media companies put ink on paper on a

monthly basis and mailed a magazine to their readers. Advertisers received space in an issue and, perhaps, a spot on a reader response card.

Today, marketing partners expect much more, and Quality Digest delivers. From content creation, video production, and customized e-blasts to social media strategies, mobile-specific programs, and trackable lead generation, we work with you to create custom solutions. We understand the framework of our industry but never take a one-size-fits-all approach to your unique campaign. Our goal is to understand your goals and find the right program to help you achieve them. If that program doesn't exist in our current palette of offerings, we have the flexibility and creative resources to create something just for you.

It all begins with an attitude of collaboration and transparency, not just between you and us, but with our user groups as well. These days an effective media company understands that the days of push marketing are past. Your customers are savvy enough to pull the information they want for themselves, and our role is to help make your message accessible how, where, and when users are ready to find and engage with trustworthy solution providers.

Trust is the key word here, and it can only be earned, not bought. Just as we aim to position you as an organization our readers (your customers) can trust, we work hard to earn your trust in turn. We do this by listening to your requirements, analyzing and adopting media best practices, and striving to improve our service. It's all part of being the kind of partner you need—one that can help guide you through a sometimes complex world of options while you interpret results and improve performance.

We hope that you'll trust us to be your partner. As always, we're most appreciative of your support and look forward to achieving great successes together.

Mike Richman, Publisher



USER GROUP ANALYSIS

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

PRODUCTS	
Gauges, hand-held (e.g., micrometers, calipers)	16.0%
Calibration equipment	9.4%
Gauges, desktop	6.6%
Vision inspection equipment	6.3%
Scales and balances	5.2%
Surface measurement	4.9%
Color measurement	4.5%
Coating thickness	4.2%
Electronic multimeters	4.2%
Hardness testers	4.2%
3D measurement equipment, small volume	4.2%
Noncontact inspection	3.8%
Data acquisition equipment	3.8%
Nondestructive testing	3.5%
Optical comparators	3.1%
Microscopes	3.1%
Metallurgical analysis	2.1%
Spectrometers	1.7%
3D measurement equipment, large volume	1.7%
	1.0%
Optical gauging Other	6.6%
SERVICES	0.0%
Calibration services	25.20/
ISO standards registration	25.2% 17.8%
ISO standards consulting/training	14.5% 11.3%
Testing lab services	8.6%
Quality management consulting/training	7.7%
Metrology services	7.7%
Lean manufacturing, <i>kaizen</i> consulting/training	6.2%
Six Sigma consulting/training Other	
SOFTWARE	1.5%
	1.5.70/
Statistical analysis	15.7%
ISO standards management (e.g., ISO 9001, ISO/TS 16949)	14.7%
Training	13.2%
Document control	13.2%
Data acquisition	2.5%
Six Sigma	4.6%
Design of experiments	4.6%
CAD	3.6%
Supplier quality assurance	4.1%
Calibration	4.1%
Project management	4.1%
Gauge tracking/management	3.0%
Enterprise resource planning	3.0%
3D measurement/analysis	3.0%
Flowcharting	2.5%
Other	4.1%

*Source: Quality Digest 2015-2016 Reader Survey (respondents could select multiple categories)

EDITORIAL CONTENT

uality Digest's editorial content is the best in the field, with a thought-provoking range of articles, columns, and news stories that are read by thousands of industry professionals every day. **QualityDigest.com** is **updated daily** and receives more than **a million views** annually.

We also publish a **daily newsletter** and, on our website, offer **demo videos** and **comprehensive webinars** on industry topics.



The Quality Digest Newsletter is sent to more than 27,000 readers and includes three in-depth articles as well as the most prominent news stories of the day. **Feature articles** cover more than a dozen industry topics, including:



Management Systems
Improve your organization's abilities: flexibility, scalability, and visibility



How Steep Is Your Learning Curve? On analytics and organizational mentors



Objective Auditing Meets ISO 9001:2015
How auditors can help organizations understand context and risk



Make a Mint Using Measurement Science Tribology is the coin of this realm



Plotting the Complex Path of Products Startup's software maps supply chains for companies and consumers

News

Quality Digest maintains a daily news cycle that enables us to **spread the word** on new products, events, trends, and industry milestones. This content appears in *Quality Digest Daily* as well as on our website.

- ISO Is Seeking a New Secretary-General Deadline for applications is Sept. 1, 2016
- AIAG Webcast: 'Water Management in the Automotive Supply Chain'
 Tips on preparing a Carbon Disclosure Project water report
- FABTECH 2016 to Showcase Advanced Manufacturing
 Technology and Innovation
 Technology and In
- Technology and Innovation Nov. 16-18, 2016, in Las Vegas
- Finish Fillet Welds the Right Way

 Rex-Cut Type 27 Blending Wheel gives the perfect radious shape

 every time

Publish Your Content With Us

Some of our best and most timely content is submitted by readers and industry suppliers. We encourage you to submit case studies, articles, and product news and announcements to share with quality professionals.

Kreon Launches Ace Skyline



New product is an articulating arm with integrated scanner

This is **free marketing and branding for you**, and provides valuable information to our readers. To learn more, please refer to the Content Submission Guidelines on page 5.

Video Video

In addition to our product videos and webinar series, Quality Digest is still the only media company in the industry that offers a **live**, **weekly webcast**. **Quality Digest Live** is broadcast every Friday at 11 a.m. Pacific. Join us as we talk with quality experts about current issues, industry trends, and innovations in quality hardware and software. Sponsor an episode and get your name and product in front of our audience. See page 9 for details.

EDITORIAL CONTENT SUBMISSION GUIDELINES

"Quality Digest is

a terrific platform

on which to be

published. Their

credibility and

stature in media

within the industry

are unmatched."

— Mike Micklewright

hank you for your interest in submitting articles to us for possible publication in the Quality Digest Newsletter and on 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. 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 support 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'slicense 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!

Ouotes

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

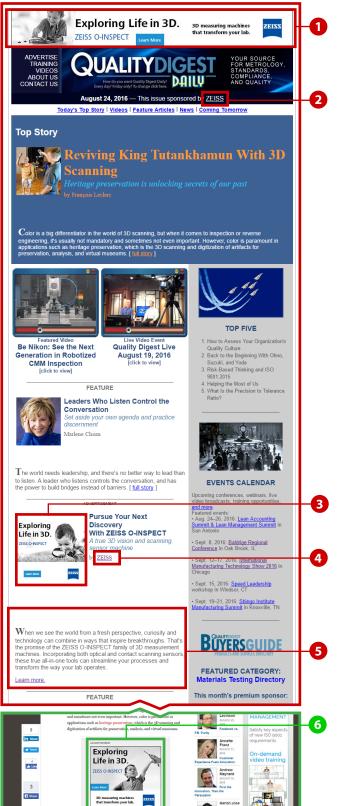
Plagiarism is a concern for everyone in the publishing industry. Dictionary.com defines plagiarism as "the unauthorized

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 NEWSLETTER

he Quality Digest Newsletter 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!



Sponsorship

The Quality Digest Newsletter 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

6. PLUS BONUS IMPRESSIONS! The sponsor also receives a 280 x 250 pixel 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 90 days, where it will generate hundreds 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 Quality Digest newsletter sponsorships provide all the hyperlinked points of entry listed above PLUS placement of your own article right in the same issue, with an embedded ad. The QD editorial team can assist you in crafting this article, which will offer great relevance to our targeted audience as well as incremental lead generation potential for you.

Rate: \$2,495

Embedded Ads

Newsletter sponsors now have the option to increase the initial run of their 280 x 250 embedded ad that is placed within a top article on qualitydigest.com (see example 6). Additionally, advertisers can now place ads across hundreds of fresh, highly indexed and well-read articles; we'll help you find the right content for your ad!

WEBSITE MARKETING



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. 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: 960 x 119 pixels **Rate:** \$1,995/month



Know your history. Support compliance.

Join the pack.



Try it now.

Dynamic Skyscraper Ad

The Quality Digest dynamic skyscraper program has been updated to provide greater visibility and exclusivity. This eyecatching placement appears on all landing pages throughout our site, and is exclusive to one single weekly advertiser.

A key advantage to this revised program is greatly improved visibility. The ad position is prominently located at the right-hand side of our web pages and remains in the viewing window at all times, even as the user scrolls up or down on the page.



Ad specs: 300 x 600 pixels

Rate: \$995/week

Mobile Advertising

Quality Digest is proud to introduce a new ad placement option specifically for those looking to reach our growing mobile audience.

Our website is mobile-friendly, whether you're on a smartphone or a tablet, and we've designed this ad to fit perfectly into all of our content. This ad only appears on mobile devices, encouraging advertisers to send



our audience directly to their mobile-centric landing page or directly to an app store to download their product or content.

Rate: Starting at \$5 per click

BUYERS GUIDE & E-BLASTS

Buyers Guide

Buyers Guide Premium listings include top-of-thedirectory 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



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

E-Blasts

Our e-blast program is designed to maximize your leads and increase your ROI. We'll send your message directly to our entire opted-in audience, with no brand interference, guaranteeing that your message arrives exactly as you intended it to the right people.

Rate: \$2,495/blast







QUALITY DIGEST 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

Sponsorship Benefits

- Companion banner ad sits right below the video player window, linked to your website
- Banner ad placement in the Friday morning Quality Digest email promoting that day's show
- On-air acknowledgement: "We'd like to thank our sponsor...," complete with company logo
- 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
- Embedded ad placement in the Quality Digest Live wrap-up article running the following week on www.qualitydigest.com.

Specs

Ad specs: 468 x 60 banner, 280x250 ad, high-res logo

Rate: \$995



Keynote/Moderator Needs?



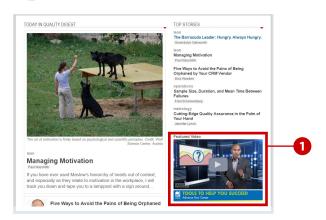
Consider Editor in Chief Dirk
Dusharme as your host or as a
moderator for your next event.
His charisma, character, and
knowledge of the industry
are unmatched. He will help
prepare your panelists and
ensure that everything runs
smoothly.



Jeff Dewar, our CEO, has been a keynote speaker within the industry for many years, nationally and internationally. He's full of knowledge that he shares via anecdotes and stories. Bring him to your next meeting to liven things up.

FEATURED VIDEOS

ideo 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.









Run-of-Site Featured Videos

- 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: \$1,695

Newsletter Placement

3. We showcase your video in each issue of the Quality Digest Newsletter during your week run, 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. After your video runs once as a Featured Video, it will permanently be placed into the demo center for readers to view.



ON-SITE BROADCASTING

he Quality Digest video production team has a longstanding reputation for flexible, costeffective, and diverse live and taped broadcasting options at trade shows, user conferences, open houses, client sites... you name it. Our physical footprint is small, but in combination with our marketing prowess, the effect is huge!

Quality Digest Live On-site

We take our weekly live show on the road! Either from your booth on a trade show floor, or your own facility, we'll broadcast a 30-minute episode and include a live demo of your hardware or an interview with a member of your team, all sponsored by your company. Includes on-air acknowledgements and company logo graphics.

Rate:

Mutual trade-show: \$1,995Your facility or event: Call us!

Demos and Booth Shoots

The biggest advantage with shooting at a trade show is that your equipment is all set up and ready to go. With minimal booth disruption, we can film something as simple as a 10-minute hardware demo presented by one of your experts, or a more stylized 3-4 minute commercial video, complete with editing and a professional voiceover. Ask for our booth shoot rate sheet!

TechnorazziLIVE

Our flagship, hour-long, registration-only live event is the best way to generate leads and show off all of your company's new offerings.

What's so special about LIVE?

Live video is genuine, appealing, and immediate. There's a time and place for an edited, polished video production (which we can do for you as well), but when you want an international audience for a product debut, event, or knowledge-sharing opportunity, nothing beats live broadcasting.

How is the broadcast promoted?

Viewers are reached through email invitations, website announcements, 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, if the event was behind a registration wall, 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.

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: \$9,995
- Mutual Trade Show: \$10,995, plus connectivity requirement
- On-Site: \$12,995, plus travel and connectivity requirement



ENHANCED WEBINARS

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.

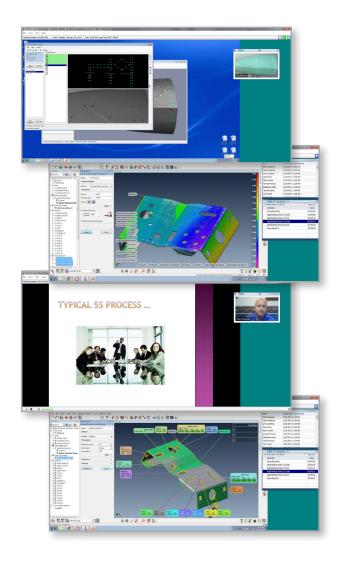
Would this transform your experience and make you rethink your attitude toward the value of a webinar?

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 the Quality Digest Newsletter
- Premium Web Position placement

Rate

• Complete webinar package: \$7,995

• All in-studio webinars: \$9,995

ADDED-VALUE PROGRAM

t 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 the Quality Digest Newsletter sponsorships (p. 6), Run-of-Site Web Banner Ads (p. 7), Run-of-Site Skyscraper ads (p. 7), E-blasts (p. 8), Quality Digest Live sponsorships (p. 9), and Featured Videos (p. 10). This structure allows our advertisers to earn large discounts off of our gross pricing, with significant rate reductions as your investment grows.

20% Spend \$5,000 to \$19,999
25% Spend \$20,000 to \$34,999
30% Spend \$35,000 to \$49,999

35% Spend \$50,000 to \$64,999
40% Spend \$65,000+

Rate Summary

CATEGORY	OPTION	RATE
Quality Digest Newsletter	Daily Sponsorship	\$1,695/newsletter placement
	Enhanced Daily Sponsorship (Content Marketing)	\$2,495/newsletter placement
	Spotlight On	\$995/newsletter placement
Web Advertising	Run-of-Site Leaderboard Banner Ads	\$1,995/month
	Run-of-Site Dynamic Skyscraper Ads	\$995/week
	Mobile 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	\$995/episode
	Quality Digest Live On-Site	Starting at \$1,995/episode
Video Promotion	Demo Center (placed in qualitydigest.com video demo center)	Free with purchase of one Featured Video ad
	Featured Video (placed on every landing page of qualitydigest.com and in QDD as a Featured Video for one week)	\$1,695/week
Video Production	Customized video shot and edited by our Emmy Awardwinning 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 \$9,995 + other expenses
Enhanced Webinar	Live webinar with enhanced video and functionality	\$7,995 + travel in special situations

A MESSAGE FROM OUR LEADERSHIP TEAM



here's never been a better time than now to join us and our readers in conversations about quality and industry. We're witnessing great innovation and problem-solving, the creative use of human energy and technological know-how, and a sharp focus on process and performance excellence.

We want to encourage everyone who visits qualitydigest.com to tell their stories and help shape the future of quality. Quality Digest media reaches the computer screens, board rooms, and shop floors of industry, and every day, more professionals sign up to receive *Quality Digest Daily* or visit our website. We're a reliable archive of our industry's technological progress, offering insightful opinion from leading thinkers and a daily focus on emerging trends.

We're equally proud of the interviews, tech demos, and commentary available on our weekly webcast, *Quality Digest Live*. Our Enhanced Webinar series allows viewers to see and learn about the applications, tools, and technologies that are making good companies great across industries and the world.

Please add your voice to the conversation and help us create an environment of sustained excellence. From all of us to all of you, we wish you a wildly successful 2017!

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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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