

DAILY COVERAGE OF MANAGEMENT, METROLOGY, RISK, SUSTAINABILITY, AND STANDARDS

# QUALITYDIGEST

Your source for all things quality



# 2018 MEDIAPLANNER

NEW FOR 2018: EXTENSIVE INBOUND MARKETING CAMPAIGNS



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# WHY QUALITY DIGEST?



When you have the word “Quality” right there in your name, you better deliver just that to your customers at every opportunity. Doing so is an everyday challenge and an opportunity that each of us on the *Quality Digest* team takes seriously.

All of you reading these words are stakeholders in the success of our mission, which is to help shape the conversation about encouraging excellence. Today, that’s a conversation occurring in different ways, on a variety of platforms, yet your goal remains the same: To deliver the highest-quality products and services to your customers. The tools necessary to foster excellence can take the form of testing equipment, ERP software, certification services, training videos, or any number of others. The method for achieving quality matters less than the desire to achieve it—that’s where it all starts, and that’s what we hope *Quality Digest* media promotes.

For our marketing partners, our vision is much the same: To offer the kind of professional insight that leads to your success, however you define it. The *Quality Digest* editorial team is an unparalleled resource helping you tell your stories, promote your brand, and share your solutions. We’re experts at using the entire spectrum of media to support the development and dissemination of quality content. That means the creation of live video events and webinars, interactive social media placements, and finely crafted editorial pieces, from press releases to case studies to interviews. We are your partner in developing such content, all of which takes into account your customers’ journeys... those unique pathways that turn interested readers into engaged leads, and finally, devoted customers. It’s called inbound marketing, and *Quality Digest* does it better than anyone in our market.

From the time that the first issue of the *Quality Circle Digest* first appeared in print in November 1981 right up until today, we have ourselves been on a journey of

continuous improvement. For most of those years, we printed a monthly magazine and shipped it off to our subscribers. The information presented on the pages of *Quality Digest* in those days was thoughtful and well-researched, offering important perspectives on the issues facing industry—better management tactics, greater efficiency, new standards, evolving methodologies, and ever-more-impressive hardware and software tools. (The more things change, the more they stay the same, huh?)

The *Quality Digest* of more than 10 years ago, however, could offer only a slow, rather clunky, mostly one-way conversation. Today, we present our information in real time, as it happens, both on our site and through our daily newsletter. We host a rapid-fire series of opinions and perspectives from a stable of contributors both on our team and within the broader industry, with immediate questions and comments directly from our user group—who often have the most pertinent things to say about the state of the industry.

It’s a fascinating time to be part of the business-to-business media world. Not only is there an endless stream of interesting and important topics to discuss, but the ways of discussing them have never been more user-friendly and, quite frankly, fun. On any given Friday, you can visit [qualitydigest.com](http://qualitydigest.com) and watch QD editor in chief Dirk Dusharme and me as we present our weekly web TV show, *Quality Digest Live*. Yes, we’re having fun talking about quality and engaging with guests and viewers. I think we prove that business media can have something to say in an entertaining way.

For many of us, 2017 has been a surprising, challenging, and ultimately rewarding year. 2018 will doubtless bring more of the same. No one can tell what’s to come, but I predict that we at *Quality Digest* will remain busily engaged in the business of interpretation and insight. We’ll do our best to keep our spot as your go-to place for quality content, great service, and innovative programs and platforms.

As always, we welcome your feedback and appreciate your ongoing support. May 2018 be your best year yet!

*Mike Richman, Publisher of Quality Digest.*

# QUALITYDIGEST

*A Millennium 360 company*

P.O. Box 1769  
Chico, CA 95927-1769  
530-893-4095  
[www.qualitydigest.com](http://www.qualitydigest.com)

# 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%
Optical gauging	1.0%
Other	6.6%
SERVICES	
Calibration services	25.2%
ISO standards registration	17.8%
ISO standards consulting/training	14.5%
Testing lab services	11.3%
Quality management consulting/training	8.6%
Metrology services	7.7%
Lean manufacturing, kaizen consulting/training	7.1%
Six Sigma consulting/training	6.2%
Other	1.5%
SOFTWARE	
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 Reader Survey (respondents could select multiple categories)

# QD NEWSLETTER/INBOUND MARKETING

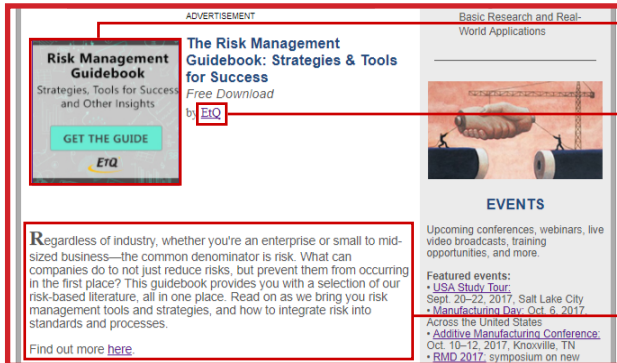
**Q**uality Digest has established a market niche based on high-quality content delivered all week long. Our newsletter is one of our primary points of contact with the audience, filled with feature articles, columns, case studies, demo videos, new product releases, and more. Advertisers have three ways of participating in our newsletter:



## 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. 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 30 days, where it will generate additional impressions and clicks.

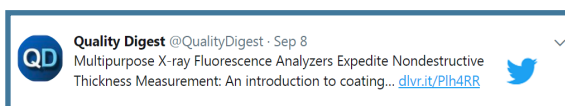
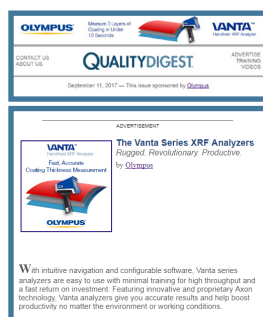
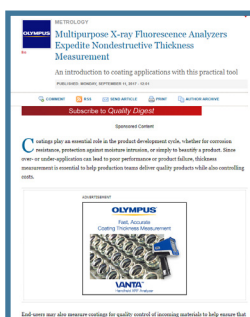
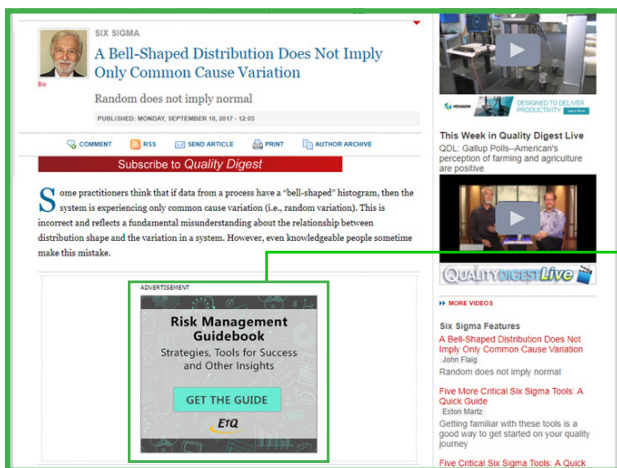


**Rate:** \$995

## Enhanced Sponsorship

Combining the reliability of our QD newsletter sponsorship program with the power of content marketing, our Enhanced Sponsorship program offers all the benefits listed above PLUS the placement of your own article right in the same issue. Best of all, your embedded ad NEVER expires in your article.

**Rate:** \$2,495



## NEW! Inbound Campaign

Our inbound campaign concept helps you build your exposure through high-value editorial placements. This is a long-term, multi-platform program that harnesses the power of search engine optimization and social media support. The Quality Digest editorial team is at your service to help craft the right message for your campaign, identify and target the best customers, and fill your sales funnel with numerous qualified leads.

**Rate:** \$4,995



# WEBSITE MARKETING

**Q**uality Digest has a heavily trafficked website with an impressive array of video and editorial content. Our web marketing programs are 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 all landing pages on our website, excluding paid content pages. A maximum of eight advertisers will participate in the program each month.

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

A banner advertisement for QualityOne. The left side has an orange background with the QualityOne logo and the text "More than just a pretty interface." The right side shows a screenshot of a software interface with various charts and graphs, with the text "Docs and QMS in One Complete and Easy-to-use Application" overlaid.

## Dynamic Skyscraper Ad

The *Quality Digest* dynamic skyscraper program provides greater visibility and exclusivity. This eye-catching placement appears on all eligible landing pages throughout our site. A maximum of two advertisers will participate in the program each week.

A key advantage to this 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.

A vertical skyscraper advertisement for Intertek. At the top is the Intertek logo with the tagline "Total Quality. Assured." Below it, the text reads "INTELLIGENT ASSURANCE CYBER RISK ASSESSMENT WEBINAR" and "Understanding your risks and the steps needed to protect your business from cyber-attacks." A blue button says "REGISTER NOW". The bottom half of the ad features a circular image of a person's hands pointing at a laptop screen.

**Ad specs:** 300 x 600 pixels  
**Rate:** \$995/week

## NEW! Run-of-Site Embed Ad

This program offers an exceptional way to achieve significant exposure across our web platform. Your embedded ad can run in all eligible editorial landing pages on our site... that's thousands of great articles on management and methodologies, standards and software, tools and techniques, and everything in between.

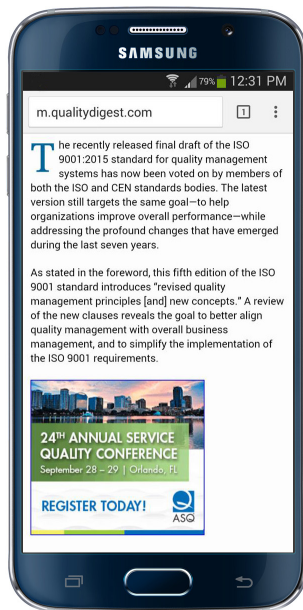
With our ROS embedded program, you can generate a lot of clicks and impressions, or just a few for a small test. You can change up your ad materials whenever you would like.

An embedded advertisement for SQCpack. It features a screenshot of a software interface with various charts and graphs. The text "SQCpack" is prominently displayed in a stylized font, followed by "Drive quality improvement". At the bottom, a yellow button with a red arrow says "Download a FREE trial".

**Ad specs:** 280 x 250 pixels  
**Rate:** \$5 per click or \$5 per 1,000 impressions

# MOBILE ADVERTISING & E-BLASTS

## Mobile Advertising



Quality Digest is proud to offer this 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 you to send our readers directly to your mobile-centric landing page. You can even use it to send our audience to the Google Play Store or Apple App Store to download your mobile application instantly.

Your mobile ad will be run-of-site, which means it will show up in every piece of content viewed on a mobile device, giving you exposure across thousands of well-searched articles covering a variety of topics.

**Rate:** \$5 per click or \$5 per 1,000 impressions

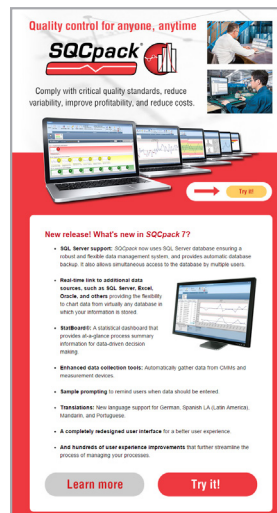
## E-Blasts

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.

After a successful delivery, we'll drill down into the metrics and let you know how many people received it, opened it, and clicked on a link within. We can even tell you which links were the most popular for a particular send.

A/B Split campaigns are also available to test the best message for your campaign.

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





**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**

## 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](http://www.qualitydigest.com).

## Specs

**Ad specs:** 468 x 60 banner, 280 x 250 ad, high-res logo

**Rate:** \$995



## Keynote/Moderator Needs?



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.

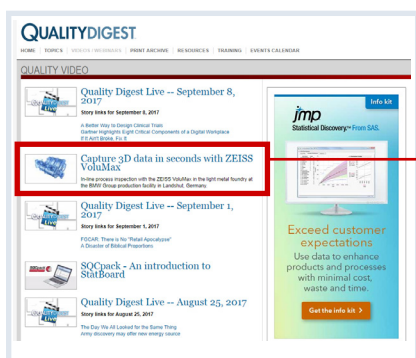
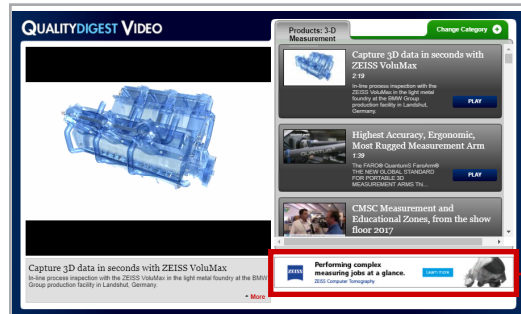
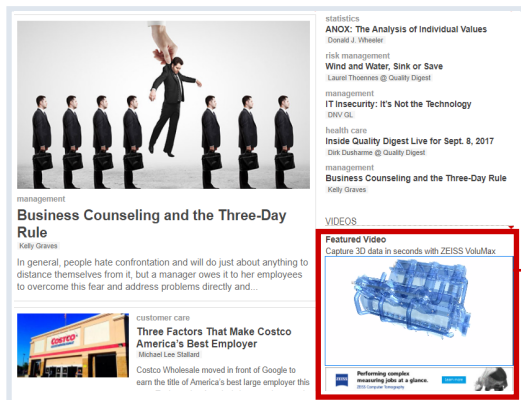


Consider editor in chief Dirk Dusharme as your host or as a moderator for your next event. His charisma, character, and knowledge of the industry are unmatched. He will help prepare your panelists and ensure that everything runs smoothly.



# FEATURED VIDEO AD

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.



## Run-of-Site Featured Videos

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. This excludes paid landing pages that are part of content marketing programs.
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 weekly 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 be placed in the demo center for readers to view.



# ON-SITE BROADCASTING

**T**he *Quality Digest* video production team has a longstanding reputation for flexible, cost-effective, 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: \$2,995
- Your 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





## QUALITYDIGEST ENHANCED 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.

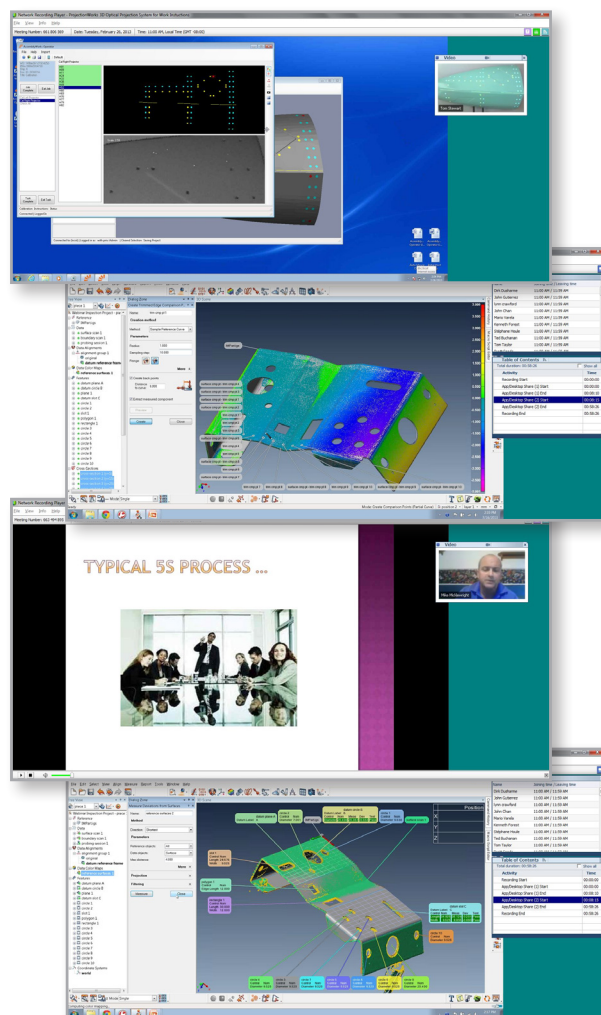
Would this transform your experience and make you rethink your attitude toward the value of a webinar?

### 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

**Q**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 the *Quality Digest* 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



#### Six Benefits of Cloud-Based Quality Management Systems

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

- Training



#### How Steep Is Your Learning Curve?

On analytics and organizational mentors

- Auditing



#### Objective Auditing Meets ISO 9001:2015

How auditors can help organizations understand context and risk

- Metrology



#### Make a Mint Using Measurement Science

Tribology is the coin of this realm

- Logistics



#### 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  
*Nov. 16-18, 2016, in Las Vegas*

## 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. 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 12.



#### Kreon Launches Ace Skyline

New product is an articulating arm with integrated scanner

## 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 7 for details.



# EDITORIAL SUBMISSION GUIDELINES

**T**hank you for your interest in submitting articles to us for possible publication in the *Quality Digest* newsletter 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 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'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 website, book, or magazine, provide the full title, publisher, and 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.

# ADDED-VALUE 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. All products are eligible for discounting except our Inbound Campaigns (page 4), our embed ads (page 5), our mobile advertising (page 6), our on-site events (page 9) and our Enhanced Webinars (page 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	Single issue sponsorship	\$995/newsletter placement
	Enhanced Sponsorship (content marketing)	\$2,495/newsletter placement
Inbound Campaign	Includes newsletter, content marketing, social media, etc.	\$4,995/campaign
Web Advertising	Run-of-site leaderboard banner ads	\$1,995/month
	Run-of-site dynamic skyscraper ads	\$995/week
	Run-of-site embedded ad	Starting as low as \$5 per click
	Mobile advertising	Starting as low as \$5 per click
E-Blast	One-time send to entire marketing list	\$2,495/blast
Live Show Sponsorship	<i>Quality Digest Live</i>	\$995/episode
	<i>Quality Digest Live on-site</i>	Starting at \$2,995/episode
Video Promotion	Demo Center (placed in <i>qualitydigest.com</i> video demo center)	Free with purchase of one Featured Video ad
	Featured Video (placed on every landing page of <i>qualitydigest.com</i> and in the QD newsletter as a Featured Video for one week)	\$1,695/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 \$9,995 + other expenses
Enhanced Webinar	Live webinar with enhanced video and functionality	\$7,995 + travel in special situations