

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

QUALITYDIGEST

Your source for all things quality

2019 MEDIA PLANNER

NEW FOR 2019: LEAD GENERATION THROUGH INBOUND MARKETING

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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 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, the last year has been a surprising, challenging, and ultimately rewarding year. 2019 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 2019 be your best year yet!

Mike Richman, Publisher of Quality Digest.

QUALITYDIGEST

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LEAD GENERATION THROUGH INBOUND MARKETING

Our Mission:

We bring together those seeking business improvement solutions with those that can best provide them through expert commentary, information about products and services, and industry news and trends. We serve solution providers best by serving solution seekers first.

The marketing, communication, and sales needs of our strategic partners continue to shift, and the role of Quality Digest is evolving right along with them.

During the past year we have developed, tested, and refined a focused and effective lead-generation program that uses the power of inbound marketing to help you find, entice, nurture, and ultimately sell to self-qualified prospects within industry. We do this through working with you to develop and publish high-level content intended to solve specific problems of targeted members of our user group.



"Quality Digest has been amazing to work with—the planning sessions and communications are always great and the leads are very engaged with our nurture campaign."

— Molly T. Nelson, *InfinityQS*

"What are Quality Digest's inbound marketing solutions?"

In a nutshell, inbound means that your customers come to you... it's "pull" as opposed to "push" marketing. Like all of us, professionals looking for specific solutions research options and content from a variety of providers. These pieces of content contain a powerful call-to-action to a registration form, where users can access even more valuable and detailed forms of information. Their journey continues where they are carefully nurtured from marketing-qualified leads to sales-qualified leads, and ultimately to buyers and long-term customers. But it all starts by serving solutions seekers first!

"How does Quality Digest support my inbound marketing campaign?"

Flexibility is the hallmark of Quality Digest inbound solutions. Some of the ways that we link potential customers to your specific solution include:

- Articles
- Webinars
- Videos
- Banner ads
- Social media
- E-blasts
- Case studies
- Newsletter sponsorships
- Interviews on Quality Digest Live
- Podcasts

The Quality Digest inbound team can also help you nurture your leads through your marketing-automation software solution or our own.

"What if I need help in creating content?"

Creating exceptional, prospect-grabbing content requires an understanding of the marketplace, solutions, and the competitive landscape, not to mention a sense of the motivations of the audience and a talent for telling stories and turning phrases. Our team can take your unique story and present it to your potential customers in a way that will drive action and generate leads.

"What is the rate?"

From \$4,995 to \$14,995 depending on which tools you wish to employ and how involved Quality Digest is in creating the assets.

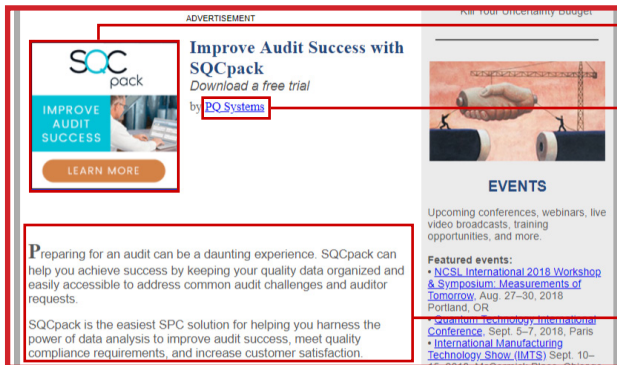
QUALITY DIGEST NEWSLETTERS

Quality Digest has established a market niche based on high-quality content delivered all week long on our website. Our newsletters are 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 multiple ways of participating:



Weekly Issue Sponsorship

The weekly Quality Digest newsletter is published on Wednesday and offers sponsors five hyperlinked points of entry:



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.

Note: For this program, the advertiser is responsible for supplying the article. We offer in-depth content creation as part of our Inbound Campaigns (see Pg. 3)

Rate: \$2,495

Quality Digest Reports

Support in-depth, comprehensive quality journalism by sponsoring a unique *Quality Digest Reports* series. For a whole week we will publish in-house articles meticulously researched and crafted from the ground up related to your specific industry space. From Life Sciences to SINO-US relations, the Quality Digest team is ready to cover any topic with the kind of care and attention to detail readers have come to expect.

Sponsors will receive ad placements in each newsletter we publish as part of the series, as well as ads on every article's landing page, which won't expire.

Rate: \$4,995

Bulk Newsbrief Placements

As a new branding option, we now offer bulk purchases of shorter newsletter sponsorships at once without having to set specific run dates. Simply provide your materials and we'll run them as sponsorships of *Quality Digest Newsbriefs* within a set time frame. Includes one newsletter ad and one landing page ad per placement.

Rate: \$495 per issue, four issue minimum

WEBSITE MARKETING

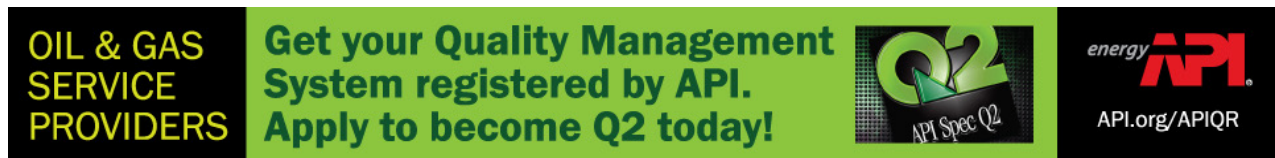
Quality Digest has a heavily trafficked website with an impressive array of video and editorial content. Our web marketing programs are designed to offer strong lead generation, high impressions, and exceptional ROI.

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 our entire website, including the homepage. A maximum of eight advertisers will participate in the program each month.

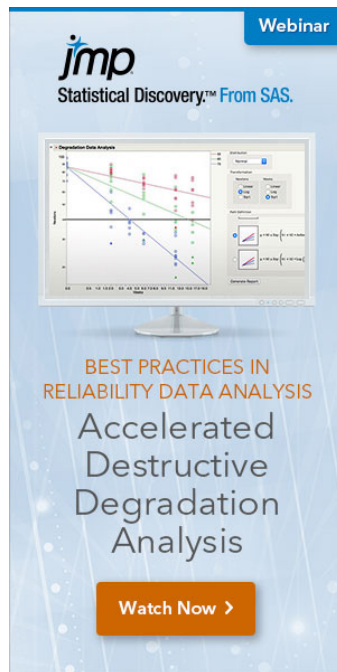
Ad specs: 960 x 119 pixels **Rate:** \$1,995/month



Dynamic Skyscraper Ad

The *Quality Digest* dynamic skyscraper program provides greater visibility and exclusivity. This eye-catching placement appears on all 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.



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

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.

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



EMAIL 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

Examples of common eblast uses:

Events and Conventions

WORLD CONFERENCE & QUALITY IMPROVEMENT 2018
April 30 - May 2, 2018 | Seattle, WA

Get the World Conference Experience!
Last year's conference was so successful that 99% of 2017 attendees said they would re-attend.

Driving Quality 4.0
From Design through to Manufacture

At IMTS 2018, Nikon Metrology's focus on inspection automation sharpens. As the growth of Industry 4.0 accelerates, quality control needs to keep pace with these latest evolutions. Digital, automated and connected inspection enables complete process control from design through to manufacture - defined by the term 'Quality 4.0'.

Visit us at IMTS - Booth #135060
Let us help you see the big picture, one tiny micron at a time.

- Live Automated Inspection Systems
- High Precision Industrial Microscopes
- Full Field-of-View Vision System
- Non-Destructive X-Ray Inspection

Want to see us in action? Stop by our booth at IMTS!
Follow the link below to add us to your IMTS MyShow Planner and find us on the floorplan.

Interested in scheduling a demo?
Contact us to schedule a demo and a free consultation to get started today!

Have another application?
All of our systems are capable of meeting your stringent demands, visit our website to view our extensive product line.

Product Announcements

Too Many Audits, Not Enough Time?

The Universe Will Have Fewer Secrets... **statgraphics 18**

Statgraphics 18 is the new and improved version of our software that can help you achieve organization goals, increase profits, improve efficiency, and move your company forward.

Capability Control Charts

This procedure constructs Phase II statistical process control charts for monitoring capability indices such as C_p and C_{pk} . Given a process that is deemed to be capable of satisfying stated requirements based on the analysis of variable data, these charts monitor continued compliance with those requirements. Read more about capability control charts in the new book *Process Capability Analysis: Estimating Quality* by Dr. Neil Polhemus.

JURON
Fall Public Programs & Dates Released

Continued on the different website and had 1 hour Six Sigma training? Download our eBook below to learn how to qualify certification program.

Juron Programs Will Equip You With:

- Cutting-edge content designed by Juron experts. Candidates have the ability to receive through of their own pace.
- Instructor-led webinars to reinforce self-paced learning and recreate the on-site collaborative experience.
- 1:1 coaching that empowers candidates to ask questions and get the guidance they need to apply what they learn to real-world problems.

Learn Six Sigma Green Belt No Stats

- Starting October 4th at 10 AM EST
- Ideal for healthcare, services, and manufacturing support functions.

Learn Six Sigma Green Belt With Stats

- Starting October 4th at 1 PM EST
- Ideal for manufacturing and quality professionals looking for data analysis.

Learn Six Sigma Black Belt

- Starting October 5th at 10 AM EST
- Ideal for project team leaders, statistical experts, and team facilitators.

Learn Six Sigma Upgrade to Black Belt

- Starting October 5th at 2 PM EST
- Ideal for professionals who have completed LSS Green Belt training.

SGS
TIME TO ROLL UP THE SLEEVES - WHY YOU NEED TO TRANSITION TO THE 2015 VERSION OF ISO 9001 OR 14001 RIGHT NOW
Friday, September 9th
1 pm Eastern / 10 am Pacific

In this webinar, Peter Merril, a renowned speaker and quality expert will discuss the significance of the 2015 revision to the ISO 9001 and 14001 standards. Peter will also discuss why it is important to start the process now rather than waiting until the end of the transition period.

The incorporation of Risk Management principles in the ISO standards, along with increased role of the management team and other changes will make this change of the standard particularly challenging to organizations. It is important to understand the impact of these and work on gaps towards conformity to the new version as soon as possible.

TOPICS WILL INCLUDE:

- A high-level overview of the main changes in the standards
- The impact these changes will have in most organizations
- Implementation steps - how can you bridge your gaps?
- Translating your certification audit
- SGS options for transitioning from ISO 9001:2008 and ISO 14001:2004 to the 2015 version

CLICK HERE TO REGISTER

Webinar Promotion

UPCOMING WEBINAR
STATISTICAL INDICES
WHAT THEY ARE AND HOW TO COMMUNICATE THEM EFFECTIVELY

June 5, 2018
2pm ET / 11am PT

Join our experts as they provide an overview of statistical indices used in quality improvement on how to communicate them effectively.

The focus will be on the application of statistical indices to more comfortable communicating with customers about these commonly used indices.

REGISTER NOW

DNV GL
NEW IDEAS
GLOBAL SUPPLY CHAIN TRENDS
Join us!

LIVE WEBINAR: AUGUST 7, 2018 REGISTER NOW

Join Alex Bateman, Director MIT Sustainable Supply Chains, as he highlights some of the major trends happening today within responsible (Sustainable) supply chain management. Tom Gosselin, DNV GL Business Assurance Director of Supply Chain Services, MA, will provide some real world examples of various digital technologies (AI, VR, Internet of Things, Satellite Imaging, Blockchain, etc.) that are disruptors as well as enablers in the broader assurance of supply chains.

Discussion Topics:

- Highlight of some of the major trends in supply chain management today
- Key sustainability efforts major manufacturers and retailers are passing on to suppliers
- Real world examples of disruptors and enablers of supply chain assurance

TRENDS IN GLOBAL SUPPLY CHAIN MANAGEMENT
Tuesday, August 7 @ 11AM PDT
Hosted by Quality Digest & DNV GL

REGISTER NOW

Lead Gen

With SQCPack's **StatBoard®**, reports, and chart sharing tools you can improve information flow, encourage collaboration, and facilitate more informed decision making with others across the plant or around the globe.

See for yourself Quality Improvement

DOWNLOAD NOW

Statboard
Your Guide to ISO 9001:2015 Compliance

Compliance with ISO 9001:2015 lies in having a centralized, common, collaborative environment that not only gives you the visibility into where you are in your QMS, but also makes you an active participant and champion of quality.

Download this paper and get a quick overview of the ISO 9001:2015 standard and the technology considerations that will help ensure compliance.

Download Now

QUALITY DIGEST LIVE



Quality 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.

Specs

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

Rate: \$995



TechCorner

Quality Digest Live's long-standing TechCorner segment remains one of the best ways for a company to highlight their latest hardware or software at *no cost*. Simply send in your equipment or product and we'll do a brief, professionally shot 8-minute overview, showing potential customers what it is and how it works. You can also send your subject matter expert to our studio in Northern California to appear on the show for the segment, too!

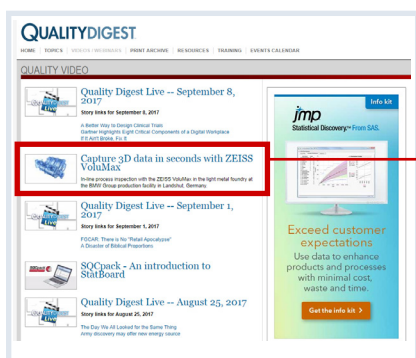
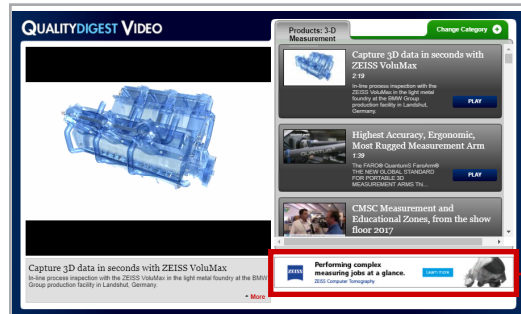
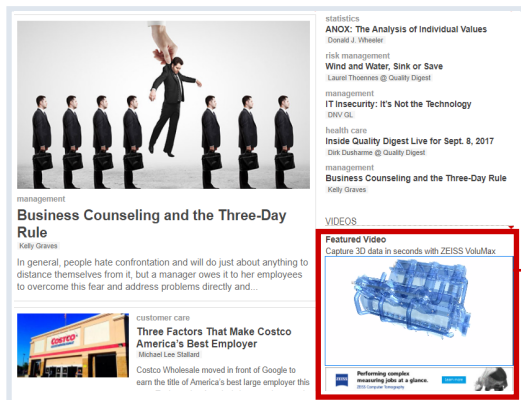
How To

Our latest QDL spin-off, *Quality Digest How To*, is a series of 3-5 minute instructional videos showing best practices, solutions, care-taking, and tips. Sponsors of a set of How To episodes will have their products used in the demonstrations, as well as on-air acknowledgements and branding throughout.

Rate: \$4,995

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.
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 the weekly *Quality Digest* newsletter during your run, right below our top feature. 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.



SPECIAL VIDEO PRODUCTIONS

The *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, a more stylized 3-4 minute commercial video, complete with editing and a professional voiceover, or even just capture professionally shot raw footage of your booth and hardware in action for your own use.

Ask for our booth shoot rate sheet!



NEW! Virtual Expo

The *Quality Digest Virtual Expo* program offers our partners the opportunity to reach an audience of engaged professionals looking for great solutions to a variety of industry challenges. Hosted by publisher Mike Richman and editor in chief Dirk Dusharme, this live video program includes technology demos, questions and answers with application engineers, conversations with power users of various solutions, and a lively roundtable segment that's as entertaining as it is informative.

Sponsors of our Virtual Expo enjoy the following benefits:

- Professionally produced video demo of your solution in action as well as the Q&A segment featuring your application engineer (all video is yours to use in your own marketing efforts)
- Lead generation (access to contact information for show registrants)
- Branding as Virtual Expo sponsors in numerous pre- and post-show editorial pieces and promotional placements

To see what the *Quality Digest Virtual Expo* is all about, visit https://youtu.be/VkVVK_aln9E.

Rate: \$5,995



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.

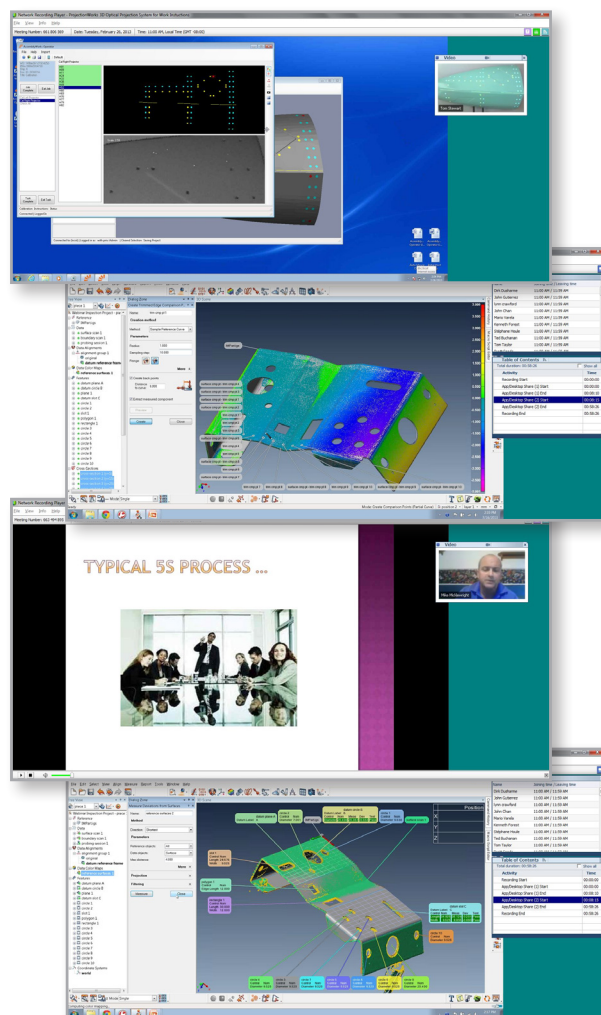
Would this transform your experience and make you rethink your attitude toward the value of a webinar?

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

Quality 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 in-depth articles as well as the most prominent news stories. 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 news cycle that enables us to **spread the word** on new products, events, trends, and industry milestones. This content appears in *Quality Digest Newsletters* as well as on our website.

We can publish your latest press release or case study quickly, or link directly out to the content on your website. In addition, we also publish an extensive, year-round event calendar highlighting the latest trade shows, user conferences, and more.

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

Thank 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'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.

Dirk Dusharme, editor in chief,
ddusharme@qualitydigest.com

Taran March, editorial director,
tmarch@qualitydigest.com

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
Newsletter Sponsorships	Weekly issue	\$995
	Sponsorship with published article	\$2,495
	<i>Quality Digest Reports</i> series	\$4,995
	<i>Quality Digest Newsbriefs</i> (non-specific dates)	\$495/issue, minimum of 4
Inbound Campaign	Includes newsletter, content marketing, social media, etc.	Starting at \$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
E-Blast	One-time send to entire marketing list	\$2,495/blast
Video Sponsorships	<i>Quality Digest Live</i>	\$995 per episode
	<i>Quality Digest Live On-Site</i>	\$2,995 per episode
	<i>How-To</i>	\$4,995 per series
	<i>Virtual Expo</i>	\$4,995
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
Enhanced Webinar	Live webinar with enhanced video and functionality	\$7,995 + travel in special situations