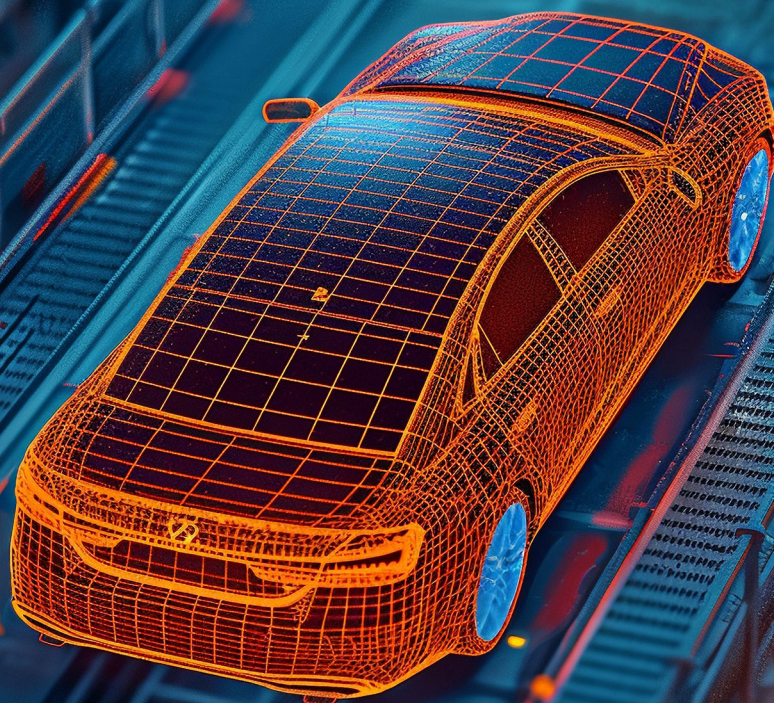


# QUALITYDIGEST

## 2025 MEDIA PLANNER

"We get the best performance in terms of lead generation from QD out of any media we work with ... and [we've] tried them all."

*-Rick Herman, Callisto Marketing Services*



YOUR LEADER IN LEAD-GEN EFFORTS

# WHY QUALITY DIGEST

## Our Mission

We bring together those seeking business improvement solutions with those who 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.

### Mailing List Size

Through extensive list-growth efforts, the *Quality Digest* mailing list continues to thrive and reach new levels of engagement with our sponsored newsletters and third-party marketing blasts. In 2021 we set record highs for both list size and overall click-throughs.

32,346

### Social Media Followers

For 10 years, our YouTube series *Quality Digest Live* has driven our social media growth, leading to thousands of followers and a million hours of content watched, while our Twitter feed provides daily news updates and webinar previews.

20,071

### Website Visitors

We have been 100% digital since 2009, and have mastered the delivery and daily publication of online content and news. Extensive SEO efforts and success have brought us nearly **1 million unique** readers in a calendar year, and over 1.2 million total visits.

1 million

### Average Time-on-Page

With an industry average of only 82 seconds for B2B publications, and even less for everyone else, our **one-year average of 3 minutes** of time-on-page speaks volumes about the quality of our content, and the audience match.

3:01

## What Our Partners Say

"There are many reasons to work with *Quality Digest*, but the fact that they are the most flexible and have the best customer service comes to mind. Also, we get the best performance in terms of lead generation from QD out of any media we work with on a regular basis, and we've worked in the Quality Management space for over 30 years and tried them all."

*Rick Herman, Callisto Marketing Services*

"The team at *Quality Digest* is easy to work with and always willing to go the extra mile for us."

*Mary Chisholm, MicroRidge*

"*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*

*Quality Digest* continues to be a valuable piece of our marketing efforts. The solutions offered are outstanding and provide quality leads, and the team is easy to work with and highly professional."

*Kiki Schockling, PQ Systems*

# WHAT'S INSIDE

## Our Audience & Mailing List

Our readers come to us through various sources, such as search engines, social media, direct traffic, and our email list. Because of this, it's impossible to have knowledge of every single visitor and reader, but we try our best to give an accurate breakout of our readers by analyzing our website sign-ups and our mailing list. Below is a look at the industry and job ratio splits for a large sample of our audience.

INDUSTRY SECTOR	
Mfg. -- All Other	9.3%
Services -- Business Services	5.4%
Services -- Healthcare	4.7%
Services -- Training/Consulting	5.0%
Services -- Software	3.1%
Services -- Financial	2.1%
Services -- All Other	4.4%
Services -- Utilities	1.7%
Services -- Transportation	1.7%
Mfg. -- Chemicals	2.2%
Mfg. -- Pharmaceuticals/Biomedical	4.0%
Mfg. -- Medical Equipment/Supplies	3.9%
Mfg. -- Rubber/Plastics	7.0%
Mfg. -- Primary Metal Industries	2.3%
Mfg. -- Fabricated Metal Products	5.5%
Mfg. -- Machinery Except Electronic	2.4%
Mfg. -- Electric and Electronic Equipment	5.2%
Mfg. -- Transportation Equipment	1.5%
Mfg. -- Instruments/Measurement/Related Products	2.5%
Mfg. -- Motor Vehicle, including body/trailers/parts	3.2%
Government/Military	3.2%
Education	3.0%
All Other -- Food, Beverage, etc.	12%
JOB FUNCTION	
Manufacturing Engineer/Technical	5.9%
Senior Management	19.1%
Quality Management	28.7%
Quality Control/Assurance	12.3%
Manufacturing Management	4.8%
Training/Consulting	7.8%
ISO 9000 Standards Management	4.0%
Purchasing	2.2%
Other	15.5%

## Media Planner Guide

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# METROLOGY & MANUFACTURING



## Roadshow Documentaries

In 2025, *Quality Digest* is embarking on an exciting new era of documentary filmmaking with an innovative **Manufacturing Roadshow** series of short films. In season one we are looking to tell the stories of manufacturing, metrology, management, and work across the USA as we explore and showcase the reindustrialization of the country.

Our Emmy Award winning production team is putting together our itinerary now, and we're looking for stories. We're interested in capturing everything from the latest tech in metrology, team management success, innovative 3D scans, and everything else showing how measurement and manufacturing is changing the industrial landscape, employment opportunities, and competitive challenges. We're also looking for sponsors! Email [Roadshow@qualitydigest.com](mailto:Roadshow@qualitydigest.com) to get involved.

## QUALITYDIGEST METROLOGY

TOPICS • VIDEOS/WEBINARS • ADVERTISE • METROLOGY HUB • TRAINING • SUBSCRIBE • LOG IN



Wayne Taylor Racing With Andretti, a world-renowned motorsports organization based in Indianapolis, competes in the Rolex 24 at Daytona endurance race. Photo credit: Jamey Price.

### Race to Success

AMETEK

Endurance racing is one of the oldest and toughest pastimes in motorsports. It is a true test of performance. Not only is a driver's stamina on display, but vehicle durability as well. Based in Indianapolis, Wayne Taylor Racing With Andretti (WTRAndretti) is a world-renowned global motorsports organization and a dominant force in endurance racing. To stay competitive, WTRAndretti continually...



**Researchers Use Large Language Models to Help Robots Navigate**  
Someday, you may want your home robot to carry a load of dirty clothes downstairs and deposit them in the washing machine in the far-left corner of the basement. The robot will need to combine your instructions with its visual observations to determine what it should do to complete this task....



**NIST Brings Mass Measurement to the Masses**

Bringing its cutting-edge invention to the larger world for the first time, the National Institute of Standards and Technology (NIST) has delivered a portable and super accurate tabletop instrument for measuring mass to the U.S. Army. This could revolutionize critical measurements in a variety...



**AI Speeds Handling and Defect Inspection of Indexable Inserts**

Indexable inserts are interchangeable cutting tools that are indispensable in various industrial applications, especially in metalworking. They are used as cutting material carriers for machining metals, plastics, or wood.

Manufacturing indexable inserts requires high-precision...

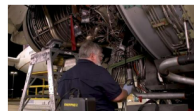


**Scan Smart, Not All**  
Data are at the core of smart manufacturing; they're pivotal to innovation and agility. At the same time, the vast amounts of new data captured daily in manufacturing present substantial challenges—no more so than within quality control,



**Researchers Demonstrate First Chip-Based 3D Printer**

Imagine a portable 3D printer you could hold in the palm of your hand. This tiny device could enable you to rapidly create customized, low-cost objects on the go, like a fastener to



**Increase Efficiency in Aircraft Engine Inspection With Digital Turning Tools**

For organizations responsible for aircraft operation and maintenance, inspecting critical aircraft-engine components is a routine preventive maintenance procedure. These



**COMPLIANCEQUEST**  
**Supply Chain Visibility and Traceability**  
Tracking What Matters

August 28th, 2024

3 pm - 3 pm EST

## A New Metrology Destination

Since 1995, [qualitydigest.com](http://qualitydigest.com) has been the online destination for all things quality. Thirty years later, that remains as true as ever with the launch of our new *Metrology Hub*.

Designed from the ground up to be a core shop for all things metrology and measurement, this new portal will feature exclusive webinars, video demos, case studies, and the latest news in the world of measurement.

In combination with our brand-new **Manufacturing Roadshow** documentaries and **3DMU**, our series of metrology training videos, Quality Digest aims to continue to be the most important destination for anyone and everyone involved in the world of metrology, from industry veterans to the next generation of metrologists.



# WEBINARS

## QUALITYDIGEST ENHANCED WEBINARS

Since their debut a decade ago, *Quality Digest's* enhanced webinar events have set and raised the bar for the traditional webinar experience, for both our audience and our partners.

For our audience, they've come to expect a concise, informative, and engaging presentation hosted by our editor in chief Dirk Dusharme and the event subject matter expert(s). Live video feeds of the presenters and the products, interactive Q&A sessions, surveys, and valuable downloads all make up our usual webinar experience, followed by next-day access to the on-demand recording and materials.

For our partners, webinars are the best option for lead-gen for those in need of both quantity and quality; we utilize our email, website, and search traffic to get the word out, and continue to supply leads even after the event is over through on-demand placement. Event sponsors can expect to receive all leads the day after the event, followed by any on-demand leads within the following weeks. You control what information we capture.

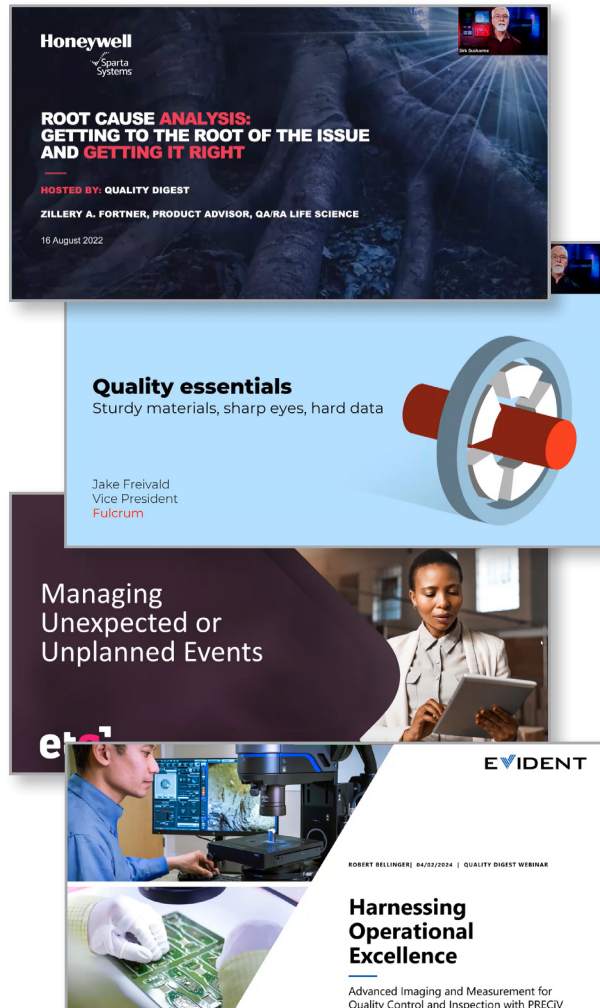
Let us handle everything. Event setup, registration management, promotion, event presentation, and post-event wrap-up. Your SME(s) just need to show up with their presentation and do what they do best; we'll take care of the rest.

### 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
- A sponsorship of our newsletter, with an optional article from your presenter
- Premium web ad position placement
- Social media outreach

## Rate

- Complete webinar package: \$9,495
- Discounts available for multiple webinar events scheduled in advance

# SPECIAL REPORTS AND EBLASTS

**E**mail isn't dead. Far from it, in fact: Direct email contact remains one of the easiest and most powerful ways to reach the right people directly with your message. No ad blockers, no bidding war, no stressful keyword guesswork. We have the right list, you have the right message. It's as simple as it is effective.

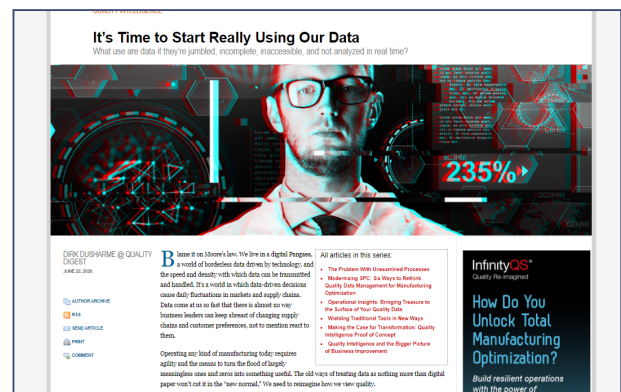
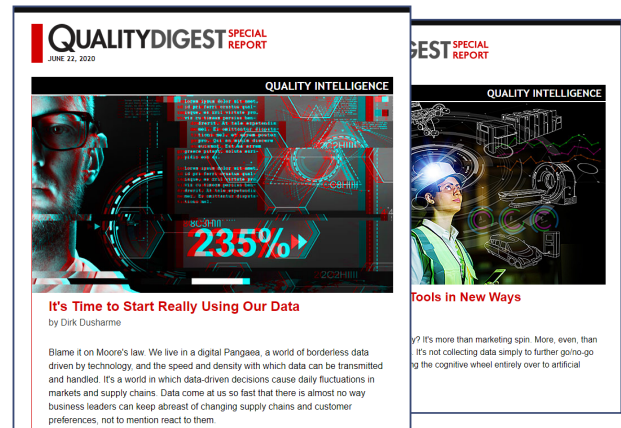
## Special Reports

Over the years, the *Quality Digest* editors have written several series of articles covering industry topics such as SINO-US relations, fraudulent certifications, the future of life sciences, quality intelligence, and the latest in metrology and microscopy. Our team writes these bundles of articles after extensive interviews with our partners, their clients, and industry experts; in the end, it all ties together with your company and your message.

Associate your brand with original high-quality, well-researched, industry-leading journalism, and even include your own content in the series.

We package them all together on *QualityDigest.com* as a special report, and launch multiple custom newsletters featuring only the content and your branding over the course of several days.

**Standard Rate:** \$5,995 per series



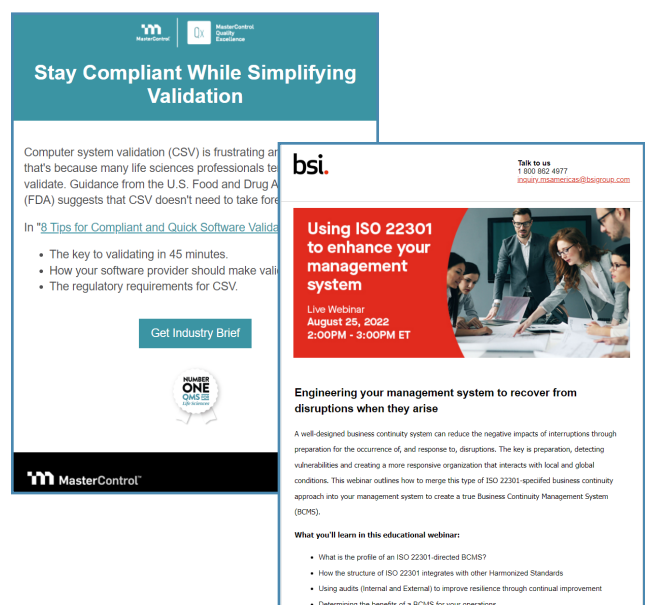
## Email Blasts

Simply put, if it's leads you want, our blasts will give you the ROI you're looking for. 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.

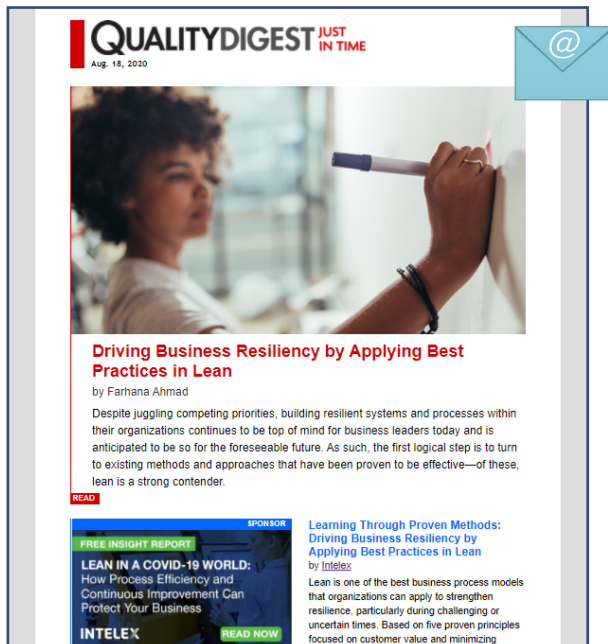
Quality Digest blasts are known for their high engagement rate, particularly when promoting a webinar event or ebook download.

**Standard Rate:** \$2,695/blast



# CONTENT MARKETING

Since 2013, *Quality Digest* has offered our partners the opportunity to present themselves as thought leaders across our platforms. We've perfected the balance of combining marketing and editorial by presenting valuable, high-level content that isn't just a sales pitch. Our audience has come to expect integrity from our content; we don't hide that the articles are sponsored, and we don't present an article that is just a glorified ad. In the B2B space we occupy, the readers are looking for expertise, insight, leadership, and direction, and we offer our partners the opportunity to provide that across all of our platforms. The journey for your content begins in our reader's inbox, then leads to your own custom landing page, which will never expire. **Rate:** \$2,695 per campaign



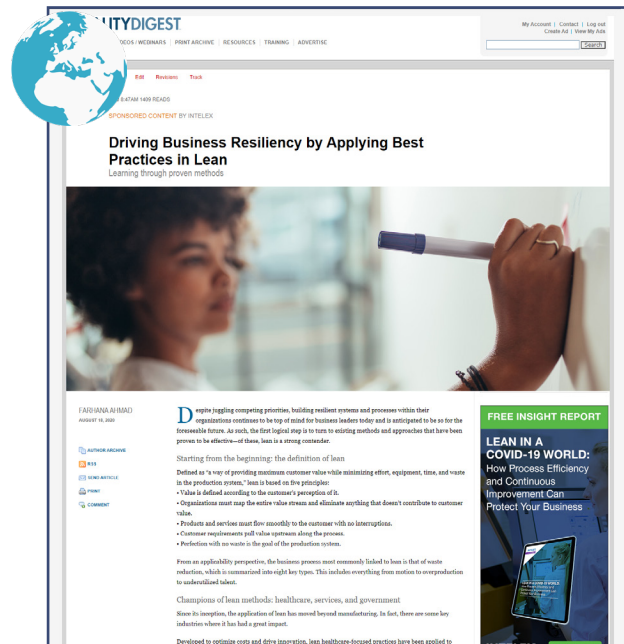
**QUALITYDIGEST** JUST IN TIME  
Aug 18, 2020

**Driving Business Resiliency by Applying Best Practices in Lean**  
by Farhana Ahmad

Despite juggling competing priorities, building resilient systems and processes within their organizations continues to be top of mind for business leaders today and is anticipated to be so for the foreseeable future. As such, the first logical step is to turn to existing methods and approaches that have been proven to be effective—of these, lean is a strong contender.

**FREE INSIGHT REPORT**  
**LEAN IN A COVID-19 WORLD:**  
How Process Efficiency and Continuous Improvement Can Protect Your Business  
INTELLEX **READ NOW**

**Learning Through Proven Methods: Driving Business Resiliency by Applying Best Practices in Lean**  
by Intellex  
Lean is one of the best business process models that organizations can apply to strengthen resilience, particularly during challenging or uncertain times. Based on five proven principles focused on customer value and minimizing



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**Driving Business Resiliency by Applying Best Practices in Lean**  
Learning through proven methods

Despite juggling competing priorities, building resilient systems and processes within their organizations continues to be top of mind for business leaders today and is anticipated to be so for the foreseeable future. As such, the first logical step is to turn to existing methods and approaches that have been proven to be effective—of these, lean is a strong contender.

Starting from the beginning: the definition of lean  
Defined as "a way of providing maximum customer value while minimizing effort, equipment, time, and waste in the production system," lean is based on the principles:  
• Value is defined according to the customer's perception of it.  
• Organizations must map the entire value stream and eliminate anything that doesn't contribute to customer value.  
• Products and services must flow smoothly to the customer with no interruptions.  
• Customer requirements pull value upstream along the process.  
• Perfection with no waste is the goal of the production system.

From an applicability perspective, the business process most commonly linked to lean is that of waste reduction, which is categorized into eight types. This includes everything from motion to overproduction to underutilized talent.

Champions of lean methods: healthcare, services, and government  
Since its inception, the application of lean has moved beyond manufacturing. In fact, there are some key industries where it has had a great impact.

Developed to optimize costs and drive innovation, lean healthcare-focused practices have been applied to

**FREE INSIGHT REPORT**  
**LEAN IN A COVID-19 WORLD:**  
How Process Efficiency and Continuous Improvement Can Protect Your Business  
INTELLEX **READ NOW**

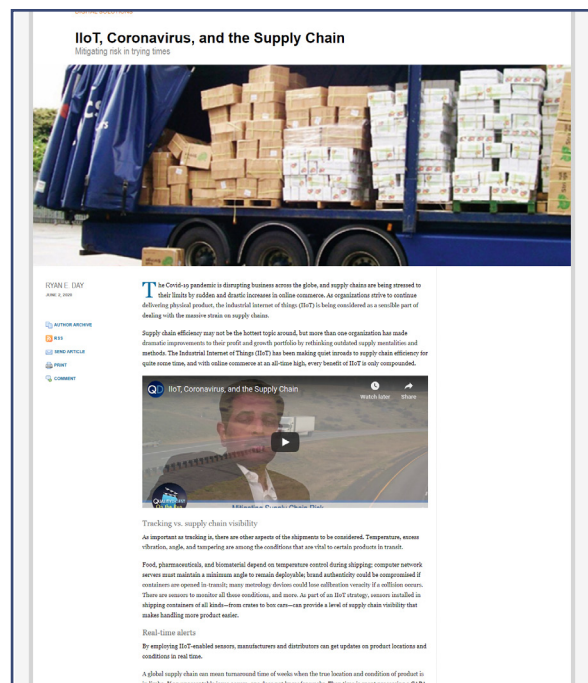
## Custom Video + Article

A merger between our popular Content Marketing and Tech Corner options, our new custom video solution combines the best of both. Our editors will interview your experts and demo your product before crafting a supportive article that includes both a write-up of your solution and a brief, two- to three-minute video highlighting its uses.

In addition to being embedded within the article, the video is also accessible on the *Quality Digest* YouTube channel, further maximizing the searchability of your product and message.

Finally, as with all of our content marketing, you have the option of including a Skyscraper ad within the content as well.

**Rate:** \$3,995, not eligible for discounts



**IIoT, Coronavirus, and the Supply Chain**  
Mitigating risk in trying times

The Covid-19 pandemic is disrupting business across the globe, and supply chains are being stressed to their limits by sudden and drastic increases in online commerce. As organizations strive to continue delivering physical product, the industrial Internet of Things (IIoT) is being considered as a viable part of dealing with the massive strain on supply chains.

Supply chain efficiency may not be the hottest topic around, but more than one organization has made dramatic improvements in their profit and growth portfolio by utilizing optimized supply methodologies and methods. The Industrial Internet of Things (IIoT) has been making quiet inroads to supply chain efficiency for quite some time, and with online commerce at an all-time high, every benefit of IIoT is only compounded.

**IIoT, Coronavirus, and the Supply Chain**

Tracking vs. supply chain visibility  
As important as tracking is, there are other aspects of the shipment to be considered. Temperature, vessel vibration, angle, and tampering are among the conditions that are critical to certain products in transit.

Food, pharmaceuticals, and biomedical depend on temperature control during shipping; computer network servers must maintain a minimum angle to remain deployable; brand authenticity could be compromised if containers are opened to tamper; many commodity shippers could lose customer loyalty if a reliable carrier. There are sensors to monitor all these conditions, and more. As part of an IIoT strategy, sensors installed in shipping containers of all kinds—from crates to box cars—can provide a level of supply chain visibility that makes handling more product easier.

Real-time alerts  
By equipping IIoT-enabled sensors, manufacturers and distributors can get updates on product locations and conditions in real time.

A global supply chain can mean tremendous time of weeks when the true location and condition of product is in limbo. If an unacceptable issue occurs, one does not know for weeks. This time is spent processing a CAPEX.

# INBOUND MARKETING

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 few years 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 by 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 as 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's* 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 \$6,995 to \$14,995 depending on which tools you wish to employ and how involved *Quality Digest* is in creating the assets


# QUALITY DIGEST NEWSLETTER

**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 articles, op-eds, case studies, videos, new product releases, and more. Advertisers have multiple ways of participating in our newsletter:

QUALITYDIGEST

JUST IN TIME

AUGUST 24, 2022




### Employee Turnover Costs More Than You Think

by Ken Moon

Henry Ford was onto something. In 1914, the automaker began paying his factory workers \$5 per day for eight hours of work on the assembly line. Although Ford had refined mass production to make it more efficient, he still needed employees to show up and stick around. The generous wage, equivalent to about \$148 today, was meant to keep workers coming back.

[READ](#)



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MADE  
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**GAGEpack® Is Gage Management Made Easier**

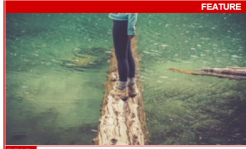
by PQ Systems

GAGEpack is a powerful gage management solution that will save you time while improving the accuracy of your gage management system.

GAGEpack can help with:

- Calibration Management – Make sure your gages are calibrated correctly and on time.
- Standards Compliance – Maintain traceability and avoid audit findings.
- Measurement Systems Analysis – Identify sources of measurement variation.

[Learn more.](#)




FEATURE

**A New Framework for Measuring Stability During Walking**

by Catherine Barzler

Falls are a serious public health issue that result in tens of thousands of deaths annually while racking up billions of dollars in healthcare costs. Most current approaches study how the legs, joints, and muscles act separately to respond, rather than as a system.


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FEATURE

**Paradox Mindset: The Source of**

REVISION / READS: 08/23/2022 9:51AM / 1296 READS



**MANAGEMENT**  
**Employee Turnover Costs More Than You Think**  
  
New study links higher quit rates and product failure  
PUBLISHED: WEDNESDAY, AUGUST 24, 2022 - 12:03

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**H**enry Ford was onto something.

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**Management Features**

Hybrid and Remote Mentoring to Integrate Junior Employees

Quick Turnover

Remote on-the-job training is tough. Here are some tips

**Employee Turnover Costs More Than You Think**




**MobileCollect**

**See MobileCollect in Action!**

**MicroRogue**

**This Week in Quality Digest Live**

Watch: We look at the Leica AT500 laser tracker



**QD We look at the**

[MORE VIDEOS](#)

## Sponsorship

**The Quality Digest newsletter offers sponsors many hyperlinked points of entry in each issue:**

1. A 310x170 pixel ad
2. An article-style headline and byline
3. A 60-word description with a text link
4. A 728x90 banner ad
5. An additional 310x170 ad placed on the landing pages of the articles featured in the newsletter. This "embedded" ad remains active on the landing page for 30 days, where it will generate additional impressions and clicks.

**Rate:** \$1,295

## Enhanced Sponsorship

Combining the reliability of our 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 Skyscraper ad never expires in your article. See more on Page 5.

**Rate:** \$2,695

## Quality Digest Special Reports

Support in-depth, comprehensive quality journalism by sponsoring a unique Quality Digest Special Reports series. Across several issues 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-U.S. 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. See page 6 for more information.

**Rate:** \$5,995

9

# BRANDING CAMPAIGNS

**Q**uality Digest has a heavily trafficked website with an impressive array of video and editorial content. Our web marketing programs are the simple, classic answer for any program focused on branding and awareness.

## 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 five 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:** \$1,295 /week

## NEW! Site Takeover



Three ads in one combined program! Takeover the Quality Digest homepage with three different placements, as well as most Quality Digest articles with the top page dropdown ad, the "sticky" style Skyscraper ad that doesn't scroll with the webpage, and an embedded ad after the first paragraph of the majority of articles across the site.

**Ad specs:** 310 x 170 (embed), 970 x 250 (dropdown), 300 x 600 (skyscraper)  
**Rate:** \$2,995 /week

# QUALITY DIGEST LIVE



**Q**uality Digest Live is a weekly 30-minute web TV show looking at the people, places, and stories making news in the world of quality. Join our editor-in-chief Dirk Dusharme as he interviews key people within industry, and demonstrates the latest in technology, products, and software.

Guests appear in-studio and through video-chat, and viewers are encouraged to join the discussion.

**Join us Fridays 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
- Callouts all week long in our daily newsletters promoting the show and your company
- On-air acknowledgement: "We'd like to thank our sponsor...," complete with company logo
- Episode placement on YouTube, with a link to your landing page in the video description

**Ad specs:** 728 x 90 banner

**Rate:** \$995

## Podcasts

Select episodes of *Quality Digest Live* are available on all major podcast platforms, with more added weekly. Podcast-exclusive marketing opportunities are available.



## 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, and now we'll build an entire episode around your brand. Simply send in your equipment or product and we'll do a professionally shot 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!

**Rate:** \$1,295

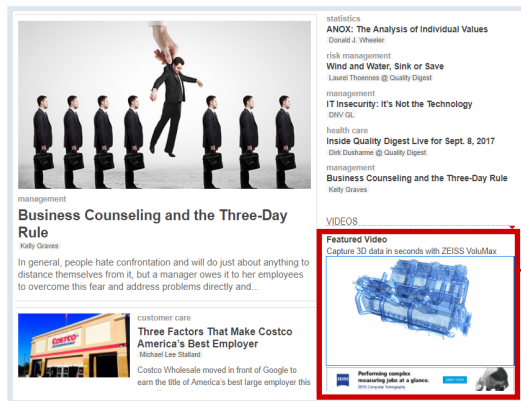
## How To

Our latest QDL spin-off, *Quality Digest How To*, is a series of 3- to 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

# VIDEO PROMOTION

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.

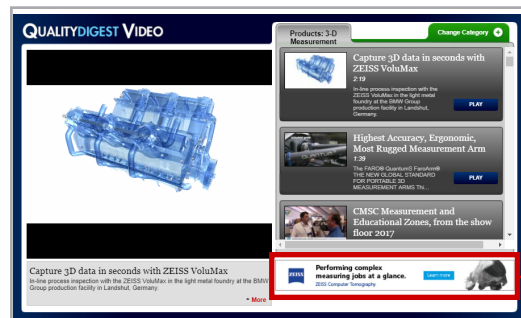


1

## 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: \$1,995

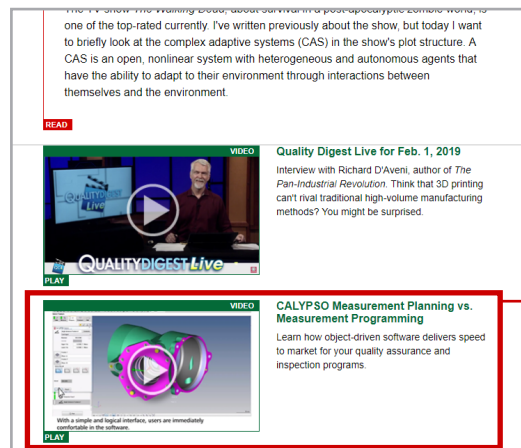


2

## Newsletter Placement

3. We showcase your video in each issue of the *Quality Digest* newsletter during your weekly run. This link will take our readers directly to your video, where it plays automatically. With our redesigned layout, you now have space to include a description and strong headline for your video.

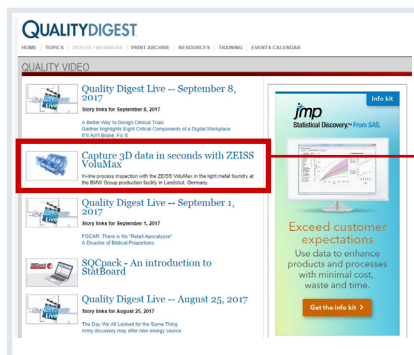
Rate: Included with Featured Video run



3

## 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.



4

# VIDEO PRODUCTION

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, or our own studio. 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- to 4-minute commercial video, complete with editing and a professional voiceover.

## Glamour Videos and Demos

Quality Digest's state-of-the-art studio in Northern California is equipped with everything needed to produce a professional glamour video for your products, complete with dynamic lighting, staging, presenter and the capability to broadcast live.

Visit us to produce a live Virtual Expo, send your experts to sit down with our editor to present an industry round-table, have us film your product from the best angles under ideal lighting to create a glamour commercial (complete with editing), or simply have us film some B-roll footage that can be utilized at trade shows or in your own productions. Whatever your video needs are, our studio is equipped to meet and exceed your expectations.



# EDITORIAL CONTENT

**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 24,000 readers and includes 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, training, auditing, metrology, logistics, and more.

## 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 the *Quality Digest* newsletter as well as on our website.

## 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. We offer both editorial placement and content marketing options. We can also publish your latest announcements quickly, and link directly out to the content on your website. To learn more, please refer to the Content Submission Guidelines on page 12 and see our content marketing option on page 4.

## Video

In addition to our product videos and webinar series, *Quality Digest* is still the only media company in the industry that offers a 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.

## Let us help you!

The *Quality Digest* team includes experts in every field related to not just marketing your brand, but positioning it as a leader in its space. Editorial support, case study crafting, graphic design, eblast coding, managing registrations, leads, and drip-campaigns—our team can, and has, done it all. *Quality Digest* support can be booked independently from any marketing placements or included as a moderate upcharge to an existing marketing campaign.

### HTML support



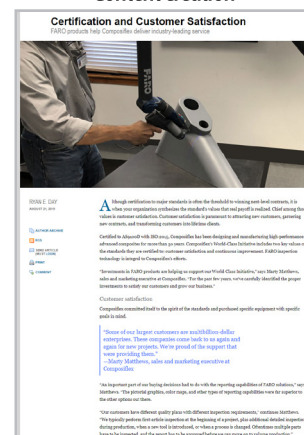
### Graphic design



### Campaign management



### Content creation



# EDITORIAL SUBMISSION GUIDE

**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 editor in chief Dirk Dusharme at [ddusharme@qualitydigest.com](mailto:ddusharme@qualitydigest.com), or 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 focused 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!

### Quotes

Include quotes in your article whenever possible, but with permission. When quoting individuals, inform them that you are going to quote them, and include their title upon first reference. If you take a quote from a website, book, or magazine, provide the full title, publisher, and date.

*"Quality Digest is a terrific platform on which to be published. Their credibility and stature in media within the industry are unmatched."*  
— Mike Micklewright

## 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](mailto:ddusharme@qualitydigest.com)

# AT-A-GLANCE PRICING

**Q**uality Digest has 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. We don't hide or make you contact us to find out what we charge, just look at the table below.

Simply put: The more you buy, the more you save. Orders with multiple campaigns or several months of advertising reserved up-front will see bonus discounts applied to most ad placements, but we also reward our partners based on accumulated yearly total spend as well. [Contact our head of marketing strategy](#) today for a quote.

## Rate Summary

CATEGORY	OPTION	RATE
Quality Digest Newsletter	Single issue sponsorship	\$1,295
	Sponsorship with your published article	\$2,695
	Sponsorship with custom article and video	\$3,995
	<i>Quality Digest Reports series</i>	\$5,995
Inbound Campaigns	Includes newsletter, content marketing, social media, etc.	\$6,995/campaign
Web Advertising	NEW! Site takeover (dropdown, skyscraper, embed banners)	\$2,995/week
	Run-of-site leaderboard banner ads	\$1,995/month
	Run-of-site dynamic skyscraper ads	\$1,295/week
	Run-of-site embedded ad	Contact us
E-Blasts	One-time send to entire marketing list	\$2,695/blast
Video Sponsorships	<i>Quality Digest Live (show sponsorship only)</i>	\$995/episode
	<i>Quality Digest Live (promotional episode)</i>	\$1,295/episode
	<i>Quality Digest Live on-site</i>	\$2,995/episode
	<i>How To</i>	\$4,995/series
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)	\$1,995/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	\$9,495

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# QUALITYDIGEST