



Council of Supply Chain
Management Professionals

Educating and Connecting the World's Supply Chain Professionals.™

MEDIA GUIDE

Reach top Supply Chain Management professionals with CSCMP communications!

- *CSCMP Annual Conference Program*
- *Supply Chain Monthly eNewsletter*
- *CSCMP.org Official Website*

FOR MORE INFORMATION, PLEASE CONTACT:

CSCMP.org

Vicki Sherman

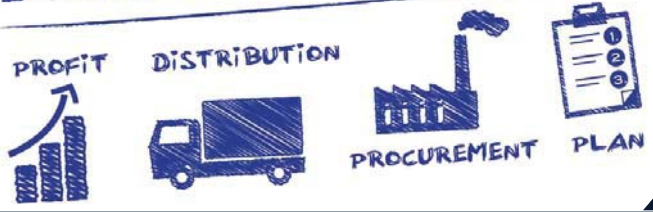
Media Director

352-333-3417

VSherman@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS

SUPPLY CHAIN MANAGEMENT



Council of Supply Chain Management Professionals

Educating and Connecting the World's Supply Chain Professionals.™

COUNCIL OF SUPPLY CHAIN MANAGEMENT PROFESSIONALS

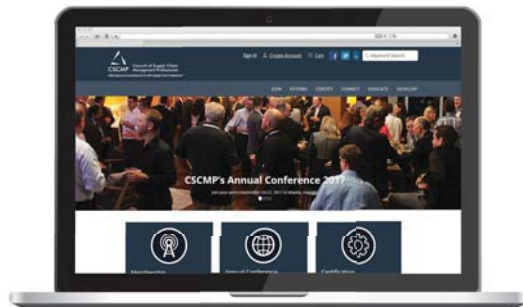
The CSCMP Advantage

- We represent high-level Supply Chain Management professionals, **nearly 73%** of our members are key decision-makers at the **executive level**.
- CSCMP is the **only association that represents the full end-to-end supply chain**, from raw materials to finished goods.
- CSCMP's members are graphically diverse, representing **all 50 states and 74 countries** around the world.
- Our **7,500** members represent a wide range of supply chain management industries including:
 - Consulting
 - Demand Planning
 - Finance
 - Logistics and Transportation
 - Manufacturing Operations
 - Purchasing and Procurement
 - Real Estate
 - Sales and Marketing
 - Technology
 - Third-Party Logistics Services
 - Warehousing

CSCMP Annual Conference Program



print & digital editions



CSCMP Official Website

www.CSCMP.org



Supply Chain Monthly eNewsletter

Reach key players in the nearly \$13 billion supply chain management industry!

Contact a Naylor representative today!



CSCMP Annual Conference Program

Net Advertising Rates

All rates include an Ad Link in the digital edition of the program.
CSCMP Members receive a 5% discount!

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates

| | |
|-----------------------------------|------------|
| Double Page Spread | \$7,609.50 |
| Outside Back Cover | \$7,999.50 |
| Inside Front or Inside Back Cover | \$7,499.50 |
| Tabs | \$5,999.50 |
| Full Page | \$4,499.50 |
| 2/3 Page | \$3,789.50 |
| 1/2-Page Island | \$3,339.50 |
| 1/2 Page | \$2,849.50 |
| 1/3 Page | \$2,159.50 |
| 1/4 Page | \$1,659.50 |
| 1/6 Page | \$1,299.50 |
| 1/8 Page | \$1,009.50 |

Black-and-White Rates

| | |
|-----------------|------------|
| Full Page | \$4,149.50 |
| 2/3 Page | \$3,579.50 |
| 1/2-Page Island | \$3,079.50 |
| 1/2 Page | \$2,629.50 |
| 1/3 Page | \$1,989.50 |
| 1/4 Page | \$1,529.50 |
| 1/6 Page | \$1,199.50 |
| 1/8 Page | \$929.50 |

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

Leaderboard | \$1,600

Skyscraper | \$1,450

Sponsorship w/ Toolbar | \$1,200

Online Specifications - For more information, visit: www.naylor.com/onlinespecs

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Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

(Rates as of February 2018)

CSCMP Annual Conference Program

Digital Edition

In addition to print, *CSCMP Annual Conference Program* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites.

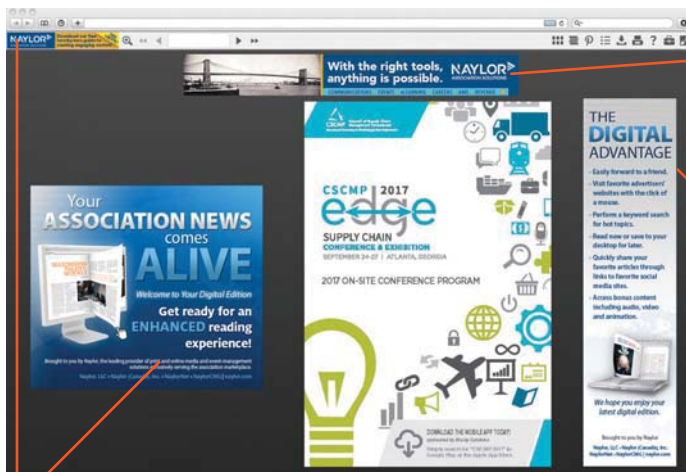
Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire magazine**
- **Navigate and magnify pages with one click**
- **Share articles on news and social networking sites**
- **Read the issue online or download and print for later**
- **View issues instantly from most smartphones and tablets**
- **View archives and find a list of articles for one-click access**

Extend your advertising investment with digital media:

- **Link your ad to the landing page of your choice**
- **Increase website traffic**
- **Interact with viewers to help the buying process**
- **Generate an immediate response from customers**

Ad Positions



Digital Leaderboard | \$1,600

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

Digital Skyscraper | \$1,450

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Online Specifications - For more information, visit:
www.naylor.com/linespecs

Digital Sponsorship w/ Toolbar | \$1,200

Your message will be prominently displayed directly across from the cover of the program. Video capabilities are available. Your company name will also be on the toolbar, found in the top-left corner of every page next to frequently used navigational icons.

Ad Link | *Included in display ad rates*

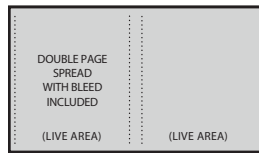
Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

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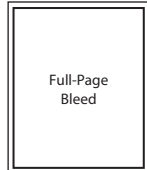
CSCMP Annual Conference Program

Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



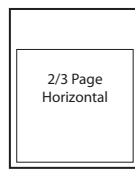
11.75" x 8.75"
(5" x 7.5" LIVE PER PAGE)



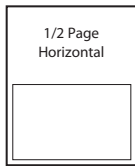
6" x 8.75"



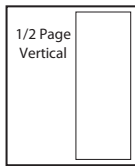
5" x 7.5"



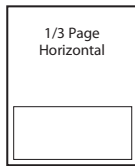
5" x 4.916"



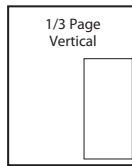
5" x 3.666"



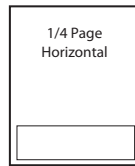
2.333" x 7.5"



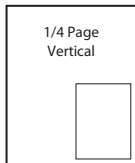
5" x 2.333"



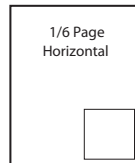
2.333" x 4.916"



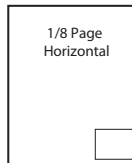
5" x 1.666"



2.333" x 3.666"



2.333" x 2.333"



2.333 x 1.666"

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 10.75" x 7.5"

Full Page Live Area: 5" x 7.5"

Specs for Outsert/Inserts

1 Pg / 2 Surface 5.75" x 8.5"

3 Pg / 6 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

Heavy Card Stock Insert 5.25" x 8.25"

Postal flyersheets 5.75" x 8.5"

Digital Edition - For more information, visit: www.naylor.com/onlinepecs

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Supply Chain Monthly eNewsletter

About Supply Chain Monthly eNewsletter

Now more than ever, professionals consume information on the go. Our *Supply Chain Monthly* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 62,000 decision-makers on a regular basis
- In addition to 7,500 members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other CSCM publications and communications pieces



- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



First Row Rectangles (300 x 250 pixels)

12 Months | \$6,040

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

1st Sponsored Content

12 Months | \$5,775

- 180 x 150 thumbnail graphic. Can be logo or product image (.JPEG or .PNG file, @72 dpi, RGB), no more than a small tagline of text, no contact info included. Not to be treated as a regular banner ad.
- Headline: Advertiser supplies 3-6 words.
- Summary text: Advertiser supplies 30-50 words.
- Web Link: Advertiser supplies URL to link at bottom of text.

Second Row Rectangles (300 x 250 pixels)

12 Months | \$5,510

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

2nd Sponsored Content

12 Months | \$5,250

Distributed Monthly Sections include

- Hot Topics
- News Briefs
- Upcoming Events

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Advertising on CSCMP's Website – www.CSCMP.org

Advertising on the CSCMP website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to CSCMP.org to learn about upcoming association events, discover ways to maximize their CSCMP membership, and view the latest issue of our *Supply Chain Management* eNewsletter. Advertising on CSCMP.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of supply chain industry professionals.

Features of CSCMP website advertising:

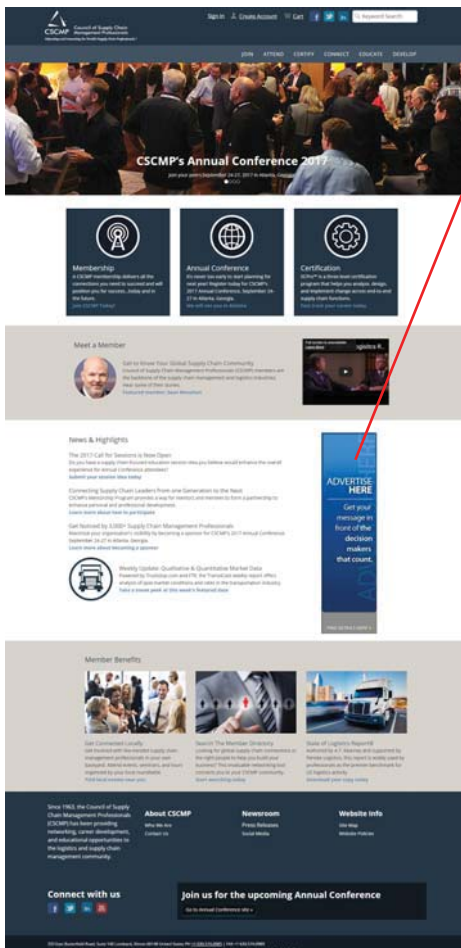
- Cross-promoted in other CSCMP publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, CSCMP.org receives:

- Over 30,000 visits per month
- Nearly 135,000 pageviews per month



Home page view



Rates

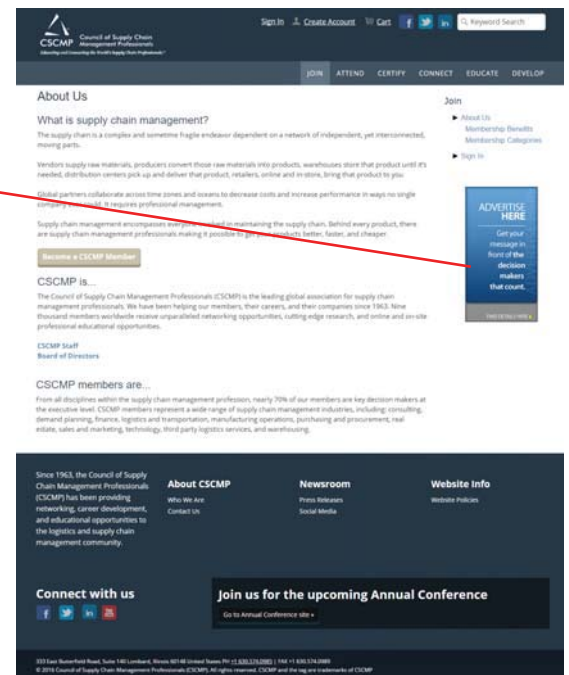
Skyscraper (160 x 600 pixels)

- 12 Months | \$4,200
- Home page position
- 3 rotations available
- Located on the right side

Half Skyscraper (160 x 300 pixels)

- 12 Months | \$4,460
- Sub-pages position
- 5 rotations available
- Located on the right side

Sub-page view



Online Specifications - For more information, visit:
www.naylor.com/clientSupport-onlineGuidelines.asp

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Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment our advertisers make with CSCM and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of CSCM.

CH Robinson Worldwide
Florida East Coast Railway
Hub Group, Inc.
J.B. Hunt Transport Services
Kodewin
Leanlogistics
MercuryGate International, Inc.
Penske Logistics, LLC
ProTrans, Inc.
SMC3
Swisslog
The Raymond Corporation
Transplace
Truckstop.com
WSI