

cygnus
Business Media

Supply & Demand Chain

Solutions-based Intelligence for Supply Chain ROI

Executive



2011

Media Planner

AUDIENCE

Highest Number of Executives

We put you in front of the boss, the decision-maker.

Our 54,643* subscribers include C-level executives, vice presidents and line-of-business leaders. Including those at Fortune 1000, Global 2000, midsize and small enterprises.** In fact, we reach the highest number of corporate executives of any supply chain magazine. These are the supply chain technology leaders that select solutions and service providers and sign the checks – and these are your potential clients.

Mission-critical Editorial

We deliver mission-critical editorial to executives actively searching for solutions to their supply chain challenges. *Supply & Demand Chain Executive* is the executive's user manual for successful supply chain transformation. Our hard-hitting analyses, viewpoints and unbiased case studies steer executives and supply management professionals through the complicated world of supply chain enablement. And we are the only magazine in our industry covering the entire global supply chain that focuses on ROI, professional development and change management, all in a solutions-based format. Our readers rely on our mission-critical editorial to solve their supply chain challenges.

High-impact Marketing Channel

Advertising in *Supply & Demand Chain Executive* raises your profile with executive decision-makers and can be the first step on the road to a sale. Looking for leads? Trying to drive greater traffic to your Web site? In a recent survey***, almost 50% of our readers said that an ad in *Supply & Demand Chain Executive* had prompted them to seek more information from the advertiser's Web site. And, more than three quarters (85%) had requested information, discussed an ad with a colleague, bought or recommended the purchase from seeing the advertiser in the magazine. These are the leads that you need to start the sales process and close the deal.

The Bottom Line

Since 2000, our readers have turned to us to gain a competitive advantage. *Supply & Demand Chain Executive* can be your competitive advantage in reaching these key executives. *Supply & Demand Chain Executive* offers advertisers the unique opportunity to get in front of senior decision-makers who are actively seeking solutions to enable their supply and demand chains – and who have the money to spend on these projects. Our unparalleled editorial is focused on giving these executives the information they need to ensure ROI on their investment in supply chain technologies. And our exclusive access to the Executive Suite ensures your ROI on advertising in *Supply & Demand Chain Executive*.



SDCE

is the only magazine in our industry covering the entire global supply chain that focuses on ROI, professional development and change management, all in a solutions-based format. Our 54,643* C-level and line-of-business executive subscribers rely on our mission-critical editorial to solve their supply chain challenges.



"Supply & Demand Chain Executive helped convert IHS marketing initiatives into a well-orchestrated Executive-level, integrated corporate program. They collaborated and showed us unique methods to transform

original market research into valuable print and online deliverables. Written articles, whitepapers, and webcasts were program elements that have become critical to IHS demand creation and market awareness, as well as showcasing our clients and colleagues as supply chain leaders."

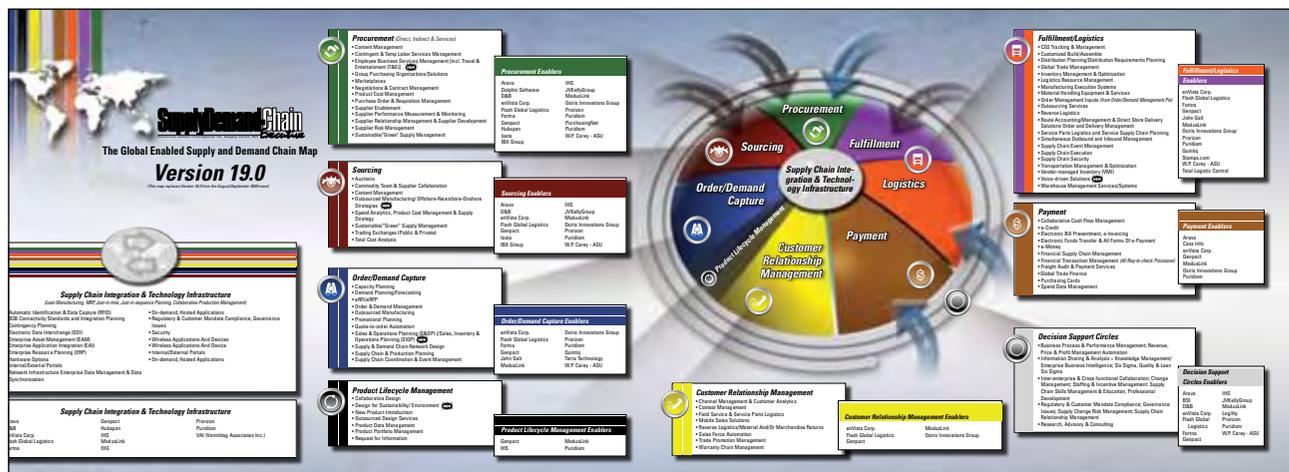
Rory King
Senior Manager
Product Marketing
IHS, Inc.

PURCHASING INFLUENCE

Readers shared their company's plans for investing in supply and demand chain enablement in the following areas within the next 18 months:*

| | | | |
|--|-----|--|-----|
| Supply chain planning | 42% | Business performance management | 34% |
| Procurement | 34% | B2B connectivity (EDI, XML, EAI) | 24% |
| Sourcing | 32% | Supply chain event management | 29% |
| Demand planning & forecasting | 38% | Material handling | 28% |
| Supplier relationship management | 33% | Reverse logistics/returns management | 18% |
| Business process management | 37% | Product lifecycle management | 21% |
| Transportation management | 31% | Manufacturing execution system | 19% |
| Warehouse management | 29% | B2B Payment solutions/services | 17% |
| Spend analysis | 37% | Global trade management | 21% |
| Other fulfillment/logistics | 27% | Service parts logistics | 19% |
| Product data management | 29% | CRM..... | 32% |
| Enterprise resource planning | 31% | Payment/supply chain finance..... | 26% |
| Order management | 33% | P-card, corporate card..... | 14% |

- When asked what their companies' budgets were for their supply chain initiatives – 45% said they have \$1 million or more to spend.*
- When asked what actions have you taken as a result of seeing an advertisement in *Supply & Demand Chain Executive* – over 85% said they had requested information, discussed an ad with a colleague, bought or recommended the purchase of a product from seeing the advertiser in the magazine.*



"The media team at Cygnus truly understands the importance of ROI for its advertisers. I appreciate that they have worked to provide me with a variety of choices that fit our communications needs and budget. The production group is extremely accommodating and easy to work with."

Claudia Snyder
Asst. Director of Marketing, Penn State Executive Programs
Smeal College of Business, The Pennsylvania State University

- When asked how the Global Enabled Supply & Demand Chain Map helped them – over 78% said it helped them understand the supply & demand chain process and helped them explain the processes to others in their company. In addition, over 50% MORE readers are using the map this year to source solutions providers than in the past.*

* June 2010 in-house survey of 196 readers

2011 EDITORIAL CALENDAR - PRINT & E-BOOK

| MONTH | FEATURES | INDUSTRY FOCUS | GLOBAL FOCUS |
|--|---|-----------------------|--|
| January e-Book Ad Close: 12/2 Artwork Due: 12/10 | <ul style="list-style-type: none"> • S&OP Update - Leveraging best practices for successful sales and operations planning • Building BI Competency - Leveraging business intelligence in the supply chain | Healthcare | China/Asia Update |
| February/ March Ad Close: 2/1 Artwork Due: 2/9 | <ul style="list-style-type: none"> • Pros to Know - Honoring supply and demand chain's best and brightest • Steal this Supply Chain - New technologies enabling supply chain security <p>Special Supplement: Global Enabled Supply & Demand Chain Map 21.0</p> | Transportation | Global Supplier Performance Management |
| April e-Book Ad Close: 3/2 Artwork Due: 3/10 | <ul style="list-style-type: none"> • WMS Update - Best practices for successful warehouse management system deployments • Reverse Logistics - Trends in services and solutions enabling reverse logistics | Aerospace & Defense | E.U. Update |
| May/June Ad Close: 5/3 Artwork Due: 5/11 | <ul style="list-style-type: none"> • Supply & Demand Chain Executive 100 - Highlighting companies that stand out with their solutions and services • Model Supply Chain - Modeling your competitor's supply chain | Wholesale/Distributor | CSR in the Global Supply Chain - Meeting corporate social responsibility objectives |
| July e-Book Ad Close: 6/1 Artwork Due: 6/9 | <ul style="list-style-type: none"> • ERP Update - Best practices for successful ERP system deployments • Product Lifestyle Management - Trends in solutions for PLM | Government Sector | South America Update |
| August/September Ad Close: 8/3 Artwork Due: 8/11 | <ul style="list-style-type: none"> • The Most Dangerous Supply Chain - Running a supply chain in global 'hot spots' • The Slow Supply Chain - Can a 'slower' supply chain be profitable - or even manageable - even if it is 'greener'? <p>Special Supplement: Global Enabled Supply & Demand Chain Map 22.0</p> | Food | Global Sourcing & Outsourcing - Latest trends and best practices |
| October e-Book Ad Close: 9/7 Artwork Due: 9/15 | <ul style="list-style-type: none"> • 3PL Update - Our annual look at the trends and challenges facing 3PLs and their customers • Contract Management - Trends in solutions for contract management | Chemicals | India Update |
| November/December Ad Close: 10/31 Artwork Due: 11/8 | <ul style="list-style-type: none"> • Green Supply Chain Award - Recognizing small, mid-size and large enterprises that have leveraged technology to drive "green" improvements in their supply chains • Delivering on the Holidays - Preparing the Supply Chain for the 2011 Holiday Season | CPG | Trade Finance - Latest trends in global supply chain finance |

Tentative schedule; subject to change based on industry events and needs.

| PROFESSIONAL DEVELOPMENT | | ROI CASE STUDIES & BEST PRACTICES | BONUS DISTRIBUTION | <p>FEATURES Highlights the critical trends affecting the supply chain, including the leading threats and top opportunities for your company's supply chain, as well as new tools and practices for supply chain transformation, including technologies and processes to give your supply chain a competitive edge.</p> <p>INDUSTRY FOCUS Provides insights into the latest supply chain developments for specific industry segments.</p> <p>GLOBAL FOCUS Tackles the supply chain challenges and opportunities in a specific region of the globe, or coverage of a particular trend in the global supply chain.</p> <p>PROFESSIONAL DEVELOPMENT Offers insights into the critical skills necessary for supply chain executives, with a focus on certifications, university-level educational programs and continuing education opportunities.</p> <p>ROI CASE STUDIES & BEST PRACTICES Spotlights supply chain best practices in action as we feature companies reaping the benefits of implementing new processes and technologies in their supply and demand chains.</p> |
|--------------------------|--|---|--|---|
| | Tactical vs. Strategic - Dividing your supply chain organization into tactical and strategic terms | <ul style="list-style-type: none"> • Supply Chain Planning • Logistics • Sourcing | <p>BONUS DISTRIBUTION Based on '10 schedule; subject to change.</p> <p>February/March</p> <ul style="list-style-type: none"> • BPO and Shared Services Exchange -IQP • Hardlines AHMA • Logistics CIO Forum - Eye for transport <p>May/June</p> <ul style="list-style-type: none"> • LogiCon - WBR • Shared Services Exchange -IQPC • Performance Based Logistics - WBR <p>August/September</p> <ul style="list-style-type: none"> • Parcel Forum 10 • SCOPE West <p>November/December</p> <ul style="list-style-type: none"> • Supply Chain & Logistics Summit -WTG • Defense Logistics - WBR | |
| ent | Social Networking 101 - How can supply chain professionals best leverage social networking tools? | <ul style="list-style-type: none"> • E-Payments • Warehouse Management • Demand Planning | | |
| | Gild by Association -Getting the most out of your membership in professional associations | <ul style="list-style-type: none"> • ERP • Transportation Management • Financial Supply Chain Management | | |
| ty | Next-gen Execs - Dealing with generational change in the ranks of supply chain executives | <ul style="list-style-type: none"> • Spend Analysis • Warehouse Management • Forecasting | | |
| | Job Market Outlook - Where are the supply chain jobs? | <ul style="list-style-type: none"> • 3PL • Demand Planning • Procurement | | |
| s | Continuous Personal Improvement - Staff development strategies that work in the supply chain function | <ul style="list-style-type: none"> • S&OP • Freight Audit & Payment | | |
| | Supply Chain Education Update - The latest offerings from Academia for supply chain executives looking to add to their knowledge base | <ul style="list-style-type: none"> • Inventory Management • Forecasting • Payment Automation | | |
| | Supply Chain Salary Update - SDCE's annual salary survey for supply chain professionals | <ul style="list-style-type: none"> • Procurement • ERP • Warehouse Management | | |

CIRCULATION

Connecting You To The Decision Makers

Supply & Demand Chain Executive provides mission-critical editorial while penetrating deep into the market.

With a qualified circulation of 54,643* subscribers, Supply & Demand Chain Executive has the deepest penetration of corporate executives of any supply chain magazine. Our subscribers include C-level executives, vice presidents and line-of-business leaders that select solutions and service providers - and these are your potential clients.

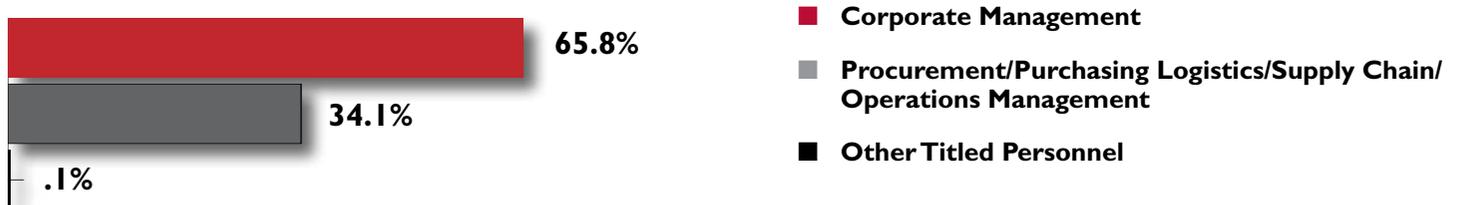


Total Qualified Circulation: 54,643*

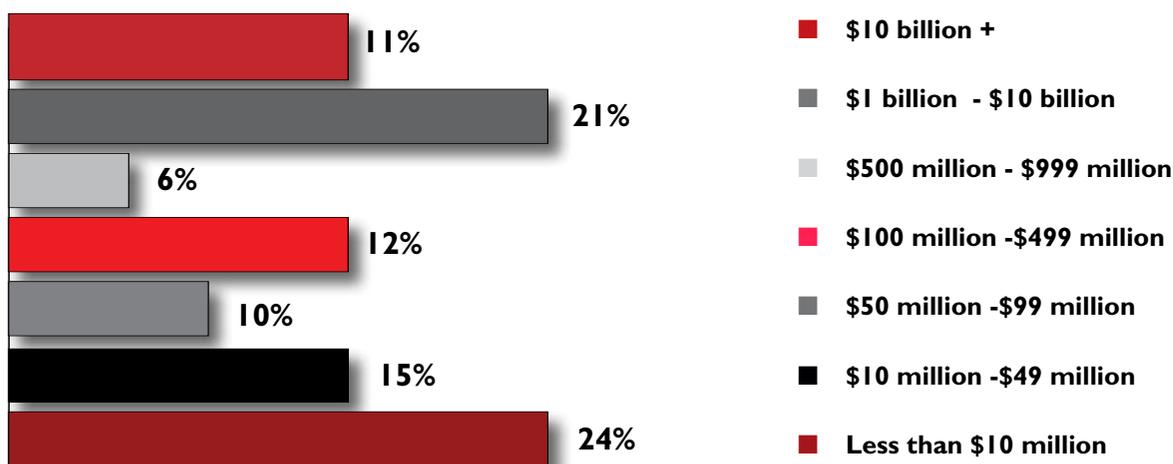
Primary Business of Supply & Demand Chain Executive Audience by Industry *



Job Titles*



Annual Company Revenues**



* June 2010 BPA Statement ** June 2010 in-house survey of 196 readers

REACH AND ROI

Supply & Demand Chain Executive provides intelligence and decision-making information to leading executives like these. Partner with us and you can, too!*

| | | | | |
|---|--|---|---|---|
| 3M (Dir., Supply Chain) | Commercial Equipment & Sales (Pres.) | Dow Chemical Co (Rail Srv Purch) | Lockheed Martin (CIO) | Prudential Financial (Dir., Print Prod) |
| Abbott Laboratories (VP) | Commercial Landscape Supply (VP Purchasing) | Eastman Kodak Company (Dir.) | Lockheed Martin Aero Parts I (Pres.) | Raytheon (Senior Supply Chain) |
| Advance Auto Parts Inc (COO) | Commercial Metals Company (Dir., IT Procure) | Eaton (VP Materials Mgmt) | Lowes (Dir.) | Ross Stores (Sr Dir., Supply) |
| Advanced Micro Components (VP) | Commercial Petroleum Corpora (VP of Sales) | Eaton Corporation (Dir. - Purchasing) | Macy's (Pres.) | Safeway Inc (Pres/Gen Mgr) |
| Advanced Microwave Inc (Pres.) | Commercial Vehicle Group Inc (CEO) | Ecobal Inc (VP Global Sourcing) | McDonald's Corp (Corporate Dir.) | SAIC (VP, Procurement) |
| AES (Pres.) | Community Health Ctr (CEO) | EMC Corporation (Dir. Supply Base) | McKesson (VP It Risk Management) | Sara Lee (Dir. - Materials Mgmt) |
| Affiliated Computer Services (Chairman) | Community Health Plan of Wa (CEO) | Emerson Electric Co (VP Mfg.) | MeadWestvaco (VP Sply Chain) | Sears Holdings (Dir. Inv. Mgmt) |
| Affiliated Healthcare System (Pres.) | Computer Sciences (CEO) | Energy Future Holdings (VP of Supplier Diversity) | Medtronic (Sr. Dir. Operations) | Sears Holdings Corp. (Dir., Print Proc) |
| AGCO Corporation (Tax Dir.) | ConAgra Foods (Sr. Dir. PLM) | Exelon Corporation (VP-Electric Supply) | Merck (Dir., Supply Chain) | Shaw Group Inc (VP of Purchasing) |
| Air Products and Chemicals (Dir. Supply Chain) | Consolidated Container LP (Planning Dir.) | F P L Group Inc (Exec VP of Engr Cons) | MerLife Inc (Sr VP) | Staples (VP Global Sup Chain) |
| Alcoa (Dir. Procurement) | Consolidated Instrument Avnc (Pres.) | Gannett Co Inc (VP) | MGM Mirage (VP of Global Sourcing) | Stryker Corp (Pres.) |
| American Express (VP - PMO) | Consolidated Laboratories In (Pres.) | Gap Inc (Dir.) | Microsoft (Dir.) | Sun Microsystems (VP Supply Mgt) |
| American International Tooling (Pres.) | Consolidated Pipe (Pres.) | Gilead Sciences Inc (Dir Purch) | Mohawk Industries Inc (VP) | Supervalu (Dir Ops/Dist) |
| Amgen (Dir.) | Constellation Energy Group (CEO) | Goodrich (Dir.) | Monsanto (Dir. Global Sc Optim) | Sysco (Pres.) |
| ARAMARK (Exec. Dir.) | Continental Airlines Inc. (SVP) | Goodyear Tire & Rubber (VP) | Morgan Stanley (Exec. Dir.) | Target (Dir.) |
| Arrow Electronics (VP - Operations) | Continental Industries Inc (Dir. Procurement) | Halliburton (SVP Supply Chain) | Motorola (CVP, Supply Chain) | Tenet Health Care (SVP) |
| Avery Dennison (VP) | Continental Meat & Sausage C (Pres.) | Hewlett Packard (Dir. Operations) | Nash Finch Company (EVP- Supply Chain Management) | Texas Instruments Inc (CEO) |
| Avon Products Inc (SVP) | Continental Midland (Pres. & COO) | Honeywell International (VP) | National Oilwell Varco Inc (Dir. - Finance) | Textron (Dir. Service Del) |
| Baker Hughes (Group Pres.) | Continental Refrigerated Svc (Dir. Transportation) | Hp (Logistic Dir.) | Nationwide Beauty & Barber (Dir. Logistics) | The Boeing Company (Dir.) |
| Bank Of America (SVP - Sourcing) | Continental Services Inc. (Pres.) | IBM (IT Dir.) | Nationwide Distribution Svcs (CEO) | The Home Depot (Sr Dir.) |
| Baxter International Inc (VP) | Corning Inc (CEO) | IBM Corp (VP SCM) | Newell Rubbermaid (Dir., Operations) | The McGraw-Hill Companies (SVP) |
| Boeing Co (Exec. Dir.) | Costco Wholesale (VP) | Illinois Tool Works (VP & Treasurer) | Nike (Dir. - FSC) | The Pepsi Bottling Group, In (VP) |
| Boston Scientific Corp (VP Global Supply Chn) | Cummins Inc (Security Dir.) | Illinois Tool Works Inc (Dir. of Sourcing) | Nordstrom Inc (VP Supply Chain Strg) | The PNC Financial Svcs Group (SVP & Dir., SCM) |
| Bristol-Myers Squibb (Sr. VP & CPO) | CVS Caremark (Sr VP Corp Sustainability) | International Paper Co (VP) | Northrop Grumman (Dir.) | The Shaw Group (Dir., SCM) |
| Burlington Northern Santa Fe (Dir. of Purchasing) | Dana Holding Corporation (VP) | ITT (Dir. Procurement) | OfficeMax (Dir., Sc Initiatives) | The Sherwin-Williams Company (VP) |
| C.H. Robinson Worldwide (Dir. of Operations) | Danaher Corp (Corp Dir Logstcs) | J C Penney (CEO) | Omnicare (Dir., Supply Chain) | Thermo Fisher Scientific (Dir., Sourcing) |
| Campbell Soup (Dir. Clbrtve SC Sltns) | Darden Restaurants (VP) | Johnson & Johnson (Exec. Dir., Supply Chain) | Owens & Minor Inc (VP) | Time Warner (VP Procurement) |
| Cardinal Health (Dir. Supply Chain) | Dean Foods Company (CPO) | Johnson Controls (VP IT, North America) | Owens Illinois Inc (It Dir.) | Union Pacific (Dir. Strategic Sourcing) |
| Caterpillar Inc (VP) | Deere & Company (VP Supply Chain Mgmt) | JP Morgan Chase (VP) | Paccar Inc (Dir. -- Purchasing) | Union Pacific Railroad (AVP Purchasing) |
| Ch2m Hill (Dir.) | Dell (VP Service) | KBR (Dir Opns) | Parker Hannifin (VP Supply Chain) | United States Chamber of Com (Dir. of Procurement) |
| Chevron (Pres.) | DollarTree Stores Inc (Dir. of Sourcing) | Kellogg Company (Dir.) | Pepsi Bottling Group (Dir of Transport) | United Technologies (Dir. Procurement) |
| Cisco Systems (CEO) | Dominion Resources (Dir., SCM) | Kimberly Clark (Dir., Medical Devices) | PepsiCo (Supply Chain Dir) | United Technologies Corp. (Dir., Supply Management) |
| Citigroup (VP Sourcing) | Domtar Inc (Dir., Logistics) | Kimberly-Clark (VP Corp Strategy) | PetSmart (Dir. Procurement) | UnitedHealth Group (Sr Dir., Sourcing) |
| Clorox (Dir. of Planning) | Dover Corporation (Dir., Supply Chain) | Kinder Morgan (Dir.) | Pfizer Inc (VP) | UPS (Sr Dir.) |
| CMS Energy Corp (CFO) | Dow Chemical (Supply Chain Dir) | Kraft Foods (Snr Dir. Purchasing) | Pilgrims Pride (Dir. of Logistics) | VF Corporation (Dir. of Ops) |
| Coca-Cola (CEO) | | Kroger (Dir Grcry Prcmnt) | Pilgrims Pride Corp (SVP of Procurement) | Viacom Inc (VP) |
| Commercial & Industrial Elec (Pres.) | | L 3 Communications Microdyne (CIO) | PPG Industries Inc (Dir Gen Prchnng) | Visteon Corporation (Dir.) |
| Commercial Aerospace Support (Owner) | | Lear Corp (CEO) | Procter & Gamble (Assoc Dir, Purchases) | Wal-Mart Stores, Inc. (Senior Dir.) |
| Commercial Business Machines (Owner) | | Limited Brands (Dir.) | Progressive Auto (Pres.) | Walt Disney Parks & Resorts (Dir Lgstc/Supply Chn) |
| Commercial Crating Co (Pres.) | | Limited Brands Inc. (VP of Purchasing) | Progressive Foundry Inc (Pres.) | Western Digital Corp (VP) |
| | | Limited Brands-Logistics Svc (SVP Supl Chain Eng) | Progressive Health Care (CEO) | Whole Foods Market Inc (National VP) |
| | | | | Xerox Corp (Dir Supply Chain) |

* Publisher's own data

ADVERTISING/LEAD GENERATION OPPORTUNITIES

Here Are Some of the Ways SDCExec.com Keeps You “Plugged Into” Your Market.

Executive-level Integrated Corporate Programs

SDCE’s executive-level integrated corporate programs help you to:

- Educate the marketplace while building brand awareness
- Create senior-executive awareness and support to accelerate your sales cycle
- Demonstrate thought-leadership while driving leads to your sales staff

Corporate Programs may include:

- Original research
- Survey development and execution
- Whitepaper authoring and design
- Back end lead generation opportunities (including HTML Blast, eNewsletter, Web Seminars, Podcasts, etc.)

Interactive Opportunities

SDCExec.com is the supply and demand chain industry’s one-stop online source for updated industry news, exclusive solutions-based editorial and helpful research and learning tools. According to the most recent Harris Interactive Executive Survey, when advertisers use combined print and interactive channels for their B2B marketing programs, industry buyers respond:

- More likely to ask for more information
- More likely to recommend the brand of product or service
- More likely to request meeting with a sales representative

Today, every marketing program benefits from strategic inclusion of an interactive program. ROI is more important than ever, and online programs can play a major role in your media-spend accountability. The benefits of an interactive ad campaign include:

- Reinforcing your print message
- Increasing your reach and frequency
- Providing immediate and measurable results
- Enabling online surveys for research and product feedback
- Directing your customers to a specific location on your website
- Increasing brand awareness
- Proven lead-generation programs

SDCExec.com is the single source solution providing a powerful, online resource that helps marketing executives connect with influential customers in the supply and demand chain industry.

Web Seminars

Partner with *Supply & Demand Chain Executive* to reach literally hundreds of influential business and thought leaders with your message. Our editorial and marketing teams will work with you to determine the best way to build the appropriate content for your specific Web seminar topic and discuss how to generate audience appeal among our subscribers. Web seminar sponsorships include the following: customized promotional e-mails, e-newsletter promotions, streaming PowerPoint presentation for the event (video and product demos capabilities are also available as additional enhancements), one-year archiving of the event on our site for additional on-demand viewing, print promotional advertising and a detailed demographic interactive report of each Web seminar registrant (including their responses to polling questions and live Q&A as additional enhancements).



eBooks

Digital editions provide unique marketing opportunities to reach an influential audience of over 33,000* subscribers with added impact and provide instant access to your company and products.

- **Embedded audio:** Enhance the reader experience with your own audio file.
- **Video ads:** Bring your message to life! Use our standard player or talk to us about custom options.
- **Animated ads:** From enhanced PDF’s to full flash files, put your ad in action.
- **Lead generation:** Ads on eBooks generate immediate leads, sent directly to you in real-time.

Video Ad



Exclusive skyscraper (right of magazine page)- stays up continuously \$1,200 net

Interactive video ad-readers see and hear your message \$950 net each page

Regular ads

Full page \$1,500 net 1/4 page \$600 net

1/2 page \$950 net

Add \$500 for animated/flash

* Publisher’s own data

INTERACTIVE ADVERTISING OPPORTUNITIES

e-Newsletter Sponsorships

Every Wednesday and Friday, *Supply & Demand Chain Executive* delivers to our most dedicated readers an e-mail newsletter that contains links to the week's news and feature story highlights from SDCExec.com. Each newsletter is an opportunity to reach a growing number of opt-in subscribers through text, banner, button and box ads.

- Text ads – \$1,416 per issue
- Box – \$2,266 per month
- Button – \$1,699 per month



Buyer's Guide Listings

The *Supply & Demand Chain Executive* Buyer's Guide is an interactive listing of supply chain service and solution providers – enabling all supply chain categories and industry types – located in one, easy-to-navigate place. A Premium or Featured listing ensures your listing is moved to the top of the list or highlighted, making you stand out from your competitors. Don't let your sales slip away because you haven't enhanced your listing.

Customized Surveys

If you want to find out more about your customers or potential customers, don't rely on intuition. Let *Supply & Demand Chain Executive* ask them targeted questions to give you data that's specifically tailored to help drive your strategic planning and decision-making processes. Real-time reporting is included in the survey offering.

Video Network

A unique, effective way to market your products in action. The *Supply & Demand Chain Executive* Video Network allows you to leverage the power of video to highlight your competitive advantages, showcase your customers using your products and announce exciting new products or services coming to the market.

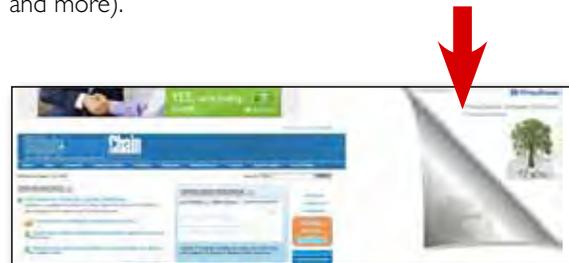
Video Spokesperson

This is an exciting, unique opportunity to grab the Web site readers' attention. The "spokesperson" can link to whatever you determine, such as a whitepaper or case study. You determine the script and all production is done by SDCExec.com team. This offer is exclusive, as we can only have one running on the site at a time.



Peel Back Ads

These ads are a fun way to get the user's attention and drive your message home. An initial ad (100 X 100) resides in upper right corner of the page. When the user clicks, the ad tears down to reveal the full-page ad (back page); you can include anything on the back-page that you would put on a Web page (including additional information, dynamic data, video streaming, data collection, interactive games, and more).



Exclusive e-Mail Blasts

Supply & Demand Chain Executive now offers a faster way to reach your customers and prospects with our e-Mail Blast service. These exclusive e-Mail Blasts are sent out each week to a growing number of opt-in subscribers. You can ensure your sales message was actually read while maximizing your ROI.

- \$3,500 per blast



INTERACTIVE TECHNICAL SPECIFICATIONS

Web Site Advertising

Sponsorship opportunities are available on SDCExec.com where an average of 65,000* page views are registered each month. AdRelevance reports that 63 percent of all online ads are created for branding purposes.

- Leaderboard \$4,200 per month
- Banner - \$3,399 per month
- Box - \$2,266 per month
- Button - \$1,699 per month

Podcasts

This effective communication tool utilizes the news/talk radio concept and the Internet's delivery capabilities, allowing you to increase your marketing reach and visibility while building your lead generation database.

Technical Requirements

e-Mail Blasts

Supply & Demand Chain Executive must have all HTML and Text version creative for an e-Mail Blast at least seven business days prior to the blast date. A subject line that meets our approval must also be provided. Or have our interactive team design an effective and complete e-Mail Blast for your company. This service is provided as an added value to your e-Mail Blast insertion order.

e-Newsletter Sponsorships

Text ads should consist of the following:

- Headline
 - Body Copy – Copy for e-newsletter advertisements must not exceed 45 words.
- Please also include a URL.

More information on interactive technical specs can be found at www.cygnusinteractive.com/adspecs/

Interactive Ad Sizes/ Technical Specifications

We accept ads in .gif, .jpg and Rich Media formats. Other formats must be tested and approved on a case-by-case basis.

| Advertising Unit | Dimensions | Max File Size | Rich Media |
|--------------------|--------------------|---------------|------------|
| Leaderboard | 728 x 90 | 26K | Yes |
| Skyscraper | 160 x 600 | 28K | Yes |
| Medium Rectangle | 300 x 250 | 32K | Yes |
| Banner | 468 x 60 | 16K | Yes |
| Button 1 | 120 x 60 | 8K | Yes |
| Button 2 | 120 x 90 | 12K | Yes |
| Box Ad | 120 x 120 | 12K | Yes |
| Peel Back | Call for specifics | 480-413-0354 | |
| Video Spokesperson | Call for specifics | 480-413-0354 | |

Leaderboard



Banner

SDCExec.com Snapshot

Supply & Demand Chain Executive Opt-In e-Newsletter Subscribers: **30,000+***

e-Blast Subscribers: **28,000+***

Average Unique Monthly Visitors: **25,000+***

Average Monthly Page Views: **65,000+***

* Omnitree HBX Analytics

** Publisher's own data

2011 PRINT RATES AND TECHNICAL SPECIFICATIONS

Print Rates and Technical Specifications

4-color Print Ad Rates (Net)

| | 1x | 3x | 4x |
|--------------------|--------|-------|-------|
| Full page | 5,665 | 5,450 | 5,290 |
| 2-page spread | 10,300 | 9,670 | 9,330 |
| 2/3 page | 4,326 | 3,960 | 3,780 |
| 1/2 page island | 3,805 | 3,690 | 3,450 |
| 1/2 page | 3,605 | 3,490 | 3,250 |
| 1/3 page | 2,781 | 2,630 | 2,580 |
| 1/4 page | 2,575 | 2,490 | 2,340 |
| Back cover | 6,180 | 5,840 | 5,550 |
| Inside front cover | 5,995 | 5,730 | 5,490 |
| Inside back cover | 5,995 | 5,730 | 5,490 |

Make your advertising stand out by utilizing one or more of these premium, high-impact advertising solutions:

- Belly band
- French door cover
- Gatefold cover
- Stickers
- Fold-out tabs
- BRC cards
- Poly-bag ride-alongs

PDF

The PDF format is the preferred format for file submission.

Accepted Native Page File Formats

InDesign, Quark Xpress 4.0/6.0, Photoshop, EPS, TIFF.
Ads should be created to correct ad size dimensions:

Print Ad Dimensions

2-Page Spread

Bleed: 16" x 11"
Trim: 15-3/4" x 10-3/4"
Live Area: 14-3/4" x 10-1/4"

Image Area

1/2 Page Horizontal
1/2 Page Vertical
1/2 Page Island/Standard
1/3 Page Vertical
1/3 Page Standard
1/4 Page Standard

All sizes are measured width by height.

Vector Art Programs

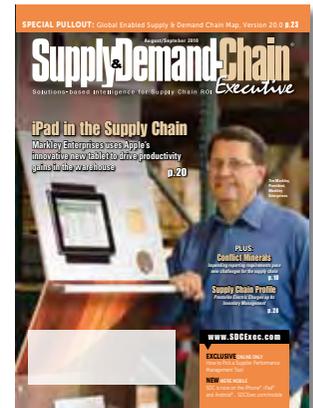
Adobe Illustrator and Macromedia Freehand 9.

Photo Imaging Programs

Adobe Photoshop. Supply all images as either CMYK or grayscale high res. (300 dpi) images. Black and white line art should be in bitmap TIFF (1200 dpi) format.

Fonts

Postscript Type 1. Avoid using TrueType fonts. LaserWriter "City" fonts (i.e. NewYork, Geneva, Chicago, etc.) cannot be used in production.



How to Get Your Files to Us

- CD-Rom
- E-mail – Please contact your Production Services Representative for an e-mail address. File(s) must not exceed 5Mb in size.
- FTP – If file(s) are larger than 5Mb they can be sent via our FTP site – <http://webftp.cygnuspub.com>.

Detailed instructions are provided on the Web site.

Production Contact Information:

Connie Wolf, Production Services Representative
800-547-7377 ext. 1679
Connie.Wolf@cygnusb2b.com

Please note: Cygnus Business Media will not be held responsible nor issue any make-goods for electronic ads that do not follow these guidelines.

Agency Commission

15% of gross to recognized Advertising Agencies submitting material to specifications. Commission is disallowed if payment is not submitted within 30 days of invoice date. Commission applies to space, color and position charges. No agency commission on production or handling charges.

Terms & Conditions

Production charges may be billed at a rate of \$85 per hour if applicable. Interest will be charged if an invoice is not paid within 30 days. The rates are only guaranteed for the frequency herein. Changes and cancellations must be made in writing. No cancellations permitted after closing date. Contract frequencies not met may receive a short rate. Cygnus Business Media is not responsible for either the content or the opinions expressed within paid advertisements, or for any errors they may contain. Publisher reserves the right to reject any advertisement deemed unsuitable for publication. Recognized advertising agencies are allowed 15% of gross billing, provided account is paid in full within 30 days.

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For more information contact

Jolene Gulley · Publisher · 480-413-0354 · jgulley@sdexec.com

Kathleen Arnold · Sales · 414-967-0181 · karnold@sdexec.com