

Digital Newsletters

Forward Scan (quarterly)

An executive product for supply leaders, this practical publication focuses on the profession's next imperatives affecting strategic supply management decisions today. The articles provide insights on emerging trends, technology, challenges and best practices in business.

March, June, September and December

E3 (Engage, Elevate, Emerge) (quarterly)

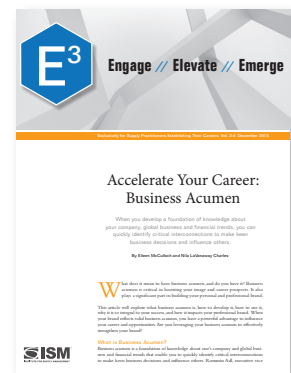
E3 serves our emerging and established procurement and supply chain management practitioners. The content focuses on fundamental procurement practices and issues. Each issue features an article on such topics as emotional intelligence, negotiations, supplier relationships and risk management.

January, April, July and October

Digital Supplements (thrice annually)

On a bi-annual basis, a digital supplement is released to ISM membership. These supplements focus on such themes as logistics or big data and include three to four articles specific to the theme. Sponsorship and advertising opportunities are available for digital supplement releases.

*Content deadline is the 1st business day of the distribution month.



Digital Marketing

Home Page Advertising

Take advantage of these exclusive opportunities and be seen on the ISM home page.

Format	Pricing/Month	Dimensions
Home Page Button	US\$1,500	300 x 250
Home Page Button	US\$1,250	300 x 250

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Content Sectional Button	US\$1,500	300 x 250
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Home Page



Certification



Content Sectional Advertising

Advertising opportunities are available for the following ISM website pages:

Career Center — This is the resource for job opportunities and recruitment within the supply management profession.

ISM Report On Business® — The most reliable near-term economic barometer available since 1931. Advertisements are seen by procurement, supply chain management professionals, economists, analysts, and government and business leaders.

Certification — Both ISM members and non-members alike visit this section to earn or maintain the profession’s most prestigious designation.

Education and Training — When supply managers need to sharpen their skills, they come to the ISM Education and Training area to find seminars, online courses, professional development and training resources.

Acceptable File Formats — jpeg, animated gif, gif and flash

File Size — 12kb max

Digital Marketing

Sponsored Email Blasts

ISM-sponsored email blasts are an ideal way to reach the most influential buyers in procurement and supply management. Email blasts allow you to establish a direct connection with supply chain and procurement professionals from a variety of industries, including manufacturing, pharmaceutical, aerospace, retail, medical, technology, energy and more.

For 100 years, ISM has set the standard for education, research and relationship-building opportunities within the supply chain industry. We invite you to partner with us.

ISM email blasts offer you a turnkey marketing opportunity:

- Group your recipients by job title, location or industry
- Directly reach key decision makers in procurement and supply management
- Opportunity limited to one sponsored email blast per month
- Cost: US\$5,000 per blast

Digital Ad Format

All online advertisements are accepted in either .jpeg or .gif format. All materials must be delivered at least 10 business days before campaign launch. Flash is accepted; however, the animation must be contained inside the specified borders and may not block content. Audio allowed on user initiation only.

Sending Digital Ad Files

Via web file transfer:

<https://secure.ism.ws/ismfiletransfer/fileuploadForm.cfm>. Follow directions given on website; all information and file format requests are important to ensure your files do not become corrupt during transfer.

For questions regarding ad specifications, please contact:

ISM Sales Department

1.480.752.6276

ismsalesdept@instituteorsupplymanagement.org