

# Inside Supply Management® Magazine

For more than 20 years, *Inside Supply Management*® magazine has provided strategic solutions to supply management professionals around the world. It is the authoritative resource with practical advice for all levels of practitioners working for companies in all industries, shapes and sizes. Included in each issue are both the Manufacturing and Non-Manufacturing *ISM Report On Business*®, considered by many to be the most reliable near-term economic barometers available. If you want to put your product or service in front of decision-making supply management professionals, there's simply no better place to be.

## Print Rates (U.S. dollars)

Rates include 4-color process, and there is no additional fee for bleed advertisements.

Full Page	1x	3x	6x	9x
Back Cover	\$7,560	\$7,010	\$6,675	\$6,300
Inside Cover	\$6,790	\$6,440	\$6,265	\$5,900
Inside Back	\$6,325	\$5,905	\$5,645	\$5,385
Page 3	\$6,120	\$5,820	\$5,550	\$5,300
Run of Paper	\$6,100	\$5,725	\$5,490	\$4,700
Half-Page	\$3,420	\$3,200	\$3,060	\$2,970

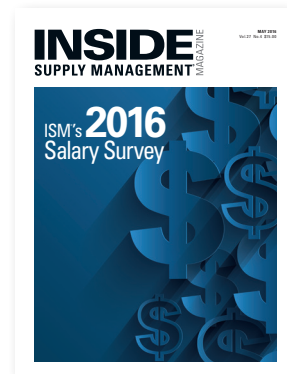
Additional opportunities available, including inserts, spread, blow-in cards, bellybands and more. Contact the ISM sales department for more information and pricing.

## Inside Supply Management® Ad Materials Deadlines

2016	Ad Reservation Date	Ad Materials Due	Mail Date
January/February	11/30/15	12/11/15	1/13/16
March	2/5/16	2/25/16	3/4/16
April	2/26/16	3/25/16	4/13/16
May	3/18/16	4/25/16	5/12/16
June/July	4/20/16	5/24/16	6/13/16
August	6/23/16	7/25/16	8/4/16
September	7/21/16	8/26/16	9/14/16
October	8/26/16	9/23/16	10/13/16
November/December	9/26/16	10/24/16	11/11/16

“With its rich content and diverse audience, find your advertising and marketing ROI in the pages of award-winning *Inside Supply Management*®.”

– John Yuva  
Managing Editor



# 2016 Editorial Calendar

January/February	Economic Trends Cost Reduction Strategies Changing Face of Supply Management
March	Solving the Last Mile Dilemma 30-Under-30 Profile Integrated Reporting in CSR
April	ISM2017 Profile Managing Commodity Volatility Capital Procurement Strategies
May	2017 Salary Survey CPO Certification Requirement Trends Global Aggregation of Spend
June/July	Shipman Award Profile Richter Scholarship Winners Identify and Groom High Performers
August	M&A Two-Sided Approach Strategies for Supplier Consolidation Suppliers in Volatile Regions
September	Category Management Best Practices Corporate Program Transformation Sustaining Value with Incumbent Suppliers
October	Procurement Role in Quality Cargo Risk Management Strategies Ending Supplier Relationships
November/December	Hands-On Learning for Supply Chain Graduates Procurement Department of One CPO Panel Q&A

Note: Topics subject to change.

## Monthly Columns

- JIT
- Perspectives
- Competencies
- Research
- Insights
- Point2Point

# Ad Specifications

## Publication Specifications

Printed: Web offset, saddlestitch

Trim size: 8.125" (20.6cm) x 10.875" (27.6cm)

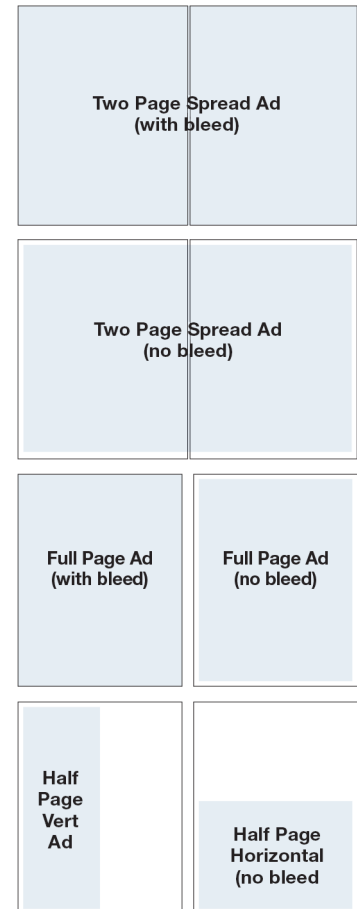
## Ad Dimensions

- Two-Page Spread Bleed  
16.5" (41.91cm) X 11.125" (28.25cm)  
Live area: 15.75" (40cm) X 10.375" (26.4cm)
- Two-Page Spread  
15.75" (40cm) X 10.375" (26.35cm)  
Live area: 15.25" (38.7cm) X 9.875" (25.1cm)
- Full-Page Bleed  
8.375" (21.27cm) X 11.125" (28.25cm)  
Live area: 7.625" (19.4cm) X 10.375" (26.4cm)
- Full-Page  
7.625" (19.4cm) X 10.375" (26.35cm)  
Live area: 7.125" (18.1cm) X 9.875" (25.1cm)
- Half-Page (vertical)  
3.375" (8.5cm) X 9.5625" (24.2cm)
- Half-Page (horizontal)  
7.25" (18.4cm) X 4.875" (12.4cm)

## Color Modes

- 4C (CMYK) Process  
Additional charges apply to convert Pantone (PMS) colors to CMYK.
- Pantone (PMS)  
Additional charges apply for PMS color requests. Please contact the ISM Sales Department for pricing.

\* Ad reservations must be received 45 days prior to publication.



# Ad Specifications

## Formats and Software Applications Accepted

### PDF File Format (preferred)

- All fonts must be embedded in files.
- All art files must be placed at 100% and resolution set at 300 dpi.
- PDF resolution must be set at 300 dpi; overall 2400 lpi.

### Native layout files in Adobe InDesign CC

If submitting native layout files, please adhere to the following:

- Postscript and open-type fonts only. NO TrueType.
- All screen and printer fonts must be supplied.
- All artwork/photos must be supplied at 100% of placed size with resolution set at 300 dpi.

**Adobe Photoshop, up to version CC** — EPS, TIFF and native files. (If supplying native files, all printer and screen fonts must be supplied unless they have been rasterized.)

**Adobe Illustrator, up to version CC** — EPS and native files.

If supplying native files with embedded artwork/photos, they must be supplied as well as all printer and screen fonts. If fonts have been converted to outline, they do not need to be supplied.

### File Formats Accepted for Logos

- Vector EPS preferred; no GIF files
- Adobe Illustrator, up to version CS5 (All printer and screen fonts must be supplied unless they have been converted to outline.)
- 4C (CMYK) or Grayscale (No RGB files)
- Macromedia Freehand, up to version 10
- Adobe Photoshop saved as:
- EPS or TIFF and Resolution set at 300 dpi
- ALL FONTS must be supplied unless they have been rasterized.

### Sending 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.

**ISM, Attention: ISM Sales Department**

**2055 E. Centennial Circle, Tempe, AZ 85284**

**ismsalesdept@instituteforsupplymanagement.org**