



ASQ®

2019
MEDIA KIT



REACH LEADERS ACROSS
THE GLOBE WITH THE ONLY

**GLOBAL VOICE
OF QUALITY**

FOR MORE INFORMATION, CONTACT:

ASQ AT A GLANCE



\$418 billion a year:

Our members' annual revenues.



73,000: The amount of individual and organizational members we represent.



142 countries and more than 10,000 international members: Our reach keeps growing.



Nearly 2 out of 3: Members who recommend products or are final decision makers for their organizations.

Presidents, vice presidents, directors, managers, supervisors, engineers, technicians and consultants: ASQ member job functions.



CURRENT ENTERPRISE MEMBERS

- ◆ 3M Company
- ◆ Abbott Laboratories
- ◆ Abbvie
- ◆ Adient
- ◆ Altria
- ◆ Ansell Healthcare LLC
- ◆ Arconic
- ◆ Baxter International
- ◆ BD
- ◆ Bechtel
- ◆ The Boeing Company
- ◆ Brunswick-Mercury Marine Corporation
- ◆ Caterpillar Inc.
- ◆ Cisco Systems
- ◆ Deere & Company
- ◆ Defense Contract Management Agency
- ◆ DRDO
- ◆ The Dow Chemical Company
- ◆ FDA/CDRH Office of Ctr Dir.
- ◆ FedEx Corporation
- ◆ Ford Motor Company
- ◆ General Motors
- ◆ Getinge
- ◆ Hewlett Packard Enterprise
- ◆ Intel Corporation
- ◆ L3 Technologies
- ◆ Lockheed Martin
- ◆ NOAA National Marine Fisheries Svc
- ◆ Northrop Grumman Corporation
- ◆ Plexus
- ◆ Procter & Gamble
- ◆ Raytheon
- ◆ Seagate Technology
- ◆ Tata
- ◆ TE Connectivity
- ◆ Textron
- ◆ UTC
- ◆ VF Corp

* As of December 2018

ASQ: THE LEADING AUTHORITY ON GLOBAL QUALITY

ASQ is the world's leading authority on quality. With **more than 73,000 individual and organizational members**, this professional association advances learning, quality improvement and knowledge exchange to improve business results and to create better workplaces and communities worldwide. ASQ reaches more than 140 countries and has more than 10,000 international members. By making quality a global priority, an organizational imperative and a personal ethic, ASQ fosters a community for everyone who seeks quality concepts, technologies and tools to improve themselves, their organizations and the world.



ASQ®

The Global Voice of Quality®

THE ASQ ADVANTAGE

ASQ is the best way to connect with quality professionals around the globe. ASQ members are passionate about quality and are experts in their fields. **These global leaders represent billions of dollars in industry buying power.** ASQ offers a variety of opportunities for you to target this powerful audience in print, in person and online, giving you unparalleled access to decision makers in quality.

"From an advertising perspective, I find a lot of vendors. I actually give preference to a lot of software vendors, consulting vendors, anyone that I want to do business with; I'm going to look in the ASQ publications first to find who they are because if they're willing to promote their businesses through a publication that supports my career, and my industry, I want to give them preferential treatment."

– WILLIAM LAFOLLETTE

Operational Excellence Leader,
Accumen Inc.

"We partner with ASQ because it provides a vital channel for connecting with leading quality professionals from around the world. ASQ's variety of marketing vehicles delivers superior return and offers us the ability to align our brand with other leaders in the quality improvement industry."

– DAVE COSTLOW

Former Marketing Manager,
Minitab Inc.

REACH ASQ ENTERPRISE QUALITY ROUNDTABLE MEMBERS

The Enterprise Member Roundtable initiative brings together leaders from those organizations, making for a one-of-a-kind sponsorship opportunity. Ask your rep for details.

ASQ COMMUNICATION OPTIONS IN PRINT, ONLINE AND IN PERSON



ASQ.ORG

Visitors log on to the most expansive content portal for the global quality industry to learn about upcoming events, discover ways to maximize their ASQ membership, view the latest issues of our publications and more.



Read by more people than any other magazine on quality, *QP* features in-depth case studies, commentary and applications for quality tools, methods and approaches.

- ◆ Salary Survey Sponsorship
- ◆ Special Advertising Section
- ◆ Sponsored Content Opportunities

QUALITYPROGRESS.COM

Position your company on the *Quality Progress* website, the go-to resource for the global quality industry. Here, you'll find the digital edition as well.

NEW LEAN & SIX SIGMA REVIEW

The newly redesigned and rebranded *Lean & Six Sigma Review*, formerly known as *Six Sigma Forum Magazine*, provides rich, peer-reviewed content that helps professionals excel in their careers. The magazine provides applicable and relevant information, content, case studies and how-to articles that quality leaders can apply at their organizations, and as they work toward more advanced certifications.

ENJOY THE BENEFITS OF OUR E-NEWSLETTERS:

- | | |
|---------------------|------------------------|
| ◆ THE INSIDER | ◆ QP CONNECTION |
| ◆ CAREER CONNECTION | ◆ QP LIVE |
| ◆ QNT WEEKLY | ◆ STANDARDS CONNECTION |

ASQTV OPTIONS

Advertising on ASQTV offers several cost-effective opportunities to position your company as a leader in front of influential quality professionals.

ASQ LIVE EVENTS

ASQ World Conference On Quality and Improvement

ASQ's flagship conference features a broad attendee base and more than 100 sessions on quality topics, the World Conference is an ideal forum through which to target quality practitioners from all industry sectors.

ASQ Lean and Six Sigma Conference

ASQ's Lean and Six Sigma Conference is the largest gathering of Six Sigma and Lean professionals. This conference attracts those from novice to Master Black Belt and Lean Masters, from the shop floor to the boardroom. These devotees and decision makers take great interest in the conference exhibitors and what they have to offer.

ASQ Quality 4.0 Summit on Disruption, Innovation, and Change.

Quality 4.0 is a term that references the future of quality within the context of the exponential growth of technological advancement and the unprecedented rate of change that those advancements are causing. The new landscape this establishes requires individuals and organizations as a whole to constantly learn new things, unlearn the practices and assumptions of the past and relearn how to survive and thrive in an ever evolving climate of advancement, development, and change.



WHETHER YOUR NEEDS ARE DETERMINED BY DATE, BY TARGET MARKET, OR BOTH, ASQ CAN BUILD A COMMUNICATIONS PROGRAM THAT'S RIGHT FOR YOU.

RESOURCES BY MARKET SEGMENT

	MANUFACTURING	SERVICE
Number of Members	38,620	10,870
Recommended Publications	<ul style="list-style-type: none"> • <i>Quality Progress</i> • <i>Lean & Six Sigma Review</i> 	<ul style="list-style-type: none"> • <i>Quality Progress</i> • <i>Lean & Six Sigma Review</i>
Recommended Conferences	<ul style="list-style-type: none"> • Lean and Six Sigma Conference • World Conference on Quality and Improvement • Quality 4.0 Summit on Disruption, Innovation, and Change 	<ul style="list-style-type: none"> • Lean and Six Sigma Conference • World Conference on Quality and Improvement • Quality 4.0 Summit on Disruption, Innovation, and Change
Recommended Online Advertising	<ul style="list-style-type: none"> • Advertise on ASQ.org • Advertise on QualityProgress.com • Advertise in <i>Quality Progress</i>, digital edition • Sponsor-targeted webinars 	<ul style="list-style-type: none"> • Advertise on ASQ.org • Advertise on QualityProgress.com • Advertise in <i>Quality Progress</i>, digital edition • Sponsor-targeted webinars
Recommended E-newsletters	<ul style="list-style-type: none"> • <i>The Insider</i> • <i>Career Connection</i> • <i>QNT Weekly</i> • <i>QP Connection</i> • <i>Standards Connection</i> 	<ul style="list-style-type: none"> • <i>The Insider</i> • <i>QNT Weekly</i> • <i>QP Connection</i> • <i>QP Live</i>

FOR MORE INFORMATION OR TO CREATE A CUSTOMIZED COMMUNICATIONS PROGRAM TO FIT YOUR BUSINESS NEEDS, CONTACT YOUR ASQ MEDIA SALES REPRESENTATIVE AT 866-277-5666 OR MEDIASALES@ASQ.ORG.

	HEALTHCARE	EDUCATION
Number of Members	5,970	4,100
Recommended Publications	<ul style="list-style-type: none"> • <i>Quality Progress</i> • <i>Lean & Six Sigma Review</i> 	<ul style="list-style-type: none"> • <i>Lean & Six Sigma Review</i>
Recommended Conferences	<ul style="list-style-type: none"> • Lean and Six Sigma Conference • World Conference on Quality and Improvement • Quality 4.0 Summit on Disruption, Innovation, and Change 	<ul style="list-style-type: none"> • World Conference on Quality and Improvement
Recommended Online Advertising	<ul style="list-style-type: none"> • Advertise on ASQ.org • Advertise on QualityProgress.com • Advertise in <i>Quality Progress</i>, digital edition • Sponsor-targeted webinars 	<ul style="list-style-type: none"> • Advertise on ASQ.org • Advertise on QualityProgress.com • Advertise in <i>Quality Progress</i>, digital edition • Sponsor-targeted webinars
Recommended E-newsletter		<ul style="list-style-type: none"> • <i>Career Connection</i>

MONTHLY RESOURCE PLANNER

DIGITAL QUALITY	Distribution Description	Audience Size
<i>QP Live</i>	First Tuesday of every month	Circulation: 106,000
<i>The Insider</i>	Second Wednesday of every month	Circulation: 60,000
<i>QNT Weekly</i>	Every Friday except the weeks of Thanksgiving, Christmas and New Year's Day	Circulation: 6,200
<i>QP Connection</i>	Fourth Tuesday of every month	Circulation: 7,700
<i>Standards Connection</i>	Third Tuesday every month	Circulation: 6,800
<i>Career Connection</i>	Fourth Tuesday of every month	Circulation: 3,800
ASQ.org Advertising	Ongoing	Varies, call for details
QualityProgress.com Advertising	Ongoing	Varies, call for details
ASQ.org Webcast Sponsorships	Ongoing	Varies, call for details
ASQ TV Advertising, Sponsorships and Content Marketing	28 episodes per year, 100,000 total views per month	Varies, call for details

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2019 ADVERTISING RATES

2019 **QP** ADVERTISING RATES



FOUR-COLOR	1X	3X	6X	12X
FULL PAGE	\$7,380	\$6,642	\$6,273	\$5,904
2/3 PAGE	\$5,810	\$5,229	\$4,939	\$4,648
1/2-PAGE ISLAND	\$5,315	\$4,784	\$4,518	\$4,252
1/2 PAGE	\$4,865	\$4,379	\$4,135	\$3,892
1/3 PAGE	\$3,380	\$3,042	\$2,873	\$2,704
1/4 PAGE	\$3,375	\$3,038	\$2,869	\$2,700

Prices are Net per insertion. Black-and-white rates available upon request.

PROFESSIONAL SERVICE CARDS

PSC rates are annual and include insertion in 12 issues of *Quality Progress*.

One column unit (2 3/16" x 1")	\$800	Three column units (2 3/16" x 3" or 3 3/8" x 2")	\$2,160
Two column units (2 3/16" x 2")	\$1,440	Four column units (2 3/16" x 4")	\$2,880

GUIDES AND DIRECTORIES LISTING OPTIONS:

Throughout the year, *Quality Progress* features specially focused guide and directory sections that allow you to make an impact with a targeted message.

FEBRUARY	Six Sigma
APRIL	ASQ's World Conference on Quality and Improvement
JUNE	Software
JULY	Continuing Education and Professional Development
SEPTEMBER	Quality Resource Guide
OCTOBER	Standards and Auditing

Guide/Directory Listing Options:

Basic Listing—\$300: Guide or directory listing with company name, website and phone number.

Enhanced Listing—\$750: Basic listing PLUS a 25-word description and color company logo.

Premium Package—\$1,500: Enhanced listing PLUS a 1/2-page horizontal, four-color display ad or advertorial.

Platinum Package—\$3,000: Enhanced listing PLUS a full-page, four-color display ad.

ALL RATES ARE PER INSERTION UNLESS OTHERWISE NOTED.

QUALITY PROGRESS HAS A PRINT CIRCULATION OF NEARLY 60,000 AND ISSUE ARCHIVES ARE AVAILABLE TO MEMBERS ANY TIME AT QUALITYPROGRESS.COM.

THE **QP** ADVANTAGE*

84% of readers use the information in *Quality Progress* to keep current on trends in the quality field.

72% are final decision makers or participants in the purchasing process.

More than half find *Quality Progress* magazine and ASQ.org helpful for discovering useful products and services that they were not aware of.

MOST READERS WOULD CHOOSE QUALITY PROGRESS IF THEY COULD CHOOSE ONLY ONE QUALITY MAGAZINE.

QP READERS BY MARKET SEGMENT*

Manufacturing – **52%**

Education – **3%**

Healthcare – **8%**

Service – **14%**

Government – **7%**

Other – **16%**

*Percentages based on 2015 ASQ Communications Survey.

2019 **QP** EDITORIAL CALENDAR

QUALITY PROGRESS

	EDITORIAL THEME	AD SPACE DEADLINES	MATERIAL DEADLINES	GUIDES/ DIRECTORIES	BONUS DISTRIBUTION
JANUARY	Building a Better Workplace	11/30/18	12/06/18		TBD
FEBRUARY	Lean and Six Sigma	12/21/18	01/09/19	Six Sigma	Lean & Six Sigma Conference
MARCH	Innovation and Creativity	01/31/19	02/07/19		TBD
APRIL	Leading Change	02/28/19	03/08/19	WCQI	World Conference on Quality and Improvement
MAY	Standards and Auditing	03/29/19	04/08/19		TBD
JUNE	The Strength of Teams	04/30/19	05/08/19	Software	TBD
JULY	Careers: Finding Your Path to Success	05/31/19	06/07/19	Continuing Education	TBD
AUGUST	Basic Tools, New Twists	06/28/19	07/08/19		TBD
SEPTEMBER	Women in Quality	07/31/19	08/08/19	Quality Resource Guide	TBD
OCTOBER	Quality 4.0	08/30/19	09/09/19	Standards and Auditing	TBD
NOVEMBER	Risk and Risk Management	09/30/19	10/09/19		Quality 4.0 Summit
DECEMBER	Salary Survey	10/31/19	11/06/19		TBD

ONGOING COVERAGE OF:

- ◆ Advice and Insight
- ◆ Baldrige
- ◆ Benchmarking
- ◆ Book Reviews
- ◆ Career Essentials
- ◆ Continuous Improvement
- ◆ The Economic Case for Quality
- ◆ Expert Advice
- ◆ Measurement
- ◆ Quality Success Stories
- ◆ Quality Tools and Applications
- ◆ Root Cause Analysis
- ◆ Standards
- ◆ Statistics
- ◆ Technology and Innovation

QP

QUALITY PROGRESS

DIGITAL EDITION

Quality Progress is also available in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website. Members and readers receive each issue via email and each new issue is posted on the *Quality Progress* website. A full archive of past issues is available, ensuring longevity for your online presence.

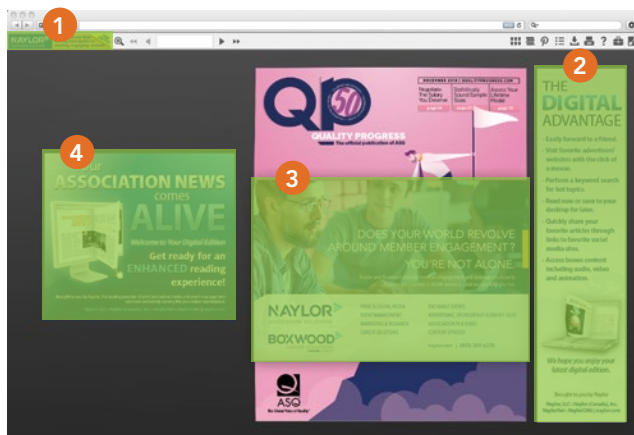
EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA:

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

WITH THE DIGITAL EDITION, READERS CAN:

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

AD POSITIONS



- 1 **DIGITAL EDITION TOOLBAR** | \$1,200
- 2 **DIGITAL EDITION SKYSCRAPER** | \$3,000
- 3 **DIGITAL EDITION BELLYBAND** | \$3,300
- 4 **DIGITAL EDITION SPONSORSHIP** | \$3,000

AD LINK | INCLUDED IN DISPLAY AD RATES

ASK ABOUT OUR BUNDLE OPTIONS!



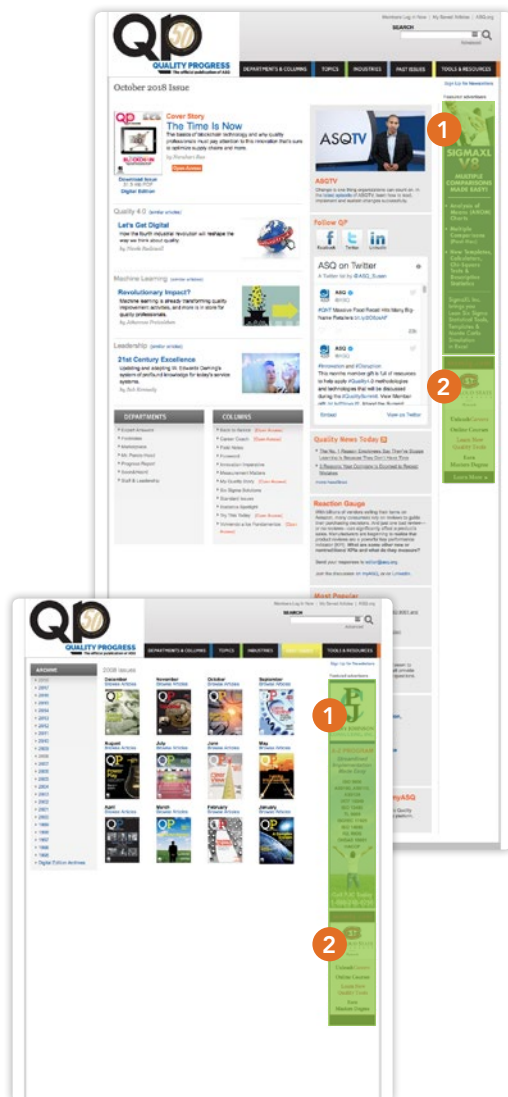
ON AVERAGE, THE QUALITY PROGRESS DIGITAL EDITION RECEIVES NEARLY 22,000 PAGE VIEWS PER ISSUE.

QUALITYPROGRESS.COM

The *Quality Progress* website is a go-to resource for the global quality industry. QualityProgress.com offers several cost-effective opportunities to position your company as a leader in front of influential quality professionals.

BENEFITS OF QP WEBSITE ADVERTISING:

- ◆ Cross-promotion within ASQ publications and communication platforms
- ◆ Directs visitors to the landing page of your choice to expedite purchases
- ◆ Year-round visibility reinforces brand recognition
- ◆ Allows dynamic, time-sensitive promotion
- ◆ An average of nearly 96,000 page views, 48,000 sessions, and 40,000 new users to *Quality Progress* per month



1 SKYSCRAPER

Run-of-site position with four ad rotations.
(120 x 600 pixels)

12 MONTHS | \$3,620

6 MONTHS | \$1,990

3 MONTHS | \$1,090

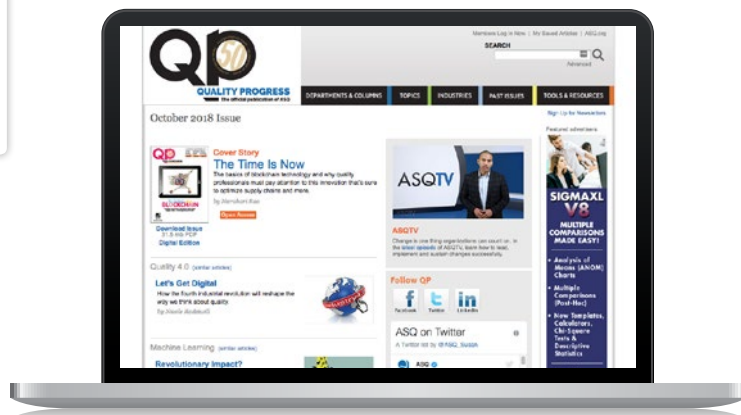
2 HALF SKYSCRAPER

Run-of-site position with four ad rotations.
(120 x 300 pixels)

12 MONTHS | \$2,590

6 MONTHS | \$1,420

3 MONTHS | \$780



SALARY SURVEY SPONSORSHIP

The Salary Survey is the most comprehensive survey available on the salaries of quality professionals and practitioners. The survey reaches more than 115,500 individual and organizational members of ASQ worldwide.

Results are published in the highly anticipated December issue of *Quality Progress* and on qualityprogress.com, as well as in several market trade publications, major dailies and business magazines—including **News Blaze, PR Inside, Yahoo! Finance, Yahoo! News and Business Week**—resulting in **more than 42 million media impressions**.

ASQ IS OFFERING EXCLUSIVE RIGHTS TO SPONSOR THE 2019 SALARY SURVEY, WHICH WILL PROVIDE INCOMPARABLE EXPOSURE FOR YOUR COMPANY. DUE TO ITS EXCLUSIVITY, THIS OFFER IS AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS.

SALARY SURVEY SPONSORSHIP — \$10,000

INCLUDES:

- ◆ Sponsorship recognition on the *QP* website, including a live link to the landing page of your choice.
- ◆ A full-page, full-color ad placed near the Salary Survey results in the December issue of *Quality Progress*, as well as sponsorship recognition on each page of the survey. The issue will be archived on the *QP* website Salary Survey landing page, ensuring unlimited exposure year-round.
- ◆ Sponsorship recognition on all marketing correspondence, including survey announcements in *QP Live* and *QP Connection* e-newsletters.
- ◆ Sponsorship recognition within the new accompanying webinar, which will be publicized and distributed to ASQ membership.
- ◆ Increased exposure with the salary calculator tool.



2019 ADVERTISING RATES

NEW LEAN & SIX SIGMA REVIEW

Lean & Six Sigma Review, formerly known as *Six Sigma Forum*, is distributed quarterly in print and digital formats to 2,100 subscribers. The mission of *Lean & Six Sigma Review* is to provide a holistic view of Six Sigma, and to address the various professional development needs of Six Sigma executives, Champions, Master Black Belts, Black Belts and Green Belts. The issue includes relevant case studies and information to help ensure project success.

COVERS	FULL COLOR	1X	4X
	OUTSIDE BACK	\$3,050	\$2,440
	INSIDE FRONT	\$2,800	\$2,240
	INSIDE BACK	\$2,550	\$2,040
	FULL PAGE	\$2,350	\$1,880
	1/2 PAGE	\$1,750	\$1,400
	1/4 PAGE	\$1,400	\$1,000

Black-and-white rates available upon request.



NEW THIS YEAR

The newly redesigned and rebranded *Lean & Six Sigma Review*, formerly known as *Six Sigma Forum Magazine*, provides rich, peer-reviewed content that helps professionals excel in their careers. The magazine provides applicable and relevant information, content, case studies and how-to articles that quality leaders can apply at their organizations, and as they work toward more advanced certifications.

REACH HUNDREDS OF LEAN AND SIX SIGMA PROFESSIONALS IN PERSON AT THE LEAN AND SIX SIGMA CONFERENCE 2019 IN PHOENIX, AZ, MARCH 4-5!

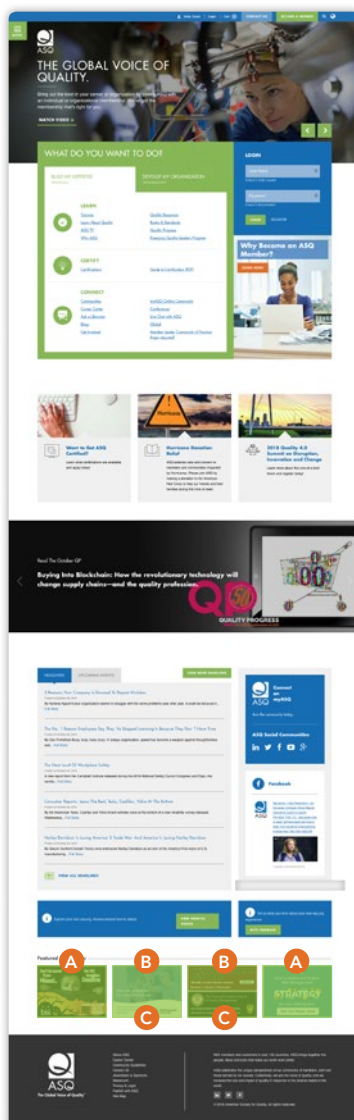


ASQ.ORG

Visitors log on to the most expansive content portal for the global quality industry to learn about upcoming events, discover ways to maximize their ASQ membership, view the latest issues of our publications and more. **Advertising on ASQ.org offers several cost-effective opportunities to position your company as a leader in front of influential quality professionals.**

BENEFITS OF ASQ WEBSITE ADVERTISING:

- ◆ Cross-promotion within ASQ 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



EACH MONTH, ASQ.ORG AVERAGES:

- ◆ 2,379,415 page views
- ◆ 880,056 sessions
- ◆ 518,242 users

**Traffic numbers from November 1, 2017-October 31, 2018.*

A 2 RUN-OF-SITE RECTANGLES

- 400 x 300 – 6 rotations each

12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$15,750	\$8,675	\$4,750	\$1,750

B 2 HOME-PAGE-ONLY RECTANGLES

- 400 x 300 – 4 rotations each

12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$6,000	\$3,300	\$1,800	\$675

C 2 INTERNAL RUN-OF-SITE

- 400 x 300

12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$9,750	\$5,375	\$2,950	\$1,075

ASQ E-NEWSLETTERS

ENJOY THE BENEFITS OF OUR TARGETED E-NEWSLETTERS:

- ◆ Deliver your message directly to the inbox of ASQ members and nonmember subscribers on a regular basis.
- ◆ Each e-newsletter delivers specifically tailored, timely information to an active target audience.
- ◆ E-newsletters are frequently forwarded to others, providing additional exposure.
- ◆ Direct visitors to the landing page of your choice and facilitate the purchasing process.
- ◆ Change artwork monthly at no additional cost to promote time-sensitive offers and events.

E-NEWSLETTER SPONSORSHIPS

- ◆ Most sponsorships include two horizontal banners that surround the main content of e-newsletter (ads do not have to be identical).
- ◆ *The Insider* will showcase two advertisers per issue.

Ask your ASQ Media Sales representative for an updated list of available issues.

QNT Weekly



The Insider

	FREQUENCY/ CIRCULATION	AUDIENCE AND DESCRIPTION	RATE
<i>QP Live</i>	Monthly/ 106,000	<i>QP Live</i> summarizes each new issue of <i>Quality Progress</i> and gives your organization the opportunity to reach decision makers.	\$2,050 per month
<i>The Insider</i>	Bi-Weekly/ 60,000	<i>The Insider</i> covers content news in quality, including best practices, case studies and quality in the news.	Upper Banner: \$2,050 per week Lower Banner: \$1,290 per week Both Banners: \$3,015 per week
<i>QNT Weekly</i>	Weekly/ 6,472	<i>QNT Weekly</i> is a compilation of the top quality-related news stories of the week, giving readers from around the world insight into the latest developments in global quality.	\$810 per week
<i>QP Connection</i>	Monthly/ 7,700	This growing e-newsletter reaches quality professionals who are not necessarily ASQ members. By reaching the greater quality community, this e-newsletter educates professionals on quality tools and resources by showcasing open-access content from <i>Quality Progress</i> and ASQ.	\$540 per month
<i>Standards Connection</i>	Monthly/ 6,800	This growing e-newsletter is sent to quality professionals who are not necessarily ASQ members. It focuses on standards news and the recent ISO 9001 revision. Each issue features an open-access standards channel video, relevant <i>QP</i> articles, answers to standards questions and exclusive articles from standards experts.	Upper Banner: \$540 per month Lower Banner: \$540 per month
<i>Career Connection</i>	Monthly/ 3,800	The latest e-newsletter from ASQ, <i>Career Connection</i> , reaches quality professionals looking to grow their career and improve their workplace. Each issue features open-access content, which allows it to be shared with nonmembers.	Upper Banner: \$1,000 per month Lower Banner: \$425 per month

ASQ WEBCAST SPONSORSHIPS

Position your company as a thought leader by sponsoring an ASQ webcast. ASQ's webcasts average more than 5,000 views/downloads. Ensure you are making an impact with quality decision makers by sponsoring an ASQ-produced webcast or providing your own content.

BENEFITS INCLUDE:

- ◆ A sponsor introduction at the beginning of the webcast.
- ◆ A sponsor logo will appear on all webcast materials, and sponsor website and contact information will be shared at the end of the webcast.
- ◆ Webcast promotion and sponsorship recognition in either a targeted ASQ e-newsletter or in targeted and strategically timed email blast (sponsor's choice).
- ◆ A single list of contact information will be provided to the sponsor within 90 days of the webcast airdate.

RATE: \$7,000

NOTE: All proposed webcasts are subject to approval by ASQ. ASQ will consider guest webcasts if the webcast presentation is educational in nature and focuses on a topic of general interest to ASQ members and other people passionate about quality. Sales and promotional pitches will not be accepted.

ASQ CAREER CENTER

The ASQ Career Center is part of the Engineering & Science Career Network, which is made up of 40 engineering and science associations to create one board geared toward the quality, engineering and science professional. Gain access to our niche market of more than 80,000 job seekers and members as well as the ability to search over 24,000 résumés. The combined reach of the 40 associations is more than 850,000 individuals. Your job posting is also fed automatically to the ASQ Facebook community and is easily shared across all social media platforms.

ONLINE JOB POSTINGS:

The cost to post a job starts at \$295 for a member or \$495 for a nonmember for 30 days and includes résumé database search capabilities.

- ◆ Other packages consist of 60-day posting or bulk job posting packages to use over the course of one year.
- ◆ Give your job more exposure by using the "Featured Jobs" or "Talent Blast" options.

Membership to ASQ starts at just \$99 for Associate or \$159 Full membership per year—so it's well worth the membership fee just for the discount. However, membership offers you a lot more. As a Full member you also have access to network with local professionals as well as industry-specific members from around the world.

For more information about membership opportunities visit:
asq.org/whyjoin.

EXCLUSIVE BANNER

\$7,500 for 12 month

FOR MORE INFORMATION ABOUT THE ASQ CAREER CENTER, CONTACT YOUR ASQ MEDIA SALES REPRESENTATIVE AT 866-277-5666 OR MEDIASALES@ASQ.ORG.

Advertising in the latest e-newsletter from ASQ is also available! *Career Connection* reaches quality professionals looking to grow their career and improve their workplace. Each issue features open-access content, which allows it to be shared with nonmembers.



ONLINE JOB POSTINGS

VISIT OUR CAREER CENTER AT ASQ CAREER CENTER
CAREERS.ASQ.ORG/EMPLOYERS

SIGN UP FOR OUR CAREER CONNECTION E-NEWSLETTER
ASQ.ORG/NEWSLETTERS/INDEX.HTML#NEWSLETTERSUBMIT

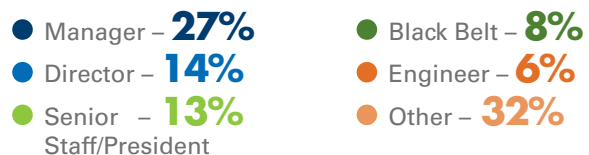
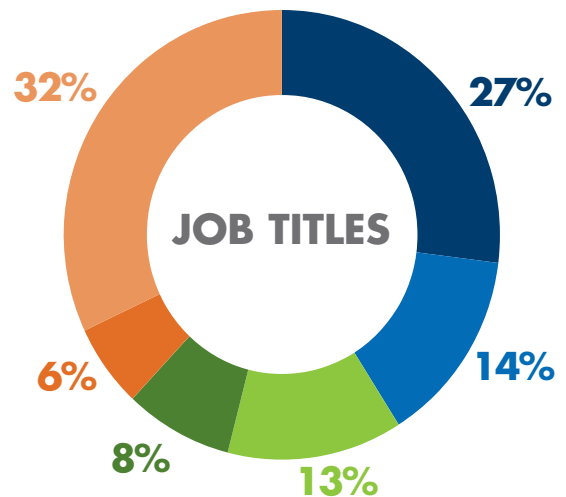
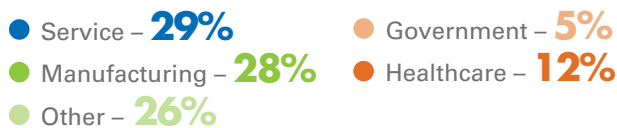
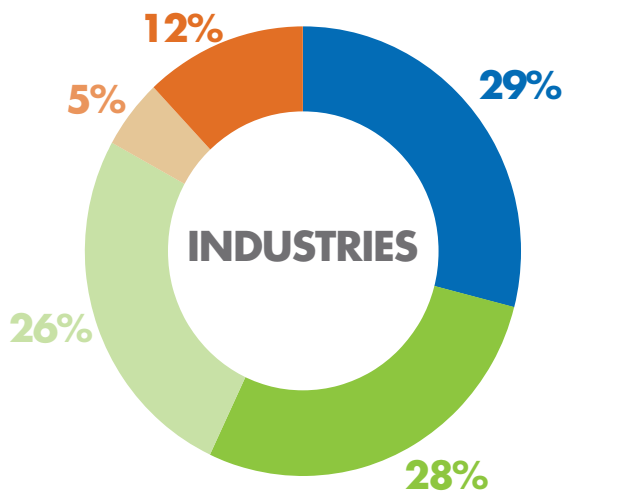
ASQ LEAN AND SIX SIGMA CONFERENCE

ASQ.ORG/CONFERENCES/SIX-SIGMA

EXHIBIT SHOW DATES | MARCH 4-5 PHOENIX, AZ

ASQ's Lean and Six Sigma Conference is the largest gathering of Six Sigma and lean professionals. This conference attracts those from novice to Master Black Belt and lean masters, from the shop floor to the boardroom. These devotees and decision makers take great interest in the conference exhibitors and what they have to offer. ASQ has a solid reputation in the Six Sigma and lean communities, and this conference is highly recommended by 92% of last year's attendees. Sponsorship enables organizations like yours to gain the highest degree of visibility for your products and services.

WHO IS ATTENDING THE LEAN AND SIX SIGMA CONFERENCE?



CONFERENCE OPPORTUNITIES

Platinum Sponsorship	\$20,000
Gold Sponsorship	\$15,000
Mobile App Sponsorship	\$10,000
Lunch and Break Sponsorship	\$7,500
Internet Café Sponsorship	\$5,000

Lanyard Sponsorship†	\$3,500
Product Demonstration	\$3,500
Standard Exhibit Package	\$2,200
Post-Conference Attendee List*	\$575

*Available to Lean and Six Sigma Conference sponsors and exhibitors only. USPS mailing addresses only.

†Sponsor provides lanyards.

FOR DETAILED INFORMATION ON PARTICIPATION LEVELS, CONTACT YOUR ASQ MEDIA SALES REPRESENTATIVE AT 866-277-5666 OR MEDIASALES@ASQ.ORG.

ASQ WORLD CONFERENCE ON QUALITY AND IMPROVEMENT

ASQ.ORG/WCQI EXHIBIT SHOW DATES | MAY 20 – 22, 2019 | FORT WORTH, TX

The World Conference on Quality and Improvement (WCQI) is ASQ's flagship conference. With a broad attendee base and more than 100 sessions on quality topics, the World Conference is an ideal forum through which to target quality practitioners from all industry sectors. The 2019 event will go beyond the basics of quality to explore new ways to apply quality tools.

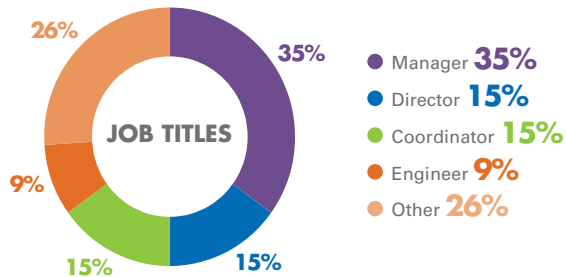
Go to asq.org/wcqi and click on Exhibitor Portal for the most current information for 2019 WCQI.

WHO IS ATTENDING THE INTERNATIONAL CONFERENCE ON QUALITY AND IMPROVEMENT?

Attendees from a wide range of industries from 48 countries with a variety of responsibilities are a great fit for this conference. Some of the job titles and industries include:

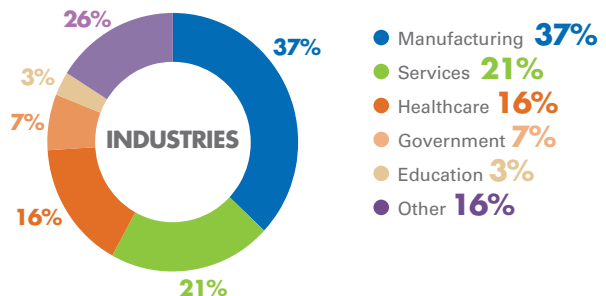
JOB TITLES:

- Auditor
- Compliance Analyst
- Consultant
- Directors/Managers (*Quality Systems, Quality Assurance, Operations, Quality Improvement, ISO*)
- Management Systems Specialist
- Process Analyst
- Project Quality Coordinator
- Quality Assurance Specialist
- Quality Engineer



INDUSTRIES:

- Automotive
- Aerospace
- Business Services
- Distribution Services
- Engineering
- Healthcare
- Information Technology (IT)
- Manufacturing
- Medical Devices
- Pharmaceuticals
- Transportation



CONFERENCE OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES

Platinum	\$40,000	Charging Station Lounge	\$10,000
Gold	\$30,000	Escalator Signage	\$10,000
Networking Reception	\$25,000	Meal and Break	\$10,000
Silver	\$20,000	Team Excellence	\$10,000
Opening Reception	\$20,000	"After 5" Session	\$7,500
Executive Roundtable	\$15,000	Lanyard*	\$7,500
Internet	\$15,000	Relaxation Station	\$7,500
Mobile App	\$15,000		

A LA CARTE OPPORTUNITIES†

Conference Bag Insert*	\$4,500
Product Demonstration Opportunity	\$3,500
Full-page display ad in WCQI On-site Program	\$3,500
Mobile App Main Banner	\$2,500
1/2-page display ad in WCQI On-site Program	\$1,750
Recruitment Package	\$1,000
Highlighted Exhibitor	\$1,000

Logo added to company name in mobile app and interactive web map

Pre- and post-conference attendee USPS mailing address list* \$500

FOR DETAILED INFORMATION ON PARTICIPATION LEVELS, CONTACT YOUR ASQ MEDIA SALES REPRESENTATIVE AT 866-277-5666 OR MEDIASALES@ASQ.ORG.

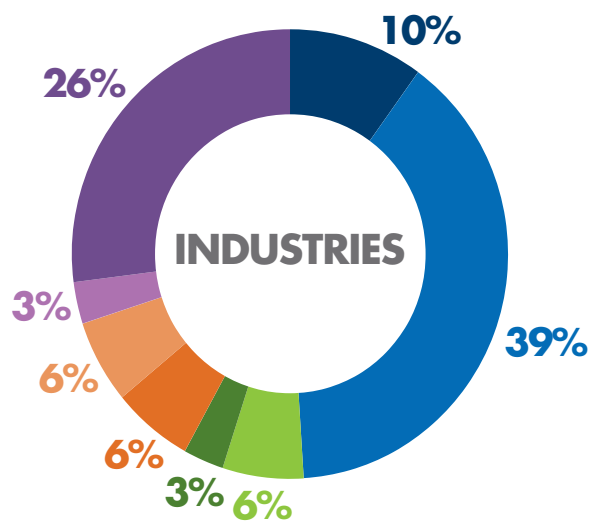
† Available to World Conference on Quality and Improvement exhibitors/sponsors ONLY
* Sponsor provides product

ASQ QUALITY 4.0 SUMMIT ON DISRUPTION, INNOVATION, AND CHANGE.

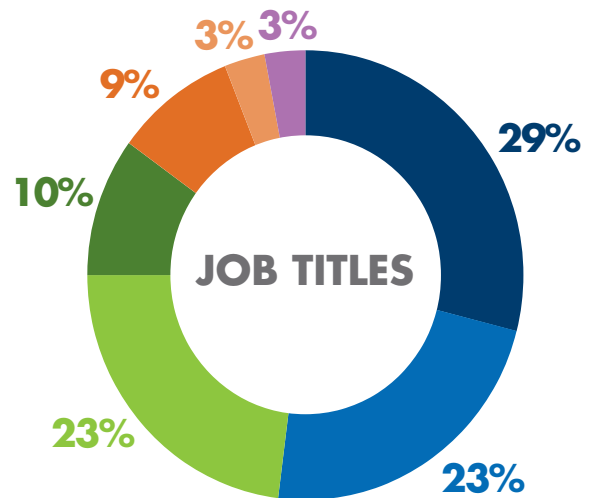
ASQ.ORG/QUALITY-4-0

Quality 4.0 is a term that references the future of quality within the context of the exponential growth of technological advancement and the unprecedented rate of change that those advancements are causing. The new landscape this establishes requires individuals and organizations as a whole to constantly learn new things, unlearn the practices and assumptions of the past and relearn how to survive and thrive in an ever evolving climate of advancement, development, and change.

WHO IS ATTENDING THE QUALITY 4.0 SUMMIT ON DISRUPTION, INNOVATION, AND CHANGE?



- Chemicals and Allied Products (including Pharmaceuticals) **10%**
- Consulting/Business Services **39%**
- Electronics **6%**
- Financial/Insurance **3%**
- Government **6%**
- Hospitals **6%**
- Industrial Machinery and Computer Equipment **3%**
- Other **26%**



- Manager **29%**
- Director **23%**
- Senior Officer (President/Vice President) **23%**
- Independent Consultant **10%**
- Other **9%**
- Supervisor **3%**
- Engineer **3%**

ASQTV

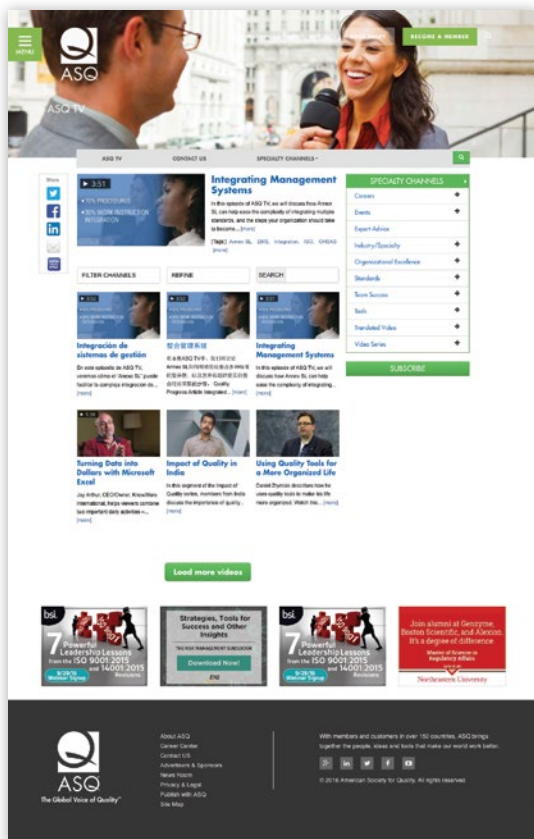
With ASQTV you can now put your company's message in front of an even more engaged audience than ever before. Advertising on videos.asq.org offers several cost-effective opportunities to position your company as a leader in front of influential—and highly engaged—quality professionals.

ASQTV provides our members with access to videos on a range of topics, including:

- ◆ Careers in Quality
- ◆ Cost of Quality
- ◆ Quality 4.0
- ◆ Quality Tools
- ◆ ISO and Standards
- ◆ Lean Six Sigma
- ◆ Manufacturing
- ◆ Organizational Excellence

BENEFITS OF ASQTV WEBSITE ADVERTISING:

- ◆ Cross-promotion within ASQ 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
- ◆ More than 70,000 page views a month



ASQTV NETWORK SPONSOR

- 400 x 300 banner run-of-site on all ASQTV pages.

12 MONTHS | \$5,000

6 MONTHS | \$2,750

CLIENT SUPPLIED VIDEO WITH COMPANION AD

- 1-3 minutes of video supplied by your company (video assistance available).
- Based on keyword tags chosen, your video will be archived within channels that match tag search for 12 months.

12 MONTHS | \$3,500

VIDEO TV CHANNELS

Select the channels relevant to your video.

- ☐ **CAREERS**
- ☐ **COST OF QUALITY**
- ☐ **INDUSTRY/SPECIALTY**
- ☐ **LEAN & SIX SIGMA**
- ☐ **ORGANIZATIONAL EXCELLENCE**
- ☐ **QUALITY 4.0**
- ☐ **QUALITY STANDARDS**
- ☐ **TOOLS**

10 KEYWORDS (*SUGGESTIONS: ORGANIZATION NAME, PRODUCT NAME, SERVICE NAME, CATEGORY NAME, POPULAR GOOGLE SEARCH WORDS*)

PRINT ADVERTISEMENT SPECIFICATIONS



AD DIMENSIONS

Magazine Trim Size: 8" x 10.75"

Double-page Spread 16" x 10.75" (16.5" x 11" bleed size) Keep live matter 0.25" away from all trim and centerfold	Full Page 8" x 10.75" (8.25" x 11" bleed size) Keep live matter 0.25" away from all trim	2/3 Page Vertical 4.5" x 9.875"	1/2 Page Island 4.5" x 7.313"	1/2 Page Vertical 3.313" x 9.875"	1/2 Page Horizontal 6.875" x 4.875"
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1/3 Page Vertical 2.125" x 9.875"	1/3 Page Horizontal 6.875" x 3.25"	1/3 Page Square 4.5" x 4.875"	1/4 Page 3.313" x 4.875"
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GUIDE AD DIMENSIONS

Full Page 8" x 10.75" (8.25" x 11" bleed size) Keep live matter 0.25" away from all trim	1/2 Page Horizontal 6.875" x 4.875"
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ELECTRONICALLY SUBMITTED ADS

ASQ accepts only digital ads for all publications. Ads submitted electronically must arrive at ASQ by material deadline date. Email your ad files to mediasales@asq.org.

ACCEPTED FILE FORMATS

Preferred file type accepted is PDF/X1a and crop marks and color bars should be outside printable area (0.125" in offset). Only one ad page per PDF document. High-resolution images between 270 and 400 dpi must be used and all fonts must be outlined or embedded.

- ◆ Do not use Pantone/spot colors.
- ◆ All colors must be converted to CMYK; no RGB, LAB or Spot/PMS colors will be accepted.
- ◆ Black & white ads should use black only (not 4-color); images should be grayscale.
- ◆ 2-color ads should be built from CMYK process.
- ◆ Ink density should not exceed 300%.
- ◆ Black text 12 pt. or smaller should be black only (C=0%, M=0%, Y=0%, K=100%).

Email Linda Klepitch at lklepitch@glcdelivers.com with questions or for more details.

INSERTS

1. Contact your ASQ Media Sales representative for rates.
2. Each insert counts as one insertion toward the earned rate and will be billed as one page, at the black-and-white earned rate.
3. Postcard inserts will be billed as 1/2 page island rate, at the black-and-white earned rate. Rates for special units are available upon request.
4. Unfurnished inserts must be received by the first business day of the month preceding publication.
5. Contact ASQ Creative Services to review specifications, printer approval and postal approval.

Binding Method: Perfect bound, jogs to head

Minimum Size: 5.5"w x 4.5"d

Maximum Size: 8.25"w x 11"d

Trims: 0.125" head, skive, foot and face

Safety: Minimum 0.125" from trim

Stock: 9 pt. for Business Reply Mail

Perforations: 50/50, with vertical perf. 0.375" from binding edge

Quantity: Call to confirm quantity plus 4% spoilage allowance.

DIGITAL ADVERTISEMENT SPECIFICATIONS

*For more information about our digital advertisement specifications, please visit:

<http://www.naylor.com/onlinespecs>

ASQ E-NEWSLETTERS

HORIZONTAL BANNER

- ◆ 468 x 60 pixels
- ◆ JPG only (no animation)
- ◆ File size must be no greater than 100 kb
- ◆ Sponsorship includes two identically sized positions; advertiser may include separate artwork for each

THE INSIDER

HORIZONTAL BANNER

- ◆ 650 x 60 pixels
- ◆ JPG only (no animation)
- ◆ File size must be no greater than 100 kb

QUALITY PROGRESS DIGITAL EDITION

DIGITAL SPONSORSHIP

- ◆ 7.6389 x 6.6667 inches @ 300dpi
- ◆ Creative accepted: PDF, JPG or PNG
- ◆ VIDEO accepted: MP4 & MOV @ 24FPS (frames per second)
- ◆ VIDEO length: 2-3 mins

DIGITAL SKYSCRAPER

- ◆ 200 x 783 pixels @ 300dpi
- ◆ JPG or PNG

DIGITAL TOOLBAR

- ◆ 250 x 50 pixels
- ◆ Creative accepted: JPG, PNG
- ◆ Customer supplies 100-200 words, recommended for the expandable text box.

DIGITAL BELLY BAND

- ◆ 8.375 x 4.5 inches @ 300dpi
- ◆ PDF, JPEG & PNG

QUALITYPROGRESS.COM

SKYSCRAPER

- ◆ 120 x 600 pixels
- ◆ JPG or GIF accepted
- ◆ File size must be no greater than 100 kb

HALF SKYSCRAPER

- ◆ 120 x 300 pixels
- ◆ JPG or GIF accepted
- ◆ File size must be no greater than 100 kb

ASQ.ORG



ALL ASQ.ORG ADS MUST ADHERE TO THESE GUIDELINES:

- ◆ A border must be around the ad.
- ◆ Advertiser name must be included within each ad frame.

RUN-OF-SITE RECTANGLES

- ◆ 400 x 300 pixels
- ◆ JPG or GIF accepted
- ◆ File size must be no greater than 100 kb

HOME-PAGE-ONLY RECTANGLE

- ◆ 400 x 300 pixels
- ◆ JPG or GIF accepted
- ◆ File size must be no greater than 100 kb

SUB-SECTION AND INTERNAL RUN-OF-SITE RECTANGLES

- ◆ 400 x 300 pixels
- ◆ JPG or GIF accepted
- ◆ File size must be no greater than 100 kb

ASQTV

VIDEO FILE

- ◆ Video length (recommended): 1-3 minutes
- ◆ Video format to supply: MP4, MOV or WMV

CHANNEL SPONSOR

- ◆ 400 x 300 pixels
- ◆ JPG format; no animation

ASQTV NETWORK SPONSOR

- ◆ 400 x 300 pixels
- ◆ JPG format; no animation

COMPANION AD

- ◆ 300 x 250 pixels
- ◆ JPG format; no animation