

2011 Advertising Guide

Publications of the Coordinate Metrology Society



JOURNAL OF THE CMSC

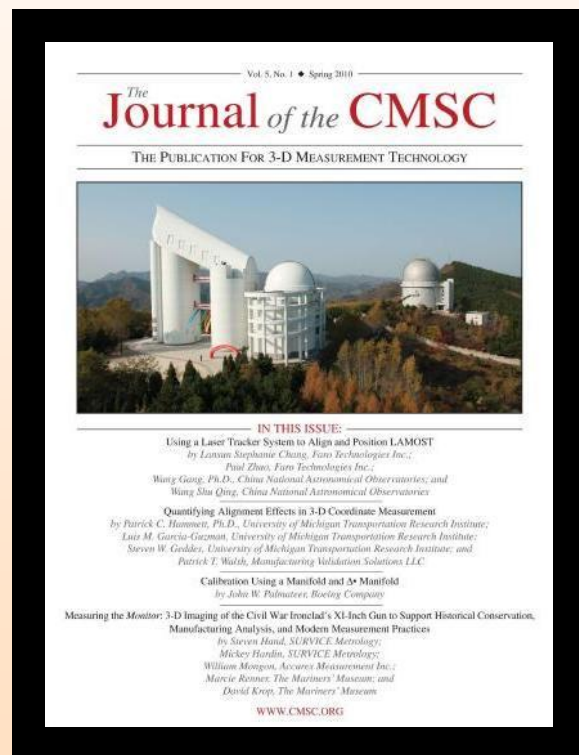
The *Journal of the CMSC* is published twice a year in the Fall and Spring by the Coordinate Metrology Society. Each issue devotes its pages to the finest white papers presented by industry experts at their annual Coordinate Metrology Systems Conference. Diverse applications of portable, three-dimensional measurement technology are represented in this well-read journal. The annual subscription fee for the publication is included in the membership dues of the Society. Circulation: 8,000 + readers plus bonus distribution.

CMSC WORLD

The Coordinate Metrology Society publishes their official eNewsletter *CMSC World* four times a year. This digital publication includes feature articles, case stories, industry news, commentaries, new products, commentary, surveys, job placement listings, and more. *CMSC World* is "the place" to share insights and technical expertise with other CMSC colleagues! Members are urged to submit articles and news for consideration of publication. Submission guidelines can be found on Page 4. Circulation: 42,000+.

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Journal of the CMSC

ADVERTISING OPPORTUNITIES

The Journal of the CMSC is published twice a year in the Fall and Spring by the Coordinate Metrology Society. Each issue devotes its pages to the finest white papers presented by industry experts each year at the Coordinate Metrology Systems Conference. The annual subscription fee for the publication is included in the membership dues of the Society. To place your advertising order, please complete the instructions on the **Advertising Insertion Order Form** on page 5 of this document.

Circulation: 8,000+ readers

- * Entire Coordinate Metrology Society Membership
- * Select Readers of Quality Digest Daily
- * Bonus Distribution at trade shows, conferences, meetings

2011 EDITORIAL CALENDAR

<u>Spring Issue: Date of Publication</u>	<u>Ad Space Close</u>	<u>Ad Materials Close</u>
April 15, 2011	3/18/2011	3/25/2011
<u>Fall Issue: Date of Publication</u>	<u>Ad Space Close</u>	<u>Ad Materials Close</u>
September 16, 2011	8/19/2011	8/26/2011

ADVERTISING RATES

Inside Front Cover, 4 Color, Full Page: \$3,100.00
Inside Back Cover, 4 Color, Full Page: \$2,800.00
Back Cover, 4 Color, Full Page: \$3,100.00
Full Page, 4 Color: \$2,400.00
Horizontal Half Page, 4 Color: \$1,500.00

ADVERTISING SPECIFICATIONS

1. All art should be CMYK (4/C "process" color definition)
2. All images must be high resolution: 300 dpi minimum
3. Acceptable graphic file formats include: High-res PDF or TIF files.
4. Full page ads should be 8" x 10.75" (8.5" x 11.25" Bleed)
5. Half page horizontal ads should be 7" x 5". CMSC does not accept bleeds for ads smaller than full page.

Bleeds: Reading and "live" matter should be placed 1/4" from trim line on all sides. Full page ad print is 8" x 10.75". A full page ad with bleed should be constructed to 8.5" x 11.25" (this would leave all reading and "live" matter 1/2" from edge). CMSC does not accept bleeds for ads smaller than full page. The CMSC does not accept half-page vertical or vertical island ads.

DELIVERY OF ART WORK

Instructions to deliver your artwork can be found on the Advertising Insertion Order on Page 5.

CMS ADVERTISING REPRESENTATIVE

To place your ad or for information, contact our CMS Advertising Representatives:

Primary Contact: Mike Richman, Tel (530) 893-4095 ext. 1003, Fax (530) 893-0395, Email: mrichman@qualitydigest.com
Secondary Contact: Belinda Jones, Tel (860) 399-1147, Fax (860) 399-1148, Email: belinda.jones@hitechmarketing.com



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Publications of the Coordinate Metrology Society



CMSC World Digital Newsletter

ADVERTISING OPPORTUNITIES

CMSC World is the official digital newsletter of the Coordinate Metrology Society, and is published 4 times a year. Our online publication reaches over 42,000 metrology professionals and executives, and provides a summary of industry news, commentary, new products, case stories and updates in the metrology marketplace. To place your advertising order, please complete the instructions on the **Advertising Insertion Order Form** on page 6 of this document.

Circulation: 42,000+ readers

- * 40,000 Quality Digest Daily Readers
- * Entire Coordinate Metrology Society Membership

2011 EDITORIAL CALENDAR

<u>Date of Publication</u>	<u>Editorial/Art Close</u>	<u>Ad Space Close</u>	<u>Ad Materials Close</u>
February 17, 2011	1/30/2011	2/4/2011	2/7/2011
June 16, 2011	5/25/2011	5/27/2011	6/3/2011
August 25, 2011	8/3/2011	8/5/2011	8/12/2011
November 10, 2011	10/19/2011	10/21/2011	10/28/2011

ADVERTISING RATES

Issue Sponsorship: \$850.00 - Includes Featured Banner Ad (top of page), sponsorship text link, and a Button ad on each feature jump off page.

Feature Banner Ad: \$600.00

Button Ad: \$450.00

ADVERTISING SPECIFICATIONS

AD UNIT	DIMENSIONS	MAX FILE SIZE
Sponsorship Banner Ad	728px X 90px	40 KB
Banner Ads	400px X 120px	19 KB
Button Ads	180px X 180px	15KB

AD CREATION SERVICES

Do you want to ADVERTISE, but don't have a BANNER OR BUTTON AD? We can help! For an additional charge of \$150, we can help you design the perfect digital ad. For more information on this cost-effective service, email us at publications@cmcs.org or contact Belinda Jones at 860-399-1147.

DELIVERY OF ART WORK

Instructions to use our FTP Site can be found on the Advertising Insertion Order on Page 6.

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Content Guidelines For CMSC World

Your Submissions are Welcome!

CMSC World is "the place" to share your insight and technical expertise with other CMS members and metrologists! We are looking for experts and experienced authors to write articles that provide specific and useful information to help members become more successful in their use of metrology technology. We urge you to submit articles for consideration of publication, as well as commentaries, press releases, new product announcements, news briefs and more.

How to Submit Articles for Consideration

Please follow the guidelines below, and submit articles for consideration of publication to publications@cmssc.org. Please include your full name, email address, postal mailing address, and daytime phone number with each article submission. Submit your articles in plain ASCII text, Rich Text Format (RTF), or Microsoft Word (most preferred).

Ideally, articles for CMSC World should be limited to a specific word count, as covered below:

- * Feature articles (1,500 words) should cover technology, applications, implementations
- * On the Case - Case stories (1,500 words) or studies describing successes and pitfalls of actual projects
- * New Dimensions - Column/Commentary (750 words)

When writing an article, consider the following questions:

- * How will readers benefit from reading your article?
- * Will they learn a new technique?
- * Will they work more effectively if they implement your suggestions?
- * Will they embrace a new product more successfully based on your implementation plan?
- * What do you know now that you wish you knew before you started your project?

In short, articles should give readers the inside track on how to use metrology technology more effectively. You should strive to include rules-of-thumb or guidelines for readers whenever possible, including pointing out obstacles that might be encountered and offer workarounds.

Submit News - Commentaries, Press Releases, New Product Announcements, News Briefs

Other news items should also be limited to a specific word count, as described below.

- * Press releases and photos - (prefer under 1000 words)
- * New product announcements and photos - (prefer under 1000 words)
- * News briefs (200 words maximum)

Submit news for consideration of publication to publications@cmssc.org.

Thinking about Writing an Article? Submit an Abstract First!

If you are thinking about writing an article for CMSC, we highly recommend that you send an abstract for your proposed article. Submit your abstracts via e-mail to publications@cmssc.org. An abstract should address the following questions:

- * What is the business problem/situation?
- * What is the current or old technology solution?
- * What is the new and/or better metrology technology solution?
- * How does the new technology solution exceed the current or old solution?
- * Is there quantitative data such as time savings, ROI, or higher productivity resulting from the use of this technology?

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Journal of the CMSC - 2011 ADVERTISING INSERTION ORDER FORM

Please complete this form and fax to 530-893-0395. Online payment instructions are also listed below.

ADVERTISER

Company Name

Address

City/State/Zip

Contact Person

Title/Phone/FAX

Web Address

Email Address

DISPLAY ADVERTISING

1) Date of Publication: (check one please)

- Spring 2011 Journal of the CMSC
 Fall 2011 Journal of the CMSC

2) Type of Ad _____

- Inside Front Cover, 4 Color, Full Page*
 Inside Back Cover, 4 Color, Full Page*
 Back Cover, 4 Color, Full Page*
 Full Page, 4 Color
 Horizontal Half Page, 4 Color

*Premium Positions are first come, first served.

3) Space Charge _____

Color Charge - WAIVED

4) Total Cost _____

DELIVERY OF MATERIALS

1) **EMAIL:** Graphic files under 12 MB can be emailed to belinda.jones@hitechmarketing.com.

2) **MAIL:** Burn a CD/DVD and send to:
Quality Digest | 633 Orange Street, Suite 3 | Chico, CA 95928

3) **FTP SITE:** Graphic files can be uploaded via FTP.

How to Use the FTP Site:

Please use a direct FTP Utility like WSFTP(PC) or Fetch(MAC) and use the following information:

- Host: ftp.hitechmarketing.com
- Username: htmguest
- Password: petre3

Please place ad file into the "CMSCAdvertising" folder

PR AGENCY REPRESENTATIVE

Company Name

Address

City/State/Zip

Contact Person

Title/Phone/FAX

Web Address

Email Address

PAYMENT - Payment can be completed online at the CMSC Website www.CMSC.org using these steps:

1. Select **ANNUAL CONFERENCE** from the main menu.
2. Choose **REGISTER**, then enter your **email address**. Next under **Registration Type**, select **Sponsor**. On the line directly below the Registration Type box, there is a note stating if you wish to be a sponsor, but are not going to attend the conference, [please click here](#). Cursor select [please click here](#) to proceed to the **Advertising Opportunities** page.
3. Select the items you wish to purchase for advertising. When finished, click **continue** at the bottom of the page. *Notes: A rectangular box next to an item requires a number to be typed in the field. A small square box next to an item designates there is only one of its kind for purchase. When an item has been purchased to its set limit, it will not appear on the page, nor will be available for purchase.*
4. Review your **Order Summary** and click **continue** at the bottom of the page.
5. Fill out your **Contact Information** in the left hand column.
6. Please fill out the **Billing Information** only if it is different from your Contact Information. Click **submit** at the bottom of the page.
7. On the **Confirmation** page, please review and print the information and itemized invoice. To complete the transaction, you must click the red **Done** link at the bottom of the page. You will receive an automated email confirmation of your purchase.

ADVERTISER AUTHORIZATION

Signature

Date

Name/Title

FAX Ad Insertion Orders to: 530-893-0395

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CMSC World eNewsletter - 2011 ADVERTISING INSERTION ORDER FORM

Please complete this form and fax to 530-893-0395. Online payment instructions are also listed below.

ADVERTISER

Company Name

Address

City/State/Zip

Contact Person

Title/Phone/FAX

Web Address

Email Address

PR AGENCY REPRESENTATIVE

Company Name

Address

City/State/Zip

Contact Person

Title/Phone/FAX

Web Address

Email Address

DISPLAY ADVERTISING

1) Date of Publication: (check one please)

- February 17, 2011
- June 16, 2011
- August 25, 2011
- November 10, 2011

2) Type of Ad _____
(Sponsorship, Banner, Button)

3) Space Charge _____
Color Charge - WAIVED

4) Ad Creation Charge _____

5) Total Cost _____

DELIVERY OF MATERIALS

1) Graphic files under 12 MB can be emailed to belinda.jones@hitechmarketing.com.

2) Graphic files over 12 MB can be sent via FTP.

How to Use the FTP Site:

Please use a direct FTP Utility like WSFTP(PC) or Fetch(MAC) and use the following information:

- Host: ftp.hitechmarketing.com
- Username: htmguest
- Password: petre3

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ADVERTISER AUTHORIZATION

Signature

Date

Name/Title

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