




2015 Advertising Guide


Publications of the Coordinate Metrology Society





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**CMSC WORLD**
This Issue Sponsored by: Brunson Instrument Company

**QUALITYDIGEST DAILY**
November 13, 2014

**NEW HORIZONS**
Hardware vs. Software: The Knockout Round?
by Ron Rode

**Featured Video:**
Quality Digest editor in chief Dirk Dusharme interviews Keith Bevan, Training Product Manager for NPL about the [CMSC Measurement Zone](#)

**TOP STORY**
Structure-From-Motion Systems for Scene Measurement
by Shawn Becker, et al.

Coordinate Metrology Society Executive Committee
Executive Chairperson: Ron Rode chairman@cmisc.org
Past Chair: Ron Hicks

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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: 6,000 + 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, videos, 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: 37,000+.**

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Coordinate Metrology Society

2537 Elk Hollow Lane | Weatherford, TX 76085 | (425) 802-5720 | www.CMSC.org

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Journal of the CMSC

ADVERTISING OPPORTUNITIES

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* Entire Coordinate Metrology Society Membership and Select Readers of *Quality Digest Daily*

2015 PUBLICATION CALENDAR

<u>Spring Issue: Date of Publication</u>	<u>Ad Space Close</u>	<u>Ad Materials Close</u>
April 6, 2015	3/13/2015	3/20/2015
<u>Fall Issue: Date of Publication</u>	<u>Ad Space Close</u>	<u>Ad Materials Close</u>
September 14, 2015	8/21/2015	8/28/2015

ADVERTISING RATES

†**Inside Front Cover**, 4 Color, Full Page: \$3,100.00

†**Back Cover**, 4 Color, Full Page: \$3,100.00

Inside Back Cover, 4 Color, Full Page: \$2,800.00

Full Page, 4 Color: \$2,400.00

Horizontal Half Page, 4 Color: \$1,500.00

†**Bonus**: Inside Front Cover and Back Cover advertisers receive a free e-blast to more than 20,000 *Quality Digest Daily* readers.

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). The CMS does not accept 1) bleeds for ads smaller than full page, 2) half-page vertical ads, or 3) vertical island ads.

DELIVERY OF ART WORK

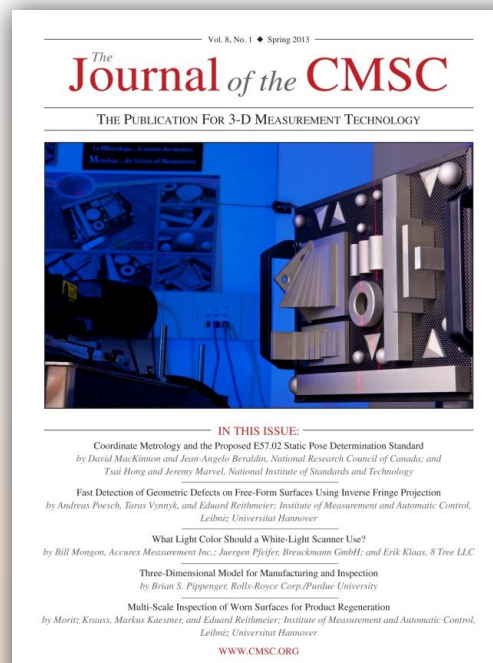
Instructions to deliver your artwork can be found on the **Advertising Insertion Order Form** on Page 5.

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 37,000 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: 37,000+ readers

* Coordinate Metrology Society Membership and *Quality Digest Daily* Readers

2015 PUBLICATION CALENDAR

Date of Publication	Editorial/Art Close	Ad Space Close	Ad Materials Close
February 12, 2015	1/30/2015	1/30/2015	2/6/2015
May 21, 2015	5/8/2015	5/8/2015	5/15/2015
August 13, 2015	7/31/2015	7/31/2015	8/15/2015
November 12, 2015	10/30/2015	10/30/2015	11/6/2015

ADVERTISING RATES

Issue Sponsorship*: \$950.00 - Includes Featured Banner Ad (top of page), sponsorship text link, and a Button ad on each feature jump off page.

Featured Video: \$600.00 – includes Video on main page and all jump off pages along with a companion banner ad.

Feature Banner Ad: \$500.00

ADVERTISING SPECIFICATIONS

AD UNIT	DIMENSIONS	MAX FILE SIZE
Sponsorship Banner Ad	728px X 90px	40 KB
Banner Ad	400px X 120px	30 KB
Video Companion Ad	468px X 60px	15 KB
Button Ad	180px X 180px	20 KB

AD CREATION SERVICES

Do you want to ADVERTISE, but don't have a BANNER 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, please email Mike Richman at mrichman@qualitydigest.com or call (530) 893-4095 ext. 1003.

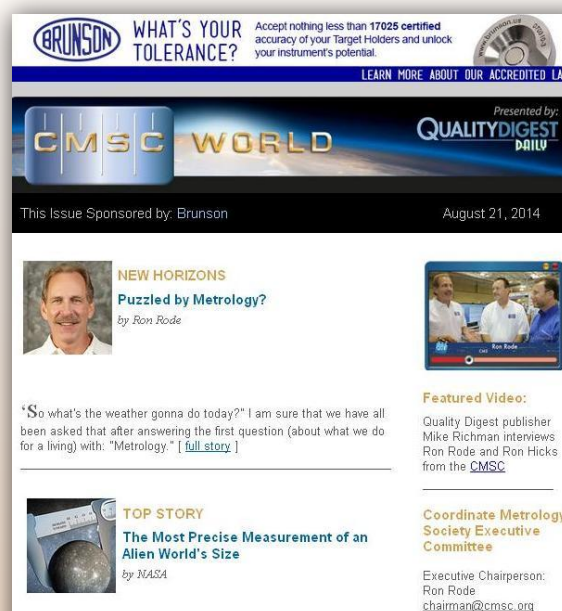
DELIVERY OF ART WORK

Instructions to use our FTP Site can be found on the **Advertising Insertion Order Form** 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 case stories, 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

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 1,000 words)
- * New product announcements and photos - (prefer under 1,000 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 - 2015 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 2015 Journal of the CMSC
☐ Fall 2015 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. No position shall be considered reserved without a signed insertion order.*

3) Space Charge

Color Charge - WAIVED

4) Total Cost

DELIVERY OF MATERIALS

1) EMAIL: Graphic files under 15 MB can be emailed to belinda.jones@hitechmarketing.com.

2) MAIL: Burn a CD/DVD and send to:
Quality Digest | P.O. Box 1769 | Chico, CA 95927-1769

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 **Exhibitor**. 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 - 2015 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 12, 2015
☐ May 21, 2015
☐ August 13, 2015
☐ November 12, 2015

2) Type of Ad _____

(Sponsorship, Banner, Video & Companion Ad)

3) Space Charge _____

Color Charge - WAIVED

4) Ad Creation Charge _____

5) Total Cost _____

DELIVERY OF MATERIALS

1) Graphic files under 14 MB can be emailed to belinda.jones@hitechmarketing.com.

2) Graphic files over 14 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](ftp://ftp.hitechmarketing.com)
- Username: htmguest
- Password: petre3

Please place ad file into the "CMSCAdvertising" folder

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1. Select **ANNUAL CONFERENCE** from the main menu.
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ADVERTISER AUTHORIZATION

Signature

Date

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