

SUPPLY CHAIN WEEKLY

REACH

30,600

SUPPLY MANAGEMENT INDUSTRY PROFESSIONALS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B/1 SKYSCRAPER/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE


Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.


F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

A  We deliver promotional product solutions for some of the world's most admired brands. Contact us today for your solutions!  [Request More](#) [Click Here](#)

B  **SUPPLY CHAIN WEEKLY**

C **Service industries in US expanded at faster pace**
Bloomberg [Share](#) [Like](#) [+1](#) [Comment](#)
Service companies in the U.S. expanded at a faster pace than projected in September, indicating the economic recovery is picking up heading into the fourth quarter. The Institute for Supply Management's index of non-manufacturing businesses, which covers about 90 percent of the economy, rose to 53.2 from 51.5 in August. The gauge, in which readings greater than 50 signal growth, averaged 55.3 during the six-year expansion that ended in December 2007. Even so, the pace of recovery is not fast enough to bring down unemployment, which is projected to average more than 9 percent through 2011. [MORE](#)

C  [Click here to start your free trial](#)

C1 **The transparent supply chain**
Harvard Business Review [Share](#) [Like](#) [+1](#) [Comment](#)
The origins of a company's products used to be pretty murky. Beyond the supply chain function, virtually no one cared. Of course, all that's changed. Consumers, governments and companies are demanding details about the systems and sources that deliver the goods. They worry about quality, safety, ethics and environmental impact. Farsighted organizations are directly addressing new threats and opportunities presented by the question, "Where does this stuff come from?" [MORE](#)

C1 **Reduce risk in your supply chain**
SupplyChainBrain [Share](#) [Like](#) [+1](#) [Comment](#)
It's prudent to focus on supply-chain cost - after all, companies today are facing many tough economic and financial challenges. In recent years, a large number of suppliers and buyers have either been forced to consolidate or go out of business. But there are other factors to consider in the proper management of global supply chains. Businesses that have gone offshore for manufacturing need to adopt a risk-management strategy that accounts for such factors as currency shifts, changing customer demand, new entrants, wage rates, commodity prices and fuel costs. [MORE](#)

C1 **Using supply chain to drive growth**
Supply Chain Digest [Share](#) [Like](#) [+1](#) [Comment](#)
It has taken a long while, but increasingly, suppliers and customers really are started starting to think like one supply chain. There is perhaps no better example of that than Kraft Foods, which has been taking substantial steps to rethink and improve its supply chain in recent years, including the way it finds opportunities to take out costs not only for itself but to retail channel partners. To improve its own supply chain performance and set the stage for joint improvement opportunities, Kraft is very focused on obtaining and leveraging actual retail point of sale data. [MORE](#)

C1 **Analysis: 65 percent of procurement executives unable to track returns**
Procurement Leaders [Share](#) [Like](#) [+1](#) [Comment](#)
Procurement outsourcing is on the rise, but doubts persist. Recent research by Procurement Leaders found that a staggering 65 percent of respondents were unable to measure the financial return of procurement outsourcing. Chief among the reasons for this is the apparent lack of a coherent approach to the benchmarking of the success outsourcing projects. It's an issue even for those companies that have been utilizing procurement outsourcing for some time. And, it's that challenge that is potentially holding back the widespread adoption of an outsourcing area that, although growing, has failed to develop at the pace that many predicted at the start of the decade. [MORE](#)

E **P-Touch PT-1400 Industrial Labeler**
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Variable data-use transferable labels with easy-peel, interchangeable tape cassettes to print crisp, durable laminated labels up to 1" wide that are perfect for office, retail, manufacturing, warehouse and field-installation labeling tasks. [MORE](#)

E **Logistics news: UPS, FedEx Rate hike could be more painful to shippers than many realize**
SupplyChainDigest [Share](#) [Like](#) [+1](#) [Comment](#)
Over the last few weeks, first FedEx and then UPS announced a series of published rate hikes for 2011. The headline news was that the average increase at FedEx will be 3.9 percent and 4.9 percent at UPS, in both cases net rate changes based on a combination of even high rate hikes combined with a reduction in fuel surcharges. But many shippers can actually expect to see their costs rise even more than those numbers. [MORE](#)

E **Shelley Stewart Jr. elected to CAPS Research board of trustees**
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The CAPS Research Board of Trustees recently elected Shelley Stewart Jr., a supply management executive, to serve as a trustee. Stewart is senior vice president, operational excellence and chief procurement officer for Tyco International Ltd. CAPS Research is a supply management research organization affiliated with the W. P. Carey School of Business at Arizona State University and the Institute for Supply Management. [MORE](#)

D **PRODUCT SHOWCASES**

<p>BNS BENEDICT NEGOTIATING SEMINARS</p> <p>No matter where BNS negotiating seminars are presented, the goal is still the same as it was in Robert Benedict's first session in 1984 - "to ensure that every participant leaves with a maximum of readily useable skills." Our focus continues to be on participants achieving identifiable, measurable results. More info</p>	<p>Puridium</p> <p>Puridium offers a wide array of complementary services to help organizations achieve the strategic objectives and accelerate bottom-line results. We provide personalized services where we add an in-depth knowledge of your business practices and operations. This enables you to maximize the benefits and have a strategic focus on the goals and objectives that are important to the company. More info</p>	<p>Decideware</p> <p>Decideware is a software company whose key focus is helping major advertisers complete their agency performance evaluations. We also provide software related services which help clients optimize their investment with Decideware. These services focus primarily on the customer, design and set-up phase, the implementation and project management phases and advisory services around how best to utilize the robust capabilities of the suite of modules. We are supplier performance experts. More info</p>
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Prices are for participation in 13 emails to 30,600 supply management industry professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper/Bottom Skyscraper
\$3000/\$2750

Image Dimensions
120x600
120x300

File Format
JPEG, GIF

Max File Size
150k
75k



Product Showcase
\$2950

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad
\$2500

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Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$1500

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Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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SUPPLY CHAIN WEEKLY, POWERED BY MULTIBRIEFS,
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Advertising in Supply Chain Weekly allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



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As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.