



2017 Media Kit

**For the complete media kit, visit
SupplyChainNetworkMediaKit.com**

800.538.5544

Supply & Demand Chain Executive / SDCExec.com

Food Logistics / FoodLogistics.com

Supply Chain Learning Center / SupplyChainLearningCenter.com



BIG NETWORK. BIG RESULTS.

- ▶ Premier publications serving **global supply chain executives** and **supply chain professionals** in the food & beverage industries
- ▶ **In-depth reporting** on market trends, technology developments, risk mitigation and best practices
- ▶ **Integrated** website, print, digital, email and social media platforms
- ▶ **Educational and custom webinars** to reach hundreds of influential business and thought leaders with your message.



BIG ADVANTAGES WITH SUPPLY CHAIN NETWORK

- ▶ **Targeted reach** through our extensive global supply chain professional database
- ▶ **Fully integrated media platforms** offering innovative, custom solutions
- ▶ **One professional sales contact** who coordinates your entire media buy
- ▶ **Editorial content** respected, trusted and read by our subscribers
- ▶ **Reporting tools** to document results of your media campaign

Food Logistics®

Global Supply Solutions for the Food & Beverage Industry

Food Logistics is the only magazine and website exclusively dedicated to covering the food and beverage supply chain, from the largest food manufacturers to retailers, distributors and food service providers. Share your message with decision makers responsible for products, services, technology, and equipment that transports, warehouses and manages product through the food and beverage supply chain throughout the U.S. and globally.

Audience: Professionals in the food and beverage supply chain



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Food Logistics®

¹BPA Brand Report December 2016

²Publisher's data

³Google Analytics October 2016 (annualized)

▶ MAGAZINE

- **26,459** magazine subscribers¹
- **10** issues per year
- Print and online flipbook editions

▶ NEWSLETTERS

- Fresh Take On: Today's News
- **27,827** subscribers²
- 3x weekly distribution

▶ EMAIL MARKETING

- **32,325** subscribers²

▶ WEBSITE – FoodLogistics.com

- **316,740** unique visitors/year³
- **26,395** unique visitors per month³

▶ AWARDS

- Champions: Rock Stars of the Supply Chain
- Top Green Providers
- Top 3PL & Cold Storage Providers
- FL100+ Software and Technology Providers

▶ SOCIAL

 Food Logistics magazine

 Food Logistics magazine

 @FoodLogistics

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Supply & Demand Chain Executive / SDCExec.com

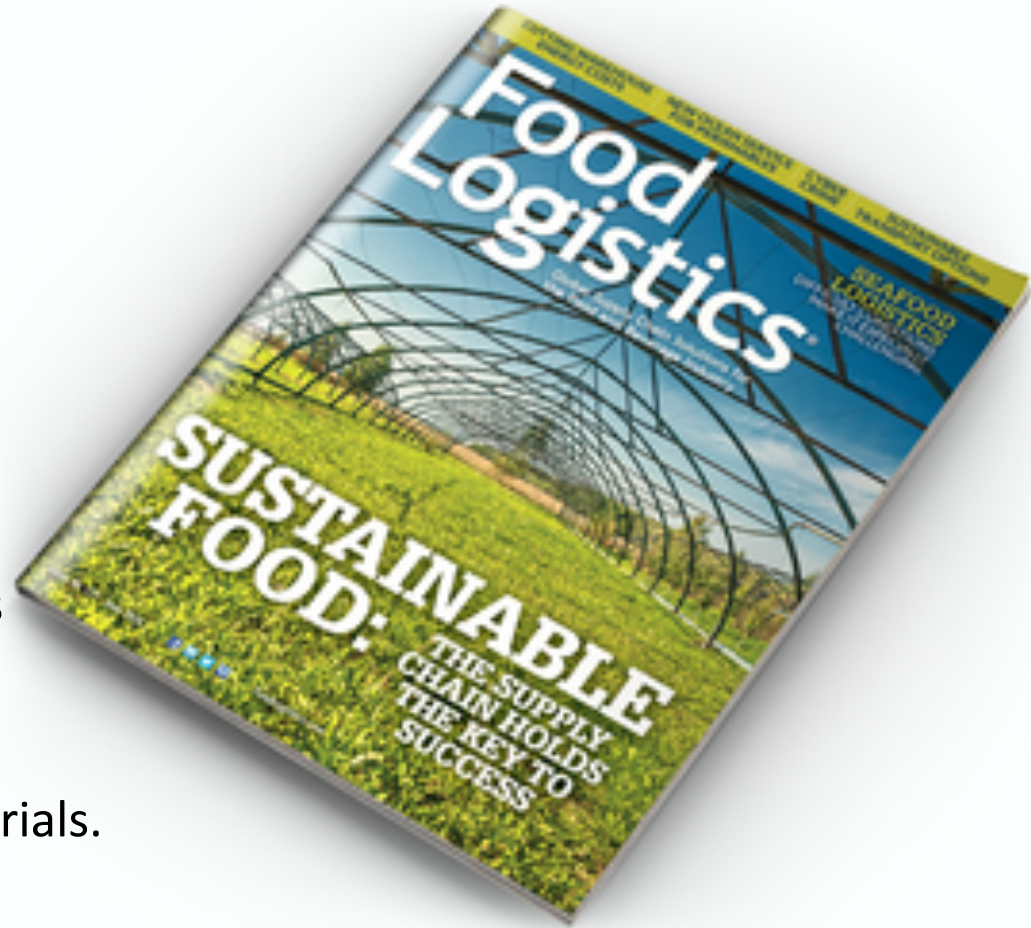
Food Logistics / FoodLogistics.com

Supply Chain Learning Center / SupplyChainLearningCenter.com

Food Logistics[®]

Magazine Print + Digital

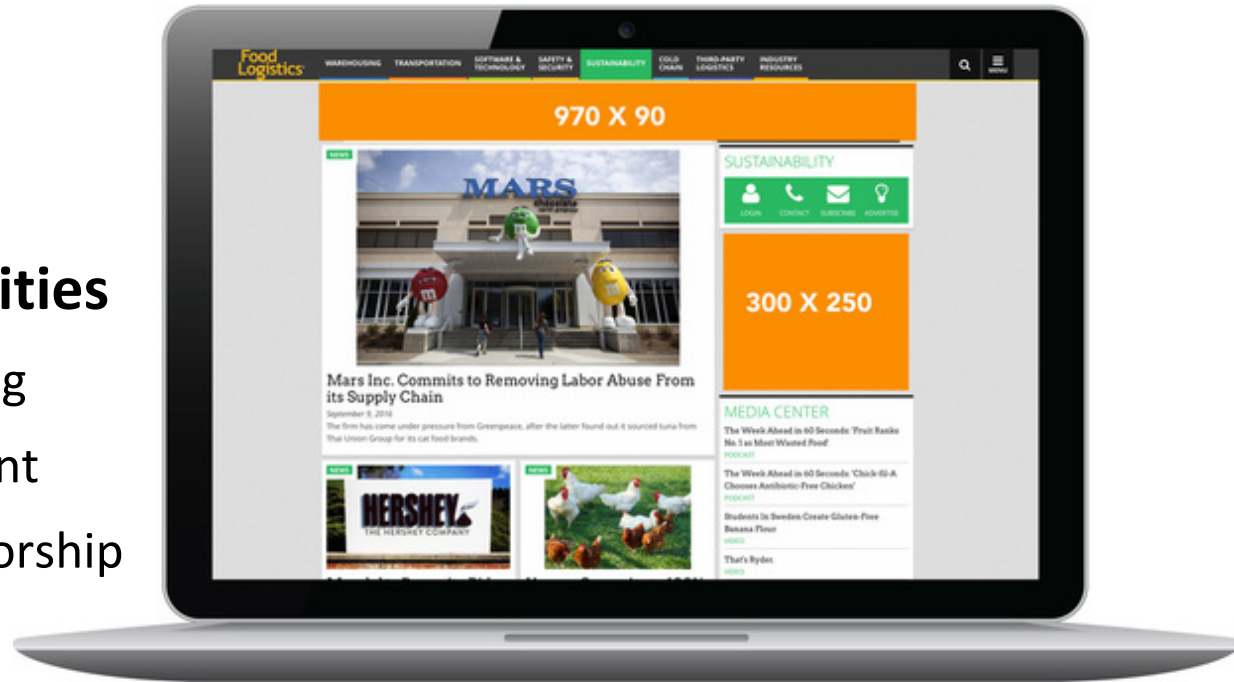
- ▶ 10 feature-packed issues
- ▶ Print and digital flipbook editions
- ▶ **PRINT AD OPTIONS:** From cover treatments and inserts to special supplements and advertorials.
- ▶ Take the tour
 - [Print options video](#)
 - [Interactive print options video](#)



Food Logistics®

FoodLogistics.com Advertising Opportunities

- ▶ Online display advertising
- ▶ Native/sponsored content
- ▶ Website category sponsorship
- ▶ Retargeting
- ▶ Video web channel
- ▶ Custom options



Food Logistics®

Email

Connect with our engaged audience

- ▶ Email blasts
- ▶ E-Product or E-Video Spotlight
- ▶ Survey distribution
- ▶ Newsletter sponsorship
 - *Fresh Take on Today's News*
 - *3x weekly distribution*
 - *3 advertising spaces available per issue*



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Food Logistics / FoodLogistics.com

Supply Chain Learning Center / SupplyChainLearningCenter.com

Food Logistics®

Educational Webinar Series Sponsorships

BENEFITS

- ▶ 4 sponsorships available/webinar
- ▶ Your company logo included in print ads, eblasts and registration site to promote the webinar
- ▶ Your speaker participates on the webinar panel
- ▶ You receive all registration information
- ▶ Webinar is archived for a full year



Food Logistics 2016 EDUCATIONAL WEBINAR SERIES



[REGISTER FOR WEBINAR](#)
Cold Chain

Wednesday, August 24, 2016
1 p.m. ET / 12 p.m. CT / 11 a.m. MT / 10 a.m. PT
Following the live webinar, registrants will receive via email a link to the recorded version.

Sponsored by:



As more perishables are added to the pipeline, truck, rail, ocean and air carriers are tasked with supporting a longer, more complex global cold chain. At the same time, new and improved software, equipment and technology are enabling carriers and cold storage providers to create a truly integrated cold chain that extends shelf life and enhances food safety and security.

Thought-leader panelist:

 <p>Marc Levin SVP Business Development, Key Accounts Americola</p>	 <p>Randall E. Jennings Director Food & Beverage Sales Swisslog Logistics</p>
 <p>Matt Pavementto Regional Manager, Atlanta Office South Carolina Ports Authority</p>	





To register for this educational webinar, [click here](#).

If you are interested in becoming a panel expert/sponsor, please contact Judy Weig at 402-521-1002.

800.538.5544

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Supply Chain Learning Center / [SupplyChainLearningCenter.com](#)

2017 EDITORIAL CALENDAR

	JANUARY/ FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/ DECEMBER
Ad close	1-12-2017	2-9-2017	3-14-2017	4-12-2017	5-12-2017	6-12-2017	7-13-2017	8-14-2017	9-12-2017	11-9-2017
Materials due	1-18-2017	2-14-2017	3-17-2017	4-17-2017	5-17-2017	6-15-2017	7-18-2017	8-17-2017	9-15-2017	11-15-2017
FEATURES	Warehouse Automation	The impact of IoT	SPECIAL EDITION: FSMA – Where are we today?	Key ports and ocean carriers	Sustainability reshapes the global food supply chain	SPECIAL EDITION: Hottest software & technology tools	End-to-end cold chain integrity	Omnichannel grocery	Focus on foodservice	The future of food logistics
3PL / REFRIGERATED LOGISTICS	Fleet managers' forecast 2017	Tracking & tracing		Fresh food	High-end & specialty logistics		Regulatory compliance	3PLs move further into food	Frozen food	Wine & spirits logistics
SPECIAL ANNUAL REPORT		Food Logistics' 2017 Champions 			Top Green Providers 			Top 3PL & Cold Storage Providers 		FL100+ 
SECTOR REPORT: WAREHOUSING	Lift trucks I	Cold storage facilities		Pallets, packages & totes	Energy efficiency		Robotics	Lighting & dock equipment	Lift trucks II	RFID & barcodes
SECTOR REPORT: TRANSPORTATION	Autonomous vehicles	Air cargo		Rail & intermodal I	Operating a sustainable fleet		Reefer trailers & containers	Urban delivery vehicles	Rail & intermodal II	Cargo theft & security
SECTOR REPORT: SOFTWARE & TECH	WMS	Telematics		ERP	Apps in the food supply chain		Dealing with big data	SCM	TMS	IoT
SECTOR REPORT: OCEAN PORTS & CARRIERS	Containerized carriers I	Food focused ports I	New products & services	Supporting food safety	Containerized carriers II	Cold chain visibility	Food focused ports II	Reefer trends 2018		
BONUS DISTRIBUTION	GMA/FMI/TPA ProMat IWLA JOC Pacific Maritime	IARW/WFLO ProMat	WERC TPA Supply Chain Conference IMPACT Food & Beverage Spring Summit	TMSA United Fresh GCCA Cold Chain Expo IARW/FMI		CSCMP IANA IFDA	IFDA IMPACT Food & Beverage Fall Summit	Cargo Logistics America	Cargo Logistics Canada	
MARKETING SPECIALS	Promotional insert – ProMat show copies	Promotional insert – ProMat show copies	Product Showcase e-blast		Product Showcase e-blast	Promotional insert – IFDA show copies	Promotional insert – IFDA show copies			
EDUCATIONAL WEBINARS SPONSORSHIPS AVAILABLE		WAREHOUSE AUTOMATION March 22	3PLs April 19	COLD CHAIN May 24		SOFTWARE & TECHNOLOGY August 23	COLD CHAIN II September 20	3PLs October 18	HOTTEST FOOD SUPPLY CHAIN TRENDS FOR 2018 November 22	

Dates and topics are subject to change without notice.

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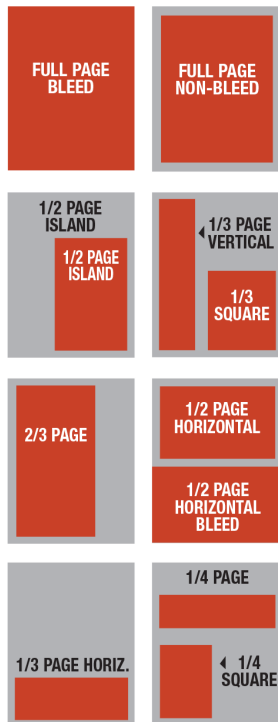
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Supply Chain Learning Center / SupplyChainLearningCenter.com



2017 PRINT AD SPECS & RATES

PRINT AD SPECS



	LIVE AREA	TRIM SIZE	BLEED SIZE
FULL-PAGE SPREAD	15" x 10"	15.75" x 10.75"	16" x 11"
FULL PAGE	7.375" x 10.25"	7.875" x 10.75"	8.125" x 11"
1/2-PAGE SPREAD	15.125" x 5.25"	15.75" x 5.75"	16" x 5.875"
2/3 PAGE	4.625" x 10"		
1/2-PAGE ISLAND	4.625" x 7.375"		
1/2-PAGE HORIZONTAL	7" x 4.875"		
1/2-PAGE VERTICAL	3.375" x 10"		
1/3-PAGE STANDARD	4.625" x 4.875"		
1/3-PAGE HORIZONTAL	7" x 3.375"		
1/3-PAGE VERTICAL	2.25" x 10"		
1/4-PAGE STANDARD	3.375" x 4.875"		
1/4-PAGE HORIZONTAL	7" x 2.25"		

All sizes are measured width by height.

2017 PRINT DISPLAY AD RATES

	1X	3X	6X	8X	10X
FULL-PAGE SPREAD	\$8,950	\$8,695	\$8,235	\$7,720	\$7,065
1/2-PAGE SPREAD	\$5,735	\$5,505	\$5,280	\$4,825	\$4,420
FULL PAGE	\$5,530	\$5,305	\$5,095	\$4,635	\$4,245
2/3 PAGE	\$4,425	\$4,250	\$4,080	\$3,715	\$3,400
1/2-PAGE ISLAND	\$3,520	\$3,240	\$3,095	\$2,950	\$2,705
1/2 PAGE	\$3,220	\$2,940	\$2,705	\$2,440	\$2,330
1/3 PAGE	\$2,820	\$2,710	\$2,590	\$2,370	\$2,170
1/4 PAGE	\$2,415	\$2,315	\$2,215	\$2,025	\$1,855
PREMIUM POSITIONS	1X	3X	6X	8X	10X
BACK COVER	\$6,920	\$6,640	\$6,365	\$5,795	\$5,300
INSIDE FRONT COVER	\$6,640	\$6,370	\$6,115	\$5,565	\$4,715
INSIDE BACK COVER	\$6,085	\$5,840	\$5,605	\$5,100	\$4,670

PREFERRED FILE FORMAT: PDF X/1A

Ads should be created to correct ad size dimensions, including bleed.

Choose "PDF X/1a" or "Press Quality" in your job options when creating high resolution PDFs. **Send to:**

Cindy Rusch, Senior Production Manager | crusch@ACBusinessMedia.com
920-542-1240

For files larger than 10MB, follow these steps:

1. Go to: www.hightail.com/u/acbm
2. Drag and drop file(s) to upload.
3. In the subject field, please include magazine or brand, issue date, other identifying information.
4. Click "Send."

AC Business Media will not be held responsible, nor issue any make-goods, for electronic ads that do not follow these guidelines.

TERMS & CONDITIONS

CONTRACT AND COPY CONDITIONS

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

PAYMENT AND COMMISSIONS

Net 30 days. 15% of gross paid to recognized advertising agencies on space, color and position provided account is paid in full within 30 days of invoice date. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and separately responsible for such monies as are due and payable to the publisher. Publisher will not be bound by conditions, printed or otherwise, appearing in ad orders or copy instructions when such conditions conflict with Publisher's stated policies.

PROTECTIVE CLAUSES

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CONTRACT CANCELLATION

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Global Supply Solutions for Supply Chain ROI

Supply & Demand Chain Executive is the only magazine and website covering the entire end-to-end global supply chain in every vertical. And we do it all in a solutions-based format!

Audience: C-level supply chain executives in corporate procurement, purchasing, logistics and operations management.



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Supply Chain Learning Center / SupplyChainLearningCenter.com

¹BPA Brand Report December 2016

²Publisher's data

³Google Analytics October 2016 (annualized)

▶ MAGAZINE

- 53,358 magazine subscribers¹
- 5 issues per year
- Print and online flipbook editions

▶ NEWSLETTERS

- Headline News
- 59,141 subscribers²
- 3x weekly distribution

▶ EMAIL MARKETING

- 51,409 subscribers²


▶ WEBSITE – SDCExec.com


- 552,108 unique visitors/year³
- 46,009 unique visitors per month³

▶ AWARDS

- Pros to Know
- Green Supply Chain
- 100 Great Supply Chain

▶ SOCIAL

 Supply & Demand Chain Executive

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SDC SUPPLY & DEMAND CHAIN EXECUTIVE

Magazine Print + Digital

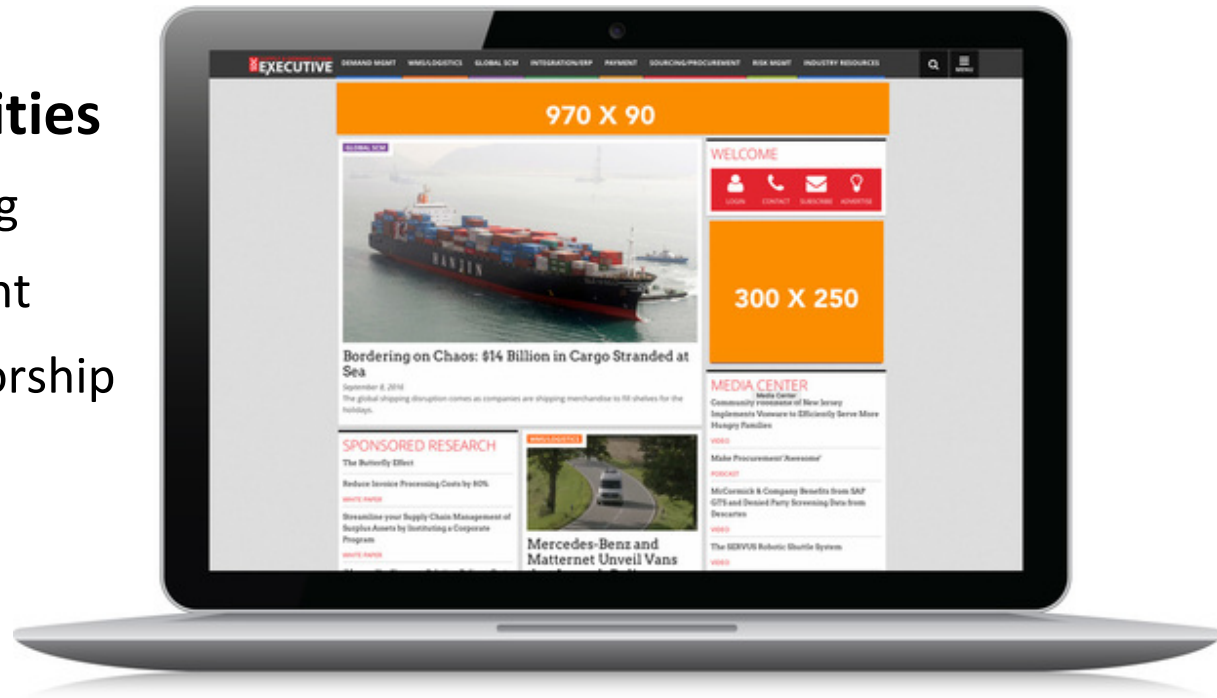
- ▶ 5 feature-packed issues
- ▶ Print and digital flipbook editions
- ▶ **PRINT AD OPTIONS:** From cover treatments and inserts to special supplements and advertorials.
- ▶ Take the tour
 - [Print options video](#)
 - [Interactive print options video](#)



SDCExec.com

Advertising Opportunities

- ▶ Online display advertising
- ▶ Native/sponsored content
- ▶ Website category sponsorship
- ▶ Retargeting
- ▶ Video web channel
- ▶ Custom options



Email

Connect with our engaged audience

- ▶ Email blasts
- ▶ E-Product or E-Video Spotlight
- ▶ Survey distribution
- ▶ Newsletter sponsorship
 - *Headline News*
 - *3x weekly distribution*
 - *3 advertising spaces available per issue*



Educational Webinar Series Sponsorship

BENEFITS

- ▶ 4 sponsorships available/webinar
- ▶ Your company logo included in print ads, eblasts and registration site to promote the webinar
- ▶ Your speaker participates on the webinar panel
- ▶ You receive all registration information
- ▶ Webinar is archived for a full year



[REGISTER FOR WEBINAR](#)

Cost Control in a Volatile Global Economy

Wednesday, March 16, 2016

1 p.m. ET / noon CT / 11 a.m. MT / 10 a.m. PT

Following the live webinar, registrants will receive via email a link to the recorded version

The global economy is rife with risk. Currency fluctuations, retaliatory tariffs, antidumping and countervailing duties, geopolitical risk, and dramatic swings in energy, fuel and freight costs are among those that can derail the financial plan of any organization. A panel of experts discusses the leading threats in today's global economy and how best to control costs amidst uncertainty and volatility.

To register for this educational webinar, [click here](#).

If you are interested in becoming a panel expert/sponsor, please contact [Jolene Gulley](#) at 480-413-0354.

800.538.5544

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Food Logistics / [FoodLogistics.com](#)

Supply Chain Learning Center / [SupplyChainLearningCenter.com](#)

2017 PRINT & ONLINE EDITORIAL CALENDAR

	MARCH	MAY	JUNE	SEPTEMBER	DECEMBER
AD CLOSE	2-16-2017	4-5-2017	5-19-2017	8-7-2017	11-2-2017
MATERIALS DUE	2-22-2017	4-10-2017	5-24-2017	8-10-2017	11-7-2017
AWARDS	17th Annual Pros to Know	EXECUTIVE UPDATE: SUPPLY CHAIN RISK	16th Annual SDCE 100		9th Annual Green Supply Chain
FEATURES	OMNICHANNEL FULFILLMENT SPRING 2017: GLOBAL ENABLED SUPPLY CHAIN MAP		CORPORATE SOCIAL RESPONSIBILITY	E-COMMERCE, M-COMMERCE UPDATE FALL 2017: GLOBAL ENABLED SUPPLY CHAIN MAP	DEMAND DRIVEN SUPPLY CHAIN
SDCE THINK TANK SERIES	Ocean Carriers & Ports Strategy - Part I		Ocean Carriers & Ports Strategy - Part II	Ocean Carriers & Ports Strategy - Part III	
MADE IN AMERICA SERIES	Apparel & accessories	Canoe manufacturer	Bottle producer	Gun maker	Food manufacturer
SPECIAL REPORTS					
INTERNET OF THINGS (IIOT)	Using IoT for supply chain management	Securing the IoT	IoT in demand driven supply chains	Data analytics & the IoT	Industrial IoT/smart manufacturing
PROCUREMENT	Supplier relationships & performance	Top risks facing procurement organizations	Building agility into procurement	Tackling maverick and indirect spend	Sustainable purchasing
TRADE FINANCE	Taxation	Payment system data breaches	Blockchains	Payables technology	Procure to pay
EXECUTIVE FOCUS					
TRANSPORTATION	Last-mile delivery/urban logistics	Drone delivery	3PLs	Reverse logistics	Ports & ocean carriers
WAREHOUSING	Warehouse equipment trends	Safety issues in the warehouse	Real estate	Inventory optimization	Sustainable warehouses
SOFTWARE & TECH	Big data & data analytics	3D printing – supply chain disruption?	ERP	SRM tools & management	3D printing
PROFESSIONAL DEVELOPMENT	Partnering with colleges to attract talent	Change management	Uncommon sources for supply chain workers	Developing internal professional development programs	Certifications for supply chain managers
BONUS DISTRIBUTION	ProMat Ci Energy Group WERC Logistics & Supply Chain Forum Impact Spring SCOPE Spring Internet of Things 2017 ShopTalk Gartner Supply Chain Executive	WERC Logistics & Supply Chain Forum	M2M/IOT Evolution Chief Supply Chain Officer Summit 3PL Summit	SCOPE FALL IMPACT FALL Logistics & Supply Chain Forum	RILA Journal of Commerce – Transpacific Maritime ProMat
MARKETING SPECIALS	Sponsored Research/Lead Gen Program AND Included on Supply Chain Map (poster)	E-Product Showcase ad included Sponsored Research/Lead Gen Program	Sponsored Research/Lead Gen Program	Sponsored Research/Lead Gen Program AND Included on Supply Chain Map (poster)	
2017 EDUCATIONAL WEBINARS					
TOPICS	MARCH 29: RISK MITIGATION APRIL 26: IoT	MAY 31: WAREHOUSE AUTOMATION	JUNE 21: PROCUREMENT TRENDS I	SEPT 27: CARGO SAFETY & SECURITY OCTOBER 25: IoT II NOV 15: PROCUREMENT TRENDS II	DEC 13: EXECUTIVE OUTLOOK FOR SUPPLY CHAIN 2018
2017 ONLINE EXCLUSIVES CALENDAR					
	JANUARY	FEBRUARY	APRIL	JULY / AUGUST	OCTOBER / NOVEMBER
FEATURES	Onshoring / Offshoring	Tips for change management	Warehouse wareables	LTL & TL trucking / Yard management automation	Air cargo / Business disruption & supply chain resiliency
ON-GOING COVERAGE	Breaking news analysis Internet of things (IoT) Procurement Transportation Warehousing Software & tech				

Dates and topics subject to change without notice.

2017 PRINT AD SPECS & RATES

2017 PRINT DISPLAY AD RATES

Four-color print ad rates (net) include print and electronic versions, and three months of Sponsored Research/Lead Gen Program for each ad placed.

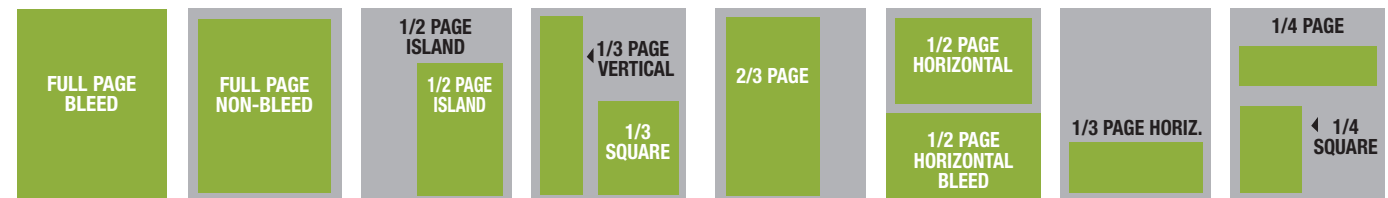
	1X	3X	5X
FULL-PAGE SPREAD	\$11,145	\$10,460	\$10,095
1/2-PAGE SPREAD	\$7,090	\$6,695	\$6,200
FULL PAGE	\$6,130	\$5,895	\$5,720
2/3 PAGE	\$4,680	\$4,285	\$4,090
1/2 PAGE	\$4,000	\$3,800	\$3,600
1/3 PAGE	\$3,200	\$3,000	\$2,900
1/4 PAGE	\$2,785	\$2,695	\$2,530

PREMIUM POSITIONS	1X	3X	5X
BACK COVER	\$6,690	\$6,320	\$6,005
INSIDE FRONT COVER	\$6,490	\$6,200	\$5,495
INSIDE BACK COVER	\$6,490	\$6,200	\$5,940

PRINT AD SPECS

	LIVE AREA	TRIM SIZE	BLEED SIZE
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All sizes are measured width by height.



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Cindy Rusch, Senior Production Manager
crusch@ACBusinessMedia.com
 920-542-1240

For files larger than 10MB, follow these steps:

1. Go to: www.hightail.com/u/acbm
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DIGITAL ADS

WEBSITE ADVERTISING	RATES
970 X 250 BILLBOARD	CPM Request proposal
970 X 90 SUPER LEADERBOARD Includes a 728 x 90 and 300 x 50, which allow ads to be delivered responsively on mobile devices	
300 X 600 HALF PAGE	
300 X 250 MEDIUM RECTANGLE	
PAGE PEEL 75 X 75 / 500 X 500	
WALLPAPER 1658 X 1058	
WELCOME AD 550 X 480	
SPONSORED NATIVE AD 300 x 250 or 300 x 600	
WEBSITE CHANNEL SPONSORSHIP (3-month minimum)	RATES
All channel sponsorships include 100% share of voice and Industry Resources Category Sponsorship at no additional cost.	CPM Request proposal
INDUSTRY RESOURCES CATEGORY SPONSORSHIP (12-month minimum)	RATES
970 x 90 super leaderboard (includes a 728 x 90 and 300 x 50, which allow ads to be delivered responsively on mobile devices) / 300 x 250 medium rectangle / 300 x 600 half page / Company landing page / Sales inquiries delivered by email	\$3,000/ 12 months
FOOD LOGISTICS FRESH TAKE ON TODAY'S NEWS NEWSLETTER ADVERTISING	RATES
600 X 100 LEADERBOARD – 1x/week for one month	\$1,700
300 X 250 MEDIUM RECTANGLE – 1x/week for one month	\$1,400
TEXT AD – logo, title, 100-character description	\$700 /insertion
JUMBO TEXT AD – logo/image, title, 300-character description	\$1,200 /insertion
SDCEXEC HEADLINE NEWS NEWSLETTER ADVERTISING	RATES
600 X 100 LEADERBOARD – 1x/week for one month	\$2,000
300 X 250 MEDIUM RECTANGLE – 1x/week for one month	\$1,500
TEXT AD – logo, title, 100-character description	\$1,000 /insertion
JUMBO TEXT AD – logo/image, title, 300-character description	\$1,530 /insertion

VIDEO	RATES
SUPPLY & DEMAND CHAIN EXECUTIVE SOUND BITES FOOD LOGISTICS PITCH KITCHEN (60-second “elevator pitch” format)	\$770 \$300
VIDEO CHANNEL SPONSORSHIP (Up to 4 videos in rotation; monthly eblast and e-newsletter text ad promotion)	\$2,500 /mo net
CUSTOM VIDEO	Request proposal
PODCASTS	\$3,500/ event
EMAIL	RATES
E-BLAST	FL: \$2,900 SDCE: \$3,820
E-PRODUCT or E-VIDEO SHOWCASE (1 of 6 sponsors)	\$995
PRINT PLUS (E-Product or E-Video Showcase bundled with a print ad)	\$395
WEBINAR	RATES
CUSTOM WEBINAR	\$12,000
EDUCATIONAL WEBINAR SERIES	\$5,000
CUSTOM PROGRAMS	RATES
COMMISSIONED SPECIAL REPORT	Request proposal
CUSTOM PUBLICATION	
CUSTOM SURVEY	
SPONSORED RESEARCH/LEAD GEN PROGRAM	
SOCIAL MEDIA CUSTOM PROGRAM	

We accept ads in .GIF, .JPEG and Rich Media formats. Other formats must be tested and approved on a case-by-case basis. Expandable options are available on Leaderboard and Medium Rectangle.

Complete **DIGITAL TECHNICAL SPECS** are available on our digital media kit at SupplyChainNetworkMediaKit.com

MORE DIGITAL OPPORTUNITIES

- ▶ **CASE STUDIES/WHITE PAPER PROGRAM:** Educate current and potential customers about your capabilities and technology. We will house your case study/white paper online and promote it to your selected target audience. You receive full contact information for those who download it.
- ▶ **RETARGETING:** Stay in front of website visitors, even after they've left FoodLogistics.com or SDCExec.com. We'll serve your ad message as visitors travel around the web.
- ▶ **SOCIAL MEDIA:** 6 social media sites to share your news.
- ▶ **TARGET MARKETING:** Send your marketing message to a specific audience from our extensive database. Target by industry, location or demographic.
- ▶ **VIDEO PRODUCTION:** Need a product or promotional video but don't have the time or resources to get one created? We can do that for you.
- ▶ **WEBINARS:** Sponsor a live or on-demand educational presentation via the internet and receive extensive promotion before, during and after the program. Then, receive the entire registration list, including lead-qualifying information.

LEAD GEN

Rely on the AC Business Media Supply Chain Network's team of editors, designers, database experts and production staff to help you fill your prospect funnel. Ask us to create a custom program to meet your sales needs.

- ▶ Ad & Brand Surveys
- ▶ Commissioned Special Report
- ▶ Content marketing
- ▶ Custom content, newsletter, publication
- ▶ Event marketing
- ▶ Social media custom program
- ▶ Target marketing
- ▶ Video web channel
- ▶ Video production
- ▶ Webinar
- ▶ White papers

CUSTOM WEBINARS

Partner with *Food Logistics* and *Supply & Demand Chain Executive* magazines to reach hundreds of influential business and thought leaders with your message.

How does the custom webinar sponsorship work?

- ▶ Live and on-demand educational presentation via the internet
- ▶ One of our industry-recognized editors will serve as moderator
- ▶ Sponsor gains visibility and credibility among qualified attendees

Sponsorship Benefits

- ▶ Promotion in marketing materials: eblasts, online banner ads, newsletter ads
- ▶ Promotion on registration page
- ▶ Recognition during webinar
- ▶ Post-webinar recognition
- ▶ Detailed lead report of all registrants

REPORTING TOOLS

Know how your advertising performs and what changes might boost results.

- ▶ **Third-Party Email Report:** Number of emails delivered, opened and clicked, as well as other deployment details.
- ▶ **Engagement Report:** Measures exposure and consumption of your messaging on our digital platform with competitive comparison
- ▶ **Lead Report:** Summary lead report for webinars, white papers and other programs that require registration
- ▶ **Online Display Ad Report:** Number of impressions and clicks your ad received
- ▶ **Custom reports**

Report: Deployment Delivery 

Deployment Delivery for:

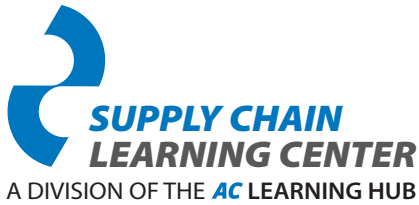
Track ID	Brand	Deployment Name	Deploy Date/Time (CDT)	Spam	Recipients
HCL160722004	Heavy Construction	OEM Drivetrain Technology Update eNL 7-25-16	07/25/2016 07:00 AM	2.80	12,977

[View Deployment Details](#)
[View Deployment Content](#)
[View Additional Reports](#)
[View Heat Map](#)

[View Open Click Analysis](#)
[View Preference Page Report](#)

Delivery Throughput and Response Statistics

Delivery Categories	Recipients	%	Response Categories	Unique	% Deliv	% Open	Gross
Original List Quantity	13,107	-	Opens	2,093	20.55%	-	4,043
Filtered (prior to send)	0	0.00%	Clicks	446	3.45%	10.75%	649
Suppressed	0	0.00%	olytios Clicks	0	0.00%	0.00%	0
Deduped	190	1.44%	Unsubscribes	27	0.21%	1.01%	-
Invalid E-mail Address	0	0.00%	Complaints	0	0.00%	0.00%	-
External File Hard Bounce	0	0.00%	Preference Page	0	0.00%	0.00%	-
Final List Quantity	12,977	-	Forward to Friend	0	0.00%	0.00%	0
Domains Not Allowed	0	0.00%	Other Response Categories				
Delivered Quantity	12,937	99.65%	Delivered, Not Opened	10,274	79.42%	-	-
Received	12,937	99.65%	Opened, Not Clicked	2,217	17.14%	83.25%	-
Requires Challenge Response	0	0.00%	Share to Social Total	0	0.00%	0.00%	0
Bounced Quantity	40	0.31%	Facebook.com	0	0.00%	0.00%	0
Host or Domain Mail Exchanger Does Not Exist	0	0.00%	Twitter.com	0	0.00%	0.00%	0
Domain Does Not Exist	0	0.00%	LinkedIn.com	0	0.00%	0.00%	0
			Digg.com	0	0.00%	0.00%	0



Customized on-site training

Anytime. Anywhere. On Your Schedule.

The Supply Chain Learning Center brings education and customized training to you. By offering customized programs on site, your team will benefit from training geared specifically to their needs at lower overall cost to the company.

Learn from the best

Supply Chain Learning Center instructors are **leading experts** in their respective fields, ensuring your team receives the best education and training in the latest strategies available to streamline your processes and increase your costs and profitability.

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Training Duration: 1-3 days

Cost: Choose from set program modules or customize to meet your needs

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Customizable training modules

Our affordable, customizable training modules are designed to offer your team thorough insights into process improvement strategies and skills they can immediately implement on the job. Topics include:

- ▶ Business Process Management
- ▶ Category Management
- ▶ Contract Management
- ▶ Engage & Influence
- ▶ Fact Based Development
- ▶ Leadership
- ▶ Legal Issues in Supply Chain Management
- ▶ Market Intelligence
- ▶ Negotiation Skills
- ▶ Procurement & Supply Chain Management
- ▶ Public Purchasing
- ▶ Strategic Application in Management
- ▶ Soft Skills & Communications
- ▶ Supplier Relationship Management
- ▶ TCO Approach



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