REACH THE LARGEST COMMUNITY OF GLOBAL LEADERS DEDICATED TO ACHIEVING EXCELLENCE THROUGH QUALITY

ASQ MEDIA SALES
Phone: 202-367-2424
Toll Free: 866-277-5666
Email: mediasales@asq.org

PRINT • DIGITAL • EVENTS
Updated July 23, 2020
THE LEADING AUTHORITY ON GLOBAL QUALITY

ASQ is the world’s leading authority on quality. With more than 65,000 individual and 250+ 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 130+ 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.

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.
The Excellence Roundtable provides primary and executive contacts of ASQE Organizational Membership the opportunity to connect and engage with annual benchmarking research driven by the Insights on Excellence (IoE) tool. This event provides peer-to-peer networking, innovative problem-solving techniques, and the exclusive experience to connect with thought leaders across multiple industries. Contact ASQ Media Sales to learn how you can reach this key audience.

**REACH ASQE ORGANIZATIONAL MEMBERS**

The Excellence Roundtable provides primary and executive contacts of ASQE Organizational Membership the opportunity to connect and engage with annual benchmarking research driven by the Insights on Excellence (IoE) tool. This event provides peer-to-peer networking, innovative problem-solving techniques, and the exclusive experience to connect with thought leaders across multiple industries. Contact ASQ Media Sales to learn how you can reach this key audience.

**CURRENT ASQE ORGANIZATIONAL MEMBERS**

- 3M
- AbbVie
- Altria
- Apple
- Arconic
- BD
- Brunswick Corporation
- Carrier Corporation
- Caterpillar
- DCMA
- Deere & Company
- Defense Contract Management Agency
- FDA/CDRH Office of the Center Director
- FedEx Corporation
- General Motors
- Getinge
- Hewlett Packard Enterprise
- Intel Corp
- L3Harris
- Lockheed Martin
- NOAA - National Marine Fisheries Service
- Northrop Grumman Corporation
- Pacific Gas & Electric Company
- Plexus
- Procter & Gamble
- Raytheon
- Roads and Transport Authority
- Seagate Technologies
- Tata Business Excellence Group
- TATA Group
- TE Connectivity
- Textron
- Textron - Bell Helicopter
- The Dow Chemical Company
- UTC
- VF Corporation

*As of April 2020*
PRINT OPPORTUNITIES

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

LEAN & SIX SIGMA REVIEW
Lean & Six Sigma Review 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.

DIGITAL OPPORTUNITIES

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.

QUALITYPROGRESS.COM
Position your company on the Quality Progress website, the go-to resource for the global quality industry.

E-NEWSLETTERS
Deliver your message directly to the inbox of ASQ members and non-member subscribers. Choose from six options:
- The Insider
- Career Connection
- QNT Weekly
- QP Connection
- QP Live
- Standards Connection

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

ASQ WEBCASTS
ASQ webcasts average more than 5,000 combined views and downloads. Reach this captive audience with an ASQ-produced webcast or by providing your own content.

ASQ EVENTS
Showcase your latest product and service solutions at ASQ’s industry-leading conferences and connect with a global audience of quality professionals and practitioners who are ready to engage with you.
- Lean and Six Sigma Conference
- World Conference on Quality & Improvement
- Quality 4.0 Summit

ASK ABOUT ASQ’S
SOCIAL MEDIA OPPORTUNITIES!
WHETHER YOUR NEEDS ARE DETERMINED BY DATE, BY TARGET SEGMENT, OR BOTH, ASQ CAN BUILD A MARKETING PROGRAM THAT’S RIGHT FOR YOU.

OPPORTUNITIES BY TARGET SEGMENT

<table>
<thead>
<tr>
<th>MANUFACTURING</th>
<th>SERVICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of ASQ Members</td>
<td>48,913</td>
</tr>
</tbody>
</table>
| Recommended Publications | • Quality Progress  
• Lean & Six Sigma Review | • Quality Progress  
• Lean & Six Sigma Review |
| Recommended Conferences | • Lean and Six Sigma Conference  
• World Conference on Quality & Improvement  
• Quality 4.0 Summit | • Lean and Six Sigma Conference  
• World Conference on Quality & Improvement  
• Quality 4.0 Summit |
| Recommended Online Advertising | • Advertise on asq.org  
• Advertise on qualityprogress.com  
• Advertise on ASQTV  
• Sponsor-targeted webcasts | • Advertise on asq.org  
• Advertise on qualityprogress.com  
• Advertise on ASQTV  
• Sponsor-targeted webcasts |
| Recommended E-newsletters | • The Insider  
• Career Connection  
• QNT Weekly  
• QP Connection  
• Standards Connection | • The Insider  
• QNT Weekly  
• QP Connection  
• QP Live |

FOR MORE INFORMATION OR TO CREATE A CUSTOMIZED COMMUNICATIONS PROGRAM TO FIT YOUR BUSINESS NEEDS, CONTACT YOUR ASQ MEDIA SALES REPRESENTATIVE AT 202-367-2424 OR MEDIASALES@ASQ.ORG.

<table>
<thead>
<tr>
<th>HEALTHCARE</th>
<th>EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of ASQ Members</td>
<td>5,538</td>
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</tbody>
</table>
| Recommended Publications | • Quality Progress  
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• Career Connection  
• QNT Weekly  
• QP Connection  
• Standards Connection | • Career Connection |
ASQ PROVIDES WAYS FOR YOU TO KEEP IN TOUCH WITH INDUSTRY LEADERS THROUGHOUT THE YEAR.

2020 MONTHLY PLANNER

### PRINT OPPORTUNITIES

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
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### DIGITAL OPPORTUNITIES

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<thead>
<tr>
<th>Digital Opportunity</th>
<th>Distribution</th>
<th>Audience Size</th>
</tr>
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<tbody>
<tr>
<td>QP Live</td>
<td>First Tuesday of every month</td>
<td>Circulation: 110,000</td>
</tr>
<tr>
<td>The Insider</td>
<td>Second Wednesday of every month</td>
<td>Circulation: 60,000</td>
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<td>QNT Weekly</td>
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<td>Second Tuesday of every month</td>
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<td>Standards Connection</td>
<td>Third Tuesday every month</td>
<td>Circulation: 9,000</td>
</tr>
<tr>
<td>Career Connection</td>
<td>Fourth Tuesday of every month</td>
<td>Circulation: 6,000</td>
</tr>
<tr>
<td>asq.org</td>
<td>Ongoing</td>
<td>Varies, call for details</td>
</tr>
<tr>
<td>qualityprogress.com</td>
<td>Ongoing</td>
<td>Varies, call for details</td>
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<td>ASQ Webcasts</td>
<td>Ongoing</td>
<td>Varies, call for details</td>
</tr>
<tr>
<td>ASQ TV Advertising, Sponsorships and Content Marketing</td>
<td></td>
<td>Varies, call for details</td>
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</tbody>
</table>

28 episodes per year, 135,000 total visits per month

### ASQ EVENTS

<table>
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<tr>
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<tbody>
<tr>
<td>Lean and Six Sigma Conference</td>
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</table>
THE ADVANTAGE

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

84% of readers use the information in Quality Progress to keep current on trends in the quality field. More than half find Quality Progress magazine and asq.org helpful for discovering useful products and services that they were not aware of.

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

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

QP READERS BY MARKET SEGMENT*

<table>
<thead>
<tr>
<th>Market Segment</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Manufacturing</td>
<td>52%</td>
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<tr>
<td>Service</td>
<td>14%</td>
</tr>
<tr>
<td>Education</td>
<td>3%</td>
</tr>
<tr>
<td>Government</td>
<td>7%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>16%</td>
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*Percentages based on 2015 ASQ Communications Survey.

2020 ADVERTISING RATES

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
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</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
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<td>$6,642</td>
<td>$6,273</td>
<td>$5,904</td>
</tr>
<tr>
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<td>$5,229</td>
<td>$4,939</td>
<td>$4,648</td>
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<tr>
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<td>$4,865</td>
<td>$4,379</td>
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<tr>
<td>1/3 PAGE</td>
<td>$3,380</td>
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<tr>
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<td>$3,038</td>
<td>$2,869</td>
<td>$2,700</td>
</tr>
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</table>

RATES INCLUDE COLOR AND ARE NET PER INSERTION. BLACK AND WHITE RATES AVAILABLE UPON REQUEST. SEE PAGE 17 FOR AD SPECIFICATIONS.

PROFESSIONAL SERVICE CARDS

PSC RATES ARE ANNUAL AND INCLUDE INSERTION IN 12 ISSUES OF QUALITY PROGRESS.

<table>
<thead>
<tr>
<th>Service Description</th>
<th>1 Column (2 3/16” x 1”)</th>
<th>2 Columns (2 3/16” x 2”)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Listing</td>
<td>$800</td>
<td>$1,440</td>
</tr>
<tr>
<td>Enhanced Listing</td>
<td>$2,160</td>
<td>$2,880</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>MONTH</th>
<th>GUIDE/DIRECTORY</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEBRUARY</td>
<td>Six Sigma</td>
</tr>
<tr>
<td>APRIL</td>
<td>World Conference on Quality &amp; Improvement Directory</td>
</tr>
<tr>
<td>JULY</td>
<td>Continuing Education and Professional Development</td>
</tr>
<tr>
<td>AUGUST</td>
<td>Technology and Software</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Standards and Auditing</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Quality Resource Guide</td>
</tr>
</tbody>
</table>

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 adverstorial.

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

ALL RATES ARE PER INSERTION UNLESS OTHERWISE NOTED.
# 2020 EDITORIAL CALENDAR

| JANUARY | Change Management | 11/14/19 | 11/27/19 |  |  |
|----------|--------------------|----------|----------|  |  |
| FEBRUARY | Lean and Six Sigma | 12/16/19 | 01/07/19 | Six Sigma | Lean and Six Sigma Conference |
| MARCH    | Leading and Motivating Teams | 01/22/20 | 02/04/20 |  |  |
| APRIL    | Finding Your Path to Success | 02/19/20 | 03/03/20 | WCQI Directory | World Conference on Quality & Improvement |
| MAY      | Soft Skills and Leadership | 03/20/20 | 04/02/20 |  |  |
| JUNE     | Culture of Quality | 04/21/20 | 05/04/20 |  |  |
| JULY     | Supply Chain Management | 05/19/20 | 06/02/20 | Continuing Education |  |
| AUGUST   | Quality 4.0 | 06/18/20 | 07/01/20 | Technology and Software |  |
| SEPTEMBER | Standards and Auditing | 07/16/20 | 07/29/20 | Standards and Auditing | Quality 4.0 Summit |
| OCTOBER  | New to Quality/ Quality Basics | 08/17/20 | 08/28/20 | Quality Resources Guide |  |
| NOVEMBER | World Quality Month: Special Edition | 09/14/20 | 09/25/20 |  |  |
| DECEMBER | Salary Survey | 10/16/20 | 10/29/20 |  |  |

*Space and materials for Guide/Directories due one week earlier.

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**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
EXCLUSIVE SPONSORSHIP: 2020 SALARY SURVEY

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.

ASQ IS OFFERING EXCLUSIVE RIGHTS TO SPONSOR THE 2020 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 QPConnection 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.
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 57,000 page views and 51,000 users to qualityprogress.com per month

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**RECTANGLE**

Run-of-site position (400 x 300 pixels)

- **12 MONTHS** | $2,590
- **6 MONTHS** | $1,420
- **3 MONTHS** | $780

QUALITYPROGRESS.COM WILL BE UPDATED WITH NEW AD PLACEMENTS IN Q3. CONTACT ASQ MEDIA SALES FOR MORE INFORMATION.
ASQ’S PEER-REVIEWED QUARTERLY MAGAZINE

Lean & Six Sigma Review, formerly known as Six Sigma Forum Magazine, 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, Green Belts, and Yellow Belts. The issue includes relevant case studies and information to help ensure project success.

2020 ADVERTISING RATES

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>OUTSIDE BACK COVER</td>
<td>$3,050</td>
<td>$2,440</td>
</tr>
<tr>
<td>INSIDE FRONT COVER</td>
<td>$2,800</td>
<td>$2,240</td>
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<tr>
<td>INSIDE BACK COVER</td>
<td>$2,550</td>
<td>$2,040</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>$2,350</td>
<td>$1,880</td>
</tr>
<tr>
<td>1/2 PAGE HORIZONTAL</td>
<td>$1,750</td>
<td>$1,400</td>
</tr>
</tbody>
</table>

Rates include color and are net per insertion. See page 17 for ad specifications.

2020 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th></th>
<th>AD SPACE DEADLINES</th>
<th>MATERIAL DEADLINES</th>
<th>BONUS DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEBRUARY</td>
<td>01/03/20</td>
<td>01/10/20</td>
<td>Lean and Six Sigma Conference</td>
</tr>
<tr>
<td>MAY</td>
<td>04/01/20</td>
<td>04/08/20</td>
<td>World Conference on Quality &amp; Improvement</td>
</tr>
<tr>
<td>AUGUST</td>
<td>06/30/20</td>
<td>07/07/20</td>
<td></td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>10/02/20</td>
<td>10/09/20</td>
<td></td>
</tr>
</tbody>
</table>
**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:**
- 1,994,069 page views
- 1,533,093 users

*Traffic numbers from January 2019 to December 2019*

---

**A 2 RUN-OF-SITE RECTANGLES**
- 400 x 300

<table>
<thead>
<tr>
<th></th>
<th>12 MONTHS</th>
<th>6 MONTHS</th>
<th>3 MONTHS</th>
<th>1 MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$15,750</td>
<td>$8,675</td>
<td>$4,750</td>
<td>$1,750</td>
</tr>
</tbody>
</table>

**B 2 HOME-PAGE-ONLY RECTANGLES**
- 400 x 300

<table>
<thead>
<tr>
<th></th>
<th>12 MONTHS</th>
<th>6 MONTHS</th>
<th>3 MONTHS</th>
<th>1 MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$6,000</td>
<td>$3,300</td>
<td>$1,800</td>
<td>$675</td>
</tr>
</tbody>
</table>

**C 2 INTERNAL RUN-OF-SITE**
- 400 x 300

<table>
<thead>
<tr>
<th></th>
<th>12 MONTHS</th>
<th>6 MONTHS</th>
<th>3 MONTHS</th>
<th>1 MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$9,750</td>
<td>$5,375</td>
<td>$2,950</td>
<td>$1,075</td>
</tr>
</tbody>
</table>

---

**LOOKING TO ENGAGE WITH ASQ’S FOLLOWERS? ASK ABOUT OUR SOCIAL MEDIA OPPORTUNITIES!**
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.

<table>
<thead>
<tr>
<th>FREQUENCY/CIRCULATION</th>
<th>AUDIENCE AND DESCRIPTION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>QP Live</td>
<td>Monthly/ 110,000</td>
<td>$2,050 per month</td>
</tr>
<tr>
<td></td>
<td>QP Live summarizes each new issue of Quality Progress and gives your organization the opportunity to reach decision makers.</td>
<td></td>
</tr>
<tr>
<td>The Insider</td>
<td>Monthly/ 60,000</td>
<td>Upper Banner: $2,050 per week Lower Banner: $1,290 per week Both Banners: $3,015 per week</td>
</tr>
<tr>
<td></td>
<td>The Insider covers content news in quality, including best practices, case studies, and quality in the news.</td>
<td></td>
</tr>
<tr>
<td>QNT Weekly</td>
<td>Weekly/ 6,000</td>
<td>$810 per week</td>
</tr>
<tr>
<td></td>
<td>QNT Weekly 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.</td>
<td></td>
</tr>
<tr>
<td>QP Connection</td>
<td>Monthly/ 11,000</td>
<td>$540 per month</td>
</tr>
<tr>
<td></td>
<td>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 Quality Progress and ASQ.</td>
<td></td>
</tr>
<tr>
<td>Standards Connection</td>
<td>Monthly/ 9,000</td>
<td>Upper Banner: $540 per month Lower Banner: $540 per month</td>
</tr>
<tr>
<td></td>
<td>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 QP articles, answers to standards questions, and exclusive articles from standards experts.</td>
<td></td>
</tr>
<tr>
<td>Career Connection</td>
<td>Monthly/ 6,000</td>
<td>Upper Banner: $1,000 per month Lower Banner: $425 per month</td>
</tr>
<tr>
<td></td>
<td>The latest e-newsletter from ASQ, 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.</td>
<td></td>
</tr>
</tbody>
</table>
SPONSOR A WEBCAST

Position your company as a thought leader by sponsoring an ASQ webcast. ASQ’s webcasts average more than 5,000 combined views and 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.
With **ASQ TV** 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.

**ASQ TV** 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 ASQ TV 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 135,000 visits a month

**EXCLUSIVE CHANNEL SPONSOR**

- 651 x 218 top carousel and 300 x 100 right rail ad

| 12 MONTHS | $7,500 |
| 6 MONTHS | $2,750 |

**ASQ TV NETWORK SPONSOR**

- 300 x 250 banner run-of-site on all **ASQ TV** pages.

| 12 MONTHS | $5,000 |
| 6 MONTHS | $2,750 |

**CLIENT SUPPLIED VIDEO WITH COMPANION AD**

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

| 12 MONTHS | $4,000 |

**EXCLUSIVE VIDEO SPONSOR**

- Logo and positioning statement for pre-roll before start of the video.

**PER VIDEO** | $2,500
UNIQUE OPPORTUNITIES TO CONNECT WITH QUALITY PROFESSIONALS ACROSS ALL INDUSTRIES

QUALITY 4.0 SUMMIT
ASQ.ORG/CONFERENCES/QUALITY-4-0
Virtual Event | September 28-30, 2020

Now in its fourth year, the ASQ Quality 4.0 Summit is gaining awareness as the premier event for quality professionals to attend for meeting with peers and learning ways to make the connection between excellence and their ability to thrive in the digital age. We will help make attendees move beyond awareness to action. Sponsors and exhibitors are uniquely positioned to provide solutions to more than 225 attendees on how to reach the next level through product offerings.

LEAN AND SIX SIGMA CONFERENCE
ASQ.ORG/CONFERENCES/SIX-SIGMA
Exhibit Show Dates: February 28-March 2, 2021 | Phoenix, AZ

ASQ’s Lean and Six Sigma Conference is the largest gathering of Six Sigma and lean professionals. This conference attracts more than 600 attendees 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. Sponsorship enables organizations like yours to gain the highest degree of visibility for your products and services.

WORLD CONFERENCE ON QUALITY AND IMPROVEMENT
ASQ.ORG/CONFERENCES/WCQI
Exhibit Show Dates: May 23-26, 2021 | Anaheim, CA

The World Conference on Quality & Improvement (WCQI) is ASQ’s flagship event bringing together more than 3,000 quality professionals seeking insight and strategies to optimize their organizations and careers. Target quality practitioners from all industry sectors through relevant technical sessions, new product demonstrations, and engaging networking events. Space selection and sponsorship information will be available June 2020.

CONTACT ASQ MEDIA SALES FOR ATTENDEE DEMOGRAPHICS AND TO LEARN HOW YOU CAN BECOME AN EXHIBITOR AND SPONSOR.
QUALITY PROGRESS/LEAN & SIX SIGMA REVIEW

AD DIMENSIONS*

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"
Keep live matter 0.25" away from all trim

1/2 Page Island
4.5" x 7.313"

1/2 Page Vertical
3.313" x 9.875"

GUIDE/DIRECTORY ADS

Full Page
8" x 10.75"
(8.25" x 11" bleed size)
Keep live matter 0.25" away from all trim

1/2 Page Vertical
3.313" x 9.875"

1/2 Page Horizontal
6.875" x 4.875"

*Lean & Six Sigma Review accepts full page and 1/2 page horizontal advertisements only.

AD SUBMISSION

ASQ accepts only digital ads for all publications. Ads submitted electronically must arrive at ASQ by material deadline date. Email your ad files to Katherine Givan at kgivan@smithbucklin.com.

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 ASQ Media Sales at mediasales@asq.org 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 Media Sales 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
Stocks: 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

Ad materials due 10 business days prior to launch date. Please submit ads to Katherine Givan at kgivan@smithbucklin.com.

ASQ E-NEWSLETTERS

HORIZONTAL BANNER
- 468 x 60 pixels
- JPG only (no animation)
- File size must be no greater than 40 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 40 kb

QUALITYPROGRESS.COM

RUN-OF-SITE RECTANGLES
- 400 x 300 pixels
- JPG or GIF accepted
- File size must be no greater than 40 kb

ASQ TV

VIDEO FILE
- Video length (recommended): 1-3 minutes
- Submit title, description, tags/keywords, and target URL as a Word document
- Video format to supply: MP4, MOV, or WMV

CHANNEL SPONSOR
- 651 x 218 pixels and 300 x 100 pixels
- JPG format; no animation

ASQ TV NETWORK SPONSOR
- 300 x 250 pixels
- JPG format; no animation

COMPANION AD
- 300 x 250 pixels
- JPG format; no animation

PRE-ROLL
- Sponsor supplies logo and positioning statement for pre-roll
  (i.e. "This video is brought to you by SmithBucklin - Our mission is to achieve the missions of the client organizations we serve.")
- JPG format and text

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 40 kb

HOME-PAGE-ONLY RECTANGLE
- 400 x 300 pixels
- JPG or GIF accepted
- File size must be no greater than 40 kb

SUB-SECTION AND INTERNAL RUN-OF-SITE RECTANGLES
- 400 x 300 pixels
- JPG or GIF accepted
- File size must be no greater than 40 kb