



ASQ

Excellence Through Quality™

ASQE™

Inspire Excellence

2022

MEDIA KIT



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](mailto:mediasales@asq.org)

**PRINT • DIGITAL • EVENTS**

[asqmediakit.org](http://asqmediakit.org)

*Updated January 2022*

# THE LEADING AUTHORITY ON GLOBAL QUALITY



ASQ is the world's leading authority on quality. With more than 60,000 individual members, ASQ is a professional association for individuals that advances learning, quality improvement, and knowledge exchange to improve better workplaces and communities worldwide. ASQ reaches more than 130+ countries and has more than 10,000 international members.

ASQExcellence (ASQE) was founded in January 2020 as a trade association to set the standard for quality-driven offerings and insights worldwide, empowering the organizations it serves to achieve excellence. ASQE has two flagship offerings of ASQ Certifications (powered by ASQE) and the Insights on Excellence (IoE) benchmarking tool that generates annual research. With more than 150+ member companies, ASQE's membership delivers multiple products to organizations seeking to improve their operational performance.

ASQ and ASQE complement and enhance each other by providing member value for both individuals and organizations to advance the field of quality.

*"ASQ has been truly a pleasure to work with. Whether we were looking to attend their conference or working with them to publish webcasts, their customer service has been top-notch. They have been flexible and accommodating with our marketing needs and I look forward to continuing to work together on future projects."*

**– MICHELLE STAMPS**

**Marketing Manager,  
ComplianceQuest**

*"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."*

**– Minitab LLC**



# ASQ + ASQE AT A GLANCE



**60,000** ASQ Individual Members

**150+** ASQE Organizational Member companies and primary contacts

**18,000** Individuals trained per year

**130+ countries and more than 10,000 international members**

Our reach keeps growing.



**18** Public Certifications, **1** Corporate Certification

**2** Specialized Credentials: Lean and Risk Management

**450,000** ASQ Certifications issued worldwide

**27** ASQ member-led Technical Communities

**230+** ASQ member-led Geographic Sections

**Presidents, vice presidents, directors, managers,  
supervisors, engineers, technicians, and consultants:**

ASQ + ASQE member job functions.



Source: 2021 ASQ/ASQE Membership Data

## REACH ASQE ORGANIZATIONAL MEMBERS

ASQE Organizational Members enjoy two distinct quality-driven benefits – the **Insights on Excellence (IoE)** benchmarking suite of tools and the **Excellence Roundtable (ERT)** event. Each of these benefits brings thought-leadership opportunities for ASQE Organizational Members to the forefront for engagement and networking. The majority of ASQE Organizational Members represent Fortune 1000 and higher companies.



As the showcase benefit, the new **Insights on Excellence (IoE)** benchmarking tool provides an ASQE member organization's leadership with actionable reports AND a structured pathway for improvement. The IoE benchmarking tool provides member organizations the data and resources for informed business decisions anchored by comparative data.



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

# UNPARALLELED ACCESS TO QUALITY PROFESSIONALS AROUND THE GLOBE



## YEAR-ROUND SPONSORSHIPS

Engage with ASQ members all year long by becoming an ASQ Corporate Partner or sponsoring the official ASQ Mobile App.

### PRINT OPPORTUNITIES

#### QUALITY PROGRESS

ASQ's flagship publication, QP seeks to be the world's leading source of timely information about quality principles, tools, and techniques.

#### 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 lean and Six Sigma leaders can apply at their organizations, and as they work toward more advanced certifications.

### DIGITAL OPPORTUNITIES

#### ASQ.ORG AND QUALITYPROGRESS.COM

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.

#### AD RETARGETING

Advertise directly to ASQ's website visitors anywhere they visit online and get your message in front of more people with cross-device and multi-channel retargeting.

#### DEDICATED EMAILS - PARTNER INSIGHTS

Send a custom marketing message to more than 75,000 quality professionals under the *Partner Insights* masthead.

#### E-NEWSLETTERS

Deliver your message directly to the inbox of ASQ members and non-member subscribers, plus ASQE Organizational Members.

#### ASQ SOCIAL MEDIA

See significant boost in reach and brand awareness when you leverage ASQ's social media channels for your next marketing campaign.

#### ASQTV

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

#### ASQ WEBCASTS

ASQ webcasts attract more than 49,000 combined views and downloads annually. Reach this captive audience with an ASQ-produced webcast or your own content.

### EVENT OPPORTUNITIES

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
- ◆ Leadership Conference
- ◆ World Conference on Quality & Improvement
- ◆ Quality 4.0 Summit
- ◆ Women in Quality Symposium
- ◆ ASQE Excellence Roundtable

WHETHER YOUR NEEDS ARE DETERMINED BY DATA, BY TARGET SEGMENT, OR BOTH, ASQ CAN BUILD A MARKETING PROGRAM THAT'S RIGHT FOR YOU.

## OPPORTUNITIES BY TARGET SEGMENT

	MANUFACTURING	SERVICE
Percentage of ASQ Members	<b>75%</b>	<b>18%</b>
Recommended Publications	<ul style="list-style-type: none"> <li>• <i>Quality Progress</i></li> <li>• <i>Lean &amp; Six Sigma Review</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Quality Progress</i></li> <li>• <i>Lean &amp; Six Sigma Review</i></li> </ul>
Recommended Conferences	<ul style="list-style-type: none"> <li>• <i>Lean and Six Sigma Conference</i></li> <li>• <i>World Conference on Quality &amp; Improvement</i></li> <li>• <i>Quality 4.0 Summit</i></li> <li>• <i>Women in Quality Symposium</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Lean and Six Sigma Conference</i></li> <li>• <i>World Conference on Quality &amp; Improvement</i></li> <li>• <i>Quality 4.0 Summit</i></li> <li>• <i>Women in Quality Symposium</i></li> </ul>
Recommended Digital Advertising	<ul style="list-style-type: none"> <li>• Advertise on <a href="http://asq.org">asq.org</a> and <a href="http://qualityprogress.com">qualityprogress.com</a></li> <li>• Ad retargeting</li> <li>• Advertise on ASQTV</li> <li>• Sponsor-targeted webcasts</li> <li>• Dedicated emails</li> </ul>	<ul style="list-style-type: none"> <li>• Advertise on <a href="http://asq.org">asq.org</a> and <a href="http://qualityprogress.com">qualityprogress.com</a></li> <li>• Ad retargeting</li> <li>• Advertise on ASQTV</li> <li>• Sponsor-targeted webcasts</li> <li>• Dedicated emails</li> </ul>
Recommended E-newsletters	<ul style="list-style-type: none"> <li>• <i>The Insider</i></li> <li>• <i>YPNextGen</i></li> <li>• <i>QP Connection</i></li> <li>• <i>QP Live</i></li> <li>• <i>Standards Connection</i></li> <li>• <i>Ascend Connection</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>The Insider</i></li> <li>• <i>YPNextGen</i></li> <li>• <i>QP Connection</i></li> <li>• <i>QP Live</i></li> <li>• <i>Quality Press News</i></li> </ul>

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](mailto:mediasales@asq.org).

	HEALTHCARE	EDUCATION
Percentage of ASQ Members	<b>8%</b>	<b>4%</b>
Recommended Publications	<ul style="list-style-type: none"> <li>• <i>Quality Progress</i></li> <li>• <i>Lean &amp; Six Sigma Review</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Lean &amp; Six Sigma Review</i></li> </ul>
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ASQ PROVIDES WAYS FOR YOU TO KEEP IN TOUCH WITH INDUSTRY LEADERS THROUGHOUT THE YEAR.

# 2022 MONTHLY PLANNER

PRINT OPPORTUNITIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Audience Size
Quality Progress	■	■	■	■	■	■	■	■	■	■	■	■	Paid Circulation: <b>60,000</b> (25,000 print+digital/ 41,000 digital only)
Lean & Six Sigma Review		■			■			■			■		Circulation: <b>1,750</b>

E-NEWSLETTERS

DIGITAL OPPORTUNITIES	Distribution	Audience Size
QP Live	First Tuesday of every month	Circulation: <b>75,000</b>
The Insider	Second Wednesday of every month	Circulation: <b>41,000</b>
QP Connection	Second Tuesday of every month	Circulation: <b>9,300</b>
Standards Connection	Third Tuesday of every other month	Circulation: <b>8,400</b>
YPNextGen	Quarterly (launching Q1 2022)	Circulation: <b>6,000</b>
Ascend Connection	Six times a year (call for available issue dates)	Circulation: <b>40,000</b>
Quality Press News	Third Thursday of every month	Circulation: <b>34,000</b>
asq.org	Ongoing	2,133,000 monthly pageviews
qualityprogress.com	Ongoing	48,000 monthly pageviews
Ad Retargeting	Ongoing	30,000 impressions minimum
Dedicated Emails	Two available per month	Circulation: <b>75,000</b>
ASQ Webcasts	Ongoing	49,000 views and downloads
ASQ Social Media	Ongoing	23,000 to 89,000 followers
ASQTV Advertising, Sponsorships and Content Marketing	28 episodes per year	183,000 monthly visitors

## ASQ EVENTS

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Lean and Six Sigma Conference		■										
Leadership Conference			■									
World Conference on Quality & Improvement					■							
Quality 4.0 Summit										■		
Women in Quality Symposium												■
ASQE Excellence Roundtable											■	

# THE QP ADVANTAGE

QUALITY PROGRESS

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

**82%** of readers use the information in *Quality Progress* to keep current on trends in the quality field.

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

QP readers are **highly engaged**—almost 90% read more than 25% of each issue and more than 50% visit the QP website at least monthly.

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

### QP READERS BY MARKET SEGMENT

Manufacturing – **32%**      Education – **6%**      Healthcare – **11%**  
 Service – **15%**      Transportation – **7%**      Other – **29%**

Source: 2020 QP Readership Study



### 2022 ADVERTISING RATES

AD SIZE	1x	3x	6x	12x
FULL PAGE	\$7,380	\$6,642	\$6,273	\$5,904
2/3 PAGE	\$5,810	\$5,229	\$4,939	\$4,648
1/2-PAGE ISLAND	\$5,315	\$4,784	\$4,518	\$4,252
1/2 PAGE	\$4,865	\$4,379	\$4,135	\$3,892
1/3 PAGE	\$3,380	\$3,042	\$2,873	\$2,704
1/4 PAGE	\$3,375	\$3,038	\$2,869	\$2,700

PREMIUM POSITIONS	1x
INSIDE BACK COVER	+\$500
INSIDE FRONT COVER	+\$500
OPP. INSIDE FRONT COVER	+\$500
OPP. TABLE OF CONTENTS	+\$500
OUTSIDE BACK COVER	+\$700

Rates include color and are net per insertion. See page 22 for ad specifications.

### NEW FOR 2022! QP CASE STUDY – BASED ON PAGE RATE

Provide more information about your organization and solutions by submitting a case study or article in the next issue of QP! For more information, download the [ASQ Case Study Guidelines](#) and contact ASQ Media Sales to reserve space. Limit one case study per issue.

**BELLY BANDS, INSERTS, AND OTHER SPECIALTY AD UNITS AVAILABLE! CONTACT ASQ MEDIA SALES FOR A QUOTE.**

### PROFESSIONAL SERVICE CARDS – \$2,500

The Professional Services Directory provides a cost-effective way to promote your organization. Rate includes a 1/6 page, 4-color ad in 12 issues of *Quality Progress*. Reserve space today!

### 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.

APRIL	<b>World Conference on Quality &amp; Improvement Directory</b>
JUNE	<b>Quality Resource Guide</b>
OCTOBER	<b>Technology and Software</b>

**Premium Package—\$1,500:** Guide or directory listing with company name, website, phone number, 25-word description and logo PLUS a 1/2-page horizontal, four-color display ad or advertorial.

**Platinum Package—\$3,000:** Guide or directory listing with company name, website, phone number, 25-word description and logo PLUS a full-page, four-color display ad.

**Sponsored Content—Call for pricing:** Interested in a custom sponsored content option? Contact ASQ Media Sales to learn about the opportunities available.

ALL RATES ARE PER INSERTION UNLESS OTHERWISE NOTED.

# 2022 QP EDITORIAL CALENDAR

QUALITY PROGRESS

	EDITORIAL THEME	AD SPACE DEADLINES	MATERIAL DEADLINES	GUIDES/DIRECTORIES*	BONUS DISTRIBUTION
JANUARY	Sustainability	11/8/21	11/19/21		
FEBRUARY	Lean and Six Sigma	12/6/21	12/20/21		Lean and Six Sigma Conference
MARCH	Teams and Leadership	01/12/22	01/27/22		
APRIL	Culture of Quality	02/15/22	03/01/22	WCQI Directory	
MAY	Supply Chain Management	03/17/22	03/31/22		World Conference on Quality & Improvement
JUNE	Professional Development/Careers	04/14/22	04/28/22	Quality Resources Guide	
JULY	Risk Management	05/16/22	05/31/22		
AUGUST	Standards and Auditing	06/14/22	06/28/22		
SEPTEMBER	Quality Tools and Basics	07/14/22	07/28/22		
OCTOBER	Quality 4.0 / Innovation	08/15/22	08/29/22	Technology and Software	Quality 4.0 Summit
NOVEMBER	World Quality Month: Special Edition	09/15/22	09/29/22		
DECEMBER	Careers in Quality	10/11/22	10/25/22	Salary Survey	

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

## ONGOING COVERAGE OF:

- ◆ Advice and Insight
- ◆ Continuous Improvement
- ◆ Quality Tools and Applications
- ◆ Baldrige
- ◆ The Economic Case for Quality
- ◆ Root Cause Analysis
- ◆ Benchmarking
- ◆ Expert Advice
- ◆ Standards
- ◆ Book Reviews
- ◆ Measurement
- ◆ Statistics
- ◆ Career Essentials
- ◆ Quality Success Stories
- ◆ Technology and Innovation

# EXCLUSIVE SPONSORSHIP: 2022 SALARY SURVEY

The Salary Survey research 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 and ASQE worldwide.

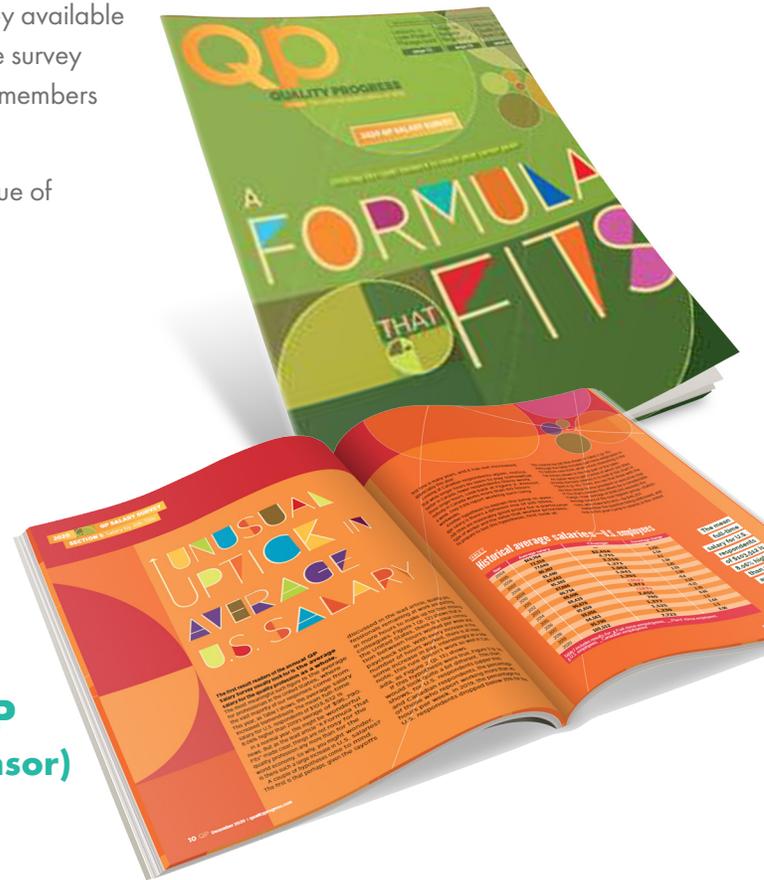
Results are published in the highly anticipated December issue of *Quality Progress* and on [qualityprogress.com](http://qualityprogress.com).

**ASQ IS OFFERING EXCLUSIVE RIGHTS TO SPONSOR THE 2022 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 (Exclusive) | \$5,000 (Co-sponsor)**

## 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 QP, 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.
- ◆ An opportunity to provide one page of thought leadership content on the state of the quality profession to position your organization as a subject matter expert. Content subject to ASQ approval.
- ◆ 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.

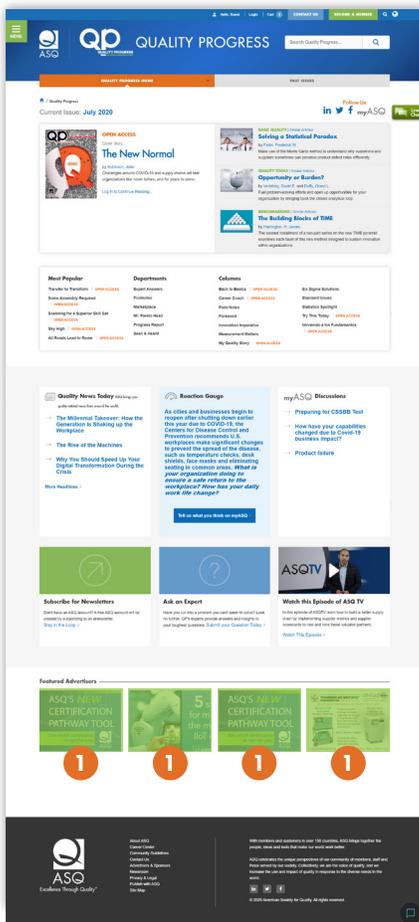


# QUALITYPROGRESS.COM

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
- ◆ More than 550,000 total pageviews to qualityprogress.com



### 1 RECTANGLE

(400 x 300 pixels)

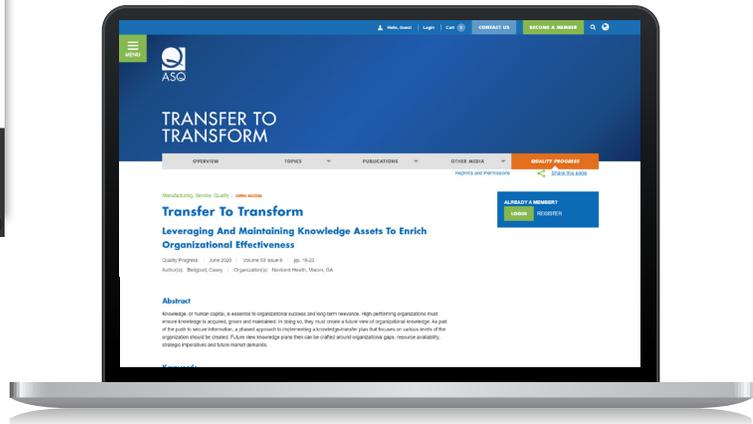
RUN-OF-SITE | \$25 CPM

**HOW READERS ENGAGE WITH THE QP DIGITAL EDITION:**

**7,700 DIGITAL EDITION VIEWS**

**39,000 PDF DOWNLOADS**

Web stats: September 1, 2020 to August 31, 2021



# A MAGAZINE SPECIFICALLY FOR SIX SIGMA PRACTITIONERS

Lean & Six Sigma Review is distributed quarterly in print and digital formats to 1,750 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.



## 2022 ADVERTISING RATES

AD SIZE	1x	4x
OUTSIDE BACK COVER	\$3,050	\$2,440
INSIDE FRONT COVER	\$2,800	\$2,240
INSIDE BACK COVER	\$2,550	\$2,040
FULL PAGE	\$2,350	\$1,880
1/2 PAGE HORIZONTAL	\$1,750	\$1,400

Rates include color and are net per insertion. See page 22 for ad specifications.

## 2022 ISSUE DEADLINES

	AD SPACE DEADLINES	MATERIAL DEADLINES	BONUS DISTRIBUTION
FEBRUARY	01/06/22	01/13/22	Lean and Six Sigma Conference
MAY	04/05/22	04/12/22	World Conference on Quality & Improvement
AUGUST	07/01/22	07/12/22	
NOVEMBER	10/04/22	10/11/22	

# 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:

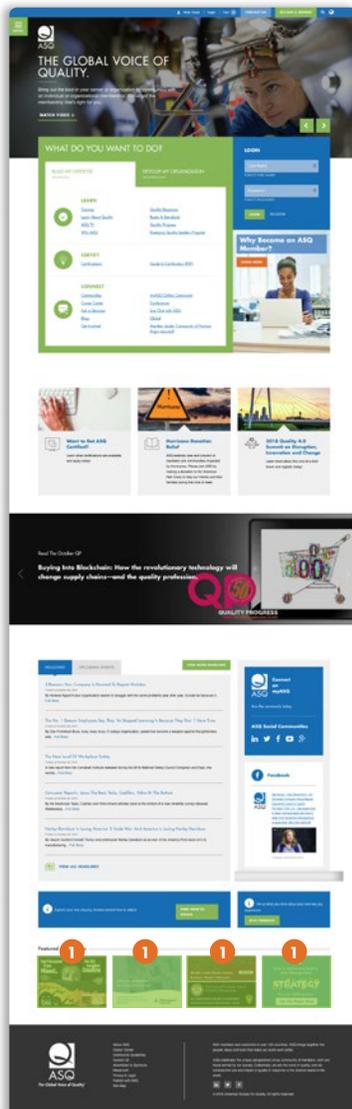
- ◆ Cross-promotion within ASQ publications and communication pieces.
- ◆ Directs visitors to the landing page of your choice to expedite purchases.
- ◆ Year-round visibility reinforces brand recognition.
- ◆ Allows dynamic, time-sensitive promotion.



## EACH MONTH, ASQ.ORG AVERAGES:

- ◆ 2,133,000 pageviews
- ◆ 653,000 users

\*Source: Google Analytics, July 2020 to June 2021



## 1 RECTANGLE

(400 x 300 pixels)

**RUN-OF-SITE | \$20 CPM**

**HOMEPAGE | \$30 CPM**

**QUALITY PROGRESS | \$25 CPM** (see page 10)

**GEO-TARGETING | \$35 CPM**

**OTHER ZONES | \$25 CPM**

- ◆ Quality Resources
- ◆ Membership
- ◆ Certification
- ◆ Training
- ◆ Books & Standards
- ◆ Events
- ◆ Communities
- ◆ About ASQ
- ◆ Jobs

A minimum purchase of 30,000 impressions is required.

**LOOKING TO ENGAGE WITH ASQ'S FOLLOWERS? LEARN ABOUT OUR SOCIAL MEDIA PACKAGES ON PAGE 16!**

# AD RETARGETING

With ad retargeting, now you can advertise directly to ASQ’s website visitors anywhere they visit online. Use this effective digital solution to build brand awareness, drive traffic to your at-event participation, promote your content, and much more. Best of all, you’ll have access to real-time metrics and reporting to track your results.

Contact ASQ Media Sales today to learn how you can leverage ad retargeting in your next marketing campaign.

## NET RATE | \$60 CPM

(minimum purchase of 30,000 impressions required)

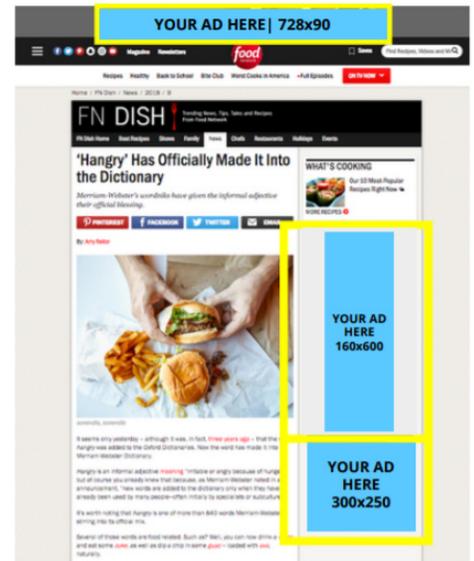
## WHY RETARGETING?

Our audience becomes your audience with retargeting. Get exclusive direct access to ASQ’s website visitors and retarget them with your company’s ads that will showcase your brand, wherever they browse online.

## QUALITY TARGETING

Don’t rely on broad, generic targeting on common ad platforms to market your company. Stand out with ASQ’s uniquely qualified audience that will showcase your business to those who need you the most.

POWERED BY



**THE AVERAGE CTR FOR RETARGETING ADS IS 10x HIGHER THAN REGULAR DISPLAY ADS!**

# ASQ E-NEWSLETTERS

## ENJOY THE BENEFITS OF OUR TARGETED E-NEWSLETTERS:

- ◆ Deliver your message directly to the inbox of ASQ and ASQE 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 expedite the purchasing process.
- ◆ Change artwork monthly at no additional cost to promote time-sensitive offers and events.



	FREQUENCY/ CIRCULATION	AUDIENCE, DESCRIPTION, AND PERFORMANCE	RATE/ISSUE
QP Live	Monthly/ <b>75,000</b>	QP Live summarizes each new issue of <i>Quality Progress</i> and gives your organization the opportunity to reach decision makers. <b>Average open rate: 44%</b>	Sponsored Content: \$2,050 Upper Banner: \$2,050 Lower Banner: \$1,290 Both Banners: \$3,015
The Insider	Monthly/ <b>41,000</b>	<i>The Insider</i> covers content news in quality, including best practices, case studies, and quality in the news. <b>Average open rate: 26%</b>	Sponsored Content: \$2,050 Upper Banner: \$2,050 Lower Banner: \$1,290 Both Banners: \$3,015
QP Connection	Monthly/ <b>9,300</b>	This expanding 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 <i>Quality Progress</i> and ASQ. <b>Average open rate: 42%</b>	Sponsored Content: \$810 Upper Banner: \$810 Lower Banner: \$540 Both Banners: \$1,215
Standards Connection	Bimonthly/ <b>8,400</b>	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. <b>Average open rate: 21%</b>	Sponsored Content: \$810 Upper Banner: \$810 Lower Banner: \$540 Both Banners: \$1,215
YPNextGen	Quarterly/ <b>6,000</b>	The latest e-newsletter from ASQ, <i>YPNextGen</i> , 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. <b>Launching Q1 2022!</b>	Sponsored Content: \$1,000 Upper Banner: \$1,000 Lower Banner: \$650 Both Banners: \$1,485
Ascend Connection	Bimonthly/ <b>40,000</b>	The only e-newsletter dedicated to ASQE's extensive Organizational Membership and their affiliated employees. Sent on a bimonthly cadence, this e-newsletter focuses on solutions for organizational excellence practices, content to educate and train employees, and member-only events that highlight quality experts, products, and services. <b>Average open rate: 22%</b>	Sponsored Content: \$2,050 Upper Banner: \$2,050 Lower Banner: \$1,290 Both Banners: \$3,015
Quality Press News	Monthly/ <b>34,000</b>	Sent monthly, <i>Quality Press News</i> informs both members and nonmembers of the latest book releases and other timely and relevant ASQ information. <b>Average open rate: 17%</b>	Sponsored Content: \$1,500 Upper Banner: \$1,500 Lower Banner: \$1,000 Both Banners: \$2,250

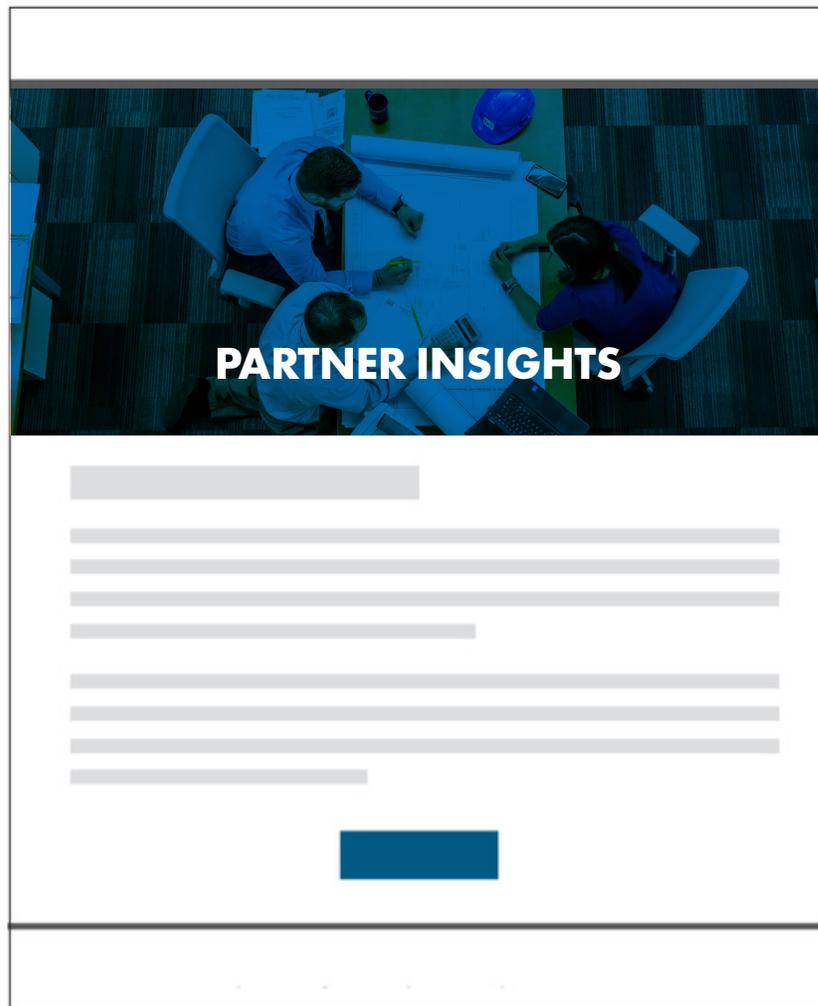
Ask your ASQ Media Sales representative for an updated list of available issues.

# DEDICATED EMAILS: PARTNER INSIGHTS

Send a custom marketing message directly to more than **75,000 quality professionals**. Submit your subject line, email copy, and images and our marketing team will deliver it under the *Partner Insights* masthead. As an added benefit, you'll also receive a post-deployment report to help determine the success of your campaign.

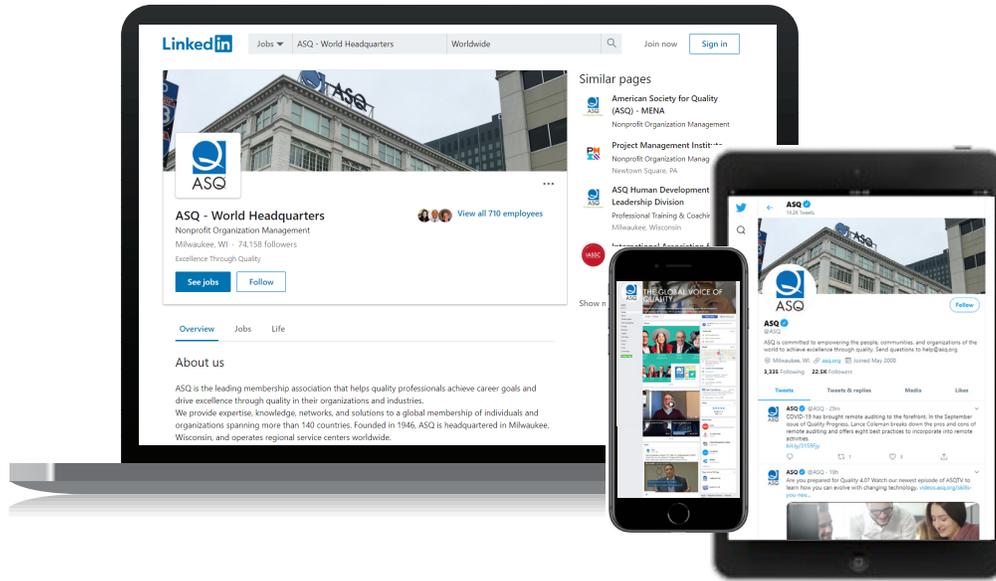
Content is subject to approval. See [ASQ guidelines](#) for more information.

**PER EMAIL** | **\$7,500** (two available per month)



# EXPAND YOUR REACH WITH ASQ SOCIAL MEDIA

See significant boost in reach and brand awareness when you leverage ASQ’s social media channels and blog for your next marketing campaign. Total organic impressions topped 5.14 million January to September 2021.



- ◆ 5,136,505 total organic impressions
- ◆ 95,759 total organic engagements

\*Metrics from January 2021 to September 2021

SOCIAL MEDIA CHANNEL	AUDIENCE	NET RATE
<b>LinkedIn</b> <a href="https://www.linkedin.com/company/asq">linkedin.com/company/asq</a>	74,000+ followers	\$1,000 per post
<b>Facebook</b> <a href="https://www.facebook.com/asq">facebook.com/asq</a>	66,400+ followers	\$700 per post
<b>Twitter</b> <a href="https://twitter.com/asq">twitter.com/asq</a>	22,500+ followers	\$500 per post

## SPONSORED BLOG POST

[asq.org/blog](https://asq.org/blog)

Feature your content in ASQ’s official blog, *Quality in Mind*, which attracts thousands of pageviews per month.

- (1) Sponsored blog post
- (1) Run-of-site rectangle on ASQ.org (60,000 impressions)
- (1) Sponsored tweet to promote your blog post

**RATE: \$3,500**

Social media opportunities and sponsored blog posts are available exclusively to advertisers who meet a minimum spend of \$5,000 or more across ASQ’s print and digital properties. See page 23 for ad specifications.

# SPONSOR A WEBCAST

Position your company as a thought leader by sponsoring an ASQ webcast. ASQ's webcasts average more than 49,000 combined views and downloads annually. 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.
- ◆ Evergreen content will be archived on the ASQ website with a redirect to sponsor's URL of choice.

**RATE: STARTING AT \$7,000**

## NEW FOR 2022!

# SPONSOR A WEBINAR

Webinars are an optimal lead generation opportunity for marketers, and a top source of information for our audience. Provide a subject matter expert and host your live webinar on ASQ's platform to spotlight your educational content to a large audience of quality professionals.

## BENEFITS INCLUDE:

- ◆ Full list of registrants and attendees (including opt-in emails).
- ◆ Recording of live webinar.
- ◆ Social media promotion and sponsor recognition: (1) blog post, (2) Facebook posts, (2) tweets, (2) LinkedIn posts.
- ◆ 50,000 impressions on ASQ.org.
- ◆ (1) Dedicated email to promote your webinar to 75,000 quality professionals.

**RATE: \$15,000**

**NOTE: All proposed webcasts and webinars 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.**

# ASQTV

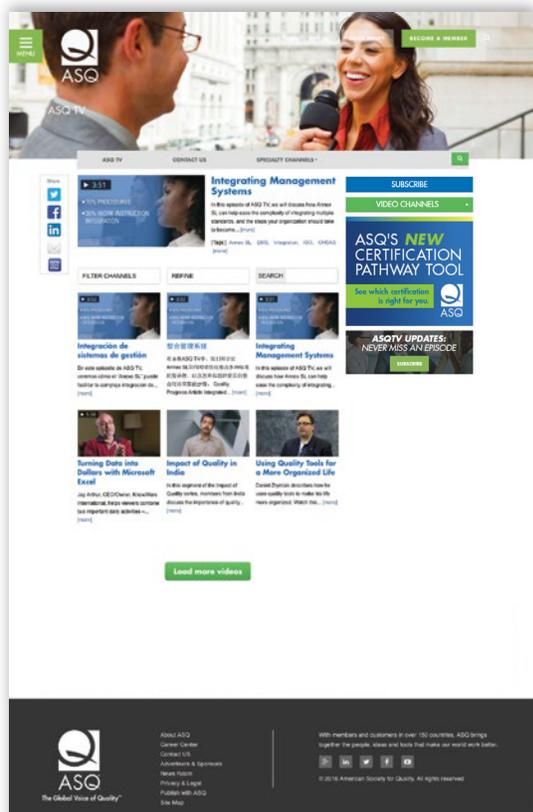
With ASQTV you can now put your company’s message in front of an even more engaged audience than ever before. Advertising on videos.asq.org offers several cost-effective opportunities to position your company as a leader in front of influential—and highly engaged—quality professionals.

ASQTV provides our members with access to videos on a range of topics, including:

- ◆ Careers
- ◆ Cost of Quality
- ◆ Quality 4.0/Digital Transformation
- ◆ Quality Tools
- ◆ ISO and Standards
- ◆ Lean Six Sigma
- ◆ Manufacturing
- ◆ Organizational Excellence

## BENEFITS OF ASQTV 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 183,000 visits a month



## ASQTV NETWORK SPONSOR

- 300 x 250 banner run-of-site on all ASQTV 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**

# EXHIBIT AND SPONSOR ASQ'S LEADING INDUSTRY EVENTS

## LEAN AND SIX SIGMA CONFERENCE

[ASQ.ORG/CONFERENCES/SIX-SIGMA](https://www.asq.org/conferences/six-sigma)

February 27–March 1, 2022 | 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.

## LEADERSHIP CONFERENCE

[ASQ.ORG/CONFERENCES/LEADERSHIP](https://www.asq.org/conferences/leadership)

March 31, 2022 | Virtual Event

This new conference from ASQ is positioned to everyone who wants to make a positive contribution to the growth of their organization. From gaining insights into unconscious bias to promoting social responsibility to identifying an authentic leadership style, the Leadership Conference will motivate attendees to influence, impact, and inspire.

## WORLD CONFERENCE ON QUALITY & IMPROVEMENT

[ASQ.ORG/CONFERENCES/WCQI](https://www.asq.org/conferences/wcqi)

May 15-18, 2022 | Hybrid Event

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 October 2021.

## QUALITY 4.0 SUMMIT

[ASQ.ORG/CONFERENCES/QUALITY-4-0](https://www.asq.org/conferences/quality-4-0)

October 2022 | Hybrid Event

Now in its sixth 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 attendees move beyond awareness to action. Sponsors and exhibitors are uniquely positioned to provide solutions to more than 300 attendees on how to reach the next level through product offerings.

## WOMEN IN QUALITY SYMPOSIUM

[ASQ.ORG/CONFERENCES/WOMEN-IN-QUALITY](https://www.asq.org/conferences/women-in-quality)

December 2022 | Virtual Event

The Women in Quality Symposium provides a unique avenue for quality professionals to establish meaningful connections, identify professional and personal development strategies, and be recognized for their unique capabilities to lead. A diverse symposium agenda allows attendees to tap into thought leaders, other quality colleagues, and their own experiences to nurture and enhance career growth and build a framework for a future with more women at the helm.

## ASQE EXCELLENCE ROUNDTABLE (ERT)

[ASQ.ORG/CONFERENCES/EXCELLENCE-ROUNDTABLE](https://www.asq.org/conferences/excellence-roundtable)

November 2022

This exclusive ASQE Organizational Member event gives primary contacts of the 150+ member companies the opportunity to meet and connect with ASQE's Board of Directors, subject matter experts, and fellow professionals to discuss the latest Insights on Excellence (IoE) research in performance excellence practices.

# MAXIMIZE YOUR VISIBILITY TO ASQ MEMBERS ALL YEAR LONG

ASQ’s Corporate Sponsor Program delivers a fully customizable, year-long engagement opportunity for organizations interested in furthering the mission of ASQ and providing enhanced expertise, tools, and solutions to help our members advance their industries. There are three levels of sponsorship and the program consists of two elements:

- 1. Initiation Fee:** Activates the branding items and priority benefits of your sponsorship.
- 2. Custom Credit:** Allows you to choose how to promote your brand through ASQ’s marketing assets and events.

**FOR MORE INFORMATION AND TO LEARN HOW YOU CAN PARTICIPATE, CONTACT YOUR ASQ MEDIA SALES REPRESENTATIVE AT [MEDIASALES@ASQ.ORG](mailto:mediasales@asq.org).**

Sponsor Level & Benefits	Diamond \$60,000	Platinum \$45,000	Gold \$30,000
<b>Custom Credit:</b> Amount to spend on advertising, exhibits, sponsorships, and lead generation programs across ASQ’s marketing portfolio	\$52,000	\$40,000	\$26,500
<b>Initiation Fee:</b> Activates the branding items and priority benefits below	\$8,000	\$5,000	\$3,500
Priority sponsorship selection for ASQ events	✓		
Opportunity to provide a one-page case study for QP magazine	✓		
ASQ.org run-of-site banner advertising (400 x 300 pixels)	100,000 impressions	75,000 impressions	50,000 impressions
Permission to use ASQ’s corporate sponsor logo in advertising and promotional materials (subject to approval by the ASQ marketing team)	✓	✓	✓
Logo recognition on ASQ event signage, in the mobile app, and program guides	✓	✓	✓
Corporate sponsor recognition on ASQ.org	✓	✓	✓
A 1/6 page Professional Service Card ad in 12 issues of QP magazine	✓	✓	✓
Opportunity to provide one sponsored social media post to run on all of ASQ’s social media channels: LinkedIn, Facebook, Twitter	✓	✓	
Discount on ASQ print advertising	20%	15%	10%
Bonus priority points for the ASQ World Conference on Quality & Improvement	3	2	1

# EXCLUSIVE OPPORTUNITY: ASQ MOBILE APP

ASQ’s brand new mobile app is quickly becoming the next go-to resource for daily association and industry news. Since launching in April 2021, the app has already registered more than **3,400 member users** and **45,000 total interactions**, providing a highly engaging platform to promote your organization. Become the exclusive sponsor and reach ASQ members all year long!

## BENEFITS INCLUDE:

- ◆ Splash Screen Logo
- ◆ Banner Advertising
- ◆ Quarterly Sponsored Content  
*(Pinned to the top of the News Feed)*
- ◆ Quarterly Push Notifications

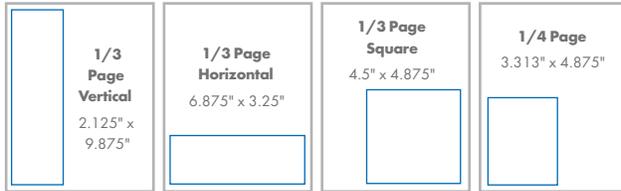
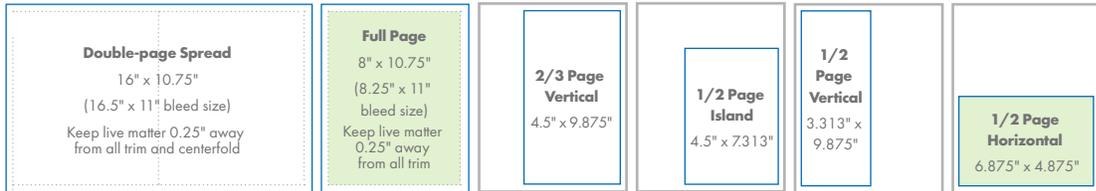
**EXCLUSIVE SPONSORSHIP | \$20,000**



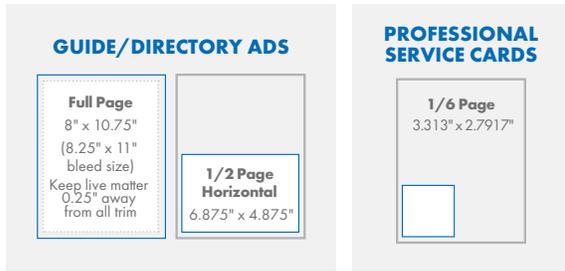
# QUALITY PROGRESS/ LEAN & SIX SIGMA REVIEW

## AD DIMENSIONS\*

Magazine Trim Size: 8" x 10.75"



\*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/X-1a 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

**Stock:** 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](mailto:kgivan@smithbucklin.com).

## ASQ E-NEWSLETTERS

### HORIZONTAL BANNER

- ◆ 650 x 90 pixels
- ◆ JPG only (no animation)
- ◆ File size must be no greater than 40 kb
- ◆ Exclusive sponsors may provide separate artwork for each banner

### SPONSORED CONTENT

- ◆ Submit content as a Word document
- ◆ Headline: 40 characters
- ◆ Body copy: 200 characters
- ◆ Image: 200 x 150 pixels (JPG only) and target URL

## QUALITYPROGRESS.COM

### RUN-OF-SITE RECTANGLES

- ◆ 400 x 300 pixels
- ◆ JPG or GIF accepted
- ◆ File size must be no greater than 40 kb

## ASQ SOCIAL MEDIA

### FACEBOOK

- ◆ Ad headline: 25 characters
- ◆ Description text: 125 characters
- ◆ Minimum image size: 600 x 600 pixels
- ◆ Images should contain no more than 20% text
- ◆ JPG or PNG accepted
- ◆ Include target URL

### TWITTER

- ◆ Tweet copy: 280 characters; each link used reduces character count by 23 characters, electing 257 characters for Twitter copy
- ◆ Image size: 1200 x 675 pixels or smaller
- ◆ Images should contain no more than 20% text
- ◆ JPG or PNG accepted
- ◆ Include target URL

### LINKEDIN

- ◆ Ad headline: 25 characters
- ◆ Description text: 125 characters
- ◆ Minimum image size: 1200x 628 pixels
- ◆ Images should contain no more than 20% text
- ◆ JPG or PNG accepted
- ◆ Include target URL

### SPONSORED BLOG POST

- ◆ Headline: 40-65 words
- ◆ Description text: 70-150 words
- ◆ Body text: 750-1,500 words
- ◆ JPG images accepted in blog post
- ◆ (1) Run-of-site [asq.org](http://asq.org) ad - see specs above
- ◆ (1) sponsored tweet - see specs above

## 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

### HOMEPAGE RECTANGLE

- ◆ 400 x 300 pixels
- ◆ JPG or GIF accepted
- ◆ File size must be no greater than 40 kb

### ZONES AND GEO-TARGETING RECTANGLES

- ◆ 400 x 300 pixels
- ◆ JPG or GIF accepted
- ◆ File size must be no greater than 40 kb

## ASQTV

### 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

### ASQTV 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 Acme - Our mission is to provide quality products for our clients.")
- ◆ JPG format and text

## ASQ MOBILE APP

### EXCLUSIVE SPONSORSHIP

- ◆ Splash screen logo: .AI, .EPS or .SVG accepted
- ◆ Sponsored content: 1-2 short paragraphs and target URL
- ◆ Banner ad: 1032 x 360 pixels, JPG or PNG accepted
- ◆ Push notification: will link to sponsor's post (no customization)

## AD RETARGETING

For best results, please provide all ad sizes below. JPG, GIF, and PNG accepted; no Flash. Maximum file size is 140KB for each creative.

- ◆ 300 x 250 pixels
- ◆ 728 x 90 pixels
- ◆ 160 x 600 pixels
- ◆ 180 x 150 pixels

## DEDICATED EMAILS

Required items from advertiser:

- ◆ Subject line (50 characters or less)
- ◆ Email copy in a Word document
- ◆ JPG or PNG images (650 pixels max width)

See [ASQ guidelines](#) for more information.



ASQ

Excellence Through Quality™

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ASQE™  
Inspire Excellence

**HEADQUARTERS**

600 North Plankinton Avenue  
Milwaukee, WI 53203, USA  
Phone: 414-272-8575

**MEDIA SALES**

Phone: 202-367-2424  
Toll Free: 866-277-5666  
Email: [mediasales@asq.org](mailto:mediasales@asq.org)

[asqmediakit.org](http://asqmediakit.org)