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
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 250+ member companies, ASQE’s membership delivers multiple products and services 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.

“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.
ASQ + ASQE AT A GLANCE

60,000 ASQ Individual Members
250+ ASQE Organizational Member companies & primary contacts
18,000 Individuals trained per year

130+ countries and more than 10,000 international members
Our reach keeps growing.

18+ ASQ Certifications & new Specialized Credentials
400,000 ASQ Certifications issued worldwide
26 ASQ member-led Technical Communities
230+ ASQ member-led Geographic Sections

Presidents, vice presidents, directors, managers, supervisors, engineers, technicians, and consultants:
ASQ member job functions.

Source: 2020 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 the ASQE Organizational Member companies 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

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, plus ASQE Organizational Members. Choose from seven options:

- The Insider
- Career Connection
- QNT Weekly
- QP Connection
- QP Live
- Standards Connection
- Ascend Connection (ASQE only)

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 attracts more than 43,000 combined views and downloads annually. Reach this captive audience with an ASQ-produced webcast or 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
- Women in Quality Symposium
- Quality 4.0 Summit
- 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

<table>
<thead>
<tr>
<th>MANUFACTURING</th>
<th>SERVICE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of ASQ Members</strong></td>
<td>75%</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  
• Women in Quality Symposium | • Lean and Six Sigma Conference  
• World Conference on Quality & Improvement  
• Quality 4.0 Summit  
• Women in Quality Symposium |
| **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  
• Ascend 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><strong>Number of ASQ Members</strong></td>
<td>8%</td>
</tr>
</tbody>
</table>
| **Recommended Publications** | • Quality Progress  
• Lean & Six Sigma Review | • Lean & Six Sigma Review |
| **Recommended Conferences** | • Lean and Six Sigma Conference  
• World Conference on Quality & Improvement  
• Quality 4.0 Summit  
• Women in Quality Symposium | • World Conference on Quality & Improvement  
• Women in Quality Symposium |
| **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-newsletter** | • The Insider  
• Career Connection  
• QNT Weekly  
• QP Connection  
• Standards Connection  
• Ascend Connection | • Career Connection |
ASQ PROVIDES WAYS FOR YOU TO KEEP IN TOUCH WITH INDUSTRY LEADERS THROUGHOUT THE YEAR.

2021 MONTHLY PLANNER

**PRINT OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Month</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>Audience Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality Progress</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Readership: 74,760</td>
</tr>
<tr>
<td>Lean &amp; Six Sigma Review</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Paid Circulation: 42,000</td>
</tr>
</tbody>
</table>

**DIGITAL OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Distribution</th>
<th>Audience Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>QP Live</td>
<td>Circulation: 105,000</td>
</tr>
<tr>
<td>The Insider</td>
<td>Circulation: 48,000</td>
</tr>
<tr>
<td>QNT Weekly</td>
<td>Circulation: 7,200</td>
</tr>
<tr>
<td>QP Connection</td>
<td>Circulation: 11,600</td>
</tr>
<tr>
<td>Standards Connection</td>
<td>Circulation: 9,700</td>
</tr>
<tr>
<td>Career Connection</td>
<td>Circulation: 6,700</td>
</tr>
<tr>
<td>Ascend Connection</td>
<td>Six times a year (call for available issue dates)</td>
</tr>
<tr>
<td>asq.org</td>
<td>Ongoing</td>
</tr>
<tr>
<td>qualityprogress.com</td>
<td>Ongoing</td>
</tr>
<tr>
<td>ASQ Webcasts</td>
<td>Ongoing</td>
</tr>
<tr>
<td>ASQ Social Media</td>
<td>Ongoing</td>
</tr>
<tr>
<td>ASQTV Advertising, Sponsorships and Content Marketing</td>
<td>28 episodes per year</td>
</tr>
<tr>
<td>asq.org</td>
<td>Ongoing</td>
</tr>
<tr>
<td>qualityprogress.com</td>
<td>Ongoing</td>
</tr>
<tr>
<td>ASQ Webcasts</td>
<td>Ongoing</td>
</tr>
<tr>
<td>ASQ Social Media</td>
<td>Ongoing</td>
</tr>
<tr>
<td>ASQTV Advertising, Sponsorships and Content Marketing</td>
<td>28 episodes per year</td>
</tr>
</tbody>
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**ASQ EVENTS**

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<th>J</th>
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</thead>
<tbody>
<tr>
<td>Lean and Six Sigma Conference</td>
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<td></td>
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</tr>
<tr>
<td>World Conference on Quality &amp; Improvement</td>
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<tr>
<td>Quality 4.0 Summit</td>
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<tr>
<td>Women in Quality Symposium</td>
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<td></td>
<td></td>
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<tr>
<td>ASQE Excellence Roundtable</td>
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</tr>
</tbody>
</table>

Fall 2021
THE QP ADVANTAGE

QUALITY PROGRESS HAS A PRINT CIRCULATION OF MORE THAN 42,000 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.

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

2021 ADVERTISING RATES

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

<table>
<thead>
<tr>
<th>PREMIUM POSITIONS</th>
<th>1x</th>
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</thead>
<tbody>
<tr>
<td>INSIDE BACK COVER</td>
<td>$+500</td>
</tr>
<tr>
<td>INSIDE FRONT COVER</td>
<td>$+500</td>
</tr>
<tr>
<td>OPP. INSIDE FRONT COVER</td>
<td>$+500</td>
</tr>
<tr>
<td>OPP. TABLE OF CONTENTS</td>
<td>$+500</td>
</tr>
<tr>
<td>OUTSIDE BACK COVER</td>
<td>$+700</td>
</tr>
</tbody>
</table>

Rates include color and are net per insertion. See page 18 for ad specifications.

PROFESSIONAL SERVICE CARDS – $2,500
The Professional Service Cards are getting a new look in February 2021! Rate includes a 1/6 page, 4-color ad and insertion 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                  | World Conference on Quality & Improvement Directory |
| JUNE                   | Quality Resource Guide                               |
| SEPTEMBER             | Technology and Software                              |

Guide/Directory Listing Options:

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.
## 2021 EDITORIAL CALENDAR

| JANUARY       | Risk Management and Safety | 11/9/20 | 11/20/20 |  |  |
|---------------|----------------------------|---------|----------|  |  |
| FEBRUARY      | Lean and Six Sigma / QP: A New Look | 12/9/20 | 12/22/20 | Lean and Six Sigma Conference |  |
| MARCH         | The Changing Workplace     | 01/18/21 | 01/28/21 |  |  |
| APRIL         | Careers: Preparing for Your Next Step | 02/17/21 | 03/01/21 | WCQI Directory |  |
| MAY           | Soft Skills for the Workplace | 03/16/21 | 03/29/21 | World Conference on Quality & Improvement |  |
| JUNE          | Culture of Quality         | 04/16/21 | 04/29/21 | Quality Resources Guide |  |
| JULY          | New to Quality: Essential Tools | 05/14/21 | 05/27/21 |  |  |
| AUGUST        | Supply Chain Management    | 06/15/21 | 06/28/21 |  |  |
| SEPTEMBER     | Quality 4.0 / Digital Transformation | 07/16/21 | 07/29/21 | Technology and Software | Quality 4.0 Summit |
| OCTOBER       | Standards and Auditing     | 08/13/21 | 08/26/21 |  |  |
| NOVEMBER      | World Quality Month: Special Edition | 09/15/21 | 09/28/21 |  |  |
| DECEMBER      | Salary Survey              | 10/13/21 | 10/26/21 |  |  |

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

## 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: 2021 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 and ASQE 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 2021 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.
- 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 QP Connection 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 80,000 pageviews and 65,000 users to qualityprogress.com per month
A MAGAZINE SPECIFICALLY FOR SIX SIGMA PRACTITIONERS

Lean & Six Sigma Review, formerly known as Six Sigma Forum Magazine, is distributed quarterly in print and digital formats to 1,700 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.

2021 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>
</tr>
<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 18 for ad specifications.

2021 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>AD SPACE DEADLINES</th>
<th>MATERIAL DEADLINES</th>
<th>BONUS DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEBRUARY</td>
<td>01/05/21</td>
<td>01/12/21</td>
</tr>
<tr>
<td></td>
<td>01/12/21</td>
<td>01/12/21</td>
</tr>
<tr>
<td>MAY</td>
<td>04/06/21</td>
<td>04/13/21</td>
</tr>
<tr>
<td></td>
<td>04/13/21</td>
<td>04/13/21</td>
</tr>
<tr>
<td>AUGUST</td>
<td>07/06/21</td>
<td>07/13/21</td>
</tr>
<tr>
<td></td>
<td>07/13/21</td>
<td>07/13/21</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>10/05/21</td>
<td>10/12/21</td>
</tr>
<tr>
<td></td>
<td>10/12/21</td>
<td>10/12/21</td>
</tr>
</tbody>
</table>
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:**

- 1,995,080 pageviews
- 1,544,582 users

*Traffic numbers from July 2019 to June 2020*

**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 14!**
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 facilitate the purchasing process.
- Change artwork monthly at no additional cost to promote time-sensitive offers and events.

<table>
<thead>
<tr>
<th>FREQUENCY/CIRCULATION</th>
<th>AUDIENCE, DESCRIPTION, AND PERFORMANCE</th>
<th>RATE/ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>QP Live</strong> Monthly/105,000</td>
<td>QP Live summarizes each new issue of Quality Progress and gives your organization the opportunity to reach decision makers. <strong>Average open rate: 21%</strong></td>
<td>Upper Banner: $2,050 Lower Banner: $1,290 Both Banners: $3,015</td>
</tr>
<tr>
<td><strong>The Insider</strong> Monthly/48,000</td>
<td>The Insider covers content news in quality, including best practices, case studies, and quality in the news. <strong>Average open rate: 24%</strong></td>
<td>Upper Banner: $2,050 Lower Banner: $1,290 Both Banners: $3,015</td>
</tr>
<tr>
<td><strong>QNT Weekly</strong> Weekly/7,200</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. <strong>Average open rate: 26%</strong></td>
<td>Upper Banner: $810 Lower Banner: $540 Both Banners: $1,215</td>
</tr>
<tr>
<td><strong>QP Connection</strong> Monthly/11,600</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. <strong>Average open rate: 26%</strong></td>
<td>Upper Banner: $810 Lower Banner: $540 Both Banners: $1,215</td>
</tr>
<tr>
<td><strong>Standards Connection</strong> Monthly/9,700</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. <strong>Average open rate: 26%</strong></td>
<td>Upper Banner: $810 Lower Banner: $540 Both Banners: $1,215</td>
</tr>
<tr>
<td><strong>Career Connection</strong> Monthly/6,700</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. <strong>Average open rate: 32%</strong></td>
<td>Upper Banner: $1,000 Lower Banner: $650 Both Banners: $1,485</td>
</tr>
<tr>
<td><strong>Ascend Connection</strong> Bi-monthly/40,000</td>
<td>The only e-newsletter dedicated to ASQE’s extensive Organizational Membership and their affiliated employees. Sent on a bi-monthly 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. <strong>Average open rate: 22%</strong></td>
<td>Upper Banner: $2,050 Lower Banner: $1,290 Both Banners: $3,015</td>
</tr>
</tbody>
</table>

Ask your ASQ Media Sales representative for an updated list of available issues.
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 1.68 million in the first five months of 2020 alone.

**1,678,454 total organic impressions**
**107,303 total organic engagements**
**62,558 total organic post clicks**
*Metrics from January 2020 to May 2020

<table>
<thead>
<tr>
<th>SOCIAL MEDIA CHANNEL</th>
<th>AUDIENCE</th>
<th>NET RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn linkedin.com/company/asq</td>
<td>74,000+ followers</td>
<td>$1,000 per post</td>
</tr>
<tr>
<td>Facebook facebook.com/asq</td>
<td>66,400+ followers</td>
<td>$700 per post</td>
</tr>
<tr>
<td>Twitter twitter.com/asq</td>
<td>22,500+ followers</td>
<td>$500 per post</td>
</tr>
</tbody>
</table>

**SPONSORED BLOG POST**
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 19 for ad specifications.
SPONSOR A WEBCAST

Position your company as a thought leader by sponsoring an ASQ webcast. ASQ’s webcasts average more than 43,000 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

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 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 in Quality
- Cost of Quality
- Quality 4.0
- 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 192,000 visits a month

**EXCLUSIVE CHANNEL SPONSOR**

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

12 MONTHS | $7,500

**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
Exhibit Dates: February 28-March 2, 2021
Hybrid Event

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 Dates: May 23-26, 2021
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 2020.

QUALITY 4.0 SUMMIT
ASQ.ORG/CONFERENCES/QUALITY-4-0
September 13-15, 2021 | Hybrid Event

Now in its fifth 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 300 attendees on how to reach the next level through product offerings.

WOMEN IN QUALITY SYMPOSIUM
ASQ.ORG/CONFERENCES/WIQS
December 2021 | Hybrid 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
Fall 2021

This exclusive ASQE Organizational Member event gives primary contacts of the 250+ 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. The innovative roundtable environment allows members the direct ability to network and participate within a workshop environment, as well as learn from keynote presenters.
# PRINT AD SPECIFICATIONS

## QUALITY PROGRESS/LEAN & SIX SIGMA REVIEW

### AD DIMENSIONS*

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Bleed Size</th>
<th>Keep Live Matter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-page Spread</td>
<td>16&quot; x 10.75&quot;</td>
<td>(16.5&quot; x 11&quot; bleed size)</td>
<td>0.25&quot; away from all trim and centerfold</td>
</tr>
<tr>
<td>Full Page</td>
<td>8&quot; x 10.75&quot;</td>
<td>(8.25&quot; x 11&quot; bleed size)</td>
<td>0.25&quot; away from all trim</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>4.5&quot; x 9.875&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.5&quot; x 7.313&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.125&quot; x 9.875&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/6 Page</td>
<td>3.313&quot; x 2.7917&quot;</td>
<td></td>
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<tr>
<td>1/4 Page Vertical</td>
<td>3.313&quot; x 4.875&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>6.875&quot; x 3.25&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>6.875&quot; x 4.875&quot;</td>
<td></td>
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<tr>
<td>1/3 Page Square</td>
<td>4.5&quot; x 4.875&quot;</td>
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<tr>
<td>1/2 Page Square</td>
<td>3.313&quot; x 4.875&quot;</td>
<td></td>
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</tr>
<tr>
<td>Full Page Square</td>
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</tr>
</tbody>
</table>

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

QUALITYPROGRESS.COM

RUN-OF-SITE RECTANGLES
- 400 x 300 pixels
- JPEG 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
- JPEG or PNG accepted
- Minimum image size: 600 x 600 pixels
- 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
- JPEG 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
- JPEG or PNG accepted
- Include target URL

SPONSORED BLOG POST
- Headline: 40-65 words
- Description text: 70-150 words
- Body text: 750-1,500 words
- JPEG images accepted in blog post
  - (1) Run-of-site 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
- JPEG or GIF accepted
- File size must be no greater than 40 kb

HOMEPAGE RECTANGLE
- 400 x 300 pixels
- JPEG or GIF accepted
- File size must be no greater than 40 kb

ZONES AND GEO-TARGETING RECTANGLES
- 400 x 300 pixels
- JPEG 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
- JPEG format; no animation

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

COMPANION AD
- 300 x 250 pixels
- JPEG 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.”)
- JPEG format and text