FALL/SUMMER EDITION
(A Combined issue, Volume 17, Issues 1 & 2)
A New Opportunity to Interact With LQ’s Canadian and US Readers
• LQ’s Digital Edition will be available Online, Offline and iPad compatible. LQ’s readers can enjoy this issue on their Mac, PC or iPad – online or offline – anytime, anywhere.
• Searchable content: LQ’s readers can explore and search for articles based on relevant key words or phrases.
• Add notes and bookmarks: LQ’s readers can highlight or bookmark articles for their future reference.
• LQ Digital Magazine works in conjunction with Google analytics (a good way for LQ’s advertisers to see who, what, where, when & how readers are interacting with LQ online).
• LQ’s ads will link to their corporate websites – and benefit from enhanced interactivity by the addition of optional video, audio or animated movies.
• Reach LQ’s 37,000 readers – the members of leading North American Associations, building on LQ’s traditional circulation this edition – as a Flipbook edition – instead of print.
A few other noteworthy interactive features are: • Readers can jump to pages within the digital edition • Send emails • Play movies • Leave comments for LQ’s Editorial Team

EDITORIAL MENU
LQ’s Executive Interview Series: Chairman and CEO Chris Martin and Nick Colesanti, Director of Supply Chain, C.F. Martin & Company, on Leadership and Sustainability The Winner and Finalists of LQ’s 3PL Sustainability Study and Awards Program, 2011; Celebrating Innovation & Excellence in Supply Chain Sustainability, featuring insights from the Finalists and LQ’s Executive Editors, David Closs, PhD, Michigan State and Thomas Goldsby, PhD, Ohio State University. Executive Video Interviews will also be featured. Editorial: August 25 Advertising: August 25 Delivers September

VOLUME 17, ISSUE 3/4
LQ’s 9th Top North American 3PL Report: A Guide for Logisticians Charged with Outsourcing Supply Chain Management in Canada and the U.S. Collaboration in the Supply Chain between Logisticians and 3PLs: This year major disruptions to global supply chains have heightened the importance of reducing the gap between supply chain planning and collaborative execution across partners engaged in collaboration across the supply chain.
LQ’s Inaugural Mergers & Acquisitions Report Editorial: November 21 Advertising: November 25 Delivers December

LQ’s second edition of its 3PL Sustainability Study and Awards Program 2012
Applications available: October 31, 2011
Applications due: February 14, 2012

LQ’s Supply Chain Studies are conducted in cooperation with leading association in Canada and the United States.

NOTE: November Partner Profiles: The Partner Profiles issue gives every full-page advertiser in that issue an opportunity to take advantage of a FREE profile page to share details about their products and services. (All editorial is subject to change at the publisher’s discretion.)
LQ is distinctive as a truly transborder publication that mirrors the world’s largest supply chains and trading partners criss-crossing the American and Canadian border.

LQ is transborder in all aspects, from its editorial content, to its readers, its board members and advertisers.

LQ’s readers include the membership leading associations in Canada and the United States, including associations such as the CSCMP, CITT, CIFFA, NASSTRAC, Women in Trucking as well as others. In summary, LQ’s readership is comprised of top-level Canadian and American logisticians in the field.

Your integrated marketing campaign can reach up to 37,000 supply chain executives through LQ’s print, online and conference opportunities.

LQ also offers research, its Executive Exchanges for thought leaders in business and academia, as well as online opportunities.

LQ’s Website had some 10,581 Pageviews during the month of November 2010, and an estimated 92,599 Pageviews during the first 10 months of 2010, according to Google Analytics.

LQ also develops its readership, and provides added valued and exposure to advertisers and thought leaders in supply chain management at various conferences held by the finest associations in the field, including LQ’s Symposiums in 2011. Other leading events where you’ll find LQ made available to delegates are:

- February 20 – 23: 800 Additional Delegate Copies of LQ available at the North the Retail Industry Leaders Association’s (RILA) Supply Chain Conference (North America’s Top 3PL Edition), in Orlando, FL.
- April 17-20: 400 Additional Delegate Copies of LQ available at the National Shippers Strategic Transportation Council, (NASSTRAC), in Orlando, FL.
- May 15-19: 800 Additional Copies of LQ available at the Warehousing Education Research Council (WERC), in Orlando, FL.
- June 9: 100 Additional Copies of LQ available at LQ’s Sustainability Symposium, Toronto Country Club, ON.
- June 21-23: 800 Additional Delegate Copies of LQ available at eyefortransports’s 9th 3PL Summit, in Atlanta, GA.
- October 2-5: 800 Additional Copies of LQ available at the Council of Supply Chain Management Professionals (CSCMP), Philadelphia, PA.

Since its founding, LQ has offered its readers ideas for leadership in logistics and transportation, providing its advertisers with a superb U.S. and Canadian editorial environment comprised of articles written by leading academics and practitioners from North America for their peers. Three of the top editors in the field, Dr. David Closs (Michigan State), Dr. Thomas Goldsby, (University of Kentucky), Nick Seiersen, oversee LQ’s editorial.

FOUR-COLOR DISPLAY AD RATES (37,000 Copies) 2007

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<th>Page</th>
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**Additional Fees & Notes**

- Cover Positions - 25% Premium
- Guaranteed Position - 12% Premium
- Cancellations or changes in orders will not be accepted after advertising closing dates.

**CONTACT INFORMATION:**  www.logisticsquarterly.com  1-800-843-1687

For sponsorship opportunities, call Fred Moody 800-843-1687 sales@logisticsquarterly.com
# LQ Ad Sizes & Mechanical Requirements

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<th>Ad Format</th>
<th>Non Bleed Material Size</th>
<th>Trimmed Bleed Material Size</th>
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<td>16.75 × 10.88&quot;</td>
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<td>16.75 × 5.38&quot;</td>
<td>17.00 × 5.5&quot;</td>
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<tr>
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<td>5.42 × 7.93&quot;</td>
<td>5.53 × 8.05&quot;</td>
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## Mechanical Requirements

- **LQ** requires high-resolution PDF or PDF/X-1A digital files for full-page ads and two separate PDF or PDF/X-1A files for double-page spreads. Ensure all fonts are embedded.
- Ads are to be supplied as CMYK. No RGB and no matched colours except cover positions.
- Bleed ads must include bleed allowance of 1/8" (125) on all four sides as indicated in the bleed material sizes above.
- Set trim marks to a 12pt offset to ensure proper position on the page, otherwise the publication will determine position.
- Do not use PC TrueType fonts.
- No JPEG images due to lossy compression. TIFF or EPS images are preferred.
- Compress images using TIFF LZW compression only.
- Images must be a minimum of 300 dpi.
- UCR: 280% maximum for #3 coated stock.
- Refer to Magazine Advertising Canadian (MAC) Specifications for further details.

### COLOUR PROOFS

- Press run-to proofs must accompany digital files and should print from the digital files.
- Proofs should be MAC-approved and have GATF/SWOP standard colour bars.
- When providing non-halftone digital proofs, allowance for reproduction quality should be considered.
- Colour laser proofs are not acceptable as press run-to proofs.

## LQ Digital Ad Rates *

<table>
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<tr>
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<th>1/2 Spread</th>
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Access Targeted Leads and Achieve greater ROI

*LQ*’s webinars enable sponsors and advertisers to interact with readers from the U.S. and Canada real-time, providing outstanding ROI in developing new business prospects.

With the expertise of *LQ*’s Board, *LQ* will produce a webinar customized to the requirements of webinar sponsors, with one of *LQ*’s Executive Editors moderating to provide arms-length objective credibility.

**Benefits of LQ Webinars**

**Partner** with *LQ* to reach influential supply chain, logistics and procurement executives - *LQ*’s North American readership.

**Research** and demographics. Gather data from *LQ*’s webinar, and learn more about prospects before, during, and after a Webcast. Learn who attended *LQ*’s webinar, and track their interests with Q&A’s and survey results.

- Brand awareness. Your product or service captures the prospect’s attention for approximately one hour.
- Capture leads/visits and interest in *LQ*’s recorded webinar for up to one year after the webinar with an archived recording.

**How does it work?**

- 2 or 3 speakers present on their area of expertise and the topic
- The discussion is moderated by the *LQ*’s Editors
- Sponsor has the option to speak on the panel, include a client to present
- A simple registration form is created for lead generation
- Survey questions and live chat can also be included

**LQ Webinar Sponsorship Program:**

**Banner advertisements** with the sponsor logo will be placed on the homepage of www.logisticsquarterly.com

**Email blasts** with the sponsors participation and support documented with *LQ*’s appreciation.

**Send out email confirmations**: One, when registrants first sign up, one reminder email the day before and another the morning of the webinar, each email referencing the sponsor’s support for making this webinar event possible.

**List of the registrants** that logged into the seminar.

A special thank you message to the sponsor at the beginning and end of the Webinar.

**Follow up** “Thank You” email to attendees and reminder to non-attendees to view the archived webcast.

**Archive** of the webinar for one year.

*LQ* features one sponsor per webinar

**Recommended Investment: US$5,000**

(For Sponsorship of Four *LQ* Webinars: $4,000 per webinar)