

## ADVERTISING SPECS: **NEWSLETTER**

### CONTENTS

**CONTINUOUS IMPROVEMENT**

**DAILY HEADLINES**

**LEADERSHIP INSIGHTS**

**MANUFACTURING TECHNOLOGY**

**QUICK MANUFACTURING NEWS**

**WEEKLY HOTLIST**

**SUPPLY CHAIN INSIGHTS**

**3D Printing 360**

**WORKFORCE WATCH**

**IMPORTANT:** Please share this entire document with your creative designers to avoid materials being returned to you that do not meet our specifications.

## Continuous Improvement

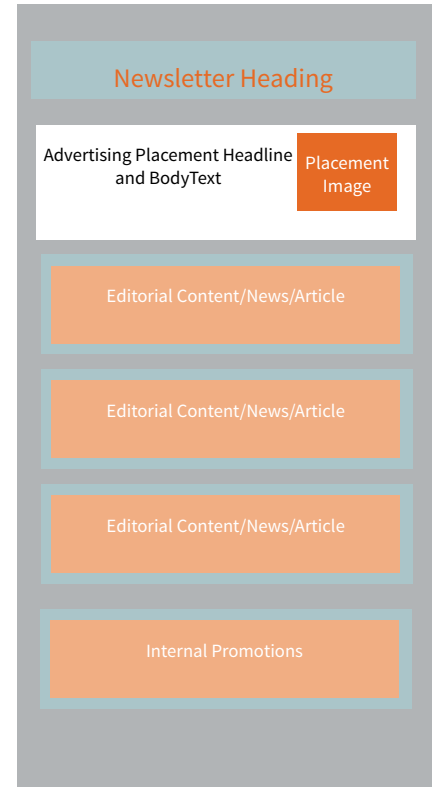
Reach VPs and directors of operations, plant managers, and other operations leaders. Featuring the latest case studies, trends and advice, each issue of Continuous Improvement delivers vital information that keeps leaders on the leading edge of lean and other continuous improvement practices.

FREQUENCY: WEEKLY (TUESDAY) / CIRCULATION: 33,000

### NEWSLETTER COMPONENTS

	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS
Headline	40 Characters	N/A	Text ONLY
Body Copy	75 Words or less	N/A	Text ONLY
Image/Photo	180 x 150 pixels	40 kb max	JPEG, GIF or PNG

\* If supplied text does not meet these specifications, IndustryWeek reserves the right to edit.



### MATERIALS DUE

- At least 2 Business Days

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## Daily Headlines

The Daily features the latest manufacturing business news and trends, market updates, and technological breakthroughs -- as well as two or three carefully selected items from the most popular blog posts, slideshows and feature articles.

FREQUENCY: DAILY (EVERY BUSINESS DAY) / CIRCULATION: 150,000 PER WEEK



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## Leadership Insights

Promote your brand to leaders at all levels of manufacturing businesses Leadership Insights features ideas, best practices and trends in crafting new business approaches; building growth and innovation strategies; forging a vibrant corporate culture; controlling costs – and more.

FREQUENCY: WEEKLY (THURSDAY) / CIRCULATION: 15,000



### NEWSLETTER COMPONENTS

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## Manufacturing Technology

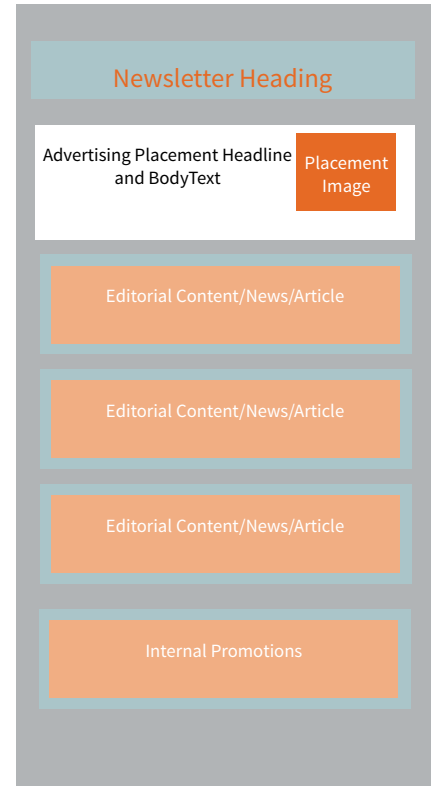
Gain the attention of manufacturing technology decision-makers as they catch-up on the week's most important manufacturing technology news, trends, best practices and product introductions. Manufacturing Technology covers topics ranging from information technology, big data, 3-D printing and other emerging technologies to the latest manufacturing hardware and software -- and more.

FREQUENCY: WEEKLY (FRIDAY) / CIRCULATION: 14,000

### NEWSLETTER COMPONENTS

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## Quick Manufacturing News

Deliver your message to the broadest and biggest audience built from the files of Penton's Manufacturing & Supply Chain Group properties. QMN keeps executives up-to-date on the latest manufacturing news, analysis and products.

FREQUENCY: DAILY (EVERY BUSINESS DAY) / CIRCULATION: 135,000 PER WEEK

### NEWSLETTER COMPONENTS

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## Weekly Hotlist

Capture your last chance of the week to reach busy manufacturing executives before they break for the weekend. This weekly wrap-up features the week's 10 most-read articles – news, commentary, features, blogs, slideshows and more.

FREQUENCY: WEEKLY (FRIDAY) / CIRCULATION: 26,000

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## Supply Chain Insights

Reach executives who understand the importance of best-of-breed supply chain solutions and are looking to make their company's processes more efficient. Supply Chain Insights provides the latest information about issues such as procurement, inventory management and logistics, material handling, warehousing and distribution.

FREQUENCY: WEEKLY (MONDAY) / CIRCULATION: 35,000

### NEWSLETTER COMPONENTS

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## 3D Printing 360

Gain the attention of manufacturing executives who need the latest on one of the most exciting new technologies of the past few decades. 3D Printing 360 provides in-depth coverage of the latest 3D printing applications, tools and devices for use in industries from design and manufacturing.

FREQUENCY: TWICE MONTHLY (FIRST & THIRD MONDAY) / CIRCULATION: 15,000

### TOP PLACEMENT

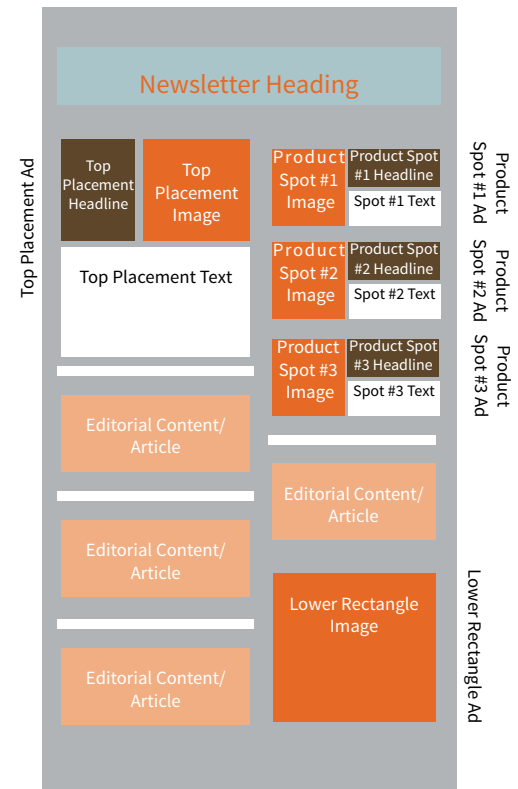
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### PRODUCT SPOT

	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS
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Body Copy	50 Words or less	N/A	Text ONLY
Image/Photo	100 x 120 pixels	40 kb max	JPEG, GIF or PNG

### LOWER RECTANGLE

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## Workforce Watch

Deliver your message to manufacturing executives involved with labor and workforce management. Workforce Watch covers the latest news, trends, strategies and best practices related to employee management, including compensation; education and training; employee recruitment, engagement and retention; and teamwork.

FREQUENCY: WEEKLY (WEDNESDAY) / CIRCULATION: 3,300

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