



SUPPLY CHAIN ALERT

Feature your company in this special monthly e-newsletter distributed to 10,000 subscribers.*

SUPPLY CHAIN SPOTLIGHT

Showcase your product or service in print and online. Your Spotlight ad includes:

- > 1/6-page ad in the print and digital editions at a PREMIUM POSITION – opposite Tradewinds
- > Image, 25-word description, contact information and link in the Supply Chain Alert e-newsletter
- > Option to be featured on the www.worldtradeWT100.com home page

Spotlight advertisers receive a lead report. Get in the spotlight for a budget price!

SUPPLY CHAIN PARTNERS

1/2-page or larger advertisers in the corresponding print issue are automatically included with your logo/graphic, 25-50-word description and a link to your website.

*Publisher's Own Data, 2011.

The screenshot shows the layout of the Supply Chain Alert e-newsletter. It features a header with the title and 'WT100' logo. Below are several sections: 'SUPPLY CHAIN SPOTLIGHT' with a 'LOGISTEX' ad, 'SUPPLY CHAIN PODCASTS' with a 'China Supply Chain' article, 'SUPPLY CHAIN PARTNERS' listing companies like American Public University, C.A. International, Citi, and HSBC, and 'SUPPLY CHAIN EVENTS' listing various trade shows and conferences.

2012 WT100 DISPLAY ADVERTISING RATES (GROSS)

	4-COLOR	1X	3X	6X	9X	12X
Full page	\$8,750	\$8,490	\$8,230	\$7,695	\$7,165	\$7,165
2/3 pg	\$7,535	\$7,350	\$7,165	\$6,740	\$6,320	\$6,320
1/2 Island	\$6,555	\$6,350	\$6,120	\$5,875	\$5,525	\$5,525
1/2 pg	\$6,075	\$5,760	\$5,560	\$5,250	\$5,025	\$5,025
1/3 pg	\$4,675	\$4,515	\$4,450	\$4,390	\$4,175	\$4,175
1/4 pg	\$3,925	\$3,800	\$3,650	\$3,525	\$3,300	\$3,300
1/6 pg	\$2,760	\$2,525	\$2,450	\$2,325	\$2,100	\$2,100
Spread	\$14,375	\$13,750	\$13,195	\$12,450	\$11,495	\$11,495

Black & White Rates: 15% off the 4-color rate

CLASSIFIED ADS	1X	3X	6X	9X	12X
per inch	\$175	\$170	\$165	\$160	\$140

>> COVER POSITIONS PREMIUM

All cover positions are non-cancellable. Cover positions are charged at color rate plus premium charge. Consult publisher for rates.

2012 DIRECTORY RATES (GROSS)

IWLA DIRECTORY (MEMBER & ASSOCIATE MEMBERS ONLY RATES)	
Full Page	\$4,175
1/2 Page	\$2,540
1/3 Page	\$2,120
1/4 Page	\$1,550

LOGISTICS DIRECTORY	
Enhanced Plus	\$430
Business Pro	\$680
Premium Elite	\$1,500
Premium Elite with Full-Page Corporate Profile	\$1,930
Premium Elite (no profile)	\$605 Display Advertiser Rate

Directory rates are subject to change and based on packages.

TERMS & CONDITIONS

PAYMENT & TERMS: Invoices are payable in U.S. Funds only, Net 30 days. 1 1/2% per month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

LEAD GENERATING PROGRAM

Have you played the Lead Gen Game from WT100? It's fun, and you get hundreds of LEADS, which equals a high ROI! Here's how you play:

1. Pick a variety advertising products (all three advertising venues must be within your selection: print, online and digital edition)
2. Send your list of selected products to your sales rep
3. Your sales rep will let you know how many leads your selection has produced.
4. Once you've approved your package, sit back and watch the leads come in!

For example: if you selected the following products – 4 ad pages; 3 custom e-newsletters; 1 webinar; 3 World Trader e-Newsletters; 3 Website ads – it will give you a

GUARANTEED 550 LEADS!