



## ADVERTISING INFORMATION & RATES

### DBMJ at a Glance:

The Distribution Business Management Journal (Journal) is published once per year, in June for the Supply Chain Leaders in Action (SCLA) Annual Executive Business Forum. Currently, the Journal is included in the registration materials for both events and is distributed to all SCLA attendees, two powerful organizations that cover the spectrum of thousands of supply chain and logistics executives.

The SCLA is a think tank comprised of senior supply chain executives from 60 of the nation's largest corporations representing over \$1.5 trillion in annual revenue. At SCLA's private events, hundreds of the highest-level supply chain executives from Fortune 1000 corporations band together to discuss top-of-mind supply chain issues and share best practices. It is the single largest gathering of senior supply chain executives in the country. Without an invitation, the Journal is the only way to secure a presence with these executives.

The Journal is a cutting-edge magazine comprised of special interest, refereed and industry articles, directories and profiles of excellence. The spring edition is the sole publication distributed at SCLA and contains the conference directory (general information, committee listings, executive biographies, conference schedule and floor plans, session abstracts and details, etc.) and coverage on the annual Circle of Excellence award winner, and is distributed to the SCLA Executive Committee (the top supply chain executive from each of the SCLA member corporations) and posted on the DBM website, averaging 6,500 visitors monthly.





# ADVERTISING SPECIFICATIONS & FILE REQUIREMENTS

## Preparing & Submitting Electronic Files

All ad materials and electronic files submitted for publication must be prepared and presented according to the sizes, specifications and acceptable formats as stated in this document. It is the client/customer's responsibility to assure the accuracy of all material submitted for publication in regards to size, format, content and compliance with existing copyright, trademark and intellectual property laws. The publishers will not be responsible for, nor be held liable for any legal conflicts or claims regarding advertising materials, images, or copy content which is submitted for publication. It is also the client/customer's responsibility for all spelling, grammatical and style accuracy prior to submission. Should any submitted ad be found to contain errors or incorrect information, the publisher may, at their discretion notify the client of any such discovery. Should the client desire to make any necessary corrections, they must do so at their discretion and expense, provided it meets our production schedule and deadline. If the client so requests, the publication will make any necessary corrections to already submitted materials at a separate billable rate of \$75.00/hr.

## Acceptable/Preferred File Formats

All ads submitted for publication must be submitted in either of the following electronic file formats:

- **Adobe PDF (.pdf) format (preferred)** – Hi-res. (min 240 ppi)/Embed all fonts/Compress all text and art Keep resolution/Output:Composite/Color:CMYK/Registration:ON/Bleed:All page items
- **Adobe .Tiff format** – Hi-res. (min 240 ppi)/All art & Font Layers Flattened/Color Mode:CMYK/ Sized to applicable ad dimensions

*Note: Native Quark, InDesign, Photoshop or other application/layered files will NOT be accepted.*

## Ad Sizes

### Full Page\*

**Bleed: 8.5" x 11.125"**  
**Trim: 8.25" x 10.875"**  
**Safety (3/8"):** 7.5" x 10.125"  
**Non-Bleed: 7.5" x 10.125"**

### Half Page\*

**Bleed: 8.5" x 5.5"**  
**Trim: 8.25" x 5.375"**  
**Safety (3/8"):** 7.5" x 4.625"  
**Non-Bleed: 7.5" x 5"**

### 1/3 Page\*

**Non-Bleed/Horizontal**  
**5" x 4"**

## Ad Space Reservation & Closing Dates

**April 10, 2020** – FINAL ad space reservation deadline\*

**May 1, 2020** – FINAL ad file/material deadline\*

\*Ad space reservations & insertion orders and/or materials not received by the above stated deadlines cannot be guaranteed placement in this issue unless pre-approved by the Advertising and Production Manager prior to those deadlines.

### 2019 Distribution Business Management Journal Advertising Rates

1/3 page – 4/Color .....	\$1200.00
1/3 page – B & W .....	\$840.00
1/2 page – 4/Color .....	\$1800.00
1/2 page – B & W .....	\$1260.00
Full page – B & W .....	\$2100.00
Full page – 4/Color .....	\$3000.00
Full page – 4/Color opposite directory .....	\$3600.00*
Full page – 4/Color inside front cover .....	\$4200.00*
Full page – 4/Color inside front cover .....	\$4200.00*
Full page, inside back cover .....	\$4200.00*
Full page, back cover .....	\$4800.00*

\* Premium ad positions are 4/color only

### Advertising Info/Space Reservations & Sales

For info, space reservations and sales contact:

**Lori Heroy, DBM Association**  
 2938 Columbia Ave., Suite 1102  
 Lancaster, PA 17603  
 Phone: 717-295-0033  
 Fax: 717-299-2154  
 e-mail: lheroy@dbm-assoc.com

Trim: 8.25" x 10.875"

# Full Page/Bleed

(Images will extend past edge of the page. All text MUST be within safety dimensions to ensure it will not be trimmed off)

Safety (3/8" from trim): 7.5" x 10.125"

Bleed: 8.5" x 11.125"

# Full Page/Non-Bleed

(Ad will have white space around edges.  
All images & text **MUST** be within  
these dimensions)

7.5" x 10.125"



# Half Page/Non-Bleed

(Ad will have white space around edges.  
All images & text **MUST** be within  
these dimensions)

7.5" x 5"



# Half Page/Bleed

(Images will extend past edge of the page.  
All text **MUST** be within safety dimensions to  
ensure it will not be trimmed off)

Trim: 8.25" x 10.875"



Bleed: 8.5" x 5.5"

# 1/3 Page/Non-Bleed

(All images & text MUST be within these dimensions)

