

ASQ Publication Rates and Opportunities

Quality Progress Ad Rates

BLACK/WHITE*

AD SIZES	1X	3X	6X	12X	18X	24X
Full page	\$6030	\$5785	\$5555	\$5335	\$5120	\$5020
$\frac{2}{3}$ page	4460	4280	4110	3950	3785	3635
$\frac{1}{2}$ island	3965	3845	3720	3625	3510	3400
$\frac{1}{2}$ page	3515	3400	3300	3200	3110	3020
$\frac{1}{3}$ page	2530	2460	2385	2310	2250	2180
$\frac{1}{4}$ page	2025	1965	1905	1850	1795	1735
$\frac{1}{6}$ page	1450	1410	1370	1330	1290	1255

See mechanical specifications for ad sizes.

COLOR AND COVER RATES*

COLORS	PRICE (\$)	COVERS	PRICE (\$)
3- or 4-color process	1350	2nd cover	1500
Black & PMS	950	Page 1	1200
Black & Process	950	3rd cover	1000
Metallic: silver, gold, or bronze	additional 400	4th cover	1700



RESERVATION/MATERIALS DUE DATES

ISSUE	SPACE RESERVATION	MATERIALS DEADLINE	ISSUE	SPACE RESERVATION	MATERIALS DEADLINE
January	11/30/07	12/06/07	July	5/31/08	6/08/08
February	12/21/07	1/08/08	August	6/29/08	7/06/08
March	1/31/08	2/08/08	September	7/31/08	8/08/08
April	2/28/08	3/08/08	October	8/31/08	9/08/08
May	3/30/08	4/06/08	November	9/28/08	10/08/08
June	4/30/08	5/08/08	December	10/31/08	11/06/08

CLASSIFIED AD RATES*

4-INCH MAXIMUM	PRICE (\$)
One column inch ($2\frac{3}{16}$ " x 1")	300
Two column inches ($2\frac{3}{16}$ " x 2")	450
Three column inches ($2\frac{3}{16}$ " x 3")	750
Four column inches ($2\frac{3}{16}$ " x 4")	900
Blind box charges	80

PROFESSIONAL SERVICE CARDS*

	PRICE (\$)
One unit ($2\frac{3}{16}$ " x 1")	800
Two units ($2\frac{3}{16}$ " x $2\frac{1}{16}$ "	1250
Three units ($2\frac{3}{16}$ " x 3" or $3\frac{3}{16}$ " x 2")	1700
Four units ($2\frac{3}{16}$ " x 4")	2150
Spotlight ad (2" x 4")	750

ASQ membership required—ads run 12 consecutive months.
PSCs are not commissionable.

QUALITY PROGRESS PRINT REVIEWS

Literature Reviews

Pages appear monthly in *Quality Progress* and each page features six product reviews. A review consists of a 4-color photo of your brochure/catalog, 60-word description, product title, company, address, and contact information.

\$995/insertion.

Web Reviews

Pages appear monthly in *Quality Progress* and each page features six Web images. A review consists of a color image of your Web site's home page with a 60-word description. This promotion also includes a hypertext link on the *Quality Progress* Web site back to your home page.

\$995/insertion.

Agency commission: A 15-percent discount on gross rates is allowed to recognized agencies. Insert cards, supplemental ads, banner ads, and advertorials are nonagency-commissionable (Rate card No. 19, effective Jan. 1, 2008).

**All rates are per insertion.