The following details the advertising and sponsored content opportunities across IBF’s digital and print assets, including www.demand-planning.com, the Journal of Business Forecasting, newsletters, research reports and webinars. For further information on advertising or sponsored content, contact the Managing Editor, Andrew Scuoler, at andrews@ibf.org.

Article in The Journal of Business Forecasting

Thought-leadership or educational article. Will be labeled as ‘Sponsored Article’.

Content: 1500-2000 words with bio and byline.

Distribution: 8200

Readership: 21,000

Audience: Forecasting, demand planning, analytics professionals, including managers, and directors of demand planning, analytics and supply chain.

Sponsored article: $10,000

Sponsored Research Report

Sponsored/co-branded research report by the industry’s leading academic/research organization. Topic to be mutually agreed upon. IBF will produce all or part of the report, carry out surveys and, if desired, will distribute.

Content: Industry-leading research report created by the leading academic/research organization in the field.

Audience: Forecasting, demand planning, analytics professionals, including managers, and directors of demand planning, analytics and supply chain.

Promotion: Via social media channels and emails to database.

Price for creation of research report including surveys: $40,000

60,000 DATABASE

70,000 FOLLOWERS ON SOCIAL CHANNELS
Article Published on Demand-Planning.com

Thought-leadership or educational article. Will sit on Demand-Planning.com, the leading online resource in the forecasting, demand planning and analytics field. Will be promoted on homepage above the fold. Includes do-follow link.

**Content:** Thought-leadership or educational article.

**Circulation:** Circa 40,000 visits per month.

**Audience:** Forecasting, demand planning, analytics professionals, including managers, and directors of demand planning, analytics and supply chain.

**Price:** $5,000

Promotion on social media channels: $2,500

Banner Ads On Demand-Planning.com

A rotating banner ad that will sit at the top of all pages, including homepage, on the world’s leading forecasting and planning site. It will rotate with a maximum of one other banner ad.

**Audience:** Forecasting, demand planning, analytics professionals, including managers, and directors of demand planning, analytics and supply chain.

**Price:** $5,000 for 1 month
Sponsored Webinar

A webinar co-hosted with IBF. Content provided by sponsor and reviewed by IBF. Partners receive registration lists. Webinars will be promoted once to the IBF database and once via social channels. Webinars are labeled ‘Sponsored’ when promoted to the IBF database.

**Content:** Educational content on an area of demand planning, S&OP forecasting or analytics.

**Audience:** Forecasting, demand planning, analytics professionals, including managers, and directors of demand planning, analytics and supply chain.

**Number of attendees:** Typically 500-1000

**Promotion:** Via social media channels and emails to databases.

**Price:** $20,000

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**FREE IBF Education On-Demand**

**Watch Webinar**

Dear Judy,

If you missed our recent webinar on the Omnichannel Demand Planning & Data Science with Tim Holte, SVP at Target and keynote speaker at IBF’s flagship conference in Orlando, you can stream it here for free.

Part of IBF’s Free Education On Demand Series, this webinar sees a genuine Omnichannel innovator reveal how one of the world’s biggest retail stores is succeeding in multiple distribution channels, and how cutting-edge S&OP, Analytics, Data Science and Demand Planning have transformed this brick and mortar stalwart into a major force in eCommerce.

Tim Holte will also be speaking at IBF’s Business Planning, Forecasting, S&OP: Best Practices Conference in Orlando from October 16-19 2018.

If you find this webinar valuable, you will not want to miss Tim’s presentation in Orlando – it could mean the difference between your business being swept away by the Omnichannel age, or riding a new wave of opportunity. See the full list of speakers and topics and get your tickets – but hurry because Super Early Bird Pricing ends tomorrow.

**BUSINESS PLANNING, FORECASTING & S&OP: BEST PRACTICES CONFERENCE**

Join the largest gathering of global professionals from well-known brands, representing all industries with
JBF readers are decision making planning & forecasting professionals world-wide...

Additionally, subscribers represent:
Chief Officers, Department/ Functional Heads, Directors, Managers, Leaders, Planners, and Analysts at all levels responsible for (partial list): Allocation Planning • Big Data • Brand & Product Management • Business Development • Call Volume Planning • Collaborative Planning, Forecasting, & Replenishment (CPFR) • Customer Service • Demand Management • Demand Signal Repository Management • Distribution • Economic Analysis • Engineering • ERP Implementation • Finance • Forecasting • Information Technology • Integrated Business Planning (IBP) • Inventory Management • Load Forecasting • Logistics & Transportation • Marketing • Master Scheduling • Materials Management • Merchandising • Mergers & Acquisition • New Business/ Product Development • New Product Forecasting & Planning • Operations • Predictive Analytics • Procurement/ Buying/Purchasing • Product LifeCycle Planning • Production • Promotions Planning • Retail Collaboration • Sales • Sales & Operations Planning (S&OP) • Sourcing • Statistical Modeling • Strategic Planning • Supply Chain Management • Warehousing

They work in a number of industries including:
Aerospace/Defense • Apparel • Automotive • Chemicals • Construction • Consulting • Consumer Durables • Consumer Goods • Electronics • Entertainment • Financial Services • Food/ Beverages • Gas/Electric • Government • Health/ Beauty Aids • Healthcare • Industrial Products • Insurance • Logistics/Transportation • Oil/Petroleum • Paper • Pharmaceutical • Publishing • Retail • Technology/ Software • Telecommunications • Textile • Travel/Hospitality

They are located throughout the world with 17% of them residing outside USA.

THEY HAVE THE AUTHORITY TO BUY YOUR PRODUCTS!

Companies that advertise in the JBF (partial list)
• Terra Technology
• Demand Solutions
• Smart Software
• Logility
• Demand Works
• Forecast Pro
• Infor
• John Galt
• SAS
• RER
• Scientific Computing Associates

Frequency:
QUARTERLY

Readership
21,000

Distribution
8200

Subscription
Hard Copy
DOMESTIC
$ 95
FOREIGN
$120
PDF File
$ 55
Sample of universities that have used JBF articles for classroom use or for their executive program

- Arizona State University (Professor Dan Schwimmer. Article, An S&OP Maturity Model, Larry Lapide, Fall 2005) used in Spring 2006
- Cornell University, School of Hotel Management and Executive Program
- Elmhurst College (Dr. Roby Thomas) 2007. Utilizing Forecast Information to Drive Solutia’s Supply Chain by Raymond by W. Lavallee II. Summer 1998.
- Penn State University, Two different professors, Aggon & Stenger. Gallucci’s article Spring 2008.

JBF articles reprinted by corporations

- FedEx (for educational Supply Chain Strategies program)
- Decisioneering, Inc.
- SAS Institute (articles used on website)
- HP (article used for internal website)
- Mark IV Automotive (internal use)
- Lucent Technologies (article re-printed in newsletter)
- Levenbach Associates (article for publicity purposes)
- Calgon Corporation (article for distribution at meeting)
- PeopleSoft, Inc. (article for promotional campaign)
- Mercia Software Limited (article used at customer site)
- APICS (American Production and Inventory Control Society, Inc.)

THE JBF GETS INTO THE HANDS OF PROMINENT BUSINESS PEOPLE

- New York University
- California State University, Hayward
- Hofstra University
- Oakland University
- Bentley College
- University of Oregon
- Athabasca University, Canada
- Institute of Chartered Financial Analysis of India (ICFAI)
- APICS used one article for their certification exam.
Articles excerpted or appeared in full length in books


Long Term IBF Members and JBF Subscribers

(partial list)

3COM
3M
A/C INDUSTRIES/ CARRIER TRANSICOLD
ABBOTT LABORATORIES LTD.
ADobe SYS.
ADVANCED FIBRE COZATIONS
ADVANCED MICRO DEVICES
AGILENT TECHNOLOGIES
AKZO NOBEL/ ORGANON INC.
ALLIANT ENERGY AMANCO
AMERICAN EXPRESS
AMERICAN HONDA MOTOR CO.
AMERICAN HOSPITALITY
AMERICAN ITALIAN PASTA CO.
AMERICAN TOOL CO.
AMERICAN WOOD MOULDING LLC
AMERITECH CO.
AMREP, INC. ANSWERTHINK
ARROW ELECTRONIC
ARTHUR ANDERSON
ASTRAZENECA
AT & T
AVAYA
AVON PRODUCTS INC.
BALKIN HARDWARE
BANK OF AMERICA
BASF
BAUER NIKE HOCKEY
BAUSCH & LOMB
BAXTER SA
BAYER CORP.
BEN & JERRY'S HOMEMADE
BIC CORP.
BINNEY & SMITH
BOMBARDIER
BROAN-NU TONE LLC
CALLAWAY GOLF
CARPENTER SPECIALTY ALLOYS
CARPENTER TECHNOLOGY
CASE CORP.
CATERPILLAR
CHAMPION MORTGAGE
CHELSEA BUILDING PRODUCTS
CHEVRONTEXACO
CHIQUITA BRANDS
CIRCUITCITY STORES INC.
CIRRUS LOGIC
CISCO SYSTEM
COCOA-COLA ENTERPRISES
COMPAQ
CON AGRa FOODS
CORNING INC.
COTT BEVERAGES USA
DAIRY FARMERS OF AMERICA
DAP INFORMATION TECHNOLOGIES
DEERE & CO.
DELOITTE & TOUCHE LLP
DELTA AIRLINES
DELTA FAUCET
DEMAND MANAGEMENT INC.
DIAMLERCHRYSLER
DIVERSELEVER
DOW CHEMICAL CO. USA
DRK RESEARCH AND CONSULTING LLC
DURACELL INC.
DRSI
E&J GALLO WINERY
E/STEP SOFTWARE INC.
EATON/ CUTLER HAMMER INC.
ELAN PHARMACEUTICAL
ELI LILLY & CO.
EPSON AMERICA
FED EX CUSTOM CRITICAL
FEDERAL EXPRESS
FIDELITY INVESTMENTS
FISHER-PRICE
FRANKLIN COVEY
FRUIT OF THE LOOM
GALLO GLASS CO.
GE APPLIANCES
GENERAL MACHINE PRODUCTS
GENERAL MILLS
GEORGIA PACIFIC
GILLETTE CO.
GLAXOSMITHKLINE
GODIVA
GOODYEAR TIRE AND RUBBER
GREAT SPRING WATERS OF AMERICA
GREEN MOUNTAIN COFFEE ROASTERS
GUIDANT CORP.
HARLEY DAVIDSON MOTOR CO.
HEINZ
HERBALIFE
HERSHEY FOODS CORPORATION
HEWLETT-PACKARD COMPANY
HJ HEINZ CO.
HOFFMANN LA ROCHE
HONEYWELL INTERNATIONAL - CPG
HUNTER FAN CO.
IBM
IKON OFFICE SOLUTIONS
IMPERIAL TOBACCO CANADA
IMS HEALTH
INCITEC FERTILZERS
INDEPENDENT BLUE CROSS (IBC)
INTERNATIONAL PAPER
INTUIT INC.
JANSSEN PHARMACEUTICAL
• Joseph C. Latona. Cases & Readings in Production and Operations Management. Alyn & Bacon
• Don Hellriegel and John W. Slocum, Jr. Management. Addison-Wesley Publishing Co.
• Igor Tomic. Managerial Economics; Analysis and Forecasting. Pearson Custom Publishing.
To find out more about how to be connected with top forecasters world-wide contact:
Andrew Scuoler
andrews@ibf.org

Insert Order and Artwork Deadlines

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVATIONS</th>
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<tbody>
<tr>
<td>Spring</td>
<td>February 13</td>
</tr>
<tr>
<td>Summer</td>
<td>May 15</td>
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<tr>
<td>Fall</td>
<td>August 14</td>
</tr>
<tr>
<td>Winter</td>
<td>November 13</td>
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</tbody>
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No cancellation or changes to insertion orders will be accepted after the space reservation close date. If advertising cancellation occurs after space reservation deadline, the advertiser must pay the full charge for the space.

Mechanical Requirements for Display Advertising

Supported Files
- TIFF files (CMYK, 300 dpi or better at 100% of final size)
- EPS files (CMYK, fonts converted to paths or outlines)
- PDF-High-Resolution, uncompressed, press-ready, all fonts embedded
- Avoid saving as .gif, .wmf, low-resolution .jpg or other web formats for printing

Bleeds
- Elements that bleed off of the page must extend 1/8" over the edge of the page on all the outer edges.
- All live matter of importance, including all type, must be a minimum of 1/4" inside the final trim in order to guarantee that no essential information is trimmed off.

Center Spread
- Full page, inside front cover, inside back cover: 8 1/2" x 11" (leaving 1/8" bleed on all the edges)
- 1/2 Page: 7 3/4" x 4 1/2" (leaving 1/8" bleed on all the outer edges)
- 1/4 Page: 4 1/2" x 4 1/2" (leaving 1/8" bleed on all the outer edges)

Back Cover
- 8 1/2" x 7 1/2" (leaving 1/8" bleed on all the outer edges)

Back Cover
Supply a final color or B&W laser printouts at actual size (100%) with no corrections noted. If the image area in the page file exceeds the size of the laser print, output the laser at a reduced percentage, but clearly note the reduction.