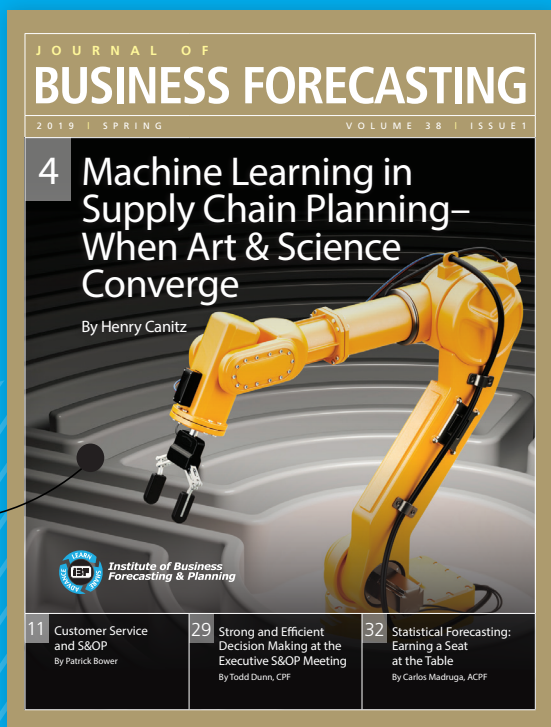




MEDIAKIT

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.

READERSHIP
21,000



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



CIRCULATION
CIRCA
40,000
VISITS PER MONTH

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.

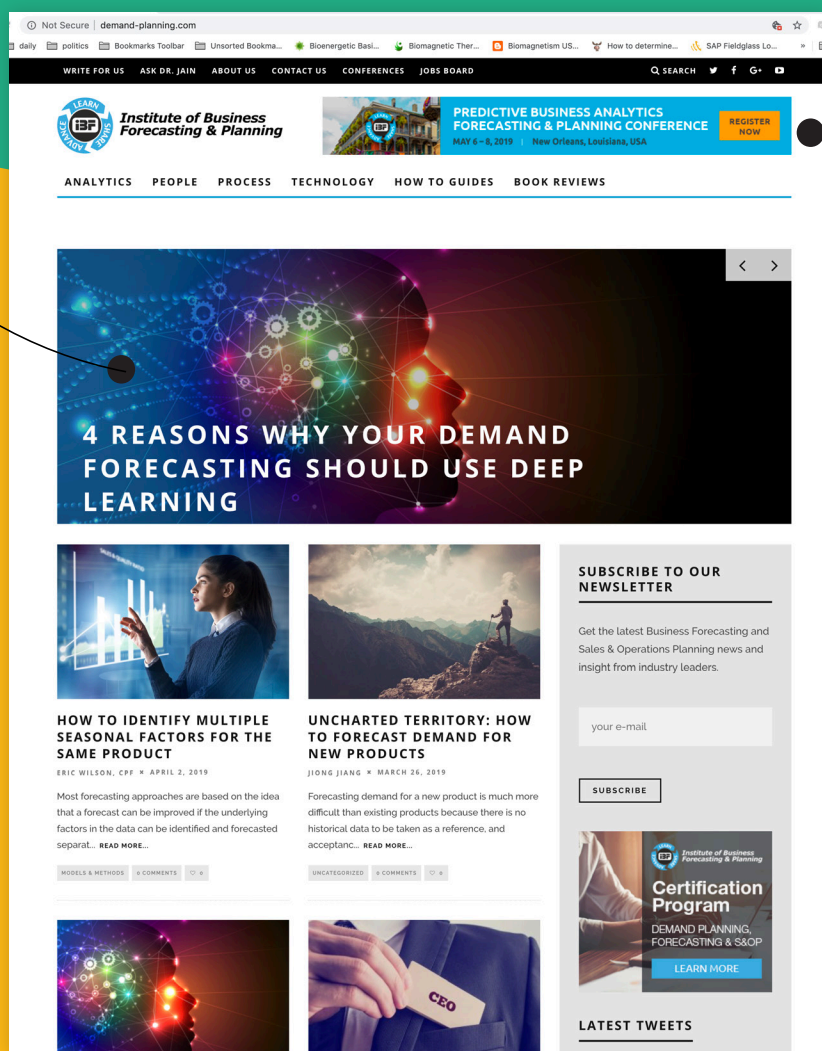
Content: Thought-leadership or educational article.

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



**ROTATING
BANNER AD**

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.

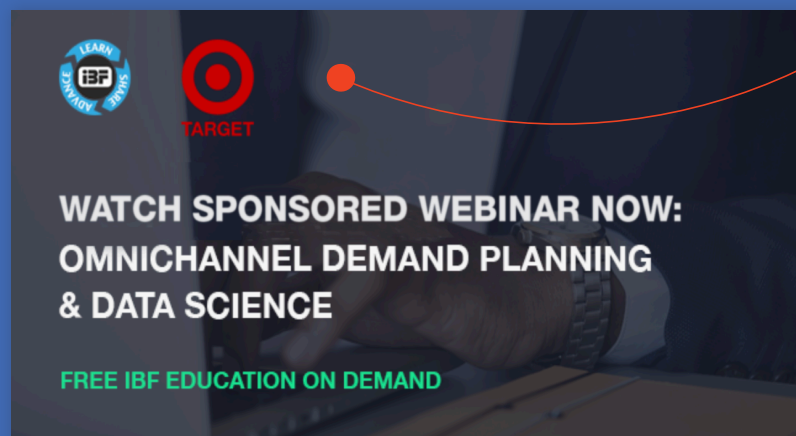
Number of attendees: Typically 500-1000

Promotion: Via social media channels and emails to databases.

Price: \$20,000

YOUR
LOGO
HERE

500-1000
ATTENDEES



**WATCH SPONSORED WEBINAR NOW:
OMNICHANNEL DEMAND PLANNING
& DATA SCIENCE**

FREE IBF EDUCATION ON DEMAND

FREE IBF Education On-Demand
[Watch Webinar](#)

Dear Judy,

If you missed our recent webinar on the **Omnichannel Demand Planning & Data Science** with Tim Hotze, 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 Hotze 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.

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FORECASTING & S&OP: BEST
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JBF readers are decision making planning & forecasting professionals world-wide...

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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!**

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- Terra Technology
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Frequency:
QUARTERLY

Readership
21,000

Distribution
8200

Subscription
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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 (Prof. Carlos Avila) 2007. Benchmarking Best Practices by Lapide, Larry, Winter 2005, Volume: 24, Issue, 4, Pages: 29-32.
- Elmhurst College (Prof. Carlos Avila) 2007. Control System Approach to e-commerce Fullment: Hewlett-Packard's Experience by Scott Culbertson, Jim Burruss Jim and Lee Buddress. Winter 2000-01.
- Elmhurst College (Dr. Roby Thomas) 2007. Utilizing Forecast Information to Drive Solutia's Supply Chain by Raymond by W. Lavallee II. Summer 1998.
- University of California, Irvine (Tathagata Dasgupta) 2008. Lapide's article published in 2002.
- Penn State University, Two different professors, Aggon & Stenger. Gallucci's article Spring 2008.
- University of California, Irvine (Tathagata Dasgupta) 2008. Lapide's article published in 2002. (using second time in 2009)
- 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.

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
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Articles excerpted or appeared in full length in books

- Stephen J. Smith. How to make a decision about mergers and acquisitions,—Journal of Business Forecasting, July 2005, Vol. 24, Issue 2, p. 11. Excerpted in the book by Copper Leife. Organisation Development and Change. Thomson Learning Australia. July 2007.
- C.L. Jain. Benchmarking Forecasting Models. Fall 2002, pp. 18-20, 30. Book, Operations Management.
- McGraw-Hill Ryerson Limited, Canada, March 2006.
- Rich Gordon. Role of the Forecasting Function, Winter 97-98, Book, Willam Stevenson Operations Management. McGraw-Hill Ryerson Limited, Canada, March 2006.
- J. Holton Wilson, Barry Keating and John Galt Solutions. Business Forecasting. New York: McGraw-Hill.
- Robert E. Markland, Shawnee K. Vickery, Robert A. Davis. Operations Management: Concepts In Manufacturing and Services. West Publishing Co.
- Davis/Heineke. Managing Services: Using technology to Create Value. McGraw Hill/Irwin.
- R. Russell and B. Taylor III. Operations Managements. Prentice Hall.
- Operations Management. Duskin/McGraw Hill.
- Ilman Willis and Cord O. Aby, Jr. How To Write A Marketing Plan. American Management Association.

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INTERNATIONAL PAPER
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JANSSEN PHARMACEUTICAL

- John A Pierce and Richard R. Robinson. Strategic Management: Formulation, Implementation & Control. Richard D. Irwin.
- Joseph C. Latona. Cases & Readings in Production and Operations Management. Alyn & Bacon
- Edward Moses. Fundamental of Investment. West Publishing.
- Daniel Sipper and R. L. Bulfin. Production: Planning, Control and Integration. McGraw-Hill
- Sullivan, Timothy. How To Prepare A Financial Forecast. American Management Association.
- Don Hellriegel and John W. Slocum, Jr. Management. Addison-Wesley Publishing Co.
- William J. Stevenson. Production /Operations Management. Irwin/McGraw-Hill.
- Igor Tomic. Managerial Economics; Analysis and Forecasting. Pearson Custom Publishing.
- Taylor, Introduction to Management Science. Pearson: Prentice Hall. 2009. (Excerpted three articles)

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Outside Back	\$ 3850	\$ 3740	\$ 3630	\$ 3520
Inside Front	3575	3245	3190	3135
Inside Back	3300	3245	3190	3135
RUN OF BOOK				
One Page	\$ 2200	\$ 2145	\$ 2090	\$ 2035
1/2 Page	1650	1595	1540	1485
1/4 Page	1100	1045	990	935
CENTER SPREAD				
One Page	\$ 2750	\$ 2695	\$ 2640	\$ 2585
Two Page	3025	2915	2860	2750

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

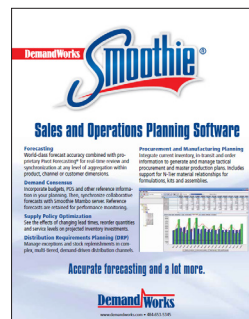
Supply a final color or B&W laser printouts at actual size (100%) with no corrections noted. If the image area in the page file exceeds the size of the laser print, output the laser at a reduced percentage, but clearly note the reduction.

Insert Order and Artwork Deadlines

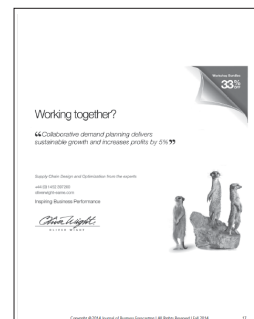
ISSUE	RESERVATIONS
Spring	February 13
Summer	May 15
Fall	August 14
Winter	November 13

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.

Full-page Color



Full-page B&W



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Half-page B&W



Quarter-page Color



Quarter-page B&W

