CONSULTING

THE PEOPLE | THE PROFESSION | THE LIFESTYLE
For over 15 years, Consulting magazine has been the publication of record for the people, the profession and the lifestyle of the consulting industry.

Serving this highly competitive profession, our mission is to go inside the thinking of top consulting firm leaders and deliver unique access to the people that shape consulting’s future.

Consulting delivers a variety of industry events, one-on-one interviews with newsmakers, in-depth article profiles and of course recognition of the Industry’s Best and Brightest.

We also take a look behind the scenes at the firms where those people work. Our Best Firms to Work For is an annual survey measuring consultants’ views of their firms. Thousands of consultants representing hundreds of consulting firms participate in this eye-opening study.

Consulting, more than any other profession, is a lifestyle. Perhaps only consultants can really appreciate the rigors of the road. Therefore, we also bring you our Best Places to Stay feature each year, as well as Travel Advisory and Road Warrior.

Along the way, we’ll be checking in with our Editorial Advisory Board. They are an impressive roster of firm and practice leaders and are perhaps, our most valuable resource. Their insight into the marketplace is invaluable, and their voice and perspective will help to further define our editorial vision.

2018 Calendar highlights

**Rising Stars of the Profession Awards**
April 19, 2018
The Blackstone Hotel
Chicago, IL

**Top 25 Consultants Awards Gala**
June 14, 2018
Mandarin Oriental
New York, NY

**Best Firms to Work For Recognition Dinner**
October 2018
Location TBD
Chicago, IL

Fastest Growing Firms
October 2018
Location TBD
New York, NY

**Women Leaders in Consulting Awards**
November 2018
Location TBD
New York, NY

**Global Leaders in Consulting Awards**
December 2018
Location TBD
New York, NY
Audience Metrics Profile

Digital*

25,000+
Average Unique Visitors Per Month

14,000+
CMag Bi-Weekly Newsletter Subscribers

40,000+
Monthly Circulation

78,000+
Average Monthly Page Views

9,000+
Page Visitors via Mobile Per Month

15,200+
Social Media Followers*

1,000+
Conference and Recognition Dinner Attendees

*Source: Publisher’s Data 2014
*LinkedIn, Twitter and Facebook
Audience Metrics Profile

By Job Title
- CEO/President/Managing Partner: 11%
- Director/Senior Partner/Senior VP: 19%
- Partner/VP: 11%
- Assoc. Partner: 3%
- Senior Manager: 11%
- Manager: 13%
- Consultant: 19%
- Analyst: 5%
- Purchaser: 1%
- Other: 7%

By Firm Size
- More than 10,000
- 5,000-10,000
- 1,000-4,999
- 100-999
- 25-99

By Revenue Of Consulting Firms
- More than $10 Billion
- $5 Billion - $9.9 Billion
- $1 Billion - $4.9 Billion
- $500 Million - $999 Million
- $250 Million - $499 Million
- $100 Million - $249 Million
- $50 Million - $99 Million
- $25 Million - $49 Million
- $10 Million - $24 Million

By Practice Areas
- Financial Consulting
- Human Resources Consulting
- Information Technology Consulting
- Operations Management
- Strategy Consulting
Consulting magazine’s Editorial Advisory Board is an impressive roster of firm and practice leaders and are perhaps, our most valuable resource. Their insight into the marketplace is invaluable, and their voice and perspective will help to further define our editorial vision.

A.T. Kearney
Chairman of the Board
Johan Aurik

Bain & Company
Managing Director
Bob Bechek

The Boston Consulting Group
CEO
Rich Lesser

Capgemini Consulting
North America Leader
Michael Schulte

Deloitte Consulting
Senior Partner
Cathleen Benko

Ernst & Young
Americas Vice Chair, Advisory Services
Robert Patton

Infosys Consulting
Chairman & CEO
Stephen Pratt

KPMG
Vice Chairman
Mark Goodburn

PwC
U.S. Advisory Leader
Miles Everson

Sapient
Co-CEO
Jerry Greenberg

Strategy&
CEO
Cesare Mainardi

Tata Consultancy Services
CEO & Managing Director
N. Chandrasekaran
Performance Designed To Address Your Goals

From impressions to 1:1 conversations and every engagement in between, we build integrated, full-funnel programs utilizing our holistic framework of solutions to help you create, convert and measure engagement with your target audience.
Custom Marketing Campaigns

CUSTOM MEDIA
Provides a turn-key solution to your custom media needs. From content creation and project management to production, we leverage the strength of the Consulting magazine brand to provide new and unique information resources for IT marketers and consulting firm recruiters to communicate with senior-level consultants. Including:

- White papers
- Advertorials
- Magazine supplements
- Customer magazines
- Website content and more

CUSTOM SOLUTIONS
For deeper branding and lead-generation, Consulting magazine offers impactful ways to target your audience with your content or messaging. These custom solutions are also an effective way for companies to promote an event or market around a specific campaign. Including:

- Native ad campaigns
- Interactive content
- Co-branded email campaigns
- Webinars
- Consulting Summit conference presentations
- Research, surveys and white papers
- Events coverage

CAREERS
Reach Prospective Job Seekers with your Ad. With over 25,000 Consultants visiting our site each month for the latest news, trends, Consulting’s rankings and career opportunities, we can help you reach highly qualified job seekers with your ad.
Webinars | Consulting

**Interact with Thought leaders and Decision Makers**

Moderated by *Consulting* magazine’s editor-in-chief, these online events feature a live newsmaker interview with several top consultants from the profession’s leading firms, a 5-7 minute sponsor segment, followed by a Q&A session. Each webinar lasts for approximately 60 minutes.

**Our Web Events are complete turn-key live events.**

We do all the promotion, all the registration, and coordinate all the technology. These events remain available to registrants for three months after the live event has taken place.

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**Benefits**

- Highly qualified, actionable leads.
- Extensive event registration program with multiple marketing touch points.
- Sponsor Exclusivity – Enjoy 100% attentive and exclusive mind-share in these single sponsored events.
- Brand Leverage – Use the strength of our *Consulting* magazine brand – Hosted by Consulting Editor-in-Chief Joe Kornik and marketed around our brand.
- A managed process – We take care of all of the details: marketing, registration, technology, and registration follow-up.
- The highest-quality Web events – There is a difference, and your brand benefits from its presentation.
Consulting magazine presents face-to-face events where Consulting professionals and thought leaders come together to learn, network and transact business. Consulting Events offer a range of opportunities for sponsors to reach qualified prospects including Recognition Dinners, Roundtables, Editorial Breakfasts and our Annual Consulting Summit.

RECOGNITION DINNERS
Consulting magazine recognition dinners pay tribute to some of the most influential, admired members and rising stars of the consulting profession. We take pride in celebrating the accomplishments of individuals and firms in the consulting profession and creating premier industry events to toast the notable achievements of its most honored members.

ROUNDTABLES
Consulting thought leaders in a city or region are personally invited to limited-attendance events (Breakfasts or Cocktail Receptions) and two-hour roundtable discussion of key consulting topics, facilitated by Consulting magazine’s editors and backed by proprietary research from ALM Intelligence.

EDITORIAL BREAKFASTS
Our editorial team will be gathering our subscribers, senior-level executives in the industry, to discuss particular topics of timely importance and relevance to the industry. These events are not marketed to the industry at large, and attendance will be solicited by personal invitation from our editors. The sponsor is provided with a seat at this event—the content of which will be featured in an upcoming Consulting magazine issue.

CONSULTING SUMMIT
Consulting magazine presents face-to-face events where Consulting professionals and thought leaders come together to learn, network and transact business. The Consulting Summit is the one of the consulting profession’s premier networking events. Join consulting colleagues, co-workers and clients at this one-day event that promises to answer the tough questions and the biggest challenges facing the profession.
## SPONSORSHIP LEVELS
- Platinum
- Gold
- Silver
- Cocktail Reception
- Wine

## BENEFITS
- Recognition on event website and pre- and post-event emails
- Recognition on event materials, signage and slides
- Complimentary registrations
- Full Page Color Ad in Consulting magazine and/or Program Event Guide
- Additional customized benefits based on package

## BRANDING OPTIONS
**Product Branding**
- Water bottles, Attendee bags, Badge Lanyards, Pens

**Hospitality**
- Breakfast, Networking Breaks, Lunch, Wine and Reception

**Program Ads**
- Awards
RISING STARS OF THE PROFESSION
April 19, 2018 | Chicago | The Blackstone Hotel
In 2013, Consulting magazine launched the Rising Stars of the Profession, the very best consultants under the age of 35. Each of the 35 winners will be profiled individually—highlighting their achievements as the Profession’s Rising Stars.

THE TOP 25 CONSULTANTS
June 14, 2018 | New York | Mandarin Oriental
Each year, Consulting magazine ranks those consultants making the greatest impact within industry today. Each of the 25 consultants is profiled individually—highlighting what accomplishments landed them on the list.

THE BEST FIRMS TO WORK FOR/
BEST SMALL FIRMS TO WORK FOR
October 2018 | Chicago, IL | Location TBD
Since 2001, Consulting magazine has been surveying the profession to identify the standout firms within consulting today. An average of 7,500 consultants representing more than 350 firms fill out the survey each year—and the results have led to changes within policies and practices at the firms surveyed. Firms are judged on categories such as Career Development, Compensation & Benefits, Culture, Work/Life Balance, Firm Leadership and Job Satisfaction. Previously offered as an Editorial Breakfast or Lunch at the Consulting Summit.

SOCIAL AND COMMUNITY INVESTMENT
September 2018 | New York | Location TBD
Each year, consulting firms invest money, time, effort and sweat equity on engagements that serve a social and community cause. Firms partner with nonprofits, government entities, associations and private and public sector companies. To honor and formally recognize their endeavors, Consulting launched this award in 2014.

FASTEST GROWING FIRMS
October 2018 | New York | Location TBD
In 2015, Consulting magazine released its first-ever ranking of the consulting industry’s Fastest Growing Firms—a celebration of the industry’s top movers and shakers in terms of revenue growth over a three year period—highlighting the reasons for their outstanding financial performance.

WOMEN LEADERS IN CONSULTING
November 2018 | New York | Location TBD
Annually, Consulting magazine hosts the Women Leaders in Consulting Awards to honor the industry standouts and rising stars who are making a mark within the profession. Award categories include Lifetime Achievement, Client Service, Leadership and Future Leaders.

GLOBAL LEADERS IN CONSULTING
December 2018 | London | Location TBD
Consulting magazine launched a brand new award in 2017—The Global Leaders in Consulting. This recognizes those not only making a huge impact in the profession, but also making one worldwide.
Digital Edition Advertising Rates

**DIGITAL EDITION AD SIZES**

**2 PAGE SPREAD**
- Width x Height (inches): 16 1/4 x 10 7/8"
- Trim: 16 1/2 x 11 1/8"
- Width x Height (picas): 97.5 x 65.25 p
- Bleed: 99 x 66.75 p

**FULL PAGE**
- Width x Height (inches): 8 1/8 x 10 7/8"
- Trim: 8 3/8 x 11 1/8"
- Width x Height (picas): 48.75 x 65.25 p
- Bleed: 50.25 x 66.75 p

**TWO-THIRDS PAGE**
- Vertical
- Width x Height (inches): 4 1/2 X 10"
- Width x Height (picas): 27 X 60 p

**HALF PAGE**
- Island
- Width x Height (inches): 4 1/2 X 7 1/2"
- Width x Height (picas): 27 X 45 p

**HALF PAGE**
- Vertical
- Width x Height (inches): 7 X 4 7/8"
- Width x Height (picas): 42 X 29.25 p

**ONE-THIRD PAGE**
- Horizontal
- Width x Height (inches): 6 7/8 X 3 1/4"
- Width x Height (picas): 41 X 19 p

**ONE-THIRD PAGE**
- Vertical
- Width x Height (inches): 2 3/16 X 10"
- Width x Height (picas): 7.125 X 60 p
### Digital Edition Advertising Rates

#### Digital Edition Ad Sizes

<table>
<thead>
<tr>
<th>ONE-THIRD PAGE</th>
<th>Width x Height (inches)</th>
<th>Width x Height (picas)</th>
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</thead>
<tbody>
<tr>
<td>Square</td>
<td>4 1/2 X 4 7/8&quot;</td>
<td>27 X 29.25 p</td>
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<table>
<thead>
<tr>
<th>ONE-QUARTER PAGE</th>
<th>Width x Height (inches)</th>
<th>Width x Height (picas)</th>
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</thead>
<tbody>
<tr>
<td>Width x Height (picas)</td>
<td>21 X 29.25 p</td>
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</tbody>
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#### Digital Edition Ad Rates

<table>
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<tr>
<th>Ad Sizes</th>
<th>1x</th>
<th>4x</th>
<th>6x</th>
<th>8x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$6,250</td>
<td>$5,250</td>
<td>$4,750</td>
<td>$4,250</td>
<td>$3,750</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$5,250</td>
<td>$4,250</td>
<td>$3,750</td>
<td>$3,250</td>
<td>$2,750</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,425</td>
<td>$3,925</td>
<td>$3,425</td>
<td>$2,925</td>
<td>$2,425</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$4,100</td>
<td>$3,600</td>
<td>$3,100</td>
<td>$2,600</td>
<td>$2,100</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2,760</td>
<td>$2,260</td>
<td>$1,760</td>
<td>$1,260</td>
<td>$760</td>
</tr>
<tr>
<td>Covers 2 or 3</td>
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<td>$5,895</td>
<td>$5,865</td>
<td>$4,915</td>
<td>$4,415</td>
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<tr>
<td>Cover 4</td>
<td>$7,005</td>
<td>$6,475</td>
<td>$6,005</td>
<td>$5,505</td>
<td>$5,005</td>
</tr>
</tbody>
</table>
Digital Edition Add-on & App Advertising

**DIGITAL EDITION ADD-ON ADVERTISING SIZES**

- **LEADERBOARD**
  - Size: 728x90
- **BLOW-IN ADVERTISING**
  - Size: 500x300
- **BUTTON DRAWER**
  - Size: 180x150

**APP ADVERTISING - STATIC & LAUNCH ADS**

**STATIC BANNER ADS**

- **Small Banner**
  - Size: 320x50
- **Medium Banner**
  - Size: 728x90
- **Large Banner**
  - Size: 960x90

**SPONSORED LAUNCH IMAGE**

- **iPhone**
  - Size: 320x480
- **iPad**
  - Size: 768x1024
- **Android**
  - Size: 320x1480

**DIGITAL EDITION ADD-ON RATES**

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Specs</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blow-In</td>
<td>500x300</td>
<td>$6,500</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x90</td>
<td>$4,000</td>
</tr>
<tr>
<td>Button Drawer</td>
<td>180x150</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

**APP ONLY AD RATES**

<table>
<thead>
<tr>
<th>Launch Image Ad Sizes</th>
<th>Specs</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generic</td>
<td>iPhone/Android (320x480); iPhone 5 (640x1136); iPad/Android Tablet (1536x2048)</td>
<td>$3,000</td>
</tr>
<tr>
<td>Launch Image-Sponsored</td>
<td>iPhone/Android (320x480); iPhone 5 (640x1136); iPad/Android Tablet (1536x2048)</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

**STATIC BANNER AD SIZES**

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Specs</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>320x50</td>
<td>$2,000</td>
</tr>
<tr>
<td>Medium</td>
<td>728x90</td>
<td>$2,500</td>
</tr>
<tr>
<td>Large</td>
<td>960x90</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

**AUDIO/VIDEO**

- Contact us for more information and specifications. $5,000
**Digital Edition Add-on & App Advertising**

### Digital Advertising Sizes

- **Super Leaderboard**
  - 970x90

- **Leaderboard**
  - 728x90

- **Half Page**
  - Can serve either 300x250 or 300x600

- **Medium Rectangle**
  - Can serve either 300x250 or 300x600

### Careers Postings

### Newsletter Advertising Sizes

- **Leaderboard (Tablet)**
  - 728x90

- **Mobile**
  - 320x50

- **Skyscraper**
  - 120x600

- **Half Page (Tablet)**
  - 300x600

### Digital Advertising Rates

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Specs</th>
<th>1x</th>
<th>4x</th>
<th>8x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Leader Banner</td>
<td>970x90</td>
<td>$4,750</td>
<td>$4,250</td>
<td>$3,750</td>
<td>$3,250</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x90</td>
<td>$4,000</td>
<td>$3,250</td>
<td>$2,750</td>
<td>$2,250</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>$3,250</td>
<td>$2,750</td>
<td>$2,250</td>
<td>$1,750</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>$3,500</td>
<td>$3,000</td>
<td>$2,500</td>
<td>$2,000</td>
</tr>
<tr>
<td>Pop up Interstitial</td>
<td>500x300</td>
<td>$6,000</td>
<td>$5,500</td>
<td>$5,000</td>
<td>$4,5000</td>
</tr>
</tbody>
</table>

### Co-Branded Email

<table>
<thead>
<tr>
<th>Subscribers</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consulting magazine</td>
<td>14,000+ (Full List)</td>
<td>$7,500</td>
<td>$6,500</td>
</tr>
<tr>
<td></td>
<td>7,000+ (Half List)</td>
<td>$5,500</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

### Newsletter Advertising Rates

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Specs</th>
<th>Daily Subscribers</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>620x60</td>
<td>14,000+</td>
<td>$2,250</td>
<td>$2,000</td>
<td>$1,750</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120x600</td>
<td>14,000+</td>
<td>$1,750</td>
<td>$1,500</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

### Careers Advertising Rates

- **Regular Posting**
  - $299/month

- **Featured Posting**
  - $499/month

*Only available to one Career Opportunity at a time*
Digital Edition Submission Guidelines

GUIDELINES
All advertisements should be submitted as digital files.

DIGITAL FILES
To ensure the best possible presentation of your ads, we require press-ready PDFs created in Adobe InDesign or QuarkXPress. (If you design your ad in Adobe Illustrator, place it in InDesign and export to PDF.)

Pre-flight native files: When using layout programs that do not incorporate pre-flight functions, we recommend using one of the popular preflight programs such as FlightCheck. The following are the important items to check during the file creation and preflight stages:

• Correct ad file dimensions
• Fonts are not menu styled and are embedded
• Effective resolution of CMYK/ grayscale/duotone images is 300 dpi (plus or minus 20%)
• Effective resolution of lineart graphics is between 1200 and 2400 dpi
• Scans and illustrations are either TIFF or EPS (other high-quality formats are acceptable; beware of high compression/low quality jpegs); avoid GIFs, PICTs, and BMPs.
• Images are either Grayscale or CMYK (if no spot colors are intended)

FULL PAGE ADS
• At least 1/8 inch bleed for all elements that extend to trim at head, foot, and face. (Still needed even though the magazine is digital only. Ads with no bleeds will be rejected).
• Non-bleed page elements should have at least 1/4 inch clearance from trim

SUBMISSION
No native layout files accepted.
Recommended procedures for creating PDFs using QuarkXPress and Adobe InDesign: QuarkXPress versions 7 and beyond and Adobe InDesign versions CS and beyond, you will need to export your PDF using the correct settings. We recommend using the factory preset called PDF/X-1A:2001 or High-quality Print (for full page ads with bleed graphics, set bleed to .125”). This preset will generate a properly formatted PDF file. Then e-mail your sales representative your final PDF and include the file name of the ad in the e-mail.

No Proofs Needed.

QUESTIONS
If you have questions contact Ed Ware at 212-457-9188/eware@alm.com or Todd Dale at 212-457-9169/tdale@alm.com.
Digital Edition Add-on & App Submission Guidelines

GUIDELINES
Two kinds of advertising space are available within mobile apps—Launch Images and Static Banner Ads—in addition to video and interactive ad modules.

ADD-ON ADVERTISING SPECIFICATIONS

Blow-In
Location: Overlays magazine cover
Size: Suggested maximum: 500w x 300h pixels
File Formats: JPEG, GIF, and animated GIF Features + URL
Leaderboard Ad
Location: Above the digital issue, within the interface
Size: 728w x 90h pixels
File Formats: JPEG, GIF, and animated GIF + URL
Features: Supports JavaScript ad tag (must work in iFrame), link to URL
Other: Supports multimedia otherwise

MOBILE APP-ONLY AD SPECIFICATIONS

Launch Images: Displays on the device while the app loads.
• Generic: After a user clicks the icon to launch an app, the launch image displays while the app loads. The same specs apply to a generic launch image as to a sponsored one.
• Sponsored: A sponsored launch image is a second, similar image that contains a sponsor logo or message. The functionality is the same for iPhone, iPad and Android, although the image will display in different sizes.
Specs:
• Image must be static (not animated)
• Image can’t be linked
• File format is .PNG only

STATIC BANNER ADS
Banner ads may be included in the app at launch time or added during the production process. Banner ads can be linked to a website, email address, or to an app in the App Store. They can also be unlinked.
What you need to provide:
• A static .png or .jpg image for each of the banner sizes you want in the app:
  • Small: 320 x 50 (please see Functional Notes below)
  • Medium: 728 x 90
  • Large: 960 x 90
• A URL link for each banner ad
• Maximum file size of 200KB for each file
• Banner ads should NOT use transparent backgrounds

FUNCTIONAL NOTES
• Banner ads appear based on screen resolution. Older phones will utilize the small banner size while the newer phones adopting higher resolutions call for the medium size banner. Based on this we recommend supplying all three sizes for each ad submitted.
• Banner ads can’t be animated (must be static images)
• You may have one or more banner ads that rotate at any given time

BANNER LOCATIONS
• BLibrary
  Screen/Navigator/Contents
• RSS screens
• Search Results
• Bookmarks
Please test your links. Ensure that they are “mobile friendly” and will function across all platforms (iPhone, iPad, Android, & Kindle Fire).

QUESTIONS
If you have questions contact Ed Ware at 212-457-9188/eware@alm.com or Todd Dale at 212-457-9169/tdale@alm.com.
Digital Advertising Submission Guidelines

SPONSORED EMAIL BLAST SPECIFICATIONS
To ensure the best possible presentation, email blasts are required to be created with an HTML text editor.

Ad Size: 600px wide (max)
File Size: 45K
Animation: N/A
Looping: N/A
Delivery Method: Exact Target - 3rd Party Delivery
Provider Rich Media Accepted: Simple HTML only (No coding in MS Word, no JavaScript; only inline CSS is accepted)
Lead Time: 10 days

BEST PRACTICES
• Simple HTML only (No coding in MS Word, no JavaScript; only inline CSS is accepted)
• If style sheets are used, the CSS needs to be simple inline text or if linked, the file must be hosted by the client
• All images included within the file must be hosted by the client
• Suppression list of opt-outs must be sent with creative, and must be no more than 10 days old as per CANSPAM laws
• To compensate for email clients blocking images on preview, we recommend not including large images at the top of the emails. If possible, please use text, tables or css code along with the small images to build the header.

The following must be included in the ad:
1. Clear and conspicuous indication that the e-mail is an advertisement
2. Physical address of the advertiser
3. The following language allowing users to opt-out from all future e-mails from the advertiser:

“If you no longer would like to receive promotional e-mails from [DIVISION OR COMPANY NAME] please click here [OPERATIONAL OPT-OUT LINK] or send an e-mail to [EMAIL ADDRESS] with “opt-out” in the subject line.”

• Use common fonts such as Arial and Verdana and avoid the less common fonts.
• Break up text with bolded statements and use bulleted lists to make your email more inviting.

QUESTIONS
If you have questions contact Ed Ware at 212-457-9188/eware@alm.com or Todd Dale at 212-457-9169/tdale@alm.com.
Digital Advertising Submission Guidelines

CAREER PAGE SPECIFICATIONS
• Company Logo: 670X372 pixels – Accepted File Formats: .gif or .png, saved for web in RGB with transparent background or an .ai or .eps file with type saved as outlines
• Job Title
• Job Description
• Link to detailed single job description page

Regular Posting (30 days)
• Job Title: (up to 45 characters) Job Description: (up to 25-30 words, 200 characters)

Featured Posting* (30 days)
• Job Title: (up to 45 characters)
• Job Description: Featured: (up to 100 words, 500 characters)

*Only available to one Career Opportunity at a time

NEWSLETTER BANNER ADS
All banner ads must be static not animated.
• Leaderboard 620 X 60
• Skyscraper 160 X 600
• File Types: JPEG, GIF, or PNG
• A URL link for each banner ad

QUESTIONS
If you have questions contact Ed Ware at 212-457-9188/ eware@alm.com or Todd Dale at 212-457-9169/ tdale@alm.com.

CONSULTINGMAG.COM BANNER AD SPECIFICATIONS
Maximum file size of 45K is the same for either static, animated (0:15) or Rich Media Creative (100k, in-banner)
• No more than 3 looping frames on animation GIFs
• We accept the following creative units: (GIF, JPEG, FLASH) Flash: linking URL must be embedded in the .swf file with universal click tag encoded. MUST provide backup GIF banner for all Flash banners
• We are unable to accommodate video ads at this time
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<th>ISSUE DATE</th>
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</table>
| January   | • Global Leaders in Consulting                                                   | • The 2018 Executive Outlook  
• ALM Intelligence  
• Consulting Q&A  
• Consultants on Consulting  
• Book It  
• Special: Global Leaders in Consulting dinner coverage | 12/29/2017   | 01/05/2018        | 01/12/2018   |
| February  | • The 2018 Seven Small Jewels  
• Industry Focus: Financial Services                                               | • ALM Intelligence  
• Consulting Q&A Consultants on Consulting  
• Travel Advisory: Hotels | 01/26/2018   | 02/02/2018        | 02/09/2018   |
| March     | • The 2018 Rising Stars of the Profession (35 Under 35)                          | • ALM Intelligence  
• Consulting Q&A  
• Consultants on Consulting | 02/23/2018   | 03/02/2018        | 03/09/2018   |
| April     | • Trend Watch: R&D, Innovation & Strategy                                        | • ALM Intelligence  
• Consulting Q&A  
• Consultants on Consulting  
• Book It | 03/23/2018   | 03/30/2018        | 04/06/2018   |
# Editorial Calendar

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| May        | • The 2018 Top 25 Consultants | • ALM Intelligence  
• Consulting Q&A  
• Consultants on Consulting | 04/20/2018 | 04/27/2018        | 05/04/2018  |
| June       | • Industry Spotlight: Healthcare | • ALM Intelligence  
• Consulting Q&A  
• Consultants on Consulting  
• Travel Advisory: Extended Stay/ Boutique Hotels  
• The Rising Stars of The Profession Awards Dinner Coverage | 05/18/2018 | 05/25/2018        | 06/01/2018  |
| July       | • Industry Focus: Manufacturing | • ALM Intelligence  
• Consulting Q&A  
• Consultants on Consulting  
• Book It  
• Top 25 Consultants Award Dinner Coverage | 06/22/2018 | 06/29/2018        | 07/06/2018  |
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<tr>
<td>August</td>
<td>• Trend Watch: Talent &amp; Workforce</td>
<td>• ALM Intelligence • Consulting Q&amp;A • Consultants on Consulting • Travel Advisory: Best Places to Stay</td>
<td>07/20/2018</td>
<td>07/27/2018</td>
<td>08/03/2018</td>
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<td>September</td>
<td>• The 2018 Best Firms to Work For</td>
<td>• ALM Intelligence • Consulting Q&amp;A • Consultants on Consulting</td>
<td>08/24/2018</td>
<td>08/31/2018</td>
<td>09/07/2018</td>
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<tr>
<td>October</td>
<td>• Sector Spotlight: HR and Compensation Consulting</td>
<td>• ALM Intelligence • Consulting Q&amp;A • Consultants on Consulting • 2018 Best Firms to Work for Dinner Coverage</td>
<td>09/21/2018</td>
<td>09/28/2018</td>
<td>10/05/2018</td>
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| November    | • The 2018 Fastest Growing Firms                     | • ALM Intelligence  
• Consulting Q&A  
• Consultants on Consulting  
• Book It  
• Fastest Growing Firms Awards  
Dinner Coverage | 10/26/2018  | 11/02/2018  | 11/9/2018  |
| December    | • The 2018 Women Leaders in Consulting  
• Trend Watch: Cybersecurity | • ALM Intelligence  
• Consulting Q&A  
• Consultants on Consulting  
• The Women Leaders in Consulting Awards  
Dinner Coverage | 11/23/2018  | 11/30/2018  | 12/07/2018  |
Thank You

For more information please contact:

Ed Ware
212-457-9188 | EWare@alm.com

Todd Dale
212-457-9169 | TDale@alm.com