

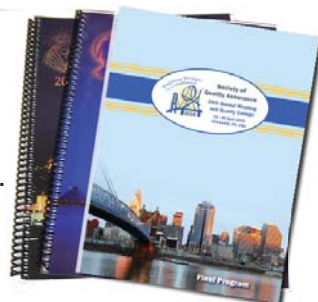
## 27th SQA Annual Meeting Program

Feature your organization with a profile ad, advertise your consulting or training services, or announce job openings in your company to nearly 700 expected on-site attendees.

Program advertising and exhibit space are included in some SQA Corporate Support packages.

Details are available online at

[www.sqa.org/about-sqa/corporate-supporters.html](http://www.sqa.org/about-sqa/corporate-supporters.html)!



Page Size	Net Rate (US\$)
Cover - 7.8 x 10.2 in	700
Full page - 7.0 x 9.5 in	525
1/2 horizontal - 6.8 x 4.75 in	350
1/2 vertical - 3.4 x 9.5 in	350
1/4 page - 3.4 x 4.75 in	220
Business card - 3.5 x 2 in	105

### 2011 Deadlines:

- 11 February** Space reservations and ad copy due
- 18 February** Cover lottery results announced
- 27 March** Program distributed

## Corporate Supporters receive a 25% discount on all advertising with SQA throughout 2011 in addition to the following benefits:

- Recognition as a Corporate Supporter for the event or product in your designated level of support;
- Inclusion of your corporate logo on signage at the Annual Conference;
- Listing as a Corporate Supporter in Conference Program;
- Listing as a Corporate Supporter on the SQA and Conference Website with a link to your corporate homepage;
- Listing as a Corporate Supporter in the SQA Quarterly Newsletter;

See [www.sqa.org/about-sqa/corporate-supporters.html](http://www.sqa.org/about-sqa/corporate-supporters.html)

Place an ad online at [www.sqa.org/mediakit](http://www.sqa.org/mediakit).



Society of Quality Assurance  
Promoting Quality in the Regulated Research Community

# Advertising Media Kit 2011

Place an ad online at [www.sqa.org/mediakit](http://www.sqa.org/mediakit).

The screenshot shows the 'Advertising Media Kit 2011' page on the SQA website. The header includes the SQA logo and navigation links. The main content area is divided into several sections: 'Regulatory Information', 'Events & Education', 'Become a Member', 'Members Only', 'Professional Registration (RQAP)', 'About SQA', 'Mission and Vision', 'Announcements', 'SQA Code of Ethics', 'Organizational Chart', 'Board of Directors', 'Committees', 'Specialty Sections', 'Regional Chapters', 'SQA Awards', 'MOU Organizations', 'Liaison Organizations', 'Corporate Supporters', 'Member Consultants', 'Corporate Resources', 'Advertising Opportunities', 'Privacy Policy', and 'Contact Us'. The 'Advertising Opportunities' section is highlighted and contains sub-sections for 'Website', 'Quarterly Newsletter', and 'Annual Meeting Program'. The 'Website' section describes the benefits of advertising on the SQA website, including job openings, member consultant services, and corporate banners. The 'Quarterly Newsletter' section describes the 'Quality Matters' newsletter and the benefits of advertising in it. A '2011 SQA Media Kit PDF' link is also visible.

For questions, contact SQA: [sqa@sqa.org](mailto:sqa@sqa.org) or 434.297.4772

**Society Profile:** SQA is a professional membership organization dedicated to promoting and advancing the principles and knowledge of quality assurance essential to human, animal and environmental health.

The professionals in this Society are challenged to perform duties relating to quality assurance of non-clinical laboratory studies subject to the Good Laboratory Practice (GLP) regulations of the U.S. EPA and the U.S. FDA; clinical studies subject to Good Clinical Practice (GCP) regulations of the FDA and International Conference on Harmonization (ICH); and Current Good Manufacturing Practices (cGMP) worldwide.

SQA is committed to providing professional development, education and training; creating collaborative relationships with governmental authorities, professional organizations, academia and industry; and participating in the regulatory processes related to human, animal and environmental health.

# Quality Matters Quarterly Newsletters (distributed electronically)

Use this publication to market your organization with a profile ad, publicize educational events or products, announce job openings in your company, or advertise your consulting or training services to over 2,400 QA professionals!

Display Advertising - **Full Color**  
Display ads are placed throughout the newsletter. Graphics and logos are encouraged.

Page Size	Net Rate (US\$)
Full - 7.25 x 9.5 in	1,895
2/3 - 4.75 x 9.5 in	1,300
1/2 horizontal - 7.25 x 4.5 in	950
1/2 vertical - 3.5 x 9.5 in	950
1/3 horizontal - 7.25 x 3 in	650
1/3 vertical - 2.25 x 9.5 in	650
1/4 - 3.5 x 4.5 in	500
1/6 - 2.25 x 4.5 or 3.5 x 3 in	350

Classified Advertising - Text only  
Classified ads will be placed in the Classified section of the newsletter in alphabetical order by first word. No logos or graphics will be accepted. *Character count includes spaces.*

Characters	Net Rate (US\$)
under 300	90
301 - 600	165
601 - 900	240
901 - 1200	300
1201 - 1500	375

Business Card Advertising - **Full Color**  
Business card advertisements (3.5 x 2 in) are displayed throughout the newsletter.

Single Insertion: Net rate US\$175

Yearly subscription (4 issues): Net rate US\$325

Yearly subscription may begin on any date. Payment for *entire* subscription is due with first insertion.

Place an ad online at [www.sqa.org/mediakit](http://www.sqa.org/mediakit).



# SQA Website Advertising Opportunities



**Employment Opportunities**  
Announce job openings in your organization on-line! Employment opportunities are posted on the SQA Members-Only Employment Opportunities page. Weekly e-mail updates draw members' attention to new postings.

File Format: Word or PDF  
Posting Period: 60 days  
Net Rate: US\$315

Every tenth job opening posted in the same calendar year is free! Above 50 postings, the discount increases to 15%!

## Corporate Banner Advertising

Ads are placed on a rotating basis on 6 public and 7 member pages. In addition, a link to your web site on our Corporate Advertisers page brings the viewer directly to your company's site.

File Format: JPEG or GIF  
Posting Period: 90 days or 1 year  
Net Rate: US\$250 US\$875

Registered SQA Corporate Supporters receive a 25% discount on all advertising throughout 2011, in addition to packages that include advertising in the Annual Meeting program and exhibit space.

[www.sqa.org/about-sqa/corporate-supporters.html](http://www.sqa.org/about-sqa/corporate-supporters.html)



## Consultant Banners

Highlighting the services of SQA member QA consultancy businesses, displayed on the SQA Public and Members-Only websites.

File Format: JPEG, GIF or Word  
Posting Period: 1 year  
Net Rate:  
1-3 consultants: US\$200  
4-10 consultants: US\$300  
>10 consultants: US\$500

SQA members who are solo consultants receive a 25% discount on all advertising with SQA.