

RETURN FORM BY:
May 01, 2008

2008/2009 GLOBAL SUPPLY CHAIN BUYER'S GUIDE

FREE LISTING QUESTIONNAIRE (Upgrades Available)
Suppliers Section - July 2008

Account No: ONLINE
Page: 1 of 3

Sales/Mktg. Mgr.

Please correct the contact and mailing information for the Person Responsible for Updating this Listing.

Make sure your company is seen all year long by 70,200 senior level executive and management subscribers in print, plus annual projected audience online of over 220,000!** List for FREE in the World Trade Magazine 2008 Global Supply Chain Buyer's Guide.

FREE Listing - FREE Listing - FREE Listing - FREE Listing

Boost your visibility - upgrade your FREE listing with one of our enhancement options. Check out the Premium Package, which ensures the best exposure for your company in print and online. See the last page for details.

Please complete this form, sign, date and return. To ensure accuracy, please clearly print or type any changes or additions to the listing information that follows. If you are not the correct person, please forward this form to that individual.

PUBLISHED COMPANY INFORMATION

Company:

Division:

Address:

City:

Zip/Postal Code:

Phone:

Fax:

Email:

Web/Home Page:

State/Province:

Country: UNITED STATES

CONTACT PERSONNEL

List key contacts and their titles. Please limit to three. The first three names will be used if more are provided.

Your listing will NOT be processed without the following information:

Please sign and return all pages of this form by May 1, 2008 in the envelope provided or by fax to Kathy Prather at 248-244-3916.

Name: _____ Title: _____

Signature: _____ Date: _____

Email:* _____ Fax:* _____

*WT will be moving to an online listing form and future listing notifications will be sent via email. By providing your fax number you are giving WT permission to fax you with questions concerning this or future listings. If you do not wish to receive faxes, please leave the fax field blank. All other fields required.

**70,200 from June 2007 BPA Circulation Statement; 220,000 from Net Tracker Data 12/07 of 18,400 average monthly visits online (BPA does not audit WT Online Data).

Occasionally, listed companies receive special email offers from relevant organizations. If you do not wish to receive such offers, please check here.

BNP Media * PO Box 2600 * Troy, MI 48007 * www.worldtrademag.com/buyersguide

Reminder! Return All Pages to: Kathy Prather; Phone: 248-244-6422; Fax: 248-244-3916; Email: pratherk@bnpmedia.com

2008/2009 GLOBAL SUPPLY CHAIN BUYER'S GUIDE - PUBLISHED JULY 2008

COMPANY DESCRIPTION (Fill Out Only if Purchasing a Deluxe or Premium Listing)

Upgrade your Free listing to a Deluxe or Premium listing (see the last page for more details) to include your company description or list general product lines. Individual products are itemized under product codes below. Descriptions are limited to 35 words or less. Longer descriptions will be edited to meet this requirement.

INDUSTRIES SERVED

If applicable, please list any industries that your company specializes in (i.e. retail, electronics, auto, government, chemical, etc.):.

REGIONS SERVED

If applicable, please list any regions or countries that your company specifically serves (i. e. Southeast Asia, China, India, Pakistan, Bangladesh, Middle East, Africa, Eastern Europe, European Union, Russia, Canada, Mexico, Domestic U.S., Central America, South America, etc.). You may list "Worldwide" if there are no limitations on the regions you serve.

SERVICES LISTING SECTION - **IMPORTANT -You must Select Service Codes to be Searchable Online**

ALL SERVICE CODES ARE INCLUDED WITH YOUR FREE LISTING. You are currently listed under any service codes that appear below. Add code numbers and descriptions of any headings under which you wish to be listed. Refer to the enclosed Services Heading List for the complete list of code numbers and headings available. Please include additional categories not currently listed in the enclosed Services Booklet at the end of your listing for possible consideration.

Make your company stand out under your individual services categories. Add your logo or a mini ad to each of your services categories. See the last page for details.

CODE NUMBER / DESCRIPTION

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Sales/Mktg. Mgr.

**Listing Enhancement Order Form – FREE Basic Listing
UPGRADE YOUR LISTING FOR MAXIMUM BUYER RESPONSE**

Questions About Upgrade Options? Contact Stacey Hurley at 248-786-1662 or hurleys@bnpmedia.com

YES! List my company in the 2008 World Trade Global Supply Chain Buyer's Guide both in print and digital edition and in the online version at www.worldtrademag.com/buyersguide. I have chosen my options below:

Package	Options (Please choose only one – Basic is included in all packages)	Price
Basic Listing	<input type="checkbox"/> Basic Listing in print, digital edition and online	FREE!
Enhanced Listing	<input type="checkbox"/> Logo + Basic • A B&W logo in the supplier section in print plus online & digital edition	\$350
Deluxe Listing	<input type="checkbox"/> Logo + Link + Company Description • A 4-color logo in the supplier section in print plus online & digital edition • Live web link to your site with your online & digital edition listing • 35-word company description • Enhanced online positioning in search	\$550
Premium Listing	<input type="checkbox"/> Buyers Guide Sponsorship Package • Company Logo in 4-color in print; online & digital edition • 3 Services Brochures/Spec Sheets online • Live web links with your online & digital edition listing • 35-word company description • Top positioning & designation in the product (services) & alpha search online • Email lead form - know your leads came from <i>World Trade</i> • Your choice of one of the following options (choose one) <input type="checkbox"/> 2 Service Code Specific Banner Ads Online <input type="checkbox"/> 1 Tile Ad Online <input type="checkbox"/> Add a Video to your premium listing online	\$1465 \$150 each video

Add to Your Package to Make Your Services Stand Out:

Service Upgrades	Quantity	Option	Price	Service Codes (from page 2)
Services Logos 4-Color (print only)	___		\$175 ea.	_____
1" Mini Ad 4-Color (print only)	___		\$295 ea.	_____

Submit materials by May 30 to <http://directories.bnpmedia.com>.

Material Instructions: Please use my material from last year We will submit new material by May 30
Logos, Mini Ads should be TIFF, JPG, or EPS files at 300 dpi. Brochures/Spec Sheets should be low-res PDF files, max file size 200k. Banners should be 468 x 60 pixels, Tile ads should be 125 x 125 pixels, at 72 dpi in gif, jpeg or swf format.

BUYERS GUIDE DISPLAY ADVERTISING:

- Yes!** I am interested in running a 1/2 page or larger display ad in the Buyers Guide, please contact me so I'll receive:
- FREE Deluxe Listing including Logo in the Supplier section in print and online, a HOT LINK to my website in the online Buyers Guide, and a 35-word company description
 - Automatic enrollment in the RFP program for easy sales leads
 - FREE Boldface in print with reference to my display ad
 - Discounts on all upgrades including the **Premium Package for only \$697!**



Prepayment Required – For any upgrades please fill in payment information:

Please Select Your Method of Payment

Check (Payable to BNP Media in U.S. Funds – Mailed to Kathy Prather) Check # _____

AMEX Visa MasterCard Diners Club

Card # Exp. Date _____

Authorized Signature _____ Print Name _____

Email Address for Receipt _____

TOTAL AMOUNT:
\$ _____

All prices are net and non-commissionable. Credit Card payments will appear on your statement as BNP Media. NOTE TO COMPANIES OUTSIDE OF THE US AND CANADA: PAYMENT PREFERRED ON A CREDIT CARD. CHECKS MUST BE IN US FUNDS AND DRAWN ON A US BANK. World Trade reserves the right to edit for consistency and brevity the information on listing forms submitted for publication.

Account # _____

Company _____

Name: _____

2008/2009 Global Supply Chain Service Index

All Service selections are FREE and Unlimited. Please circle or add service numbers to the listing form provided. If you have a Service Code suggestion please write it on the listing form, we will consider its inclusion to World Trade's Global Supply Chain Buyers' Guide.

3PL - Logistics Services

- 00200 Global Trade Services
- 00300 Inbound Logistics
- 00400 Integrated Logistics
- 00500 Inventory Management
- 00600 JIT
- 00700 Payment/Audit processing
- 00800 Process Re-Engineering
- 00900 Project Life Cycle Management
- 01000 Vendor Management
- 01100 Warehousing

3PL - Special Services

- 01300 Direct To Home
- 01400 Direct To Store
- 01500 Import/Export/Customs
- 01600 Logistics/Transportation Consulting
- 01700 Marketing/Customer Service
- 01800 Reverse Logistics

3PL - Technology/Web

- 02000 Customer Relationship Management
- 02100 E - Commerce
- 02200 E - Fulfillment
- 02300 E - Operations
- 02400 E - SCM
- 02500 EDI
- 02600 Enterprise Web Enablement
- 02700 Info Systems
- 02800 Product Visibility
- 02900 Wireless-RFID/Satellite/Cellular

3PL - Transportation

- 03100 Bulk
- 03200 Cargo
- 03300 Dedicated Contract Carriage
- 03400 Equipment/Drivers
- 03500 Fleet Acquisition
- 03600 Intermodal
- 03700 LTL
- 03800 Ocean
- 03900 Rail
- 04000 Small Package
- 04100 TL

3PL - Warehousing

- 04300 Crossdocking
- 04400 DC Management
- 04500 Fulfillment
- 04600 Location Services
- 04700 Pick/Pack Sub-Assembly

04800 Vendor Managed Inventory

4PL= - Lead logistics Provider

- 05000 Information Systems Enablement
- 05100 Logistics Coordination
- 05200 Logistics Management
- 05300 Supply Chain Coordination

Air Freight

- 05500 Air Courier
- 05600 Airfreight Forwarder
- 05700 Airline
- 05800 Airport
- 05900 Integrated Carrier
- 06000 Career Recruiting/Job Board

Communications/Tracking Equipment/Cellular/RF/Satellite

- 06200 Auto ID or Mobile-Communications Equipment
- 06300 Global Cellular Services
- 06400 International Telecommunications & Call Centers

06500 Consultants

Dedicated/Leased Fleet Operations/Trucks

- 06700 Class 2
- 06800 Class 3
- 06900 Class 4
- 07000 Class 5
- 07100 Class 6
- 07200 Class 7
- 07300 Class 8

Economic Development/Site Selection

- 07500 Economic Development (Non U.S.)
- 07600 Economic Development (U.S.)
- 07700 New Facilities
- 07800 Export Approved Packaging

07900 Express Freight Services/Small Package Delivery

08000 Freight Forwarding Service

08100 Employment/Job Board/Career-Staffing

Intermodal

- 08300 Broker
- 08400 Contract carrier
- 08500 Equipment leasing
- 08600 Equipment Maintenance and Repair
- 08700 Load Consolidation
- 08800 Shippers agent

Market Research & Trade Aid:

- 09000 Benchmarking
- 09100 Foreign Direct Investments/Investment Promotion
- 09200 Foreign Trade Promotion Office & Organizations
- 09300 Marketing Services
- 09400 Marketing/Advertising
- 09500 U.S. Government Trade Contacts
- 09600 U.S. State Economic Development & Foreign Trade Offices
- 09700 Utilities

09800 Moisture Control

Motor Freight

- 10000 Air Service
- 10100 Automobile Transporter
- 10200 Contract Carrier
- 10300 Expedited Service
- 10400 Flatbed Carrier
- 10500 Freight Broker
- 10600 Frozen-Foods Carrier
- 10700 Guaranteed Services
- 10800 Hazardous-Materials Carrier
- 10900 Household-Goods Carrier
- 11000 Intermodal
- 11100 LTL
- 11200 NVOCC
- 11300 Package Express Carrier
- 11400 Pool Consolidator/Distributor
- 11500 Refrigerated Carrier
- 11600 Regional Carrier
- 11700 Reverse Logistics
- 11800 Specialized Heavy Hauler

11900 Truck Manufacturer (includes all classes)

Ocean Freight

- 12100 Tank-Truck Carrier
- 12200 Barge
- 12300 Time Critical
- 12400 Breakbulk
- 12500 Truckload
- 12600 Dry Bulk
- 12700 Van Line - High-Value Goods
- 12800 FCL
- 12900 Van Line - Household Goods
- 13000 Heavy Lift
- 13100 Zone Skipping
- 13200 Intermodal Service
- 13300 LASH Barge
- 13400 LCL
- 13500 Liquid Bulk
- 13600 NVOCC
- 13700 Refrigerated Cargo

13800 Port Authority**Port Services**

- 14000 Containerized cargo
- 14100 Dry-bulk cargo
- 14200 Liquid-bulk cargo
- 14300 Neo-bulk cargo
- 14400 Palletized cargo
- 14500 Primary Cargoes: Inbound
- 14600 Primary Cargoes: OutBound
- 14700 Rail service
- 14800 Refrigerated storage
- 14900 Ro/Ro cargo

Rail

- 15100 Rail service
- 15200 Rail service-national
- 15300 Rail service-regional

Seals/Labels

- 15500 Bar Coding Supplies & Equipment
- 15600 Hazmat
- 15700 Security
- 15800 Other Compliance

Software

- 16000 Auditing/Claims/Freight Payment
- 16100 Customer Relationship Management
- 16200 DPR/MRP
- 16300 Demand Management
- 16400 E-Business Suite
- 16500 ERP
- 16600 Inventory Control
- 16700 Load Planning
- 16800 Logistics
- 16900 Optimization
- 17000 Procurement
- 17100 RFID/Wireless/Mobile Technology
- 17200 Reverse Logistics
- 17300 Security
- 17400 Supplier Relationship Management
- 17500 Supply Chain Management and Logistics Software

- 17600 Supply Network Design and Analysis
- 17700 Translation Software
- 17800 Transportation
- 17900 Vendor Management
- 18000 Warehousing/WMS

18100 Trade Association**Trade Banking/ Finance**

- 18300 Alternative Finance Sources
- 18400 Banks
- 18500 Credit Reporting Agencies
- 18600 Factoring
- 18700 Foreign Exchange
- 18800 Forfeiting
- 18900 International Payments Services
- 19000 Letters of Credit
- 19100 Rate & Tariff Management

Trade Insurance

- 19300 Cargo Insurance
- 19400 Emerging Market Insurance
- 19500 Export Credit Insurance
- 19600 International Business Insurance
- 19700 Political Risk Insurance

Trade Services

- 19900 Executive Education
- 20000 Export Management & Export Trading
- 20100 International Trade & Market Research
- 20200 Language Services
- 20300 Legal Services-International Trade
- 20400 Maquiladoras
- 20500 Security & Risk Management
- 20700 Shipment Inspection, Lab Testing & Certification Companies

Training & Certification

- 20900 Education, Career, MBA
- 21000 Environmental
- 21100 Ethics Management
- 21200 Global Standards
- 21300 HazMat
- 21400 Health & Safety
- 21500 Quality
- 21600 Testing & Calibration

21700 Universities**21800 Warehouse Distribution Center****Warehousing**

- 22000 Air Conditioned
- 22100 Food Grade
- 22200 Forklifts
- 22300 Freezer
- 22400 Haz Mat Storage
- 22500 Material Handling Products
- 22600 Refrigerated
- 22700 Temperature Controlled

22800 Warehouse Equipment Manufacturer**Web/ Internet/ ASP/ Tech/ NON-3PL**

- 23000 Payment/Audit processing
- 23100 Reverse Logistics
- Technology Web**
- 23300 Consumer Relationship Management
- 23400 E-Commerce
- 23500 E-Fulfillment
- 23600 E-Operations
- 23700 E-SCM
- 23800 EDI
- 23900 Enterprise Web Enablement
- 24000 Product Visibility

24100 World-Wide Agents