

ISM-INDIA

# 2020 Media Planner



# Why ISM-INDIA??



Media Planner

ISM-India is an affiliate of ISM, USA and is the center of excellence on Procurement & Supply Chain Management issues. In addition it has also entered into partnership with ITC Geneva (A UN Organization) and World Bank to professionalize Supply chain Management activities in India. ISM-INDIA has over 10,000 members and 50,000 newsletter subscribers. ISM-INDIA has its members from almost every MNC in supply chain profession.

ISM-INDIA has its 1000+CPSM certified alumni from executive level to CEO level in various cities of India which are continuously participating in ISM-INDIA's activities for Continuing Education Hours. ISM-INDIA has its chapters and the testing centers in all the major cities of INDIA .

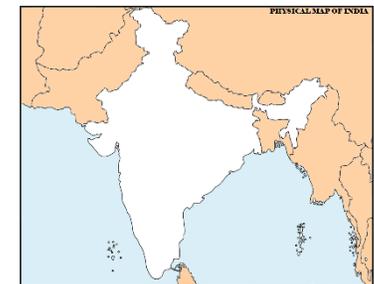
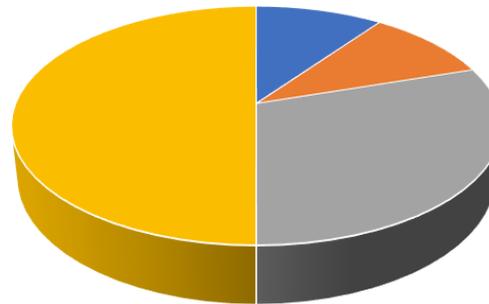
ISM-INDIA has a dedicated and hardworking team who use their best efforts to fulfill and exceed your expectation on the deliverables given by your company.

ISM offers a variety of media channels to reach supply management professionals and our specific membership base.

## JOB LEVEL



ISM has its audience of professionals from all major cities of INDIA.



■ Directors & above  
■ Manager

■ Sr. Manager  
■ Procurement/SCM Professional



## The key activities of ISM-India are:

### 1. Competency Assessment Test:

ISM-INDIA conducts wide range of tests to analyze the competency gap in the area of Supply Chain Management (SCM). These could be used for capacity development, training and recruitment.

### 2. Professional Development / Training:

ISM-INDIA assists the individual and companies in building professional capacity in Procurement and Supply Management. ISM-INDIA has developed wide range of training program. These can be tailor-made to suit the needs of the client.

These training programs can be undertaken through various modes such as:

- ❖ Virtual Academy
- ❖ Instructor-Led training
- ❖ Classroom Training
- ❖ Self-paced Training

### 3. Professional Certifications:

ISM-INDIA facilitates individuals/companies in getting International Certification in Procurement and Supply Management from world renowned organizations such as ISM-USA and ITC Geneva(U.N organization and World Bank).

### 4. Procurement & SCM Consultancy:

ISM-INDIA provides consultancy in procurement and SCM with the focus on optimizing procurement and supply chain.



# OUR SPONSORSHIP PROGRAMES

## 1. Advertisement in Weekly Newsletter:

**Overview:** ISM-INDIA publish its newsletter on a weekly basis which is viewed by 50,000 subscribers. As a sponsor you will be our partner which entitled you for following activities:

- The company advertisement on a weekly basis.
- Your thoughts, your articles in the newsletter.

We release newsletter every Tuesday, we will ensure to send you a copy of newsletter this Tuesday.

**COST:** Newsletter sponsorship has 3 packages:

Types of Package	Total Price	Validity of Sponsorship	Discount
Gold Package	Rs.3,60,000	12 months	20%
Silver Package	Rs.1,80,000	6 months	10%
Bronze Package	Rs.90,000	3 months	-



## 2. Sponsorship of Webinar:

### OVERVIEW:

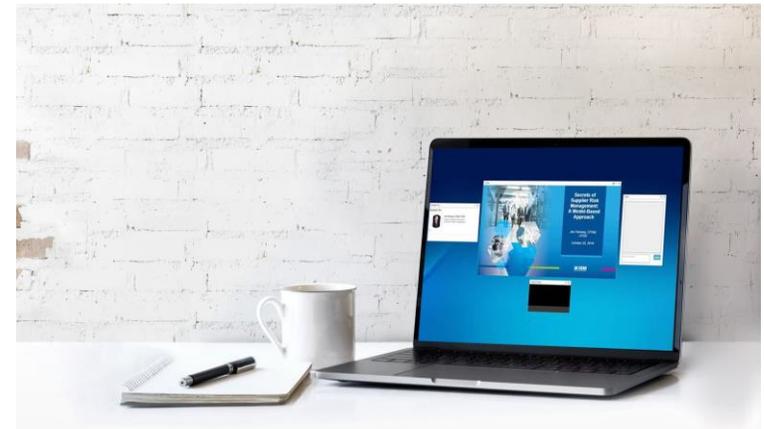
You are welcome to sponsor our webinar as done by various companies in the past. We conduct around 50 webinar in a year, To review our past webinars, you are welcome to visit our YouTube channel which is ISM-INDIA. The speaker will cover about your company & product in 3-4 slides followed by the generic slides . We get around 120-200 participants in each webinar depending on the subject.

The webinar video will also be recorded and uploaded on ISM-INDIA YouTube channel where we have 4500+ subscribers.

In addition we will ensure following:

Subject of webinar would be based on your choice.  
Preparation of material will include your inputs.  
Duration will be for 1 hour, followed by 15 min Q&A session.

**COST: Each webinar will cost Rs.75,000.**





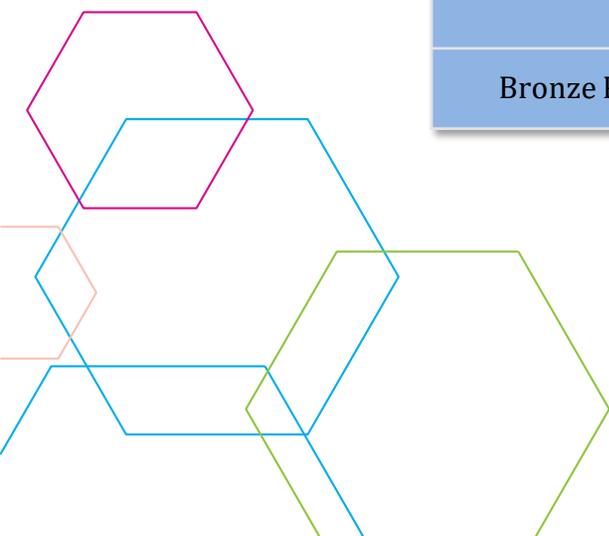
### 3.Website:

**OVERVIEW** :ISM-INDIA website [www.ism-india.org](http://www.ism-india.org) is a combination of knowledge series, e-learning progames,SCM quiz and mock test for the procurement and supply chain professionals. Please visit our website [www.ism-india.org](http://www.ism-india.org) for more details.

We have a monthly traffic of 1500+ in our website, we will also display your company's advertisement in our website

**COST:** Website sponsorship has 3 packages:

Types of Package	Total Price	Validity of Sponso rship	Discount
Gold Package	Rs.3,60,000	12 months	20%
Silver Package	Rs.1,80,000	6 months	10%
Bronze Package	Rs.90,000	3 months	-



# OUR CLIENTS





**Let's connect!**

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Pune | Hyderabad | Chandigarh | Ranchi | Bhopal | Patna|Nashik