



EXEMPLAR
GLOBAL

2026 MEDIA PLANNER



EXEMPLAR
GLOBAL



the
AUDITOR
An Exemplar Global Publication





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Introduction

Now entering our 37th year, [Exemplar Global](#) is recognized as the world leader in certification for professionals and organizations in the conformity assessment industry. As a not-for-profit organization and a core subsidiary of ASQ, our mission is to empower compliance professionals, elevate industry standards, and foster a global community of excellence.

In addition to Exemplar Global, we offer marketing partners the opportunity to work with our industry-leading brands, *The Auditor Online* and *iNARTE*.

[The Auditor Online](#) is our primary media entity, offering in-depth coverage of management system standard auditing. Averaging 35,000 page views a month and offering more than a thousand relevant articles (with more added weekly) this powerful brand is available online as well as via a monthly email newsletter boasting a distribution in excess of 20,000 users.

[iNARTE](#) is the International Association for Radio, Telecommunications and Electromagnetics. iNARTE offers professional certifications to qualified engineers and technicians in the fields of telecommunications, electromagnetic compatibility/interference (EMC/EMI), product safety (PS), electrostatic discharge control (ESD), and wireless systems installation. More than 20,000 engineers and technicians in more than 25 countries have met iNARTE's rigid certification criteria, which encompasses education, training, work experience, and examination.



Demographic Information

NATION

United States (52.7%)
Australia (11.1%)
India (5.1%)
Canada (4.7%)
Turkey (4.1%)
Mexico (2.5%)
Malaysia (1.6%)
United Kingdom (1.5%)
Brazil (1.3%)
Germany (1.3%)
Other (14.1%)

PRIMARY JOB FUNCTION

Quality Management (32.0%)
Auditing (23.7%)
Engineering (11.2%)
Consulting (6.8%)
Environmental Management (4.1%)
Occupational Health & Safety Management (3.8%)
Food Safety Management (2.9%)
Other (15.5%)

INDUSTRY SECTOR

Pharmaceuticals (18.8%)
Automotive (9.6%)
Electronics (9.0%)
Industrial Products and Services (8.7%)
Military/Defense (6.5%)
Government (4.1%)
Energy (4.0%)
Scientific/Industrial Materials (3.9%)
Information Technology (3.4%)
Food and Beverage (3.4%)
Other (28.6%)



Webinars and Expos

WEBINARS

Exemplar Global is offering the opportunity for partners to present webinars to our highly engaged audience of internal and external auditors as well as other quality professionals interested in standards and certification.

Relevant topics may include auditing career development, tools that auditors need to do their jobs better, updated language of new or revised standards, and/or auditing best practices for quality management systems, environment management systems, food safety management systems, etc.

Our webinar package includes:

- Registration page design, to include your branding and descriptions which you provide (complete contact information on all registrants provided)
- An article previewing the webinar to appear in The Auditor Online website and e-newsletter linking to the registration page
- Three dedicated eblasts linking to the registration page
- Social media posts promoting the event and linking to the registration page

Rate: US\$5,995



EXPOS

Tentatively scheduled for April 20-May 3, 2026 and October 19-November 1, 2026

Exemplar Global's Expos are well-attended online conferences available both live and on-demand, with multiple tracks allowing management system auditors and other conformity assessment professionals to sharpen their skills, interact with our industry-leading presenters, and earn CPD credits.

More than 700 industry professionals generally attend these events. In addition to being prominently featured to these attendees, sponsors will also be included in all pre-event marketing, which reaches more than 100,000 people through Exemplar Global's various channels.

Platinum sponsorship (one available)

- Top linked banner on event home page
- Linked banner included in all pre-event marketing emails
- Presented session during the Expo
- Post-event "thank you" social media post
- Access to list of registrants for post-event marketing

Rate: US\$2,995

Gold sponsorships (three available)

- Linked banner on event home page (in alphabetical order)
- Linked banner included in all pre-event marketing emails
- Post-event "thank you" social media post

Rate: US\$695

Silver sponsorships (12 available)

- Linked logo on event home page (in alphabetical order)
- Linked logo included in all pre-event marketing emails
- Post-event "thank you" social media post

Rate: US\$395



BANNER ADS/NEWSLETTERS/EBLASTS

Exemplar Global offers a number of effective ways to reach our audience: banner ads on exemplarglobal.org and theauditoronline.com as well as our *Auditor Online*, *Job Connect*, and *iNARTE* newsletter, sponsored job posts in *Job Connect*, and direct eblasts to our audience.

Banner ads (run of sites)

- 1 Top Banner Ad (728 x 90 pixels)
Rate: US\$995/month
- 2 Right Side Large Rectangular Ad (Skyscraper) (280 x 480 pixels)
Rate: US\$995/month
- 3 Right Side Large Square Ad (280 x 250 pixels)
Rate: US\$795/month

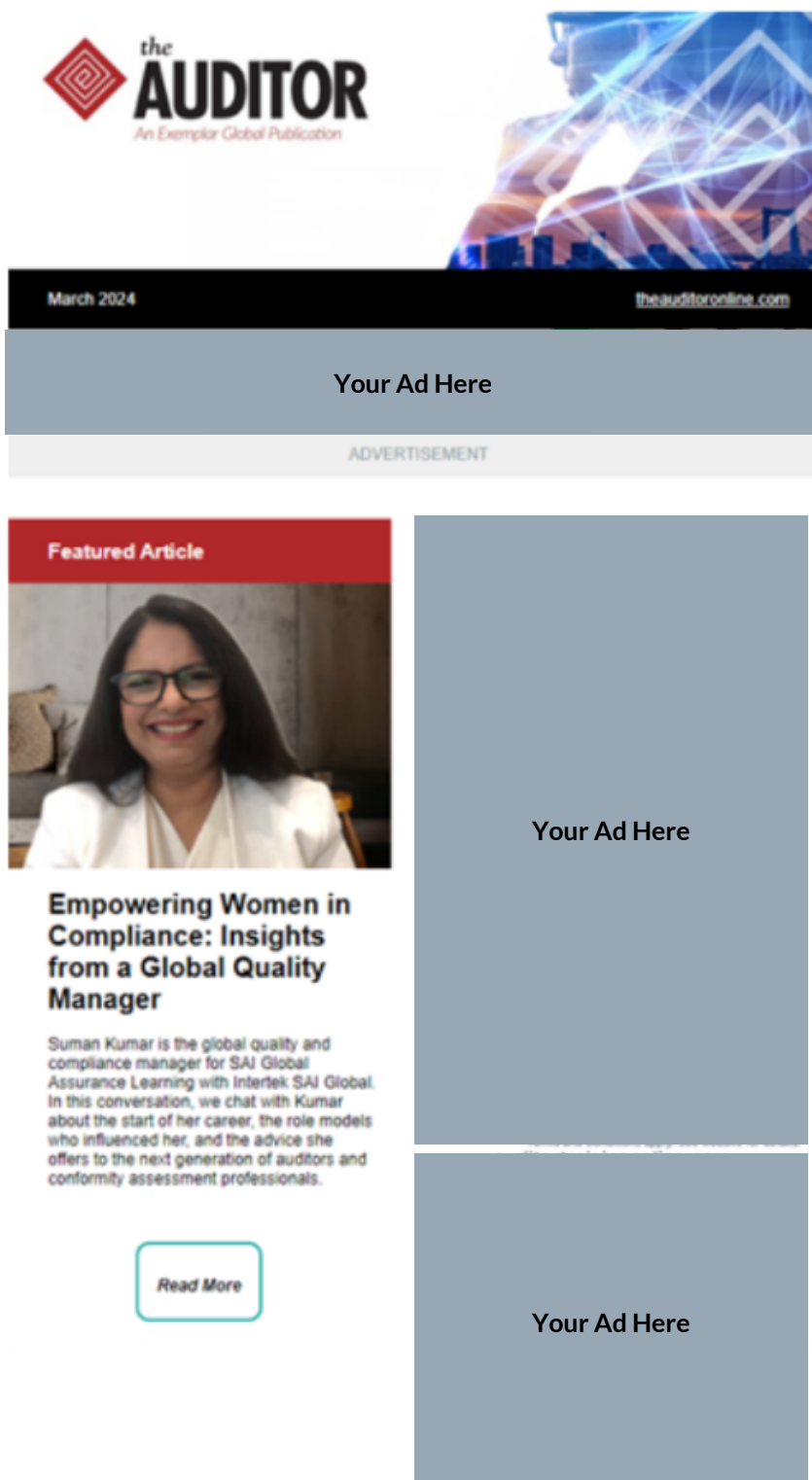
The screenshot shows the Auditor website layout. Three ad placement locations are indicated by numbered arrows on the right side:

- 1** Points to a top banner ad space above the main content area.
- 2** Points to a right-side skyscraper ad space.
- 3** Points to a right-side square ad space.

The website content includes the Auditor logo, a navigation menu, a featured article titled "CONNECTIONS IDEAS" by Bob Clifford, and a sidebar with articles like "Audit vs. Inspection in the Oil and Gas Industry" and "Setting the standard for responsible AI 2025".

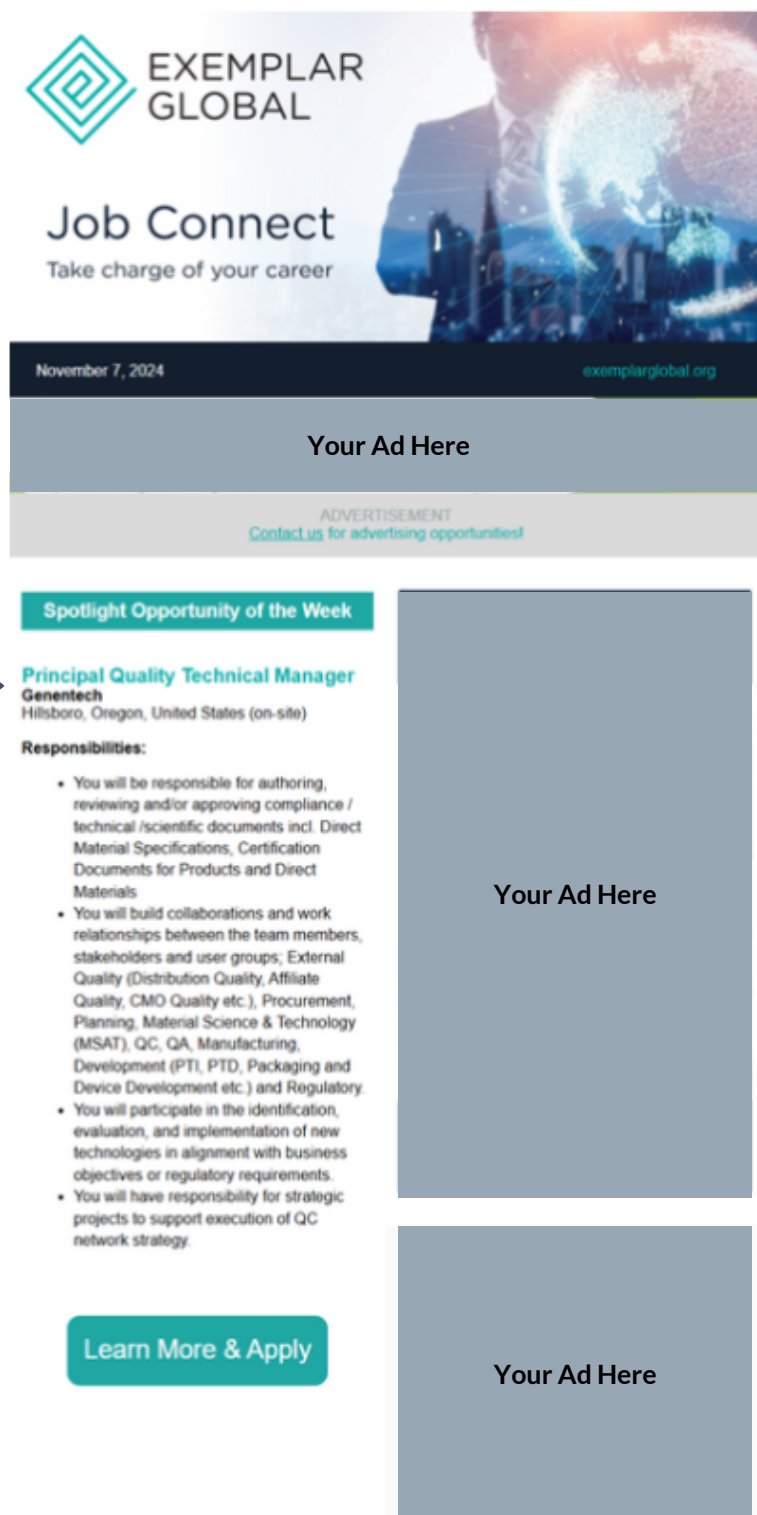
Auditor Online newsletter

- 1 Top Banner Ad (728 x 90 pixels)
Rate: US\$995/issue
- 2 Right Side Large Rectangular Ad (Skyscraper) (280 x 480 pixels)
Rate: US\$995/issue
- 3 Right Side Large Square Ad (280 x 250 pixels)
Rate: US\$795/issue



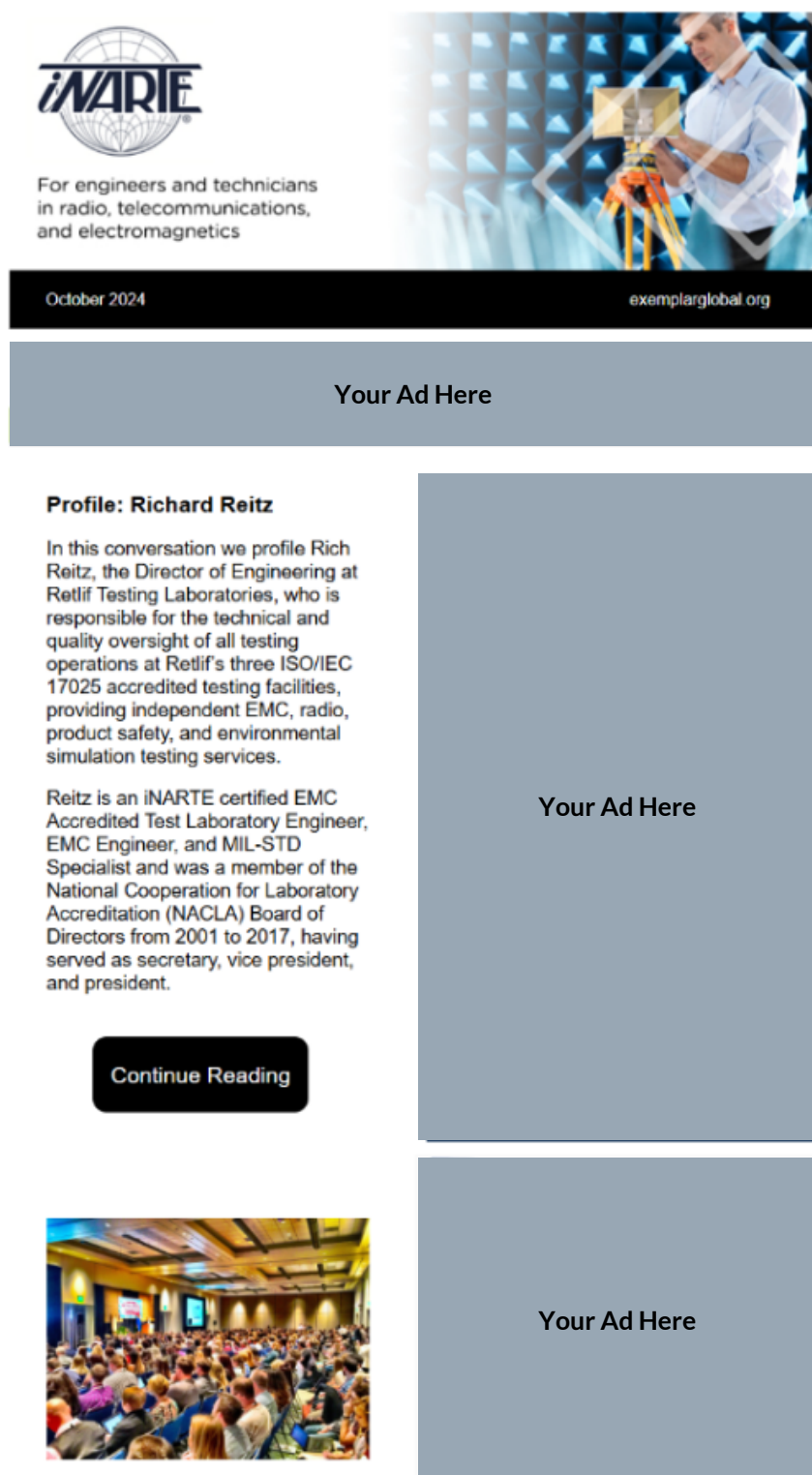
Job Connect newsletter

- 1 Top Banner Ad (728 x 90 pixels)
Rate: US\$695/issue
- 2 Right Side Large Rectangular Ad (Skyscraper) (280 x 480 pixels)
Rate: US\$695/issue
- 3 Right Side Large Square Ad (280 x 250 pixels)
Rate: US\$395/issue
- 4 Sponsored Spotlight Job Post (logo, headline, 50-word description)
Rate: US\$295/issue



iNARTE newsletter

- 1 Top Banner Ad (728 x 90 pixels)
Rate: US\$495/issue
- 2 Right Side Large Rectangular Ad (Skyscraper) (280 x 480 pixels)
Rate: US\$495/issue
- 3 Right Side Large Square Ad (280 x 250 pixels)
Rate: US\$195/issue





Eblasts

Rate: US\$1,195

Contact Us Today!

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www.exemplarglobal.org