Plan your route into the nation’s $165 billion material handling and logistics industry.

For more information, contact:

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Integrated Media Director
(770) 810-6986
rshafer@naylor.com
# Table of Contents

Product Menu ........................................................................................................... 3  
Audience and Reader Breakdown ............................................................................. 4  
Survey Results ......................................................................................................... 5  
Testimonials ............................................................................................................. 6  
Content Calendar .................................................................................................... 7  
*MHISolutions* Magazine .................................................................................... 8  
*MHISolutions* Digital Edition ............................................................................. 9  
*MHISolutions* Email Blast Sponsorship ......................................................... 10  
*MHISolutions* Website ...................................................................................... 11  
MHI Website ........................................................................................................... 12  
*MHISolutions* Media Packages ........................................................................ 13  
*MHI Industry News* Enewsletter ...................................................................... 14  
*MHI Newswire* Enewsletter ............................................................................. 15  
MHI View Introduction ........................................................................................ 16  
Video Content Calendar ....................................................................................... 17  
MHI View Video Content Sponsorships ............................................................ 18  
MHI View Sponsored Video Blast ........................................................................ 19  
MHI View Sponsorship Opportunities ................................................................ 20  
MHI View Promat Daily Recap Video Sponsorships ............................................ 21  
MHI View Promat New Product/Service Spotlight ............................................ 22  
Promat Media Packages ....................................................................................... 23  
Promat Conference Enewsletter ........................................................................... 24  
Print & Online Advertising Specifications ......................................................... 25
Our print and online portfolio reaches an audience of more than 100,000.

We are the industry
According to the U.S. Department of Commerce and Bureau of Labor Statistics, material handling and logistics is one of America’s largest and fastest growing industries. The consumption of material handling and logistics equipment and systems in America exceeds $165 billion per year, and producers employ in excess of 700,000 workers.
Build your brand and target the nation’s $165 billion material handling and logistics industry.

Target more than 30,000 decision-makers in print and capture an audience of more than 100,000 online inside MHI’s media resources.

Audience Fortune 1,000 companies:
• 3M
• Wal-mart Stores
• ConAgra
• Walgreens
• General Motors
• General Electric
• Ford Motor
• Hewlett-Packard
• Coca-Cola
• Proctor & Gamble
• Honda
• McKesson
• Verizon Communications
• Nestle
• CVS Caremark
• Cardinal Health
• Johnson & Johnson
• Kroger
• Target Corp.
• Pfizer

Product Interest:
48% Automation Storage/Retrieval Systems
39% Automation ID Systems & Data Collection Equipment
35% Batteries/Chargers/Motors/Fuel/Alternative Fuel Systems
70% Computer Software (WMS, MES, TMS, OMS, SCM, YMS)
67% Conveyors & Sortation Equipment
61% Cranes, Hoists & Monorails
55% Ergonomic Safety Protective Guarding Equipment
67% Forklift Trucks & Attachments
33% Loading Dock Equipment
34% Order Picking Systems
53% Packing, Shipping, Shrink Wrapping & Unitizing Systems
34% Pallets & Palletizers
19% Parcel Freight Cargo Distribution
47% Racks
13% Reverse Logistics
30% Sustainable Facility Equipment & Solutions
43% Third-Party Logistics/Transportation
23% Work Positioning Equipment

Source: Statistics compiled from a study of ProMat 2017 attendees by the independent firm, Exhibit Surveys, Inc.
MHI Solutions Readers:

38% of ProMat attendees are expanding distribution capacity in the next two years.

What can they do?

- 64% Recommend
- 30% Specify
- 18% Buy
- 22% Authorize

Have Buying Power

81%

25%
- Dealer
- Distributor
- Manufacturer’s Representative
- Importer
- Exporter

15%
- Systems Integrator
- Consultant

5%
- Government Organization
- Military

Buyers in the Industry

55%

- End User / Purchaser of Materials Handling & Logistics Equipment Systems

Advertisers:

Nearly 2 in 3 advertisers say advertising in MHI communications is an effective way to reach their customers.

Readers:

More than half of MHI Solutions readers say, in addition to them, 1-4 people read their copy of the magazine.

Businesses benefit from advertising with MHI

- 81% increased awareness of their brand.
- 70% of respondents perceive companies who advertise with MHI as more supportive of their profession and/or association than those who don’t.
- 51% generated traffic to their website.
- Nearly 2 in 3 respondents say they are more prone to visit a company’s booth at MODEX or ProMat if they advertise with MHI.

Source: Statistics compiled from a study of ProMat 2017 attendees by the independent firm, Exhibit Surveys, Inc.

All information provided by a 2017 MHI communications survey.
What readers are saying...

*MHI Solutions* is rich with information relevant to many industries. It’s a go-to-source for material handling solutions.

– Rhoda Bowman  
*Engineered Lifting Systems & Equipment, Inc.*

MHI publications bring visibility to all levels of the material handling industry, from the forklift operators to the CEO’s of big companies. I always look for good publications as well as new ideas for future vendors and products in the MHI publications.

– Luis Castaneda  
*Raymond Handling Concepts*

What advertisers are saying...

I have found the articles in *MHI Solutions* to be relevant and well written. I am happy to advertise in the high quality print version of this magazine.

– Richard Kat  
*VP Sales & Marketing  
Engineered Lifting Systems & Equipment, Inc.*

Prospective advertisers are in the right place to get their services or products to customers. It sure is a valuable investment.

– Michael Nelson  
*Nelson Equipment Co., Inc.*

It is a great way to get your company name, products and services in front of distributors who are presented challenges every day from customers to find solutions for their manufacturing or distribution facilities. If those individuals are not aware of your company and the products or solutions you manufacture that could help them solve a problem, then you are missing out on opportunities.

– Zachary Smith  
*Toyota Forklifts of Atlanta*

MHI is an extremely valuable and go to resource which provides reliable data on current trends and information in the material handling industry which is critical in the ever changing technological age of warehousing and transportation.

– Harlan Clemmons  
*Sadex Corporation*

*MHI Solutions* offers the latest information and trends within the material handling industry. Education is key, which is what my customers are doing as they search for elite vendors to align themselves with. This informative tool allows me to stay out front and aware of the latest and greatest.

Testimonials provided by a 2017 MHI communications survey.
# 2019 Content Calendar*

<table>
<thead>
<tr>
<th>Issue</th>
<th>Themes/Features</th>
<th>Bonus Distribution</th>
<th>Space Reservation Deadline</th>
<th>Ad Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Quarter</td>
<td>Q1 Theme: Technology Trends&lt;br&gt;Solutions Spotlight: Overhead Alliance&lt;br&gt;Industry Focus: Food and Beverage-Impact of Blockchain</td>
<td></td>
<td>October 19, 2018</td>
<td>October 23, 2018</td>
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<tr>
<td>Ships in December</td>
<td></td>
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<tr>
<td>2nd Quarter</td>
<td>Q2 Theme: Workforce&lt;br&gt;Solutions Spotlight 1: ICWM - Institute of Caster and Wheel Manufacturers&lt;br&gt;Solutions Spotlight 2: Robotics Group&lt;br&gt;Industry Focus: Automotive</td>
<td>ProMat 2019&lt;br&gt;McCormick Place&lt;br&gt;Chicago, Illinois&lt;br&gt;TBD</td>
<td>February 4, 2019</td>
<td>February 6, 2019</td>
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<tr>
<td>Ships in April</td>
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<td></td>
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<tr>
<td>3rd Quarter</td>
<td>Q3 Theme: Innovation&lt;br&gt;Solutions Spotlight: SMA - Storage Manufacturers Association&lt;br&gt;Industry Focus: Healthcare</td>
<td></td>
<td>April 26, 2019</td>
<td>April 30, 2019</td>
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<tr>
<td>Ships in June</td>
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<tr>
<td>4th Quarter</td>
<td>Q4 Theme: Sustainability&lt;br&gt;Solutions Spotlight: ECMA - Electrification &amp; Controls Manufacturers Association&lt;br&gt;Industry Focus: Retail</td>
<td>2019 MHI Executive Summit and Annual Conference&lt;br&gt;TBD</td>
<td>August 2, 2019</td>
<td>August 7, 2019</td>
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<tr>
<td>Ships in September</td>
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</table>

*Calendar is subject to change without notice.

**In every issue:**
- CEO Update
- Industry Trends
- Education
- Economic Market Analysis
- Safer Handling
- Fulfillment Update
- Solutions Spotlight
- MHEFI Update
- MHI News
- MHI Calendar

According to a recent survey, **60%** of readers rate the content in *MHI Solutions* as excellent or very good!
## Net Advertising Rates

All rates include an ad link in the digital edition of the magazine.

### Full-Color Rates

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>2-3X</th>
<th>4X</th>
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</thead>
<tbody>
<tr>
<td>Double Page Spread Advertorial</td>
<td>$10,019.50</td>
<td>$9,519.50</td>
<td>$8,519.50</td>
</tr>
<tr>
<td>Double Page Spread w/eLink</td>
<td>$8,709.50</td>
<td>$8,269.50</td>
<td>$7,399.50</td>
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<tr>
<td>Outside Back Cover</td>
<td>$7,319.50</td>
<td>$7,049.50</td>
<td>$6,509.50</td>
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<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$6,759.50</td>
<td>$6,489.50</td>
<td>$5,949.50</td>
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<tr>
<td>Full Page Advertorial</td>
<td>$6,209.50</td>
<td>$5,899.50</td>
<td>$5,279.50</td>
</tr>
<tr>
<td>Full Page w/eLink</td>
<td>$5,399.50</td>
<td>$5,129.50</td>
<td>$4,589.50</td>
</tr>
<tr>
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<td>$4,639.50</td>
<td>$4,409.50</td>
<td>$3,939.50</td>
</tr>
<tr>
<td>1/2 Page Island w/eLink</td>
<td>$3,989.50</td>
<td>$3,789.50</td>
<td>$3,389.50</td>
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<tr>
<td>1/2 Page w/eLink</td>
<td>$3,419.50</td>
<td>$3,249.50</td>
<td>$2,909.50</td>
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<tr>
<td>1/3 Page w/eLink</td>
<td>$2,559.50</td>
<td>$2,429.50</td>
<td>$2,179.50</td>
</tr>
<tr>
<td>1/4 Page w/eLink</td>
<td>$2,069.50</td>
<td>$1,969.50</td>
<td>$1,759.50</td>
</tr>
<tr>
<td>1/6 Page w/eLink</td>
<td>$1,539.50</td>
<td>$1,459.50</td>
<td>$1,309.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$1,199.50</td>
<td>$1,139.50</td>
<td>$1,019.50</td>
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</table>

### Black-and-White Rates

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<thead>
<tr>
<th></th>
<th>1X</th>
<th>2-3X</th>
<th>4X</th>
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</thead>
<tbody>
<tr>
<td>Full Page w/eLink</td>
<td>$4,429.50</td>
<td>$4,209.50</td>
<td>$3,769.50</td>
</tr>
<tr>
<td>2/3 Page w/eLink</td>
<td>$3,899.50</td>
<td>$3,699.50</td>
<td>$3,309.50</td>
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<tr>
<td>1/2 Page Island w/eLink</td>
<td>$3,289.50</td>
<td>$3,129.50</td>
<td>$2,799.50</td>
</tr>
<tr>
<td>1/2 Page w/eLink</td>
<td>$2,819.50</td>
<td>$2,679.50</td>
<td>$2,399.50</td>
</tr>
<tr>
<td>1/2 Page Long Vertical w/eLink</td>
<td>$2,819.50</td>
<td>$2,679.50</td>
<td>$2,399.50</td>
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<tr>
<td>1/3 Page w/eLink</td>
<td>$2,119.50</td>
<td>$2,009.50</td>
<td>$1,799.50</td>
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<tr>
<td>1/4 Page w/eLink</td>
<td>$1,629.50</td>
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<tr>
<td>1/8 Page w/eLink</td>
<td>$999.50</td>
<td>$949.50</td>
<td>$849.50</td>
</tr>
</tbody>
</table>

*Members receive a 10% discount on all display rates.

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**Join forces with one of America’s largest and fastest growing industries.**

**Become an MHI member!**

For more information, visit [http://mhi.org/join](http://mhi.org/join).

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*Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*
Digital Edition

Extend your print advertising investment with the unique benefits of digital media.

MHI Solutions is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

Formats available to readers:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!

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### In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

#### HTML5 Ad | $1,800

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

#### Digital Video Sponsorship | $1,750

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

#### Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- **Large Insert** | $1,400
- **Medium Insert** | $1,200
- **Large Outsert** | $1,300
- **Medium Outsert** | $1,100

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For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)
Digital Edition Email Blast Sponsorship Opportunity

In addition to the print distribution, each quarter, MHI Solutions is also delivered via email to more than 100,000 industry decision-makers and members, making them aware that the digital edition is available for viewing. Each new issue is posted on the MHI Solutions website with a full archive of past issues.

The unique benefits of a targeted email blast:

- Exclusive ad space means you enjoy maximum visibility
- Deliver your message directly to the inbox of decision-makers and members
- Frequently forwarded to others for additional exposure
- Direct visitors to the landing page of your choice to facilitate the purchasing process.

MHI Solutions Digital Edition Email Blast

1 Issue: $4,200 each | 4 issues: $3,150 each

- Exclusive position — you are the only sponsor sent out for an entire quarter.
- You design your ad and choose your content, pending approval from MHI.
- Only one spot available – NO ROTATION
- Max file size 100kb
- JPG only (no animation)

Members receive a 10% discount on all rates.

On average, the digital edition receives:

- 35,000 page views each issue
- 2,723 clicks each issue
- 1,543 unique visitors each issue
- More than 5 minutes spent per reader each issue

Averages calculated over the previous 3 issues.

For more information, please visit: http://www.naylor.com/digitalmagspecs/

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
Advantages of advertising:

- Target leaders in the $165 billion material handling and logistics industry
- Position your company in front of supply chain professionals who plan on spending more than $1 million or more in the next 18 months
- Cross-promoted in other MHI publications and communication pieces
- Direct visitors to the landing page of your choice to expedite purchases
- Reinforce brand recognition with year-round visibility

On average, mhisolutionsmag.com receives:

- More than 750 visits per month
- More than 2,800 page views per month
- 82% NEW visitors

*Traffic from July 2018 - January 2019

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According to a recent survey:

- 71% find the MHI Solutions website as valuable or extremely valuable
- More than half rate the content as very good or excellent

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### Run of Site Horizontal Banner (468 x 60 pixels)

**12 Months**

$1,100

One run of site position with three ads rotating.

### Run of Site Tiles (125 x 125 pixels)

**12 Months**

$630

Two run of site positions with two ads rotating.

### Run of Site Rectangle (300 x 250 pixels)

**12 Months**

$1,380

One run of site position with two ads rotating.

Members receive a 10% discount on all rates

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Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
MHI Website

mhi.org

Advantages of advertising:

• Target leaders in the $165 billion material handling and logistics industry
• Position your company in front of supply chain professionals who plan on spending more than $1 million or more in the next 18 months

On average:

• Home Page Rectangles receive nearly 7,000 impressions per ad per month
• Sub Page Rectangle receives over 6,800 impressions each and roughly 30 clicks per month
* Averages calculated from July 2018 - January 2019

On average, mhi.org receives:

• More than 34,000 visits per month
• More than 89,000 page views per month
• More than 2 pages viewed per visit
* Traffic from July 2018 - January 2019

Home Page Rectangles
(300 x 250 pixels)

12 Months
$4,280

Two positions with five ads rotating each for a total of 10 ads showing on the home page of www.mhi.org.

Sub Page Rectangles
(300 x 250 pixels)

12 Months
$4,860

Two positions with five ads rotating each for a total of 10 ads showing on all interior pages of mhi.org.

Members receive a 10% discount on all rates.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

THE INDUSTRY THAT MAKES SUPPLY CHAINS WORK®
MHI offers MHI Solutions media packages to fit your marketing needs. Whether you need to connect with supply chain professionals in print or online, our packages offer the solutions for you to receive repeat advertising opportunities throughout the year while saving on your marketing costs.

Each MHI Solutions media package rate represents a savings of 30%!

### GOLD PACKAGE
- **Price** | $20,000
- Full-Page, Full-Color ad in 4 issues of MHI Solutions
- Banner ad on MHI Solutions Digital Edition Sponsorship eBlast
- Banner ad on the MHI Website
- Banner ad on the MHI Solutions Website

### SILVER PACKAGE
- **Price** | $14,000
- 1/2-Page, Full-Color ad in 4 issues of MHI Solutions
- Banner ad on MHI Solutions Digital Edition Sponsorship eBlast
- Banner ad on the MHI Website

### BRONZE PACKAGE
- **Price** | $8,000
- 1/4-Page, Full-Color ad in 4 issues of MHI Solutions
- Banner ad on the MHI Website

All packages are first come, first served and specific positions are subject to availability.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
• Deliver your message directly to the inbox of **more than 110,000 decision-makers** every month
• In addition to members, opt-in subscription means that professionals in the market for your products and services see your message
• Frequently forwarded to others for additional exposure
• Cross-promoted in other MHI publications and communications pieces
• Direct visitors to the landing page of your choice to facilitate the purchasing process
• Archives are accessible for unlimited online viewing
• Limited available ad space makes each position exclusive
• Change artwork monthly at no additional cost to promote time-sensitive offers and events

**On average:**
- **Leaderboard** receives over **12,000 impressions and 13 clicks per issue**
- **Rectangles** receive more than **15,000 impressions and 30 clicks per issue**

*Averages calculated from July 2018 - January 2019*

**Leaderboard (728 x 90 pixels)**
**12 Months – $8,925**
Exclusive position located at the top of the eNewsletter — NO ROTATION

**Rectangles (300 x 250 pixels)**
**12 Months – $5,100**
Six positions located between popular sections of the eNewsletter — NO ROTATION

*Members receive a 10% discount on all rates.*

**1st and 2nd Sponsored Content (180 x 150 pixels)**
**12 Months – $6,700**
Client must update once per month.

**3rd Sponsored Content (180 x 150 pixels)**
**12 Months – $6,040**
Client must update once per month.

*Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*
Our MHI Newswire allows the industry to stay informed about timely material handling and logistics and supply chain news.

- Deliver your message directly to the inbox of more than 100,000 decision-makers and all MHI members every Wednesday
- Frequently forwarded to others for additional exposure
- Direct visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events

**On average:**
- Leaderboards receive roughly 56,000 impressions per month
- Rectangles receive roughly 56,000 impressions per month

*Averages calculated from July 2018 - January 2019*

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**Leaderboard (728 x 90 pixels)**

**12 Months**

**$12,765**

Exclusive position located at the top of the eNewsletter — NO ROTATION

**Rectangles (300 x 250 pixels)**

**12 Months**

**$11,550**

Six positions located between popular sections of the eNewsletter — NO ROTATION

**Bottom Leaderboard (728 x 90 pixels)**

**12 Months**

**$10,380**

Exclusive position located towards the bottom of the eNewsletter — NO ROTATION

*Members receive a 10% discount on all rates.*

**Sponsored Content (180 x 150 pixels)**

**12 Months**

**$9,580**

Three positions available

*Client must update ad copy once per month.*

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MHI View is an innovative approach to education and informing you of the material handling and supply chain industry’s latest and emerging trends.

As the $165 billion material handling and supply chain industry grows, so do company’s needs for education, information, products and services. MHI View allows you to target an engaged audience and be a part of the solution!

We have banners, content marketing, and conference video opportunities available:

- MHI View BANNERS
- VIDEO CONTENT SPONSORSHIPS
- SPONSORED VIDEO BLASTS
- DAILY RECAP VIDEO SPONSORSHIPS (ProMat/MODEX/Annual Conference)

Why Video?

96% of B2B marketers use some form of online video with their overall strategy.

Enjoyment of video ads increases purchase intent by 97% and brand association by 139%.

Videos in emails can increase click-through rates by as much as 90%.

The average visitor spends 88% MORE time on a website with video than on those without.

Online video can attract 2-3X as many visitors to your site than non-video content.

90% of users say that seeing a video about a product is helpful in the decision process.

According to a recent survey: 2 in 3 respondents think MHI View is valuable or extremely valuable and nearly half rate the quality of content as excellent or very good!
# Video Content Calendar*

<table>
<thead>
<tr>
<th>Issues</th>
<th>MHI View Episodes</th>
<th>MHI NextGen Supply Chain Quarterly Update</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January</strong></td>
<td>Urban Logistics Strategies</td>
<td></td>
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<td></td>
<td>Promoting “Dirty” Jobs</td>
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<tr>
<td><strong>February</strong></td>
<td>Returns and Factory Outlets: How Ecommerce is Changing</td>
<td>TBD</td>
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<td>Secondhand Clothing Retail</td>
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<td></td>
<td>Deploying Robots in Small Operations</td>
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<td><strong>March</strong></td>
<td>Imagining the Future of the Supply Chain</td>
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<td></td>
<td>Optimizing: Your Reverse Logistics Processes</td>
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<tr>
<td><strong>April</strong></td>
<td>Women in Trucking</td>
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<td>Emerging Risks in Blockchain Technology</td>
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<td><strong>May</strong></td>
<td>Developing Safety Solutions and Protocols</td>
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<td></td>
<td>Ergonomics Essentials in the Warehouse</td>
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<tr>
<td><strong>June</strong></td>
<td>From Farm to Table: Fresh Products Logistics</td>
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<tr>
<td></td>
<td>Developing Successful Material Handling Internship Programs</td>
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<tr>
<td><strong>July</strong></td>
<td>Digital Business Transformation Part 1: People</td>
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<td></td>
<td>Digital Business Transformation Part 2: Processes</td>
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<tr>
<td><strong>August</strong></td>
<td>Digital Business Transformation Part 3: Product</td>
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<tr>
<td></td>
<td>Cybersecurity Best Practices</td>
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<td><strong>September</strong></td>
<td>Regulatory Challenges in Healthcare Logistics</td>
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<td>Evaluating Systems with Digital Modelling</td>
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<td><strong>October</strong></td>
<td>Pharmaceutical Reverse Logistics</td>
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<td>4D Printing</td>
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<td><strong>November</strong></td>
<td>TBD</td>
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<td><strong>December</strong></td>
<td>TBD</td>
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*Calendar is subject to change without notice.

**Artwork materials are due 1 week prior to first email distribution you have on contract.
Video Content Sponsorships

MHI View produces video content series which highlight various industry topics, case studies, and what’s on the horizon in the industry. You have a unique opportunity to sponsor the biweekly educational MHI View Episodes, and MHI NextGen Supply Chain Quarterly Update series. Be the exclusive sponsor for the series of your choice.

MHI View Episodes

Sponsorship opportunities are available on MHI View on 11 video channels dedicated to 11 key topics including:

- 3D Printing
- Cloud Computing and Storage
- Driverless Vehicles and Drones
- Inventory and Network Optimization
- Predictive Analytics
- Robotics and Automation
- Sensors and Automatic Identification
- Storage and Racking Solutions
- Sustainability
- Wearable and Mobile Technology
- Workforce

12 months - 24 videos | $14,500
6 months - 12 videos | $8,500
3 months - 6 videos | $4,500

MHI NextGen Supply Chain Quarterly Update

This four part video series will take an in-depth look at the most relevant topics and case studies from the MHI Annual Industry Report.

1 issue: $1,500 | 4 issues: $5,500

*Ask your Naylor sales representative for details on exclusively sponsoring multiple video series.*

All Sponsorships Include:

- In video pre-roll sponsorship. Example: “This video is brought to you by (your company name here).”
- Exclusive email blast promoting the video to our full 100,000+ mailing list
- Promotion of your video in MHI Newswire, which is distributed to 100,000+ every Wednesday
- 468 x 60 banner displayed in the email blast of video
- 468 x 60 banner displayed on MHI View platform
Sponsored Video Blast

$4,200 per blast
(customer supplied video)

Use video to demonstrate to viewers the unique benefits of using your product or service by purchasing one of our sponsored video blasts. Your video will educate viewers on your company’s expertise only 2 allowed per month.

Includes:
- Exclusive email blast promoting your video to our full 100,000+ mailing list.
- Video posting under the channel of your choice on the MHI View website.
- Promotion of your video in MHI Newswire, which is distributed to 100,000+ every Wednesday.
- 350x250 pixel banner displayed on screen while your video plays.
- 468x60 pixel banner displayed in the email blast of your video.

All videos need to be approved for distribution by MHI.

We can produce a 3-4 minute video for you, which includes planning, scripting, filming, and editing for just an additional $4,500!
Sponsorship Opportunities

- **Run-of-Site Leaderboard**
  $3,600 per year
  One 728 x 90 leaderboard available with three rotations displayed throughout the entire MHI View website.

- **Top Run-of-Site Banner**
  $3,350 per year
  One 300 x 200 banner available with three rotations in each position displayed throughout the entire MHI View website, excluding the Events channel.

- **Run-of-Site Banners**
  $2,890 per year
  Three 300 X 100 banners available with two rotations in each position displayed throughout the entire MHI View website, excluding the Events channel.

From July 2018 to January 2019, MHI View has received:
- More than 41,500 visits
- 83% of visitors are new!
- More than 47,900 page views
Daily Recap Video Sponsorships

During each day of ProMat, MHI View produces a 5-8 minute daily recap video highlighting the best of the day’s events, which includes association messaging and interviews with keynotes, speakers and panelists. You have the opportunity to be the presenting exhibitor inside the daily recap videos! This is a unique opportunity to showcase your company and the products you’re featuring at ProMat! Additionally, we will be hitting the exhibition floor looking for a select few companies to interview and feature in the daily recap videos.

**Presenting Exhibitor**

$8,265 per day or $22,000 for all 3 days
- 1 presenting exhibitor allowed per day of ProMat.
- Interview edited into a 1 minute highlight segment and featured in the 1st sponsor position.
- 468 x 60 Banner under video.
- In video pre-roll. Example: “This video brought to you by (your company name here.)”

**Premium Exhibitor:** $5,500
- 1 company allowed per day for a maximum of 3 total during the duration of ProMat.
- Interview edited into a 30-40 second highlight segment and featured in the 2nd interview position in the daily recap video.
- 300 x 200 pixel banner displayed on the ProMat’s Event channel on the MHI View website.

**Featured Exhibitor:** $2,750
- Up to 3 companies per day for a maximum of 9 allowed total for the duration of ProMat.
- Interview edited into a 30-40 second highlight segment and featured in the 3rd, 4th, and 5th interview position in the daily recap video.
- 300 x 100 pixel banner displayed on the ProMat’s Event channel on the MHI View website.

**Daily Recap Sponsorships receive additional exposure through:**
- Presenting Exhibitors receive an exclusive 614 x 110 pixel banner in recap video eblast.
- Promotion of the daily recap video via MHI’s Twitter account during ProMat.
- Website promotion on the MHI View website.
- Our recap videos are pushed out each day via email to all attendees, exhibitors, plus 100,000+ industry professionals.
ProMat New Product/Service Spotlight

Get noticed at ProMat 2019 with the New Product/Service Spotlight series. Each day on the show floor, MHI View will be looking for the year’s most compelling new booths on the showroom floor. Prepare a one-minute video with our professional video production crew or use your own video to get your message heard.

Content Marketing Videos:

$1,680 (customer supplied video)

• Only 3 allowed per day.
• Promoted through social media to all attendees and exhibitors.
• Exclusive 300 x 200 call-to-action banner featured, while your video plays on www.videos.mhi.org.
• Your video will be posted under the channel of your choice for 12 months on the MHI View website.
• Supplied tweet pushed out during ProMat through MHI’s Twitter account.

We can produce a 3-4 minute video for you, which includes planning, scripting, filming, and editing for just an additional $2,220!

78% of those who attend ProMat do NOT attend any other industry-related trade shows - making them an exclusive audience
ProMat Media Packages

MHI offers ProMat media packages to fit your marketing needs. Whether you need to connect with supply chain professionals in print or online, our packages offer the solutions for you to receive repeat advertising opportunities throughout the year while saving on your marketing costs.

Each ProMat media package rate represents an average savings of up to 20%!

<table>
<thead>
<tr>
<th>GOLD PACKAGE</th>
<th>SILVER PACKAGE</th>
<th>BRONZE PACKAGE</th>
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</thead>
<tbody>
<tr>
<td>☐ Price</td>
<td>$22,000</td>
<td>☐ Price</td>
</tr>
<tr>
<td>- Full-Page, Full-Color ad in MHI Solutions (Post-conference Issue)</td>
<td>- 1/2-Page, Full-Color ad in MHI Solutions (Post-conference Issue)</td>
<td>- 1/4-Page, Full-Color ad in MHI Solutions (Post-conference Issue)</td>
</tr>
<tr>
<td>- Full-Page, Full-Color ad in MHI Solutions (ProMat issue)</td>
<td>- 1/2-Page, Full-Color ad in MHI Solutions (ProMat issue)</td>
<td>- 1/4-Page, Full-Color ad in MHI Solutions (ProMat issue)</td>
</tr>
<tr>
<td>- MHI View 300 x 100</td>
<td>- MHI View run-of-site 300 x 100</td>
<td>- MHI View 300 x 100 Banners (12 months)</td>
</tr>
<tr>
<td>- MHI Solutions Digital Edition Exclusive Sponsored Eblast - March 2019 (1 month before ProMat 2019)</td>
<td>- Mhi.org Top Home Page Rectangle Banner (12 months)</td>
<td>- Mhi.org Bottom Home Page Rectangle Banner (12 months)</td>
</tr>
</tbody>
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All packages are first come, first served and specific positions are subject to availability.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
The Conference eNewsletter is a must-read resource for all ProMat attendees and exhibitors. Distributed each day of the event and one week after ProMat, content will include exhibitor highlights from the show floor, show news and updates, keynote speaker and panel discussion recaps, photo galleries, an at-a-glance agenda, and more.

Participating in our Conference eNewsletter allows you to showcase your company to a captive audience of ProMat attendees and exhibitors plus 100,000+. Keep your company top-of-mind during and after ProMat!

**Your ad includes exposure in all 5 issues!**

**Two Premium Rectangles**  
Price: $5,775

**1st Sponsored Content**  
Price: $5,500

**Two Middle Rectangles**  
Price: $5,250

**2nd Sponsored Content**  
Price: $4,950

**Rectangle Specifications:**
- 300 x 250 pixels
- JPG only; no animation
- File size must be no greater than 100kb

**Sponsored Content Specifications:**
- Naylor will create the ad
- Client supplies 3 - 5 words for the header and 30 - 50 words for the summary text
- Client supplies thumbnail image at 180 x 150 pixels
- JPG only; no animation

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**Sections include:**
- Show Daily
- News from the Show Floor
- Conference
- Getting Social
- What you Need to Know

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
Print and Online Advertising Specifications

Magazine Trim Size: 8.375” x 10.875”

Ad Material Upload

Go to the Naylor website at www.naylor.com and under the Client Support section click “Ad Upload.” Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company’s contact information along with these three pieces of information, browse for your file and click “Submit.” Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417” x 9.5” Full-Page Live Area: 7” x 9.5”

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Specs for Outsert/Inserts

Magazine

1 Pg / 1 Surface
8.375” x 10.875”

1 Pg / 2 Surface
8.375” x 10.875”

2 Pg / 4 Surface
8.375” x 10.875”

Postcards

6” x 4.25”

Heavy Card Stock

Insert 8.25” x 11.125”

Postal flysheets 8.5” x 11”

Production Services, Proofs and Revisions

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Online Advertising Specifications For more information, visit: www.naylor.com/onlinespecs

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of $5.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

THE INDUSTRY THAT MAKES SUPPLY CHAINS WORK®