

VIEW THE LATEST MEDIA GUIDE ONLINE AT
officialmediaguide.com/mhimedia



MHI[®]

MEDIA GUIDE

Plan your route into the nation's **\$194 billion**
material handling and logistics industry.

FOR MORE INFORMATION, CONTACT:

Michelle Hughes
Project Manager
(352) 333-3424
mhuhes@naylor.com



MHI[®]

THE INDUSTRY THAT MAKES SUPPLY CHAINS WORK[®]



Plan your route into the nation's \$194 billion material handling and logistics industry.

TARGET MORE THAN 30,000 DECISION-MAKERS IN PRINT AND CAPTURE AN AUDIENCE OF MORE THAN 125,000 ONLINE INSIDE MHI'S MEDIA RESOURCES.

About MHI

Who We Are

MHI is the nation's largest material handling, logistics and supply chain association! We work hard every day to deliver the latest knowledge, the strongest connections, powerful industry leadership, and the best market access for manufacturing and supply chain professionals.

What We Do

The movement, protection, storage and control of materials and products throughout the process of their manufacture and distribution, consumption and disposal. This process involves a broad array of equipment and systems that aid in forecasting, resource allocation, production planning, flow and process management, inventory management, customer delivery, after-sales support and service, and a host of other activities and processes basic to business.

Our History

Founded in 1945, MHI is an international trade association whose members include material handling, logistics and supply chain equipment, and systems manufacturers, integrators, consultants, publishers, and third-party logistics providers.

The Industry That Makes Supply Chains Work

MHI has acquired the Warehousing Education and Research Council (WERC).
Get your message seen by both associations' audiences!



Businesses benefit from advertising with MHI



80%

of members have buying power.



81%

of advertisers 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.

65%

of respondents say they are more prone to visit a company's booth at MODEX or ProMat if they advertise with MHI.



51%

of advertisers generated traffic to their website.

MHI Audience



TITLES

- CEO, CFO, CIO, COO
- Material Handling Managers
- Supply Chain Managers/Directors
- Logistics Managers/Directors
- VP Supply Chain
- VP Logistics
- VP Distribution
- VP Manufacturing
- VP Operations
- Warehouse Managers
- Distribution Managers
- Facility Managers
- Regional Directors
- Procurement Managers

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

Memberships



Discover the value of membership in the only trade association in North America that brings together the material handling, logistics, and supply chain industries!

In 1945, MHI was created to deliver solutions to common industrial challenges for manufacturers in the material handling industry. While the challenges and opportunities have changed, the work of MHI is the same today. Run by members, MHI is a not-for-profit trade association that helps material handling, logistics, and supply chain management equipment and system manufacturers promote their solutions and advance the industry.

JOIN TODAY

MEMBERSHIP BENEFITS



JOIN TODAY

WERC is the only professional organization focused on logistics management and its role in the supply chain. Through membership in WERC, seasoned practitioners and those new to the industry master best practices and establish valuable professional relationships. Since being founded in 1977, WERC has maintained a strategic vision to continuously offer resources that help distribution practitioners and suppliers stay on top in our dynamic, variable field. These include national, regional, local and online educational events; performance metrics for benchmarking; practical research; expert insights; and multiple opportunities for peer-to-peer knowledge exchange.

Interested in joining WERC?

In an increasingly complex world, distribution logistics professionals make sense of things so that people get their products and services, companies deliver on their commitments, economies grow, and communities thrive.

WERC powers distribution logistics professionals to do their jobs, excel in their careers and make a difference in the world. We help our members and their companies succeed by creating unparalleled learning experiences, offering quality networking opportunities, and providing access to research-driven industry information.



Our print and online portfolio reaches an audience of **more than 125,000**.



MHI Solutions Magazine

PRINT EDITION and DIGITAL EDITION including SPONSORED EBLASTS



MHI Membership Directory & Reference Guide

ProMat 2023 eNewsletter

MHI Newswire



MHI Industry News

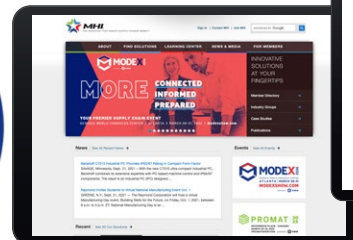
MHI Podcast



MHI Solutions Website www.mhisolutionsmag.com



Programmatic Audience Extension



MHI Website www.mhi.org



MHI view videos.mhi.org

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 \$194 billion per year, and producers employ in excess of 700,000 workers.**

1st Quarter | Ships: December 2022

Connected Data and Cybersecurity

- Solutions Spotlight: Overhead Alliance
- Product Spotlight: ECMA – Electrification and Controls Manufacturers Association
- Safer Handling: SMA – Storage Manufacturers Association
- Industry Focus: Health Care/ Pharma

Space Reservation Deadline: October 20, 2022

Ad Materials Deadline: October 24, 2022

2nd Quarter | Ships: March 2023

AI, Automation, and Robotics

- Solutions Spotlight: New Battery Group
- Product Spotlight: SLAM – Scan, Label, Apply, Manifest
- Safer Handling: RMI – Rack Manufacturers Institute, Inc.
- Industry Focus: Third-Party Logistics

Bonus Distribution



Space Reservation Deadline: January 11, 2023

Ad Materials Deadline: January 13, 2023

3rd Quarter | Ships: June 2023

IIoT, 5G, and Smart Facilities

- Solutions Spotlight: CMAA – Crane Manufacturers Association of America, Inc.
- Product Spotlight: TRG – The Robotics Group
- Safer Handling: MAG – Mobile Automation Group (formerly AGVS)
- Industry Focus: Automotive

Space Reservation Deadline: TBD

Ad Materials Deadline: TBD

4th Quarter | Ships: September 2023

Sustainability and ESG

- Solutions Spotlight: CSS – Conveyor & Sortation Systems
- Product Spotlight: LIFT – Lift Manufacturers Product Group
- Safer Handling: HMI – Hoist Manufacturers Institute
- Industry Focus: Retail

Bonus Distribution

Annual Conference

Space Reservation Deadline: TBD

Ad Materials Deadline: TBD

**Calendar is subject to change without notice.*

In every issue:

- CEO Update
- Industry Trends
- Education
- Economic Market Analysis
- Safer Handling
- MHI Solutions Community
- 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!

MHI SOLUTIONS Magazine

Improving Supply Chain Performance

Showcase your company to an influential group of industry professionals! Our publication delivers powerful relationships that influence, inspire and endure. Don't miss your chance to reach key decision-makers.



Net Advertising Rates

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

Revisions and Proofs: \$50.00

Position Guarantee: 15% Premium

Display Advertising - Full Color	1X	2-3X	4X
Double Page Spread Full Color	\$9,189.50	\$8,729.50	\$7,809.50
Double Page Spread Full Color Advertorial	\$10,579.50	\$10,049.50	\$8,989.50
Full Page Full Color	\$5,699.50	\$5,409.50	\$4,839.50
Full Page Full Color Advertorial	\$6,559.50	\$6,229.50	\$5,579.50
2/3 Page Full Color	\$4,899.50	\$4,649.50	\$4,159.50
1/2 Page Full Color	\$3,609.50	\$3,429.50	\$3,069.50
1/2 Page Island Full Color	\$4,209.50	\$3,999.50	\$3,579.50
1/3 Page Full Color	\$2,709.50	\$2,569.50	\$2,299.50
1/4 Page Full Color	\$2,179.50	\$2,069.50	\$1,849.50
1/6 Page Full Color	\$1,629.50	\$1,549.50	\$1,389.50
1/8 Page Full Color	\$1,229.50	\$1,169.50	\$1,049.50
Display Advertising - Black and White	1X	2-3X	4X
Full Page Black and White	\$4,669.50	\$4,439.50	\$3,969.50
2/3 Page Black and White	\$4,119.50	\$3,909.50	\$3,499.50
1/2 Page Black and White	\$2,969.50	\$2,819.50	\$2,519.50
1/2 Page Island Black and White	\$3,469.50	\$3,299.50	\$2,949.50
1/3 Page Black and White	\$2,229.50	\$2,119.50	\$1,899.50
1/4 Page Black and White	\$1,719.50	\$1,629.50	\$1,459.50
1/6 Page Black and White	\$1,349.50	\$1,279.50	\$1,149.50
1/8 Page Black and White	\$1,059.50	\$1,009.50	\$899.50

Members receive a 10% discount on all display 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.

MHI SOLUTIONS

Improving Supply Chain Performance

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!



Mobile & Desktop
Responsive HTML
Reading View



Our digital edition is sent quarterly to the inbox of more than 125,000 industry professionals!



1 Leaderboard Package 1 (all views) | \$2,050

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine. Includes 3 Top TOC Mobile Banner

2 Rectangle Package 2 (all views) | \$2,250

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view. Includes 4 2nd TOC Mobile Banner

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital publication on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and subsequent banners show every 3 articles.

3 Top TOC Mobile Banner

4 2nd TOC Mobile Banner

Additional TOC Mobile Banner | \$1,300

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 | \$1,850

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 | \$1,800

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 | \$1,450

• Medium Insert | \$1,250

• Large Outsert | \$1,350

• Medium Outsert | \$1,350

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.

For the latest online specs, please visit www.naylor.com/online specs

MHI Membership Directory & Reference Guide

As of 2022, MHI is excited to announce the launch of our newest publication, the Membership Directory and Reference Guide. Take this opportunity to align your message and be seen in our second edition, launching in 2023. Showcase your company here and you will reach CEOs, material handling managers, supply chain managers/directors, logistic managers/directors, vice presidents, managers, regional directors, and many more industry leaders interested in purchasing your products!



Net Advertising Rates

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

CURRENT RATES (MHI-080223)

Display Advertising - Full Color	1X
Double Page Spread Full Color	\$9,189.50
Full Page Full Color	\$5,699.50
2/3 Page Full Color	\$4,899.50
1/2 Page Full Color	\$3,609.50
1/2 Page Island Full Color	\$4,209.50
1/3 Page Full Color	\$2,709.50
1/6 Page Full Color	\$1,629.50
1/8 Page Full Color	\$1,229.50

Revisions and Proofs: \$50.00

Position Guarantee: 15% Premium

Members receive a 10% discount on all display 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.

Member Listing Enhancement | \$199.50

As a member benefit of MHI, your company listing will be displayed in the Membership Directory & Reference Guide at no charge. Your company has the option to increase brand recognition of your business by adding a 75 word profile along with a full color company logo to your listing. Don't miss your chance to stand out in front of members who are responsible for recommending, specifying and purchasing products and services on behalf of their organizations.

Upgraded listing with MLE:



a TOYOTA ADVANCED LOGISTICS company
Bastian Solutions, a Toyota Advanced Logistics company

10585 N Meridian St
Indianapolis, IN 46290
Contact: Stefanie Hardy
888-575-9992
info@bastiansolutions.com
www.bastiansolutions.com

Product/Service Categories: Automated Storage/Retrieval Systems, Order Picking Fulfillment & Delivery, Consulting & Professional Services, Conveyors, Robots, Industrial, Integrated Systems & Controls, Supply Chain Execution Systems

MHI Industry Group Membership(s): Mobile Automation Group

ENHANCED LISTINGS WOULD HAVE A PROFILE HERE: The profile/description would go here if they purchased a member listing enhancement. It would be a maximum of 75 words. The profile/description would go here if they purchased a member listing enhancement. It would be a maximum of 75 words. The profile/description would go here if they purchased a member listing enhancement. This reflects the approximate length of a profile that is 75 words.

See display ad on page xx.

Basic listing without MLE

Bastian Solutions, a Toyota Advanced Logistics company

10585 N Meridian St
Indianapolis, IN 46290
Contact: Stefanie Hardy
888-575-9992
info@bastiansolutions.com
www.bastiansolutions.com

Product/Service Categories: Automated Storage/Retrieval Systems, Order Picking Fulfillment & Delivery, Consulting & Professional Services, Conveyors, Robots, Industrial, Integrated Systems & Controls, Supply Chain Execution Systems

MHI Industry Group Membership(s): Mobile Automation Group

See display ad on page xx.

MHI Membership Directory & Reference Guide

Digital Edition

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

Maintain an online presence with the digital version of the MHI Membership Directory and Reference Guide! GTxcel's digital edition platform allows members to engage with their publication at home or on the go. Produced as a pure digital replica of the print edition, the page view in GTxcel allows you to engage with product and service listings or member information in the format it was intended.

With the option to view in a 1-page or 2-page format and ability to identify zoom level, GTxcel allows you to determine your best preferred reading experience. Also included is the ability to pull a PDF of the publication, or search by keyword to find specific listing details in one or across all of an association's publications.

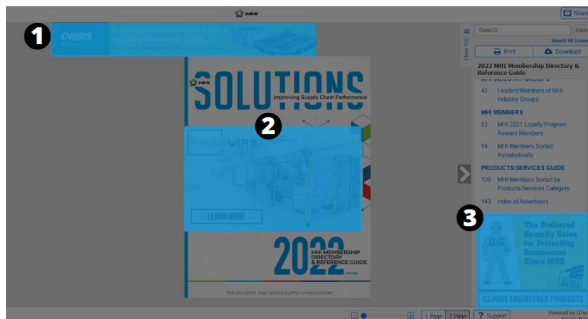


Mobile & Desktop
Responsive HTML
Reading View



EXCLUSIVE Digital Edition eBlast Sponsored Banner | \$4,300

When a print edition of the membership directory is distributed, an email is sent to all members and subscribers making them aware that the digital edition is available for viewing.



1 Leaderboard (Top) | \$2,050

The Leaderboard ad appears on-screen at all times throughout the Page View.

2 Bellyband | \$1,430

The Bellyband ad is placed on the top of the digital edition's cover page and is displayed every time the digital edition is first accessed.

3 Rectangle | \$2,250

The Rectangle ad appears at the bottom of the table of contents. The ad is on screen at all times throughout Page View.

Digital Video Sponsorship | \$1,800

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 | \$1,450

• Medium Insert | \$1,250

• Large Outsert | \$1,350

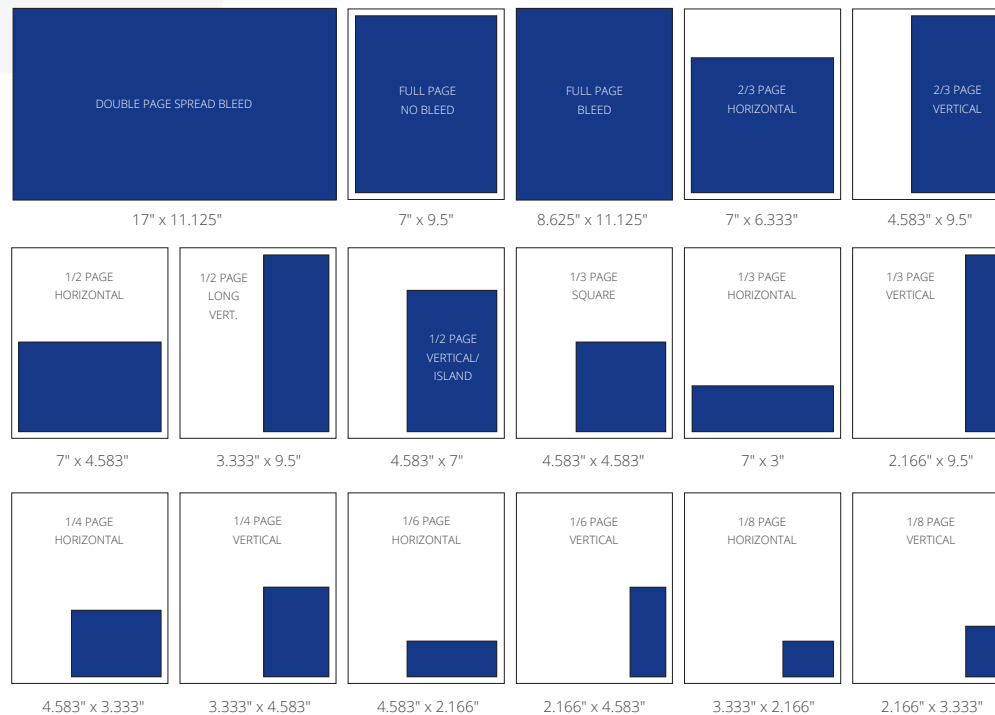
• Medium Outsert | \$1,350

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.

For the latest online specs, please visit www.naylor.com/onlinespecs

Print and Online Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



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 10.75"

Postal flyersheets 8.5" x 11"

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.

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%.

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/linespecs

* 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 \$35.00 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.

Digital Edition Email Blast Sponsorship Opportunity

March 2016

Your issue of *MHI Solutions* is now ready. Clicking on links below will deliver you directly to that page of your issue. Thank you for reading!

FEATURES

Emerging Technologies Produce Business Benefits and Talent Challenges
Advances in technology present very real human capital challenges, requiring different skill sets for the future workforce.
By Sheryl S. Jackson

Developing a Talent Management Strategy
A new approach to finding talent involves training and hiring strategies, as well as communicating with HR to align goals.
By Mary Lou Jay

Collaborating with Education
Supply chain should work with educators to develop career paths and overcome the workforce shortage.
By Fiona Soles

Love your Supply Chain Career?
Spread the word via MHI's #WorkInTheSupplyChain awareness campaign.
By Carol Miller

The Power of Mentoring
Mentoring with students can introduce supply chain as a career and bridge the gap to the younger generation.
By Fiona Soles

Eleven Ways to Diversify the Supply Chain: Insights from the Field
Experts weigh in on how to attract and retain diverse talent, including women, minorities, veterans and underserved populations to our field.
By Devon Birch

How Do You Build A Successful Career in Supply Chain?
We'll look at what it takes to develop your career, as well as available tools for recruiting and retaining employees.
By M. Dave Malenfant

Donated Equipment Gives High School, Community College Students Hands-On Experience
Have unused, discontinued or show demo equipment in inventory? Clear some space by gifting it to a school to train the workforce of the future.
By Angela Jenkins

Industry Focus: Retail
Different generations are driving new buying patterns in the retail arena.
By Sandy Smith

MODEX 2016
An in-depth look into the industry event of 2016.

The Jobs, Wages, Output and Taxes of the Supply Chain
By Gary Forger

IN EVERY ISSUE

Industry Trends: Collaboration with Industry Associations, Educators Creates Foundation for the First-Ever Supply Chain Education Summit at MODEX

Economic Market Analysis: Slowdown in U.S. Manufacturing, Material Handling, and the U.S. Economy

Education: Mentoring: A Good Investment

Safer Handling: Ergonomic Workstations and Height Adjustable Tables Reduce Work Stress

Solutions Group Update: Collaboration: Trust, Technology & the Safe Harbor

Fulfillment Update: Blockchain Technology Provides Better Tracking and Accountability

Solutions Spotlight: Protecting Your People and Your Wallet with Protective Guarding

Where Are They Now? Catching Up with MHI's Scholarship Recipients

MHI News

Calendar

Index of Advertisers

Visit the magazine's website, www.mhisolutionsmag.com, for more information on MHI Solutions.

1

VOICE JUST GOT SMARTER
Have you thought about Smartphones in your warehouse?
Get the results of the "Smartphones In The Warehouse" survey and see how smartphones, smartwatches and other wearables are revolutionizing warehouse operations. Visit us at lucasware.com/smartphones.

LUCAS SYSTEMS, INC.

Material Handling Industry
8720 Red Oak Blvd., Suite 201 | Charlotte, NC 28217-3957

We would appreciate your comments or suggestions. Your email will be kept private and confidential.

In addition to the print distribution, each quarter, *MHI Solutions* is also delivered via email to more than 125,000 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 1 Issue: \$4,300 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 display rates.

On average, the digital edition receives:

24,000 page views each issue

2,278 clicks each issue

1,522 unique visitors each issue

More than **9 minutes** spent per reader each issue

*Averages calculated over the previous 3 issues.

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

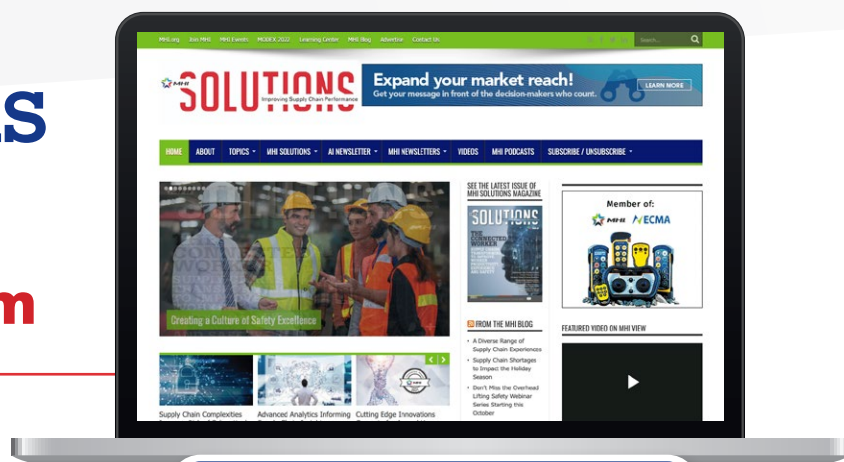
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

MHI Solutions Website

mhisolutionsmag.com

Advantages of advertising:

- Target leaders in the **\$194 billion** material handling and logistics industry
- Position your company in front of supply chain professionals who plan on spending **\$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:

- 2,238+** visits per month
- 3,206+** page views per month
- 2,753+** sessions per month

*Traffic stats from December 2021 - May 2022



1 Run of Site Leaderboard

728×90 pixels. One run of site position. No rotations.

12 Months | \$1,200

2 Run of Site Upper Rectangle

300×250 pixels. Two run of site positions with three ads rotating.

12 Months | \$1,450

3 Run of Site Lower Rectangle

300×250 pixels. One run of site position with three ads rotating.

12 Months | \$1,150

4 Run of Site Skyscraper

160×600 pixels. One run of site position with two ads rotating.

12 Months | \$1,200

5 Content Banner

620×77 pixels. No rotations.

\$800/month

Sponsored Content

Two/month

\$2,500/month

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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.

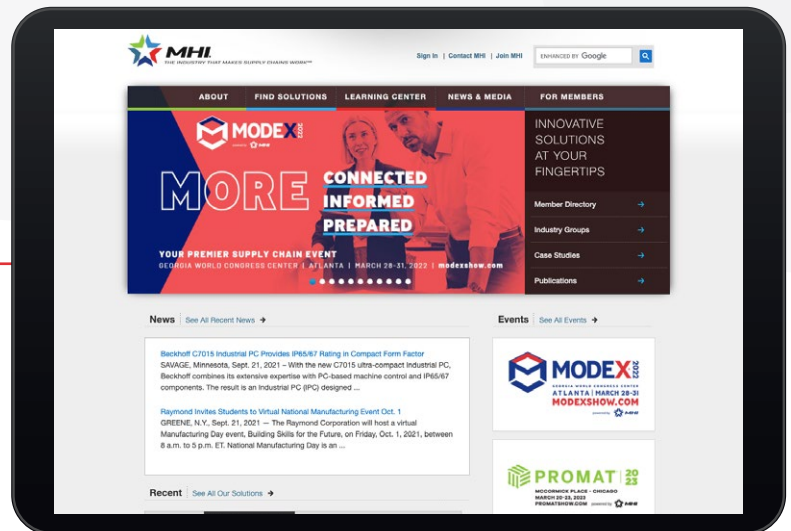
MHI Website

mhi.org

Advantages of advertising:

- Target leaders in the **\$194 billion** material handling and logistics industry
- Position your company in front of supply chain professionals who plan on spending **\$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

Reach over 44,600 users each month!



On average, mhi.org receives:

42,600+ visits per month

88,350+ page views per month

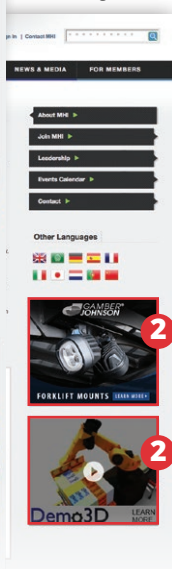
1.69+ pages viewed per visit

* Traffic from November 2021 - April 2022

Home Page



Sub Page



1 Home Page Rectangles

12 Months | \$4,390

300 x 250 pixels. Two positions with five ads rotating each for a total of 10 ads showing on the home page of www.mhi.org.

2 Sub Page Rectangles

12 Months | \$4,980

300 x 250 pixels. 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 display 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.

MHI Industry News

www.naylornetwork.com/ mhi-industryNews

Advantages of advertising:

- Deliver your message directly to the inbox of **more than 125,000 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

1 Leaderboard

728 x 90 pixels. Exclusive position located at the top of the eNewsletter — NO ROTATION

12 Months | \$9,605

2 Rectangles

300 x 250 pixels. Six positions located between popular sections of the eNewsletter — NO ROTATION

12 Months | \$5,450

3 1st and 2nd Sponsored Content

Client must update once per month. 180 x 150 pixels for the logo. Headline: 5-7 words. Summary text: 50-70 words. Call to action text.

12 Months | \$7,215

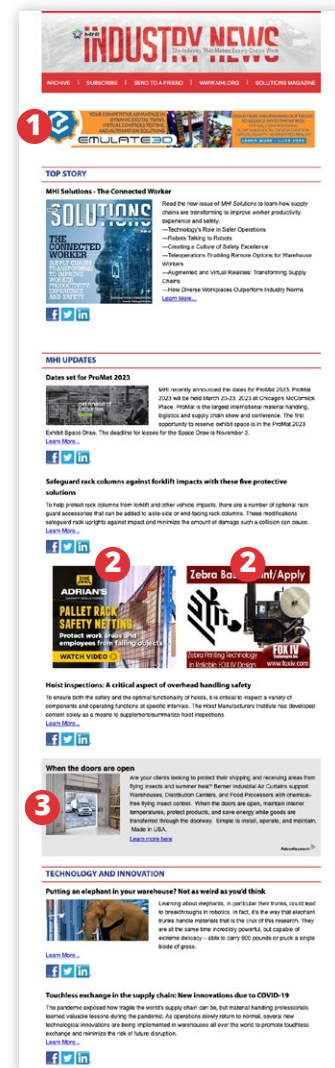
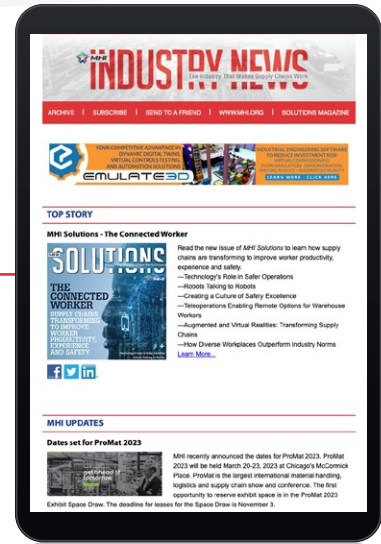
3rd Sponsored Content

Client must update once per month. 180 x 150 pixels for the logo. Headline: 5-7 words. Summary text: 50-70 words. Call to action text.

12 Months | \$6,500

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

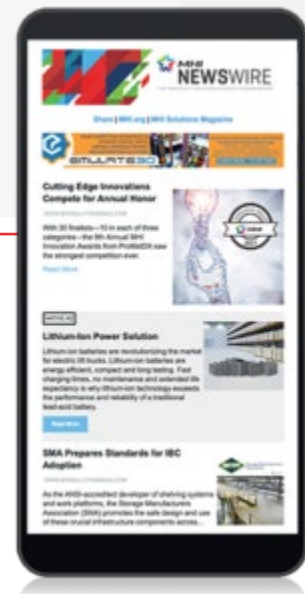


MHI Newswire eNewsletter

Our *MHI Newswire* allows the industry to stay informed about timely material handling and logistics and supply chain news. Our eNewsletter adapts to readers by using machine learning to grasp what readers are interested in and provides them with curated content that becomes more relevant as the AI develops individual personas for each reader.

Advantages of advertising:

- Customized content tailored to individual recipients
- Escalated member engagement based on preferred content
- Deliver your message directly to the inbox of **more than 149,000 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



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

1 Custom Top Leaderboard

650 x 90 pixels. Exclusive position located at the top of the eNewsletter — NO ROTATION

12 Months | \$12,765

2 Rectangles

300 x 250 pixels. Six positions located between popular sections of the eNewsletter — NO ROTATION

12 Months | \$11,550

3 Custom Lower Leaderboard

650 x 90 pixels. Exclusive position located towards the bottom of the eNewsletter — NO ROTATION

12 Months | \$10,380

4 1st and 2nd Sponsored Content

Client must update once per month. 180 x 150 pixels for the logo. Headline: 5-7 words. Summary text: 50-70 words. Call to action text.

12 Months | \$9,580

5 3rd Sponsored Content

Client must update once per month. 180 x 150 pixels for the logo. Headline: 5-7 words. Summary text: 50-70 words. Call to action text.

12 Months | \$8,210



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 Podcast Sponsorship

podcast.mhi.org

Advantages of advertising:

- Target leaders in the **\$194 billion** material handling and logistics industry
- Position your company as **Thought Leaders** in front of supply chain professionals who plan on spending **\$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

All Sponsorships Include:

- In podcast pre-roll sponsorship. Example: "This podcast is brought to you by (your company name here)."
- Exclusive email blast promoting the podcast to our full 125,000+ mailing list
- 468 x 60 banner displayed in the email blast of podcast
- 468 x 60 banner displayed on MHI view platform
- This is sponsorship only & does not include speaker recognition

Sponsorship | \$2,500

Sponsorship & Speaking Opportunity Include:

- In podcast pre-roll sponsorship. Example: "This podcast is brought to you by (your company name here)."
- Exclusive email blast promoting the podcast to our full 125,000+ mailing list
- 468 x 60 banner displayed in the email blast of podcast
- 468 x 60 banner displayed on MHI view platform
- This includes an exclusive sponsorship AND thought leadership on the topic

EXCLUSIVE

Full Podcast Sponsorship & Speaking Opportunity | \$10,000

- All the above
- 30-minute interview with a final produced piece between 8 – 20 minutes
- Sponsor will define the topic to speak on as a thought leader and add their podcast to the content calendar pending topic and date approval by MHI

Sponsorship & Speaking Opportunity | \$5,000

Members receive a 10% discount on all display 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.





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 **\$194 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:

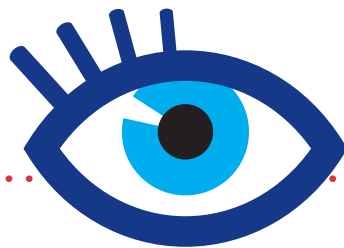
- MHI view BANNERS
- VIDEO CONTENT SPONSORSHIPS
- SPONSORED VIDEO BLASTS
- DAILY RECAP VIDEO SPONSORSHIPS (ProMat/ProMat/Annual Conference)

According to a recent survey:

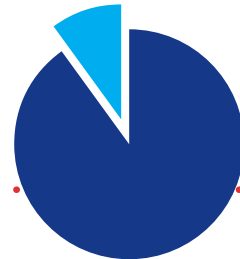
- **2 in 3** respondents think MHI view is valuable or extremely valuable and nearly half rate the quality of content as excellent or very good!

Why Video?

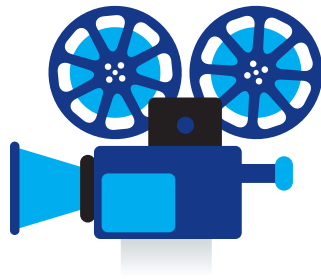
96% of B2B marketers use some form of online video with their overall strategy.



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%**.



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

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



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

2023 Video Content Calendar

January	February
MHI view Episode January 16: Bringing Diversity Through Leadership January 27: The IMPACT of MHI 2023 January 30: Metaverse Applications in Supply Chain	MHI view Episode February 20: Robots as a Service
March	April
MHI view Episode TBD: Circular Economy March 20: Scope 1,2,3 Reporting	MHI view Episode April 10: Cybersecurity Basics – Things Everyone Can Do April 24: Emerging Technology in Supply Chains
May	June
MHI view Episode May 8: Flexible Thinking: Overcoming Bias in the Workplace May 22: AGVs in Tight Spaces	MHI view Episode June 5: Supply Chain Transparency
July	August
MHI view Episode July 3: Preparing for the Future – Transitions in Leadership July 31: Sustainability Panel	MHI view Episode August 14: TBD August 28: TBD
September	October
MHI view Episode September 11: TBD September 25: TBD	MHI view Episode October 9: TBD October 16: TBD October 23: TBD
November	December
MHI view Episode September 11: TBD September 25: TBD	MHI view Episode October 9: TBD October 16: TBD October 23: TBD



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 Next-Gen Supply Chain Quarterly Update series. Be the exclusive sponsor for the series of your choice.

How Does MHI view Perform?

In the last year, MHI view has had nearly **79,370 pageviews**
The average time spent watching our videos is **1:30 minutes**

**traffic stats from June 2021 - June 2022*



All Sponsorships Include:

- 1 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 112,000+ mailing list
 - Promotion of your video in *MHI Newswire*, which is distributed to 149,000+ every Wednesday
- 2 468 x 60 banner displayed in the email blast of video
- 3 468 x 60 banner displayed on MHI view platform

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

MHI view Episode Content Sponsorship | \$1,775 per episode

MHI cast (podcast) Sponsorship & Speaking | \$5,000 per episode

MHI cast (podcast) Sponsorship | \$2,500 per episode

MHI Next-Gen 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.

\$1,775 per episode

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



MHIview
videos.mhi.org

Sponsored Video Blast

\$4,510 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 112,000+ mailing list.
- Video posting under the channel of your choice on the on the MHI view website.
- Promotion of your video in *MHI Newswire*, which is distributed to 149,000+ every Wednesday.
- 300x250 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.



Sponsored Webinar with Audience Extension & Lead Generation

\$10,000

Establish your company as a thought leader and solution provider with a MHI sponsored webinar to address common needs of professionals and trends in the industry. This unique opportunity allows you to draw attention to a recent research study or white in a webinar format to MHI's audience.

- Deliver content under your specific area of expertise, positioning your company ahead of your competitors
- Continue to build your brand through audience extension
- Receive contact information from registrants to the webinar.

Association will have final approval of text in the sponsored webinar.

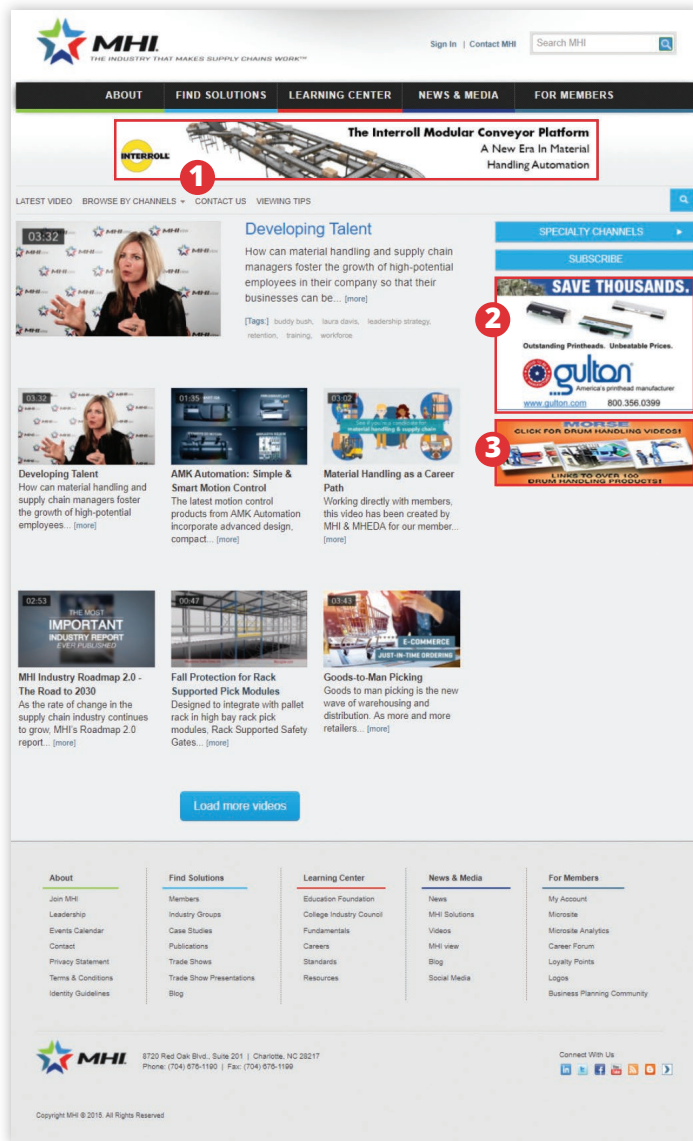
Sponsorship Details:

- We will assist you with virtually re-recording the webinar of up to 60 min.*
- Exclusive email blast promoting your video to our full 112,000+ mailing list a maximum of 2 different days**
- Video posting under the channel of your choice on the MHI view website (ungated)
- Promoted in the *MHI Newswire* 1 time
- 300x250 pixel banner displayed on the screen while your video plays
- 468x60 pixel banner displayed in the email blast of your video
- Audience extension: 90,000 additional impressions over 12 months
- Custom registration form to receive contact information from registrants signing up through email communications

*Mechanical fee of \$4,000 will apply

**Dates of email blast must be pre-approved by MHI

Sponsorship Opportunities



1 Run-of-Site Leaderboard

\$3,870 per year

One 728 x 90 leaderboard available with three rotations displayed throughout the entire MHI view website.

2 Top Run-of-Site Banner

\$3,330 per year

One 300 x 250 banner available with three rotations in each position displayed throughout the entire MHI view website, excluding the Events channel.

3 Run-of-Site Banners

\$3,100 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.

On average, MHI view receives:

2,185+ visitors per month

2.5+ minutes spent per visitor

13,700+ pageviews per month

*Traffic from January 2022 to June 2022 per WorkerBee Report and Google Analytics



MCCORMICK PLACE - CHICAGO

MARCH 20-23, 2023

PROMATSHOW.COM

ProMat 2023 Packages

Looking for more than one way to get your message across? See our new ProMat 2023 packages below!

Package A – \$11,500 (\$3,940 in savings)

- Full-Page Color ad in Winter 2022 & Spring 2023 issues of MHI Solutions Magazine
- 60,000 Display Retargeting Impressions in 60 days
- Rectangle on MHI Website for 3 Months ProMat 2023

Package B – \$8,500 (\$2,760 in savings)

- Half-Page Color ad in Winter 2022 & Spring 2023 issues of MHI Solutions Magazine
- 60,000 Display Retargeting Impressions in 60 days
- Rectangle on MHI Website for 3 Months ProMat 2023

***Contact your Naylor representative for customized packages to fit your needs.**

Rates are net and per insertion. Premium positions are an additional charge. Reservation is on a first-come first-served basis



MHI Solutions Magazine

Advertise in the only magazine that will be mailed or emailed to all ProMat registered attendees prior to ProMat 2023. This issue will focus on supply chain agility and visibility and will include a ProMat planner for all attendees.

Show Daily Newsletter

Place your message in our Show Daily Newsletter which will be sent directly to the inboxes of show attendees every day as activities are wrapping up. This is the opportunity you've been looking for to reinforce your brand during all the excitement of ProMat 2023.





MCCORMICK PLACE - CHICAGO
MARCH 20-23, 2023
PROMATSHOW.COM

eNewsletter

The ProMat eNewsletter is a must-read resource for all ProMat attendees and exhibitors. Distributed each day of the event and one week after ProMat, the content will include sponsor highlights, show news and updates, keynote speaker and panel discussion recaps, an at-a-glance agenda and more. Participating in our *Show Daily* allows you to showcase your company to a captive audience of ProMat attendees and exhibitors plus 125,000+. This is the opportunity you've been looking for to reinforce your brand during all the excitement of ProMat 2023.

Your ad includes exposure in all 5 issues!

1 First Row Rectangle | \$6,370

300 x 250 pixels, 2 positions — NO ROTATION

2 1st Sponsored Content | \$6,070

180 x 150 pixels for the logo. Headline: 5-7 words. Summary text: 50-70 words. Call to action text.

3 Second Row Rectangle | \$5,790

300 x 250 pixels, 2 positions — NO ROTATION

4 2nd Sponsored Content | \$5,460

180 x 150 pixels for the logo. Headline: 5-7 words. Summary text: 50-70 words. Call to action text.



Audience Extension

CONTINUE TO BUILD YOUR BRAND beyond the MHI's website through audience extension (also known as site retargeting). Studies show that brand awareness through repeat exposure drives purchasing relationships and now you can be omnipresent without having to do anything extreme or technical. With retargeting, your ad is served to MHI site visitors as they frequent other sites across the web.

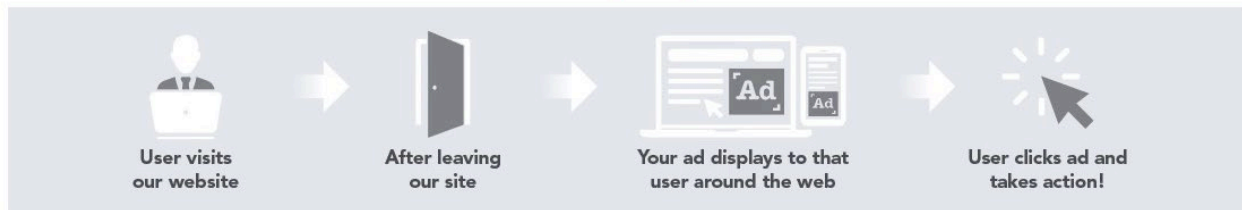
MHI has an audience of more than 125,000 material handling industry professionals in the field, who visit mhi.org, mhisolutionsmag.com and videos.mhi.org more than 76,300 times per month combined. Our qualified audience is your chance to re-engage them with a completely new level of customization and insight.



All Packages Include:

- Standard Month End Results
- End of Campaign Performance Metrics
- Customized Campaign Reporting
- Campaign Optimization
- Creative Optimization
- Strategic Insights/Recommendations

How Retargeting Works



Programmatic Video Advertising

There's no better way to bring life to your brand story than through video. Video is a powerful medium that is a top choice for content consumption. Serve a :15 or :30 video Pre-Roll/Mid-Roll/Post-Roll ads on websites across the internet.



Programmatic Display Advertising

Build brand awareness and increase visibility by serving targeted banner ads that appear at the top or sides of the websites your customers are visiting.

CURRENT RATES (MHI-P9022)

Display and Video Advertising	Rate
Go Package - 60,000 Impressions	\$2,250.00
Pro Package - 90,000 Impressions	\$2,810.00
Pro + Package - 150,000 Impressions	\$4,220.00
Video Package - 50,000 Impressions	\$2,750.00
Video Pro Package - 70,000 Impressions	\$3,710.00
Video Pro+ Package - 90,000 Impressions	\$4,500.00

Advanced Targeting

TARGETING TACTICS

Using a combination of our top targeting tactics will help you achieve your campaign goals.

- Site retargeting targets users who have already visited our site while they are visiting other sites across the web
- Search retargeting target prospects with display ads based on the searches they perform across the web
- Contextual targeting looks at the category or keywords of the current page a consumer is viewing and then serves them ads that are highly relevant to that content
- Geo-fencing location based advertising focused on specific geographic shapes

Naylor charges a \$100 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 MEDIA PACKAGES



MHI Solutions Magazine Media Packages

MHI offers *MHI Solutions Magazine* 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.

Platinum Package

- 150,000 Display Retargeting Impressions or 90,000 Video Impressions
- Full-Page Color ad in Directory
- Full-Page Color ad in next four issues of *MHI Solutions Magazine*
- Rectangle on MHI Website for 12 Months
- Upper Rectangle or Leaderboard on *MHI Solutions Magazine* Site for 12 Months
- Leaderboard on MHI view Website for 12 Months

Gold Package

- 90,000 Display Retargeting Impressions or 70,000 Video Impressions
- Half-Page Color ad in Directory
- Half-Page Color ad in next four issues of *MHI Solutions Magazine*
- Rectangle on MHI Website for 12 Months
- Skyscraper or Lower Rectangle on *MHI Solutions Magazine* Site for 12 Months
- Top Rectangle on MHI view Website for 12 Months

Silver Package

- 90,000 Display Retargeting Impressions or 70,000 Video Impressions
- 1/4 Page Color ad in Directory
- 1/4 Page Color ad in next four issues of *MHI Solutions Magazine*
- Rectangle on MHI Website for 12 Months
- Skyscraper or Lower Rectangle on *MHI Solutions Magazine* Site for 12 Months
- Banner on MHI view Website for 12 Months

Bronze Package

- 1/4 Page Color ad in Directory
- 1/4 Page Color ad in next four issues of *MHI Solutions Magazine*
- Home Page Rectangle on MHI Website for 12 Months
- Lower Rectangle on *MHI Solutions Magazine* Site for 12 Months
- Banner on MHI view Website for 6 Months

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

Package	Rates	Savings
ProMat 2023 Package A	☐ \$11,500.00	\$4,469.00
ProMat 2023 Package B	☐ \$8,500.00	\$2,969.00
MHI Solutions Media Package - Platinum	☐ \$30,000.00	\$13,298.00
MHI Solutions Media Package - Gold	☐ \$25,000.00	\$7,268.00
MHI Solutions Media Package - Silver	☐ \$20,000.00	\$3,888.00
MHI Solutions Media Package - Bronze	☐ \$15,000.00	\$2,838.00