

*MHEDA Connection*  
Semi-monthly eNewsletter



*The MHEDA Journal Online*  
[thejournal.mheda.org](http://thejournal.mheda.org)



MHEDA website  
[mheda.org](http://mheda.org)



*The MHEDA Journal*  
print and online editions



MHEDA-TV  
[mheda.org/TV](http://mheda.org/TV)



# MEDIA GUIDE

LEARN MORE ABOUT ADVERTISING WITH MHEDA

For more information, contact:

**Vicki Sherman**  
Integrated Media Director  
(352) 333-3417  
[vsherman@naylor.com](mailto:vsherman@naylor.com)

**NAYLOR**   
ASSOCIATION SOLUTIONS

 Follow us on Twitter at **MHEDA\_Journal**.

# MHEDA MEMBERS:



**\$13 billion**

produce a total annual sales volume of \$13.6 billion.



**Nearly  
3 out of 4**

are either executives or in upper management at their firms.



**2 out of 3**

include more than 2 out of 3 industrial truck distributors, 70% of those distributors who are recognized by their OEM's as top performers in the industry.

## ABOUT MHEDA

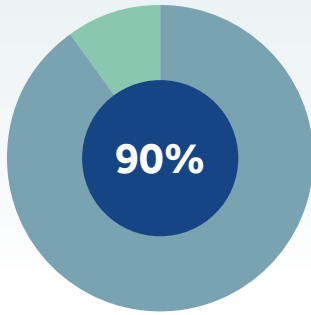
MHEDA is the premier trade association dedicated to serving all segments of the material handling business community. Our members produce a total annual sales volume of more than \$13.6 billion and represent the nation's major material handling equipment distributors, as well as the leading manufacturers of storage and handling, lift trucks and conveyor equipment.



## WHAT HAVE READERS BEEN SAYING ABOUT THE MHEDA JOURNAL?

MHEDA provides an opportunity to learn about the material handling industry outside of our daily activities. A variety of networking opportunities are available to fit the needs of those who have limited time to those who have more time to participate. Opportunities include MHEDA-Net groups, Regional Summits, conferences and trade shows. Networking allows brain storming sessions that lead to learning experiences which help us be more successful. MHEDA also provides the same options for educational opportunities. Webinars, video on demand, Summits and conferences provide resources typically not available within our companies.

- **Linda Anlauf**  
**Wholesale Pallet Rack Products**



**OF MHEDA INDUSTRIAL TRUCK DISTRIBUTORS ARE RECOGNIZED BY THEIR ORIGINAL EQUIPMENT MANUFACTURER (OEM) AS A TOP PERFORMER!**

# MHEDA IS THE INDUSTRY

## A SAMPLE OF MHEDA DISTRIBUTOR MEMBERS INCLUDE\*:

Acrotech Industrial Supply

Balint/Ryder Handling Equipment

Certified Handling Systems

Cromer Material Handling

DAK Equipment & Engineering Co

Dyna-Lift, Inc.

EMPCO Material Handling

Equipment Depot

Genkinger Material Handling

Hansler Industries Ltd.

Holt of California

Hurricane Industrial Equipment Inc.

Industrial Storage

Insley McEntee Equipment Company, Inc.

Maintainco Inc.

ProDeck 50 Inc.

Remco Storage Systems, Inc.

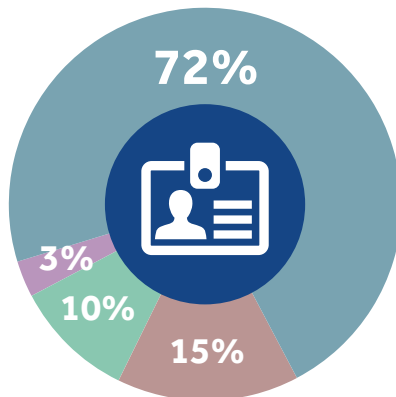
South Atlantic Systems Group, Inc.

Sugar Creek Enterprise

Woulf Engineering

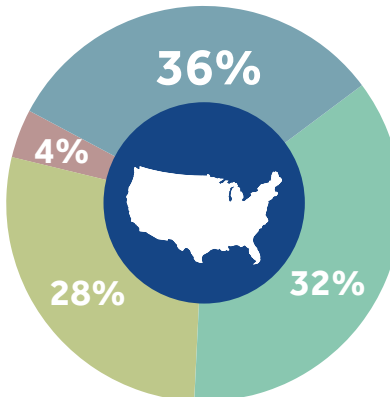
*\*For complete list of our members, visit [mheda.org](http://mheda.org).*

### JOB TITLES



- C-Suites, Partners, Owners, VPs and Presidents **72%**
- Managers **15%**
- Directors, Marketers, Sales Reps **10%**
- Misc. titles **3%**

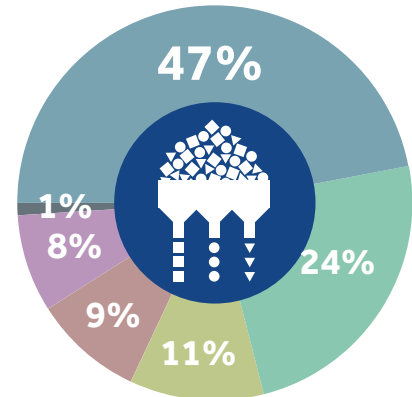
### REGIONAL BREAKDOWN



- Eastern U.S. **36%**
- Midwest U.S. **32%**
- Western U.S. **28%**
- Other\* **4%**

\* Includes Canada, Mexico, Netherlands, Saudi Arabia, West Indies, Colombia, and UK

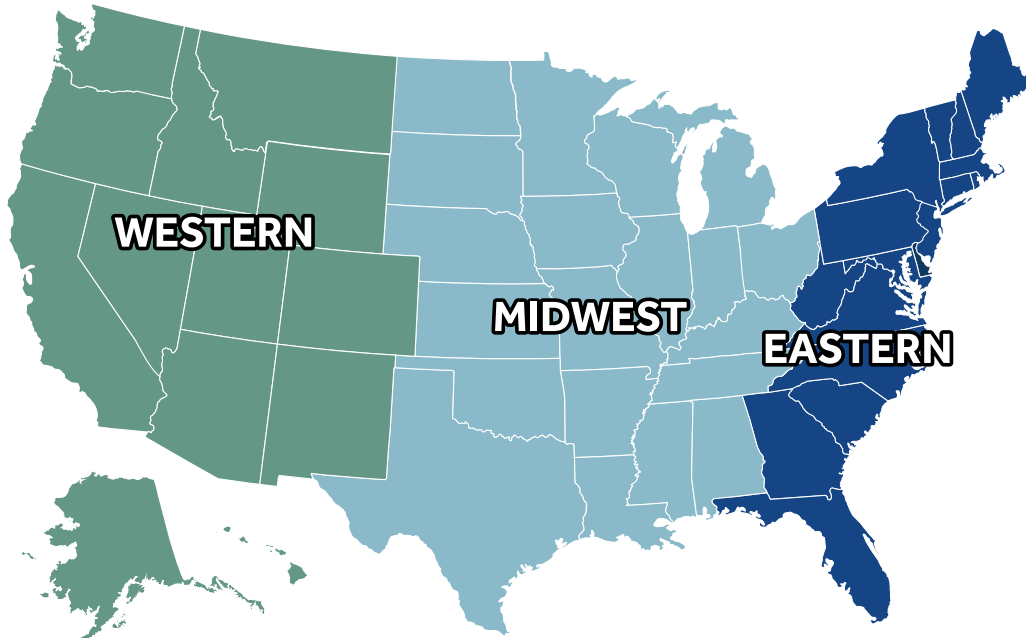
### CATEGORIES



- Industrial Trucks **47%**
- Storage and Handling **24%**
- Engineered Systems **11%**
- Special Services **9%**
- Multiple Lines **8%**
- Dock & Door **1%**

# DISTRIBUTORS FORECAST

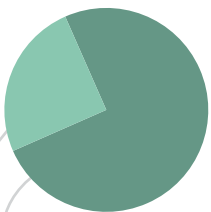
**4% cumulative growth expected across North America.  
MHEDA members are still anticipating strong years in 2019.**



## Western U.S.:

**5%** growth expected

**4.7%** growth expected. Compared to Q2 projections, **66%** remained the same, **33%** revised their projection down.

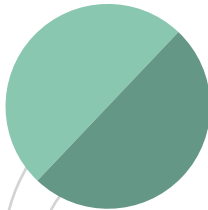


- 33%** expect to exceed industry growth
- 66%** expect to be in line with industry growth

## Midwest U.S.:

**7%** growth expected

**3%** growth expected. Compared to Q1 projections, **100%** remained the same.

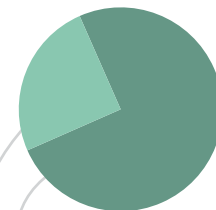


- 50%** expect to be in line with industry growth
- 50%** expect to exceed industry growth

## Eastern U.S.:

**5%** growth expected

**5%** growth. Compared to Q1 projections, **100%** remained consistent.



- 33%** expect to exceed industry growth
- 66%** expect to be in line with industry growth

Source: Industry Distributors Forecast, Q2 2018 MHEDA Journal

# PRODUCT MENU

**MHEDA OFFERS YOU A FULLY  
INTEGRATED COMMUNICATIONS PROGRAM.**



## **The MHEDA Journal**

Published quarterly with an average total distribution of approximately 4,000, *The MHEDA Journal* is MHEDA's flagship publication, covering issues related to material handling including industry forecast, top trends, best practices and more. Available in print and digital versions.

## **The MHEDA Journal - Digital Edition E-Blast**

In addition to the print distribution, each quarter, *The MHEDA Journal* is also delivered via email to more than 4,000 industry decision-makers and members, making them aware that the digital edition is available for viewing.

## **MHEDA Connection eNewsletter**

Now more than ever, professionals access information on the go. *MHEDA Connection* allows members to stay informed of timely industry topics and association news, whether they are in the office or on the road.

## **Sponsored Content E-Blast**

This unique opportunity allows you to deliver content under your specific area of expertise, positioning your company ahead of your competitors. Each e-blast is sent to key decision leaders in the industry.

## **The MHEDA Journal Online, [thejournal.mheda.org](http://thejournal.mheda.org)**

Professionals visit this one-stop shop every month to access MHEDA's print and online communications platforms.

 Follow us on Twitter at **[MHEDA\\_Journal](https://twitter.com/MHEDA_Journal)**.

## **MHEDA-TV, [mheda.org/TV](http://mheda.org/TV)**

MHEDA-TV allows you to achieve powerful video messaging and maximum reach and engagement for your business.

## **MHEDA Website, [mheda.org](http://mheda.org)**

Visitors log on to MHEDA's official website every month to learn about membership benefits, networking opportunities, education resources, MHEDA University, access MHEDA-TV, *The MHEDA Journal* and much more.

# The MHEDA Journal 2019 CONTENT PLAN

OFFICIAL JOURNAL OF THE MATERIAL HANDLING EQUIPMENT DISTRIBUTORS ASSOCIATION

If you are interested in contributing an article or have insight into one of the planned articles please contact **Steve Guglielmo** at [sguglielmo@naylor.com](mailto:sguglielmo@naylor.com) or by phone at **352-333-2741**.

Issue/ Deadlines	Theme	Features and Articles	Bonus Distribution	
<b>First Quarter</b> Ships in January Space Reservation: November 6, 2018 Ad Materials: November 8, 2018	<b>The Forecast Issue</b> This issue will be focused on forecasting the industry in 2019. Features will include forecasts from leading industry associations like the Industrial Truck Association (ITA), Material Handling Industry (MHI) and Conveyor Equipment Manufacturers Association (CEMA) as well as a forecast from a leading economist. In addition to association forecasts we will interview dozens of MHEDA distributors and suppliers to get their forecasts for 2019.	<b>Features:</b> <ul style="list-style-type: none"> <li>• MHEDA Dealer Forecast</li> <li>• MHEDA Supplier Forecast</li> <li>• ITA Forecast</li> <li>• MHI Forecast</li> <li>• CEMA Forecast</li> <li>• Material Handling Business Trends</li> </ul>	ProMat 2019	
<b>Second Quarter</b> Ships in April Space Reservation: January 25, 2019 Ad Materials: January 29, 2019	<b>The Convention Issue</b> This issue focuses primarily on MHEDA's 2019 Convention in Phoenix, Arizona. It will feature articles from Convention Speakers, a member profile of a local MHEDA distributor, and a brochure of MHEDA Suppliers who will be exhibiting at Convention's "Exhibitors' Showcase" (see 2nd Quarter 2018 issue of The MHEDA Journal for reference).	<b>Features:</b> <ul style="list-style-type: none"> <li>• Convention Speaker Articles</li> <li>• Exhibitor Showcase Guide</li> </ul>	2019 MHEDA Convention	
<b>Third Quarter</b> Ships in July Space Reservation: TBD Ad Materials: TBD	<b>The Recognition Issue</b> The third quarter issue has traditionally been our "recognition issue" where we recognize MHEDA members celebrating milestone anniversaries as well as distributors who have been recognized by their supplier partners as "dealers of distinction." This is a way for MHEDA's top-performing dealers to get the recognition they deserve as "Best of the Best" distributors.	<b>Features:</b> <ul style="list-style-type: none"> <li>• Best of the Best (dealer recognition lists)</li> <li>• Member Anniversaries</li> </ul>	<b>Other Articles:</b> <ul style="list-style-type: none"> <li>• Emerging Leaders Conference Speaker Articles</li> <li>• Convention Recap</li> </ul>	TBD
<b>Fourth Quarter</b> Ships in November Space Reservation: TBD Ad Materials: TBD	<b>Sales Success Stories Issue</b> The fourth quarter issue of the magazine is always our "Sales Success Stories" issue where we tell mini case studies of projects where MHEDA distributors and suppliers teamed up to go above and beyond for customers. This is also the issue where MHEDA lays out its "Material Handling Business Trends" that will influence the industry in 2020.	<b>Features:</b> <ul style="list-style-type: none"> <li>• Sales Success Stories</li> <li>• 2020 Material Handling Business Trends</li> <li>• Q and A with MHEDA Chairman of the Board and CEO about the 2020 Business Trends</li> <li>• Women in Industry Conference Preview and Speaker Articles</li> </ul>	TBD	

Content is tentative and subject to change without notice.

**Regular Features In Every Issue:**

- ◆ Member Profile
- ◆ Industry Pulse
- ◆ @Work
- ◆ Women @Work

**In Every Issue:**

- ◆ Chairman's Perspective
- ◆ From the Desk of Liz Richards
- ◆ Ask Your Board
- ◆ Spotlight on Association News
- ◆ MHEDA Milestones
- ◆ Editors Note
- ◆ Index of Advertisers

## NET ADVERTISING RATES

All rates include an Ad Link in the digital edition of the magazine.

All MHEDA members receive a 10% discount! Become a member at [www.mheda.org/membership](http://www.mheda.org/membership)

Full-color rates	1x	2-3x	4x
double page spread	\$6,749.50	\$6,279.50	\$5,799.50
Advertorial	\$6,749.50	\$6,279.50	\$5,799.50
full-page	\$3,999.50	\$3,719.50	\$3,439.50
2/3 page	\$3,219.50	\$2,989.50	\$2,769.50
1/2 page island	\$2,889.50	\$2,689.50	\$2,479.50
1/2 page	\$2,699.50	\$2,509.50	\$2,319.50
1/3 page	\$2,109.50	\$1,939.50	\$1,809.50
1/4 page	\$1,929.50	\$1,789.50	\$1,659.50

Black-and-white rates	1x	2-3x	4x
double page spread	\$6,079.50	\$5,649.50	\$5,229.50
full-page	\$3,319.50	\$3,089.50	\$2,849.50
2/3 page	\$2,539.50	\$2,359.50	\$2,179.50
1/2 page island	\$2,179.50	\$2,029.50	\$1,869.50
1/2 page	\$2,029.50	\$1,889.50	\$1,749.50
1/3 page	\$1,429.50	\$1,329.50	\$1,229.50
1/4 page	\$1,259.50	\$1,169.50	\$1,079.50

## DIRECT MAIL:

	Print Distribution Only
1-Page (2 surfaces)	\$3,329.50
2-Page (4 surfaces)**	\$4,449.50
Postcard	\$3,329.50

\*\*3-Pages/6-Surfaces or more available; quotes supplied upon request.

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.

# SPONSORED CONTENT

## The MHEDA Journal

OFFICIAL JOURNAL OF THE MATERIAL HANDLING EQUIPMENT DISTRIBUTORS ASSOCIATION

**“Here’s the deal: we landed the project, but the customer MUST have this installed by the end of the week. No compromises.”**

**Those were the final words our supervisor said**

to all of us on the installation team as we loaded up our tools. We looked around our newly renovated floor and would be able to meet the deadline knowing we had to install multiple wire mesh cages, 13 turret storage racks, and an entire warehouse full of pallet rack safety panels.

It was an urgent situation. Our install crew unloaded all of the crates from within an hour, and we began staging materials for the day. As what appeared to be miles worth of wire mesh panels began to be laid out in front of me, I wondered how many extra hands would need to accomplish this near impossible task. Right at that time, our lead engineer brought me the installation manuals specifically for the install. The racks didn't require any self-top screws or cutting of wire - with about a 15-minute installation of these two would be a breeze, but what about the miles of pallet rack protection we had to tackle?

Our bins were put to rest within minutes as the SpaceGuard safety systems were the easiest we've ever installed! The panels are all fully framed, and they use a revolutionary drop-in which saved us. To start, we attached all of the brackets to the panels which took our guys roughly 10 minutes to complete. The real beauty of the BEAST is that it uses a rivet and a drop-pin. All we had to do was have one person hold the panels in place while the other popped in the rivet and drop-pin. The unique design of the BEAST saves time when installing while also adding a level of safety as the drop pins won't disengage from the rack upon impact. Talk about an upgrade from safety netting!

We wrapped up the entire project in two days. When our crew pulled into the office on the third day instead of heading to the job site, our supervisor looked confused. Before he could even ask, I told him that the job was done. He laughed and replied, "You're right, you guys and what army!" Clearly I earned and said, "Our crew, plus, the BEAST!"

**SPACEGUARD PRODUCTS™**

Sponsored Content is a paid advertising message that allows you to include a full-color image and your complete contact information along with text on a subject of interest to MHEDA readers. MHEDA will have final approval of text and reserves the right to reject or request changes to any content that does not meet MHEDA standards. It is required that there is clear identification that the content is a paid advertisement.

Rates	1x
Two Page Spread	\$6,949.50
One Page	\$4,119.50

## THE UNIQUE BENEFITS OF SPONSORED CONTENT

- ◆ Position your company as a thought leader.
- ◆ Inform buyers about your company in a different way.
- ◆ Link your Sponsored Content to a website article, or white paper in our digital edition.

**SPONSORED CONTENT SPACE IS LIMITED - RESERVE YOURS TODAY!**

For more information, contact:



# The MHEDA Journal

OFFICIAL JOURNAL OF THE MATERIAL HANDLING EQUIPMENT DISTRIBUTORS ASSOCIATION

## DIGITAL EDITION

### EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

The MHEDA Journal 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



#### 1 Leaderboard (all views) | \$1,500

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

#### 2 Rectangle (all views) | \$1,350

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

#### TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

#### 3 Top TOC Mobile Banner | \$650

#### 4 2<sup>nd</sup> TOC Mobile Banner | \$500

### 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 | \$1,000

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 | \$900

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 | \$1,250

#### ◆ Medium Insert | \$1,125

#### ◆ Large Outsert | \$1,250

#### ◆ Medium Outsert | \$1,125

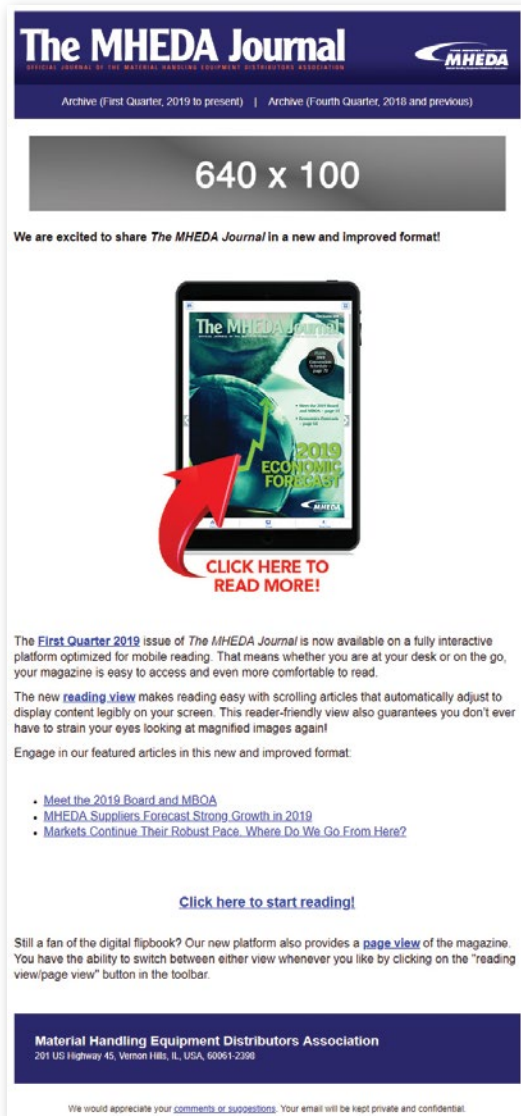
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

# The MHEDA Journal

OFFICIAL JOURNAL OF THE MATERIAL HANDLING EQUIPMENT DISTRIBUTORS ASSOCIATION

## DIGITAL EDITION E-BLAST SPONSORSHIP OPPORTUNITY



**The MHEDA Journal**  
OFFICIAL JOURNAL OF THE MATERIAL HANDLING EQUIPMENT DISTRIBUTORS ASSOCIATION

Archive (First Quarter, 2019 to present) | Archive (Fourth Quarter, 2018 and previous)

**640 x 100**

We are excited to share *The MHEDA Journal* in a new and improved format!

**CLICK HERE TO READ MORE!**

The **First Quarter 2019** issue of *The MHEDA Journal* is now available on a fully interactive platform optimized for mobile reading. That means whether you are at your desk or on the go, your magazine is easy to access and even more comfortable to read.

The new **reading view** makes reading easy with scrolling articles that automatically adjust to display content legibly on your screen. This reader-friendly view also guarantees you don't ever have to strain your eyes looking at magnified images again!

Engage in our featured articles in this new and improved format.

- [Meet the 2019 Board and MROA](#)
- [MHEDA Suppliers Forecast Strong Growth in 2019](#)
- [Markets Continue Their Robust Pace...Where Do We Go From Here?](#)

[Click here to start reading!](#)

Still a fan of the digital flipbook? Our new platform also provides a **page view** of the magazine. You have the ability to switch between either view whenever you like by clicking on the "reading view/page view" button in the toolbar.

**Material Handling Equipment Distributors Association**  
201 US Highway 45, Vernon Hills, IL, USA, 60061-2398

We would appreciate your [comments or suggestions](#). Your email will be kept private and confidential.

In addition to the print distribution, each quarter, *The MHEDA Journal* is also delivered via email to more than 4,000 industry decision-makers and members, making them aware that the digital edition is available for viewing. Each new issue is posted on the *The MHEDA Journal* website with a full archive of past issues.

### THE UNIQUE BENEFITS OF A TARGETED E-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.

### THE MHEDA JOURNAL DIGITAL EDITION E-BLAST

**1 issue | \$1,750**

- ◆ 640 x 100 Sponsored Banner
- ◆ Exclusive position — you are the only sponsor sent out for an entire quarter.
- ◆ Only one spot available – NO ROTATION
- ◆ Max file size 100kb
- ◆ JPG only (no animation)

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.

# MHEDA WEBSITE

## MHEDA.ORG

- ◆ Cross-promoted in other MHEDA publications and communication pieces
- ◆ Direct visitors to the landing page of your choice to expedite purchases
- ◆ Reinforce brand recognition through year-round visibility
- ◆ Allows dynamic, time-sensitive promotion

On average, per month:

- ◆ Home Page Leaderboards receive 1,000 impressions per ad
- ◆ Sub Page Square Banners receive an average of 4,000 impressions per ad

Averages calculated from March 2018 - September 2018

On average, mheda.org receives:

- ◆ Nearly 4,000 visits per month
- ◆ Nearly 2,500 unique visits per month
- ◆ More than 10,500 page views per month
- ◆ Nearly 3 pages visited per visit

\*Traffic from March 2018 - September 2018

### Leaderboards — HOME PAGE (728 x 90 pixels)

12 months | \$1,460

Two positions with four ads rotating in each position on the home page of MHEDA.org

### Squares — SUB PAGES (250 x 250 pixels)

12 months | \$1,940

Two positions with three ads rotating in each.

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 MHEDA Journal Online

OFFICIAL JOURNAL OF THE MATERIAL HANDLING EQUIPMENT DISTRIBUTORS ASSOCIATION

[thejournal.mheda.org](http://thejournal.mheda.org)

Delivering best-practices content that educates and engages MHEDA members

## Why advertise on thejournal.mheda.org?

- ◆ Target the MHEDA members who produce a total annual sales volume of **more than \$13 billion**.
- ◆ Website is cross-promoted in other MHEDA publications and communication pieces, giving you maximum exposure.
- ◆ You can direct visitors to the landing page of your choice to expedite purchases.
- ◆ Year-round visibility reinforces brand recognition and establishes your company as a leader in the industry.

## What can I access?

- ◆ *The MHEDA Journal* — the latest issue and archived issues
- ◆ Exclusive online-only content
- ◆ *MHEDA Connection* eNewsletter
- ◆ Social media links
- ◆ Member news
- ◆ MHEDA-TV
- ◆ MHEDA's Executive blog

## On average, the site receives:

- ◆ Over 5,000 visits per month
- ◆ 4,500 unique visits per month
- ◆ Nearly 6,000 page views per month
- ◆ Nearly 90% new visits

*\*Traffic from March 2018 - September 2018*



◆ **Skyscraper — RUN-OF-SITE**  
**12 months | \$2,000**

One position with four ads rotating in each.

◆ **Rectangles — RUN-OF-SITE**  
**12 months | \$2,840**

Two positions with two ads rotating in each.

- ◆ Each rectangle receives more than 2,000 impressions 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.

# The MHEDA Journal Online

OFFICIAL JOURNAL OF THE MATERIAL HANDLING EQUIPMENT DISTRIBUTORS ASSOCIATION

## SPONSORED CONTENT

New Sponsored Content features are now available on The MHEDA Journal website! You have the unique opportunity to position yourself as a thought leader in our industry by including content under your specific area of expertise.

Sponsored Content will appear on a first-come, first-served basis and only three companies are allowed per month.

### FEATURES OF The MHEDA Journal SPONSORED CONTENT ADVERTISING:

Exclusive premium category placement  
(Only three allowed per month with exclusivity by category)

- ◆ Business Trends
- ◆ Money Matters
- ◆ Member Profiles
- ◆ Human Resources
- ◆ Technology
- ◆ Management
- ◆ Sales and Marketing

+ Extended company editorial content. Article must focus on category selected and should be 2000 words or less.

+ Direct visitors to the landing page of your choice.

+ Archived for top searchability on the The MHEDA Journal website.

### ARTICLE WILL BE ACCESSIBLE THROUGH:

- 1 The main sponsored content section on the home page.
- 2 The thumbnail and hyperlinked article section on all pages of the website.
- 3 The sub page that houses your article.
- 4 The Related Stories section.

### SPONSORED CONTENT RATE

Your content will be displayed on the home page for 1 month with multiple touch points throughout the site and then archived indefinitely. Only three available per month.

**1 month | \$3,500**

#### HOMEPAGE



#### SUBPAGE



For the latest online specs, please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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.

# MHEDA CONNECTION

Semi-monthly eNewsletter [www.mhedaconnection.org](http://www.mhedaconnection.org)

## Why advertise in the MHEDA Connection?

- ◆ Positions your company in front of MHEDA's members who produce a total annual sales volume of **more than \$13 billion.**
- ◆ Delivers your message directly to the inbox of more than 4,000 decision-makers on a regular basis.
- ◆ 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 MHEDA publications and communications pieces.
- ◆ Directs 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.

◆ Banners receive an average of **2,500 - 3,600 impressions per month.**

Averages calculated from September 2018 - February 2019

## Rectangles 300 x 250

Rates	12 Months
1st Row	\$5,250
2nd Row	\$4,725
3rd-4th Row	\$4,200

## Sponsored Content

Rates	12 Months
1st Row	\$5,775
2nd Row	\$5,250

DISTRIBUTED ON THE 1<sup>ST</sup> AND 15<sup>TH</sup> OF EVERY MONTH

## Sections include:

- ◆ Featured articles
- ◆ Member news
- ◆ News from MHEDA
- ◆ Events and other hot topics

The screenshot displays the MHEDA CONNECTION newsletter layout. At the top is the logo and navigation menu. Below are sections for 'MHEA TV', 'Featured Articles' (with a featured article about the 2019 Emerging Leaders Conference), 'Member News' (including a scholarship fund and a new center), and 'Sponsored Content' (featuring ads for RICO, Bolzoni Ramo, and Aspen Chartered). The bottom section is 'MHEDA ONLINE' with a 'Machinery on Q' banner and a 'pulse logistics' logo.

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.

# MHEDA SPONSORED CONTENT E-BLAST

## SPONSORED CONTENT E-BLAST | \$2,300

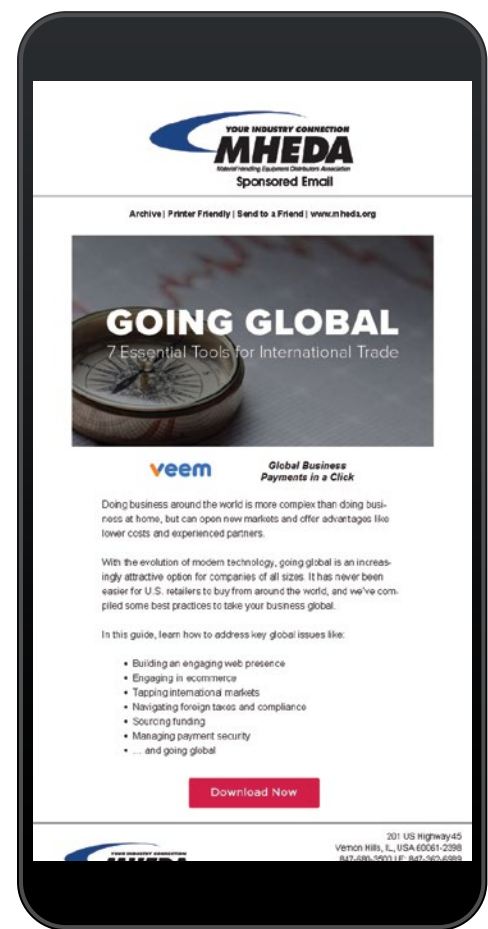
Establish your company as a thought leader and solution provider, addressing common needs of professionals and trends in the industry. This unique opportunity allows you to deliver content under your specific area of expertise, positioning your company ahead of your competitors. Each e-blast is sent to key decision leaders in the industry, including: C-Suites, Presidents, VPs, Owners, Partners, Directors, Managers and many more. This exclusive opportunity is limited to only two companies per month.

## THE UNIQUE BENEFITS OF SPONSORED CONTENT

- ◆ 600 x 350 banner (.JPG file, RGB color mode, minimum 72 dpi)
- ◆ One company logo (150 pixels wide max.)
- ◆ Company tagline (5-10 words)
- ◆ 70-100 words of text
- ◆ One URL/call-to-action link

## CONTENT GUIDELINES

- ◆ Content should be educational in nature and solution-based, geared to solving a common problem or need a material handling professional would experience. The educational content should not promote the company's product or service but rather communicate best practices that would allow material handling professionals to be more effective and efficient in their roles or industry overall. The call to action link should direct readers to an external page or document that further engages the topic.
- ◆ Content should include practical, useful information in which the members would find value, and should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.
- ◆ MHEDA reserves the right to edit or alter content or deny the ad as it deems necessary to meet the above requirements and provide maximum value for its members.



For the latest online specs, please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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.

# MHEDA-TV VIDEO

## Your MHEDA-TV Video Package includes:

- ◆ Your video will be posted in the Videos channel of MHEDA-TV for 12 months
- ◆ You will receive a copy of your video, which gives you the ability to promote your company using one of the fastest growing communication vehicles in the industry
- ◆ 300 x 250 banner will appear while video runs
- ◆ One sponsored tweet via @MHEDA\_Journal Twitter account

## For produced videos:

- ◆ Our film crew comes to your office, tradeshow or other location to film
- ◆ You receive professional video editing and graphics

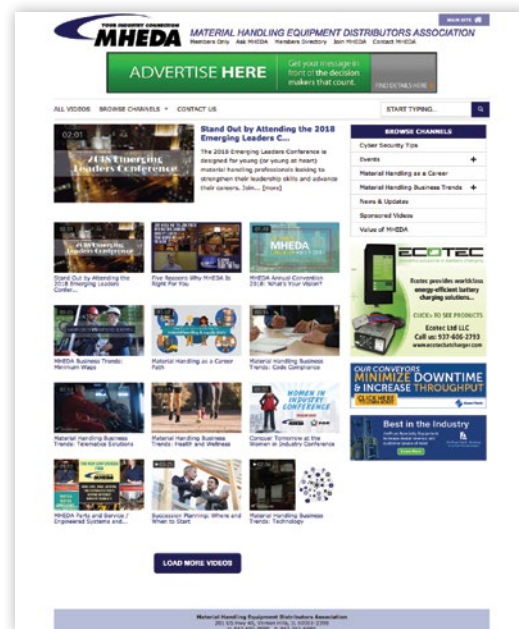
## Did you know?

- ◆ By 2019 Video will represent over 80% of all Internet traffic, over 85% in the US.
- ◆ Forrester research estimates that one minute of video is equal to 1.8 million words.
- ◆ 96% of B2B organizations use video in some capacity in their marketing campaigns of which 73% report positive results to their ROI.

## MAXIMIZE REACH, ENGAGEMENT AND LEAD GENERATION!

Rates	1x
Video Produced (2-3 Minutes)	\$4,900
Video Produced (60-90 Seconds)	\$3,800
Video Supplied By You (Under 5 Minutes)	\$1,800

Discount offered for multiple video purchases. Discuss details with your Naylor Sales Associate.



For the latest online specs, please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

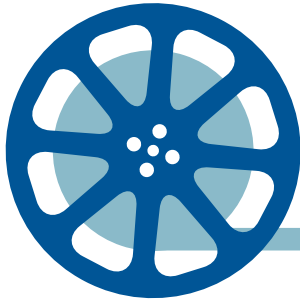
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



# MHEDA-TV VIDEO

## WHY B2B VIDEO?

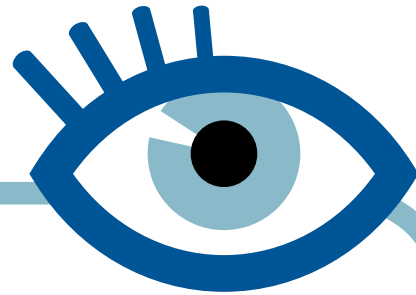
Video is the most effective way of communicating your value online. It is now one of the **most popular** content marketing tactic, as 96% of B2B marketers use some form of online video with their overall strategies.



Video will represent **over 80%** of all Internet traffic



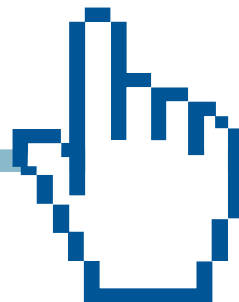
**72 Hours** of video are uploaded to YouTube every minute, according to YouTube.



**59%** of executives would rather watch a video than read text.



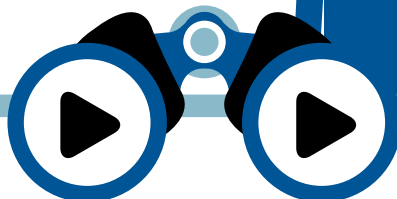
**92%** of mobile video consumers share videos with others



Video in an email leads to a **200-300%** increase in click-through rate.

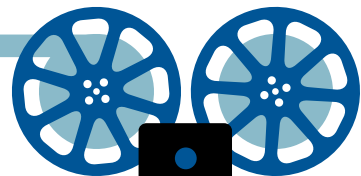


After watching a video, **64%** of users are more likely to buy a product online



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

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



\*inc.com

# MHEDA-TV BANNERS

[www.mheda.org/tv](http://www.mheda.org/tv)

Our banners are best for brands that want high visibility. Your branding and action oriented banner is featured every time MHEDA-TV's videos are played by our audience, leaving them one click away from your website landing page.

**BANNERS RECEIVE, ON AVERAGE,  
1,000-1,500 IMPRESSIONS PER MONTH!**

## MHEDA-TV BANNERS

### Run-of-Site Leaderboard \$3,000

One 728 x 90 banner available with two rotations displayed throughout the MHEDA-TV website.

### Top Run-of-Site Banner \$2,575

One 300 x 250 banner available with two rotations displayed throughout the MHEDA-TV website

### Run-of-Site Banner \$1,550

Three 300 x 100 banners available with two rotations in each position displayed throughout the MHEDA-TV website.

The screenshot displays the MHEDA-TV website interface. At the top, the MHEDA logo is accompanied by the text 'YOUR INDUSTRY CONNECTION' and 'MATERIAL HANDLING EQUIPMENT DISTRIBUTORS ASSOCIATION'. Below this, there are navigation links for 'Members Only', 'Ask MHEDA', 'Members Directory', 'Join MHEDA', and 'Contact MHEDA'. A prominent 'ADVERTISE HERE' banner is visible, with a call to action: 'Get your message in front of the decision makers that count.' and a link to 'FOR DETAILS HERE'. The main content area features a grid of video thumbnails with titles such as 'Stand Out by Attending the 2018 Emerging Leaders Conference...', 'Five Reasons Why MHEDA is Right For You', and 'MHEDA Annual Convention 2018 - What's Your Vision?'. A 'LOAD MORE VIDEOS' button is located at the bottom of the grid. On the right side, there is a 'BROWSE CHANNELS' sidebar with categories like 'Cyber Security Tips', 'Events', 'Material Handling as a Career', 'Material Handling Business Trends', 'News & Updates', 'Sponsored Videos', and 'Value of MHEDA'. The footer contains contact information for the Material Handling Equipment Distributors Association, including the address '201 US Hwy 42, Vernon Hills, IL 60061-2398', phone number '1-847-680-3500', fax '1-847-362-6889', and email 'contact@mheda.org'.

For the latest online specs, please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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.

# MHEDA-TV

[www.mheda.org/tv](http://www.mheda.org/tv)

## Material Handling Business Trend Videos

MHEDA is excited to create videos for you based on the top material handling business trends that will affect the industry.

We also have a new video series package opportunity to allow you to gain exposure and brand your company in our ever-changing, growing industry!

### Business Trend Video Topics Include:

- ◆ Disruption to the Traditional Service Model
- ◆ Re-evaluating Business Strategies
- ◆ Automated Solutions
- ◆ E-commerce and Electronic B2B Strategies
- ◆ Big Data
- ◆ Digital communication strategies for multi-generational buyers
- ◆ Technology and the Workforce Skills Gap
- ◆ Capitalizing on and mitigating risk during economic expansion

### MHEDA-TV Trends Video Series Package \$4,000

(Note: \$4,000 includes promotion for every video. Limited to 5 companies.)

- ◆ Logo placed in the video pre-roll with "This video is brought to you by" \_\_\_\_\_
- ◆ Logo and "thank you to (Company names)" placed at the bottom of each dedicated email releasing a new video \_\_\_\_\_
- ◆ Promotion through the MHEDA Connection eNewsletter, which is distributed to 3,200 inboxes semi-monthly
- ◆ Additionally, you may post your own customer supplied video to the MHEDA-TV platform for 12 months (a \$2,200 annual value!).
- ◆ Promotion through social media via @MHEDA\_Journal, official Twitter account
- ◆ Company logo is included as a valued sponsor inside the MHEDA Connection newsletter



**5 SPOTS ONLY.**  
First come, first served.

For the latest online specs, please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

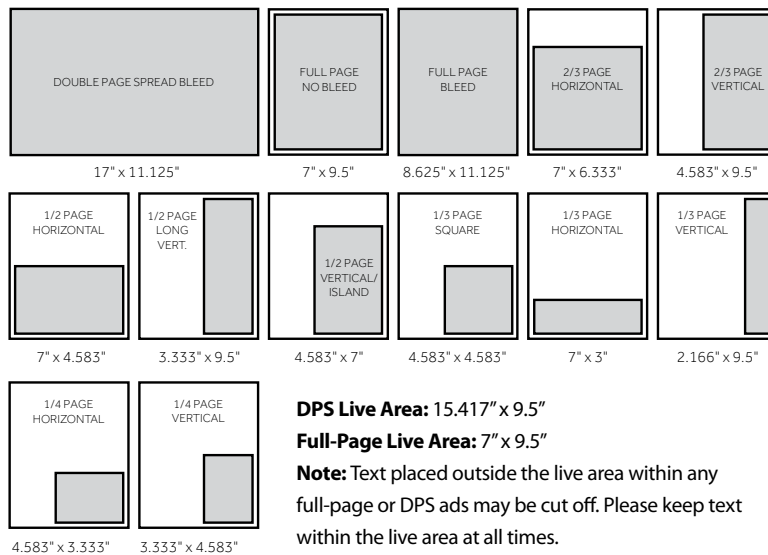
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

# The MhedA Journal

OFFICIAL JOURNAL OF THE MATERIAL HANDLING EQUIPMENT DISTRIBUTORS ASSOCIATION

## PRINT ADVERTISING SPECIFICATIONS

**Magazine Trim Size: 8.375" x 10.875"**



**DPS Live Area: 15.417" x 9.5"**

**Full-Page Live Area: 7" x 9.5"**

**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.

### 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

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"

### Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://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 SPECIFICATIONS

For more information, visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

## THE MHEDA JOURNAL DIGITAL EDITION

For the latest online specs, please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

## MHEDA CONNECTION ENEWSLETTER

### Rectangles

- 300 x 250 pixels
- JPG only (no animation)
- Max file size 100 KB

## MHEDA WEBSITE AND THE MHEDA JOURNAL ONLINE

### Leaderboards

- 728 x 90 pixels
- JPG and GIF accepted
- Max file size 100 KB

### Rectangles

- 300 x 250
- JPG and GIF accepted
- Max file size 100 KB

### Square Banners

- 250 x 250 pixels
- JPG and GIF accepted
- Max file size 100 KB

# JOIN FORCES WITH HUNDREDS OF MATERIAL HANDLING COMPANIES ACROSS THE GLOBE.

Become a MHEDA member!

CONTACT THE MHEDA OFFICE AT (847) 680-3500  
OR APPLY ONLINE AT [WWW.MHEDA.ORG](http://WWW.MHEDA.ORG)

Join MHEDA on Facebook, Twitter and LinkedIn:



MHEDAOffice



MHEDAOffice and MHEDA\_Journal



MHEDA

Sign up for a FREE subscription to MHEDA's official semi-monthly eNewsletter, *The MHEDA Connection*, at [www.mhedaconnection.org](http://www.mhedaconnection.org)

Sign up for a FREE subscription to the digital edition of *The MHEDA Journal* at [www.thejournal.mheda.org](http://www.thejournal.mheda.org)





For information about MHEDA, contact the MHEDA office:

7:30 a.m. - 4:30 p.m. CT - (847) 680-3500

Send a fax to (847) 362-6989

Email your questions to [connect@mheda.org](mailto:connect@mheda.org)

## The MHEDA Journal

OFFICIAL JOURNAL OF THE MATERIAL HANDLING EQUIPMENT DISTRIBUTORS ASSOCIATION

For advertising:

**Vicki Sherman**  
*Integrated Media Director*  
(352) 333-3417  
[vsherman@naylor.com](mailto:vsherman@naylor.com)

For editorial:

**Steve Guglielmo**  
*Managing Editor*  
(352) 333-2741  
[sguglielmo@naylor.com](mailto:sguglielmo@naylor.com)  
Twitter: @MHEDA\_Journal



Published by: Naylor Association Solutions [www.naylor.com](http://www.naylor.com)  
5950 NW 1st Place | Gainesville, FL 32607 | Phone: (800) 369-6220 | Fax: (352) 331-3525