

2010 Media Kit

Multimedia Solutions

A perfect mix of print and online advertising that accelerates sales, increases revenue and drives return on investment.



Contact

Material Handling Solutions

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Solutions

Material Handling, Recycling & Scrap
Solutions for Manufacturing Industries

About **Material Handling Solutions** Readership

Material Handling Solutions is a reference tool for buyers and sellers of new, used and surplus equipment, materials, services and supplies. Types of equipment/ services include, but are not limited to: containers & bins, conveyors, cranes, forklifts, loaders & unloaders, pallets & palletizing, racks & shelving recycling & reusables, safety & training, storage, transportation & logistics, and material handling auctions

Material Handling Solutions is mailed monthly nationally. As an added benefit to our advertisers, **Material Handling Solutions** is distributed at major manufacturing trade shows throughout the year showcasing your message to additional buyers.



- 12% - Food, Beverage, Tobacco Mfg.
- 10% - Plastic Product Mfg.
- 10% - Chemical Product Mfg.
- 13% - Industrial Machinery Mfg.
- 10% - Paper/Printing
- 5% - Electrical Manufacturing
- 20% - Material Handling Wholesalers
- 3% - Textiles/Apparel
- 3% - Primary Metals
- 6% - Fabricated Metals
- 3% - Computers/Electronics
- 2% - Aerospace
- 3% - Automotive/Transportation

Opportunities at a Glance

Online Opportunities

- Buyers Guide
- Banner Ads
- Business Card Showcase
- Pop-Up Banner
- Featured Advertisers
- Auction Calendar
- Events Calendar
- Industry News

Additional Opportunities

- Email Blasts
- List Rental
- Show Bags
- Direct Mail
- Insert Cards
- Ad Reprints
- Show Posters
- Poly Bag

Make Your Ad Come to Life!

When you place an ad in the print edition, it is automatically included in the digital edition. The digital edition is delivered via email. This means your ad will be accessible to an additional 10,000+ potential buyers. The digital edition is a great FREE addition to your marketing campaign.

Material Handling Solutions' digital edition is the perfect way to reach leading decision makers using the latest digital ad technology.

All advertisements are interactive with hotlinks to your website and email addresses, ensuring interested readers will have instant access to your product information.

Follow Us Online



For late breaking

Equipment Wanted,
Auction & Converting
info you can now

follow us on



Priority Positions

Position	4/Color
Front Cover	Call for Pricing
Inside Front Cover & Inside Back Cover	\$1075
Priority Pages: page 3	\$1050
Priority Pages: page 5,7,9,11,13,15,17	\$950
Priority Pages: page 4,6,8,10,12,14,16,18	\$925
Center Spread	\$1950
Back Cover	Call for Pricing

This publication is mailed twelve times a year. **All new ad copy is due Thursday before cut-off by 4:00 p.m. (CST).** Any advertising copy submitted after that time will be placed in the following edition. Cut-off may vary on special show issues, so please consult your marketing consultant for details.

4/Color Rates (per insertion rate)

Size	1 Issue	3 Issues	6 Issues	12 Issues
Full Page - 40"	\$908	\$852	\$821	\$795
1/2 Page - 20"	\$536	\$505	\$469	\$434
1/4 Page - 10"	\$408	\$383	\$367	\$337
8"	\$326	\$308	\$298	\$276
1/8 Page - 6"	\$260	\$245	\$238	\$228
5"	\$224	\$212	\$205	\$189
4"	\$179	\$168	\$163	\$154
3"	\$138	\$132	\$129	\$119
2"	\$97	\$92	\$89	\$85

Rates are net and non-commissionable

Camera-ready art specifications

Page size and specifications

Live Matter	7" x 9-13/16"
Page Trim	7-5/8" x 10-3/4"
Bleed Size	7-7/8" x 11"
Column Width.....	1-5/8", 4-column

Software

QuarkXpress V6.0, Photoshop V3.0 or higher, Illustrator V5.0 or higher

Supported Formats

PDF, TIFF, EPS and JPG
 PDF's: When preparing your PDF, distill the PDF at 240 dpi, embed all fonts

Images

Photos should be processed at a resolution of no less than 240 dpi and at 100% of the printing size.

Recommended Resolutions of Original Scans

Color Images - cmyk: 240-300 dpi
 Black & White Line Art: 900 dpi
 Grayscale Images: 240 dpi

We Can Not Accept

Corel Draw, Word Perfect, Powerpoint, Excel, Pagemaker, Microsoft Publisher, True Type Fonts, or Window Fonts.

When sending us a CD, include a laser or color copy of contents.

Electronic and FTP File Transmission

FTP: ftp://es-pub2.com
 Username: iahawks • Password: gohawks

Email: design@packaginghotline.com (when sending files via email the same specifications apply)

Material Handling Solutions has allowed us to communicate to our customers in the Material Handling Industry our message. Through a mix of print advertising and product and press releases we have successfully delivered our message of high quality products that allow our customers to get the job done easier and more cost effectively. I would recommend an advertising/marketing relationship to any company who wishes to communicate their message to the Material Handling Industry.

Aaron Hersey
RAM Mounting Systems

Material Handling Solutions has given me an excellent opportunity to leverage my marketing dollars. They provide me with access to decision makers while still delivering an effective message. Their publication provides me with an economical advertising vehicle and they always deliver what they promise in a timely fashion and within budget.

The staff at Material Handling Solutions has always been professional and keeps me informed about special opportunities to help promote our message at many of the major trade shows.

We really appreciate that we get an entire year of advertising for the same cost as one month of advertising in other trade publications. The cost savings is tremendous!

Ric Johnson
Blower Applications

We advertise with Material Handling Solutions because they reach a large percentage of both our dealers and prospects. It is an inexpensive way for us to market our T&U HYTSU forklifts and creates the lead we need to go to the next step of meeting our prospects face to face.

Thanks!

JC

John Callen
Global Products Ltd.

By advertising with M.H.S. it helps J&L achieve one of our many goals. That goal is staying in the fore front of our customers minds. By staying in the fore front when it comes time for them needing wire decking they are giving J&L call for that need.

Jim Rudolph
J&L Wire Cloth, LLC

You can't beat having both a print and online presence. The straightforward pricing and value that we receive for our marketing dollars is what keeps us coming back.

Robyn Hazen
Government Liquidation

Good coverage at a fair price makes Material Handling Solutions a great complement to our advertising program

Todd Brown
Pyramid Inc.

Issue Date	Show	Date	Location
January Deadline: Nov. 27	Post-Show Pack Expo Pre-Show WestPack		
February Deadline: Dec.30	WestPack/Plastec West New England Facilities Expo MHIA Members MHEDA Members	Feb 9-11 Feb 10-11	Anaheim, CA Boston, MA
March Deadline: Jan 29	Plastics Recycling Conference Global PHL Environmental Conference 2010 Central Valley Facilities Expo Distributech Westec Post-Show WestPack Pre-Show NA	Mar 2-3 Mar 8-10 March 17-18 Mar 23-25 Mar 23-25	Austin, TX Orlando, FL Modesto, CA Tampa, FL Los Angeles, CA
April Deadline: Feb. 26	Plastimagen Mexico 2010 Westfac/Facilities & Sustainable Building Expo/West Michigan Facilities Expo Southwest Facilities Expo Design & Mfg New England NA 2010 South Pack/Plastec South Design & Mfg South/Metal Tec/Green Mfg Expo/ AM Expo/ATX South	March 23-26 March 31-April 1 March 31- April 1 April 7-8 April 21-22 Apr. 26-29 April 28-29 April 28-29	Mexico City Anaheim, CA Novi, MI Phoenix, AZ Boston, MA Cleveland, OH Charlotte, NC Charlotte, NC
May Deadline: Apr. 2	MHEDA Powder & Bulk Solids w/ PTXI Waste Expo Northwest Facilities Expo Pre-Show EastPack Post-Show NA	May 1-5 May 4-6 May 4-6 May 5-6	Marco Island, FL Rosemont, IL Atlanta, GA Portland, OR

Issue Date	Show	Date	Location
June Deadline: Apr. 30	South California Facilities Expo Eastec EastPack/Plastec East	May 12-13 May 25-27 June 8-10	Anaheim, CA W Springfield, MA New York, NY
July Deadline: June 4	Post-Show EastPack		
August Deadline: July 2	Coal-Gen MHIA Members	Aug 11-13	Pittsburgh, PA
September Deadline: July 30	IMTS Plastec Midwest MHEDA Members	Sept 13-18 Sept 28-30	Chicago, IL Rosemont, IL
October Deadline: Sept. 3	WefTec ISA Expo Pre-Show Pack Expo	Oct 2-6 Oct 4-7	New Orleans, LA Houston, TX
November Deadline: Oct. 1	Pack Expo/ CPP Fabtech IMHX	Oct. 31-Nov. 4 Nov. 2-4 Nov. 16-19	Chicago, IL Atlanta, GA Birmingham, UK
December Deadline: Oct. 29	Super Association Distribution Post-Show Pack Expo		
January 2011 Deadline: Dec. 3	Super Post-Show Distribution		