



**Workplace Material Handling & Safety** is a monthly publication that connects facilities & operations with EHS. These responsibilities overlap between the material handling and EHS professionals. Many times they are under the same department. Our monthly subscribers include 20,000 print and 70,000 digital in the manufacturing and construction industries. We recognize the operational challenges of productivity in a plant or on a construction site and keeping workers safe at the same time no matter the facility. We will be the **only publication** that covers the most up-to-date productivity solutions, safety in material handling, along with current safety regulations, trends and new products in both markets. We reach industrial executives, directors, and managers that are looking to comply and protect their workers with the current equipment, supplies, and PPE gear. We are a one-stop shop for both the material handling and EHS markets so don't wait to jump on board to reach these manufacturing and construction decision-makers. WMHS is a great opportunity to get in front of the people looking to buy your products through our many different print and digital opportunities.

## Multimedia Solutions

We offer a diversified portfolio of media solutions assisting buyers in finding the right resources for equipment, products and services. Let's discuss how we can put your marketing investment to work to align with your marketing strategy along with tangible return on investment.

### Print Publication



- Mailed monthly nationwide
- Distributed at major trade shows throughout the year

### Digital Publication




- Duplication of the print issue but with added digital interactivity such as **clickable web and email links, & videos**
- Deployed via email
- Available in several places on our website

### Website Advertising



- Provides users with 24/7 access to:
- Up-To-Date Event Listings
  - Products and Services
  - Auctions
  - Industry News

 **New & Exciting** Lead Generating eBlasts - See Pages 5 & 6

## Material Handling Monthly Editorial

### March

- Tablets/Mobile Devices & Tuggers, Carts & Casters

### April

- Modex Conference

### May

- MHEDA Convention & Automation

### June

- Post-Show Modex Round-Up & Dock Equipment

### July

- Palletizing & Containers/Boxes

### August

- WMS (Warehouse Management Software) & Top 20 Warehouses

### September

- Labeling & Marking

### October

- PACK EXPO Conference

### November

- Maintenance & Automated Storage

### December

- Top 20 DC's & Storage/Mezzanines

## EHS Monthly Editorial:

### March

- Confined Space/Gas Detection
- Hand Protection
- Protective Clothing/NFPA 70E 2018 Updates

### April

- Eye Protection - ANSI/ISEA Z87 – 2015: Occupational and Educational Eye and Face Protection
- Showers & Eyewashes
- Construction Safety
- Heat Stress

### May

- Confined Spaces
- FR/Arc Flash
- Fall Protection – OSHA 1926.501: Fall Protection

### June

- Hearing/Noise Protection
- LOTO/Safety Signs
- Respiratory Protection/OSHA's Proposed Crystalline Silica Rule

### July

- Electrical Safety
- Training
- Eye Protection

### August

- Showers & Eyewashes/ ANSI/ISEA Z358 1-2014: Emergency Eyewash and Shower Equipment
- Fall Protection
- Facility Safety

### September

- Hand Protection/ISEA Hand Protection Impact Standard
- Incentives
- Eye Protection

### October

- Hearing/Noise Protection/OSHA 1910.65: Occupational Noise Exposure/Hearing Conservation Programs
- Training
- Protective Clothing

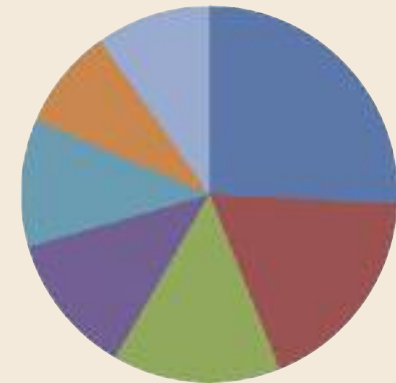
### November

- Welding Safety
- Footwear
- Combustible Dust/Protection
- OSHA 1910, 1200: Hazard Communication

### December

- Winter Safety
- Respiratory Protection/ANSI/ASSE Z88.2 – 2015: Respiratory Protection
- Technology in Safety

## Circulation Breakdown



Chem/Petro/Plastics	26%
Construction	18%
Metal Fab	14%
Food & Beverage	12%
Ind Mach & MRO	11%
Transportation Manufacturing	10%
Primary Metal	9%

### C-Level/Executive Management



### Safety



### Plant & Ops



### Engineering



# Artwork Specifications

## Full Page Ad

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

## 2 Page Spread

Bleed Size .....15-3/4" x 11-1/4"  
Page Trim .....15-1/4" x 10-3/4"  
Live Matter .....14-10/16" x 9-13/16"

## Front Cover

Bleed Size .....7-7/8" x 11"  
Page Trim .....7-5/8" x 10-3/4"  
Live Matter .....7" x 7-9/10"

## Back Cover

Bleed Size .....7-7/8" x 7-7/8"  
Page Trim .....7-5/8" x 7-3/4"  
Live Matter .....7" x 7-5/16"

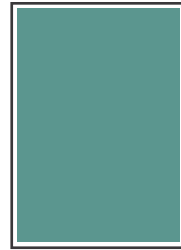
**Half Page - Horizontal:** 7" x 4 13/16"

**Half Page - Vertical:** 3 3/8" x 9 13/16"

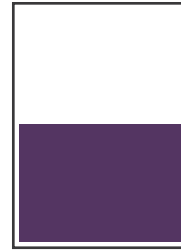
**Quarter Page:** 3 3/8" x 4 13/16"

**1/8 Page:** 3 3/8" x 2 13/16"

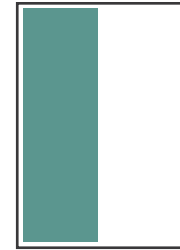
**Business Card:** 3 3/8" x 1 13/16"



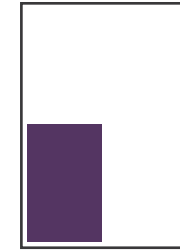
Full Page



Half Page  
Horizontal



Half Page  
Vertical



Quarter Page



1/8 Page



Business Card

## Camera-ready art specifications

### Software

QuarkXpress V8.0, 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.

## Artwork Submission

Advertising materials can be supplied by:

### Email

Email to [design@materialhandlingpub.com](mailto:design@materialhandlingpub.com)

### FTP

FTP: [ftp.es-pub2.com](ftp://ftp.es-pub2.com)  
Username: [iahawks@es-pub2.com](mailto:iahawks@es-pub2.com)  
Password: GoHawks!1

### Disk

809 Central Ave, Suite 200  
Fort Dodge, IA 50501

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

**All new ad copy is due on or before the due date on our distribution schedule.** 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.

## January

Ad Copy Due: 11/30/17

### Distribution

- **DistribuTECH**  
January 23-25 - San Antonio, TX

### Pre-Show

- **West Pack/Plastec West**

## February

Ad Copy Due: 2/22/18

### Distribution

- **The Packaging Conference**  
February 5-7 - Orlando, FL
- **West Pack / Plastec West / ATX West / MD&M West / Pacific Design & Mfg. / Electronics West**  
February 6-8 - Anaheim, CA

## March

Ad Copy Due: 2/8/18

### Distribution

- **FPA Annual Meeting**  
March 13-15 - Naples, FL
- **Central Valley Facilities Expo**  
March 14-15 - Modesto, CA
- **ISTA Transpack**  
March 20-23 - San Diego, CA

### Pre-Show

- **Modex 2018**

## April

Ad Copy Due: 3/21/18

### Distribution

- **Modex 2018**  
April 9-12 - Atlanta, GA
- **Pack Expo East**  
April 16-18 - Philadelphia, PA
- **Plastec New England / Design & Mfg. New England / BIOMEDevice Boston**  
April 18-19 - Boston, MA

### Pre-Show

- **NPE 2018**

## May

Ad Copy Due: 4/18/18

### Distribution

- **MHEDA Convention**  
May 5-9 - Miami Beach, FL
- **NPE 2018**  
May 7-11 - Orlando, FL
- **AIHce**  
May 20-23 - Philadelphia, PA

### Pre-Show

- **East Pack/ATX East**

## June

Ad Copy Due: 5/16/18

### Distribution

- **ASSE**  
June 3-6 - San Antonio, TX

- **East Pack / ATX East / Atlantic Design & Mfg. / Quality Expo East / ATX East / MD&M East / Plastec East**  
June 12-14 - New York, NY

## July

Ad Copy Due: 6/20/18

### Distribution

- **MHEDA Association Members**

### Post-Show

- **NPE 2018**

## August

Ad Copy Due: 7/25/18

### Distribution

- **VPPPA**  
August 28-31 - Nashville, TN
- **Super Association Distribution**

## September

Ad Copy Due: 8/22/18

### Distribution

- **IMTS 2018**  
September 10-15 - Chicago, IL

### Pre-Show

- **Pack Expo International**

## October

Ad Copy Due: 9/19/18

### Distribution

- **Pack Expo International**  
October 14-17 - Chicago, IL
- **NSC**  
October 22-24 - Houston, TX

### Pre-Show

- **PACKEK Montreal / ATX Montreal**

## November

Ad Copy Due: 10/17/18

### Distribution

- **MinnPack**  
Oct. 30 - Nov. 1 - Minneapolis, MN
- **FABTECH**  
November 6-8 - Atlanta, GA
- **PACKEK Montreal / ATX Montreal / Design & Mfg. Montreal / EXPOPLAST / Powder & Bulk Solids Montreal**  
November 14-15 - Montreal, QC

## December

Ad Copy Due: 11/14/18

## January 2019

Ad Copy Due: 12/12/18



## Product eBlast

Showcase up to four products or equipment that will get blasted out!!

With the Product eBlast, you promote your products and equipment in a dedicated eBlast with up to four products.

You send us the following:

- Up to 4 product image
- Headline for each
- Up to a 75 word description for each
- Up to 4 links for each product

## Support Your Trade Shows!

Sponsor our On the Floor eNewsletter eBlast

Dominate any day(s) exclusively of a trade show with our On The Floor eNewsletter. We will write content on the trends, must-sees and seminars. You would own all of the ad units in each day(s) newsletter that will get deployed to our emails early in the morning.

- 728 x 90 ad with a link
- Up to (3) product images, 50 word description for each and link for each



## Make Use of Your VIDEOS!

Showcase up to four videos showing your products or equipment in action!

Sponsor "Lights, Camera, ACTION!" to promote your videos showing your machinery or equipment. These videos help educate your target market and demonstrates your leadership in providing solutions. This eBlast is sent to all subscribers featuring up to 4 supplied videos.

You just send us the following:

- Up to 4 video images
- Headline for each
- Up to a 75 word description for each
- Up to 4 links for video (including one for where it lives on your site)



## 2018 Show Packages

Package includes:

- Run a print ad in the month before and the month of the show.
- Be part of a product eblast the week before the show (image, product name, 50 words, link)
- Have an ad on our website for any 90 day period from 60 days prior to the show till 60 days after the show ends
- Be part of our Geo-Fencing at the show(s) of your choice

**Note:** All of the digital eBlasts on this page comes with your metrics on the number of emails sent out, number opened, clicks and we will set up a landing page for readers to request more information from you on any of these solutions.

## Get a Product in Print and eBlasted out - LEAD GENERATOR!

Each month we will offer a dedicated product category COMBO of a Product in Print and eBlasted out for anyone who runs a 1/2 page or larger in that issue. We will also send back the contact info from the readers who click-through.



## You will receive the following as part of this NEW COMBO:

- **Product in Print:** 4-color image, 50 word description, phone, URL
- **eBlasted:** 4-color image hyperlinked, 50 word description, phone, URL that is hyperlinked

## Monthly Topics:

**January** - AGV's

**February** - Safety

**March** - Modex Exhibitors

**April** - Modex Exhibitor

**May** - Supply Chain and Logistics

**June** - Forklifts & Safety

**July** - Robotics

**August** - Warehouse Equipment

**September** - RFID and Barcoding

**October** - Conveyors and Conveying

**November** - Ergonomic Lifting Equipment

**December** - Racks and Shelving

## Special Topic eNewsletter Sponsorships

Be the **EXCLUSIVE** sponsor any of the following eNewsletters:

- American Heart Month** - February
- Workplace Eye Wellness Month** - March
- Distracted Driving Month** - April
- National Safety Construction Week** - May
- National Stand Down Week** - May
- Electrical Safety Month** - May
- National Safety Month** - June
- CPR/AED Awareness Week** - June

## eNewsletter Sponsorship (2x/month)

Advertising in an eNewsletter is one of the most proven and cost-effective ways to get your sales message delivered to your customers and prospects. Your ad is associated by credible, MUST-READ news of your industry – the type of information that readers are hungry to read.

Your ad is viewed by thousands of targeted readers.

Ads are available in the following formats (72 dpi):

- 589 x 90 pixels
- 468 x 60 pixels
- 300 x 250 pixels
- 160 x 600 pixels



## Case Study & White Paper Sponsorships

Do you have a white paper or case study you want to get in the hands of new leads? Send us your case study or white paper with a subject line, headline, 50-75 word description and a link and we will blast it out and generate leads for you.

**Note:** All of the digital eBlasts on this page comes with your metrics on the number of emails sent out, number opened, clicks and we will set up a landing page for readers to request more information from you on any of these solutions.

## Banner Ads

Available in many high traffic locations on our website, each banner provides a direct link to your website.

**Homepage Mid Banners** – Banner showing on homepage only. 589pixels x 90pixels. (A)

**Sponsor Ads in Side Bar** – Two 300pixels x 250pixels. Will show up on all on Pages (not posts) except auction page and advertising pages. (B)

**Auction Page Banners** – Four 125pixels x 125pixels banners on side bar and one 587pixels x 90pixels or 468pixel x 60pixels on top of page. (C)

**Header Banner** – One 728pixels x 90pixels on top of the page. (D)

**Bottom Super Leaderboard** – One 978pixels x 90pixels on bottom of the page. (E)

## Videos

Three homepage spots available each month. The video will also be added to the video page. (F)

Showcase your video on our YouTube channel to ensure that all of our users can see your products in action or learn about your company. This will maximize your exposure to a qualified audience.

## Auction Calendar

Includes your company logo, a brief description of your auction with a direct link to your website. The five with the closest sale date will be listed on the sidebar. (G)



Check out our digital marketing at <http://rdgdigitalsolutions.com>

## Buyers Guide

Convert leads to sales from visitors in search of suppliers by product categories, and increase your results of being found and contacted. Our buyers guide listings are set up on a tiered system. Visit our website or contact us to learn what each tier includes. All listings include a direct link to your website.



## Contact Us

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**Jean Gust**, Account Executive  
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**Randy Green**, President  
515-574-2540 • randy@rdgmedia.net



## Email Marketing

**Custom Email Blasts** - We will email out your sales message to our quality email list. Your blast can include links to your website and email. We can design your blast if needed. Email List Opportunities exist in the following areas: Metal Working, Printing & Graphics, Construction, Electrical Contractors, Converting, Packaging, Plastics, Material Handling, Heating, Plumbing, Air Conditioning, Refrigeration, Woodworking, Trucking, Farming, and Auto Restoration.

**Group Email Blast** - Reach thousands of buyers at once and get a faster response than you would through most other marketing campaigns. Includes a brief description of your company, your phone number and links to your email and website.

**Digital Email Blast** - An e-mail that notifies subscribers of the latest digital edition. It offers the following options:

**Banner** - 4 available per issue.

**Video** - 2 spots available.

**Product Spotlight** - 4 spots available. List your company/product information, your company logo OR product image, as well as a link directly to your website.

## Digital Issue Add-Ons

**Skyscraper Banner** - The skyscraper is another prevalent form of Web advertising. Skyscraper ads, which are tall and narrow, get their name from the tall buildings you often see in big cities. They are placed to the right of the main content on the page.

They can contain text advertisement and images. When users click on a skyscraper ad, they are redirected to the advertiser's website.

**Video over Ad** - Turn your ad in our digital edition into a live interactive experience by placing your video over your ad. When users flip the page the video will start to play automatically.

