Publisher's Statement

Average Print Circulation: 7827
Sep 2019 - Aug 2020
Frequency: 12 times per year
Established Publisher: Woodward Communications, Inc.
Field Served: Material Handling Manufacturers, Distributors, Dealers, Warehouses, Distribution Centers, Rental Facilities & Repair Services

Business / Industry Classification:
- Material Handling Distributors & Dealers: 65%
- Distribution/Transportation/Warehouse: 18%
- Material Handling Manufacturer: 11%
- Miscellaneous Manufacturer: 1%
- Other: 5%

Title Classifications & Definitions:
- Owner, Principal, CEO, President, Vice President, General Manager: 85%
- Parts Manager, Sales Manager, Service Manager, Other Management: 11%
- Sales Representatives, Sales, Marketing, Other: 4%

Products & Services Bought, Specified, Recommended or Approved by Material Handling Network Subscribers:
- Powered Lift Trucks, Powered Vehicles & Accessories: 60%
- Non-Powered Lift Trucks, vehicles and equipment: 38%
- Parts and Components: 22%
- Electrical equipment: 41%
- Conveyors & Sorters, AGVs: 34%
- Racks / Shelving: 34%
- Storage and Staging Equipment, Picking Systems and Automated Storage Systems: 27%
- Work Positioners, Manipulators and Overhead Handling Equipment: 17%
- Automatic Data Capture Equipment, RFID, Information Systems and Controls: 12%
- Packaging, Labeling, Shipping and Weighing Equipment: 24%
- Dock Equipment: 31%
- Software Systems for Manufacturing, Warehousing, Distribution and/or Logistics: 12%
- Fluid Power (Including Power Transmission, Fluid/Air/Electric Systems & Controls): 19%
- Power Sources: 24%
- Equipment Management/Maintenance Products & Services: 36%
- Facilities/Maintenance/Plant Operations (including Dock Mgmt): 19%
- Transportation Services and Third-Party, Logistics Services or Consultants: 17%
- Green Technology/Alternative Energy: 15%
- Safety Training / OSHA Compliant: 31%
- Other: 1%

2021 Directory of Material Handling Network

Listings Options
Display Advertising
Product Categories
Dealer/Manufacturer Categories

For more information visit our website at www.MHNetwork.com

MEDIA PLANNER INDEX
Ad Size and Pricing: 4
Product Focus and Inserts: 5
Digital Products: 5
Digital Advertising and Marketing Opportunities: 6
Digital Ad Placement: 7

Industry Decision Makers Depend on Network to Help Grow Their Business*

85% Owner/Principal/CEO/President/Vice President/General Manager
11% Parts Manager/Sales Manager/Service Manager/Other Management
4% Sales Rep/Sales/Marketing/Other

AFFORDABLE • EFFECTIVE • FOCUSED
<table>
<thead>
<tr>
<th>Month</th>
<th>Product Focus</th>
<th>Online Launch</th>
<th>Delivery</th>
<th>Issue Ad Date</th>
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<tbody>
<tr>
<td>January</td>
<td>Product Focus: Inventory and Packing</td>
<td>12/25/2020</td>
<td>12/29/2020</td>
<td>Online Launch</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>Delivery</td>
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<tr>
<td></td>
<td><strong>DEADLINE:</strong> 11/23/2020 Edit</td>
<td>12/1/2020</td>
<td>12/15/2020</td>
<td>January Issue Ad</td>
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<tr>
<td>February</td>
<td>Product Focus: Warehouse Execution Systems</td>
<td>1/29/2021</td>
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<td></td>
<td>Delivery</td>
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<td>1/15/2021</td>
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<td>February Issue Ad</td>
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<tr>
<td>March</td>
<td>Product Focus: ProMat Show / MHEDA</td>
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<td></td>
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<td>Delivery</td>
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<td>2/15/2021</td>
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<td>March Issue Ad</td>
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<tr>
<td>April</td>
<td>Product Focus: IoT (Internet of Things)</td>
<td>3/26/2021</td>
<td>3/29/2021</td>
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<td></td>
<td>Delivery</td>
</tr>
<tr>
<td></td>
<td><strong>DEADLINE:</strong> 4/22/2021 Edit</td>
<td>3/15/2021</td>
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<td>April Issue Ad</td>
</tr>
<tr>
<td>May</td>
<td>Product Focus: Dock Solutions</td>
<td>4/23/2021</td>
<td>4/28/2021</td>
<td>Online Launch</td>
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<td></td>
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<td>Delivery</td>
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<tr>
<td></td>
<td><strong>DEADLINE:</strong> 3/22/2021 Edit</td>
<td>4/15/2021</td>
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<td>May Issue Ad</td>
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<td><strong>DEADLINE:</strong> 4/22/2021 Edit</td>
<td>5/14/2021</td>
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<td><strong>DEADLINE:</strong> 5/21/2021 Edit</td>
<td>6/1/2021</td>
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<td>July Issue Ad</td>
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<td>August</td>
<td>Product Focus: Containers and Storage</td>
<td>7/23/2021</td>
<td>7/29/2021</td>
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<td></td>
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<td></td>
<td>Delivery</td>
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<tr>
<td></td>
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<td>7/15/2021</td>
<td>7/23/2021</td>
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<td>Product Focus: Warehouse Solutions</td>
<td>8/27/2021</td>
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<tr>
<td></td>
<td><strong>DEADLINE:</strong> 7/22/2021 Edit</td>
<td>8/13/2021</td>
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<td>October</td>
<td>Product Focus: Overhead Handling</td>
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<td>Online Launch</td>
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<td>Delivery</td>
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<tr>
<td></td>
<td><strong>DEADLINE:</strong> 8/20/2021 Edit</td>
<td>9/15/2021</td>
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<td>October Issue Ad</td>
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<tr>
<td>November</td>
<td>Product Focus: Conveyors and Sortation</td>
<td>10/22/2021</td>
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<td>Delivery</td>
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<tr>
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<tr>
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<td>Product Focus: Racks, Shelving and Storage</td>
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<td>11/29/2021</td>
<td>Online Launch</td>
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<td>Delivery</td>
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<tr>
<td></td>
<td><strong>DEADLINE:</strong> 10/22/2021 Edit</td>
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### Display Advertising

#### Page Size/Color

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<td>4.125</td>
</tr>
<tr>
<td>Full page</td>
<td>7.625</td>
<td>9.875</td>
</tr>
<tr>
<td>3/4</td>
<td>7.625</td>
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<td>9.875</td>
</tr>
<tr>
<td>1/2 Vertical</td>
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<td>4.875</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2.375</td>
<td>9.875</td>
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<tr>
<td>1/3 Square</td>
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<td>5</td>
</tr>
<tr>
<td>1/4</td>
<td>3.75</td>
<td>4.875</td>
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<tr>
<td>1/6</td>
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</tr>
<tr>
<td>1/8 Horizontal</td>
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</tr>
<tr>
<td>Marketplace</td>
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<td>1.7&quot;</td>
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#### Glossy Cover Pages

<table>
<thead>
<tr>
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Back Cover Page - Add 15% to the price

#### 2 Pages Process

<table>
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<tr>
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<th>3X</th>
<th>6X</th>
<th>12X</th>
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<tbody>
<tr>
<td>1613</td>
<td>1489</td>
<td>1407</td>
<td>1289</td>
<td></td>
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</table>

Black & White: 1123, 999, 917, 798

#### Full Page Process

<table>
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<tr>
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<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Pages Process</td>
<td>1613</td>
<td>1489</td>
<td>1407</td>
<td>1289</td>
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</tbody>
</table>

Black & White: 1123, 999, 917, 798

#### 3/4 Page Process

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<thead>
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<th>3X</th>
<th>6X</th>
<th>12X</th>
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</thead>
<tbody>
<tr>
<td>3/4 Page Process</td>
<td>864</td>
<td>807</td>
<td>771</td>
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Black & White: 549, 492, 456, 405

#### 1/2 Page Process

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<td>747</td>
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Black & White: 453, 422, 381, 361

#### 1/3 Page Process

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<td>600</td>
<td>590</td>
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Black & White: 359, 329, 285, 275

#### 1/4 Page Process

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<th>12X</th>
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<tbody>
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<td>1/4 Page Process</td>
<td>639</td>
<td>613</td>
<td>592</td>
<td>567</td>
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Black & White: 314, 288, 268, 242

#### 1/6 Page Process

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<tbody>
<tr>
<td>1/6 Page Process</td>
<td>530</td>
<td>510</td>
<td>500</td>
<td>489</td>
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Black & White: 206, 185, 175, 165

#### 1/8 Page Process

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<th>6X</th>
<th>12X</th>
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</thead>
<tbody>
<tr>
<td>1/8 Page Process</td>
<td>464</td>
<td>440</td>
<td>426</td>
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Black & White: 139, 134, 129, 124

#### Marketplace

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<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketplace</td>
<td>$30 per inch</td>
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<td></td>
<td></td>
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<tr>
<td>Color</td>
<td>$50 per inch</td>
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<td></td>
</tr>
</tbody>
</table>

#### Display ad mechanical requirement

- Add .25” for bleed
- Publication trim is 8.375 x 10.875
- Live print area is 7.625 x 9.875

**Network Readers’ Primary Business**

- Marketed to 65% Material Handling Distributors and Dealers
- Marketed to 18% Distribution, Transportation, and Warehouse
- Marketed to 12% Manufacturing
- Marketed to 5% Other

**Inserts**

- **Preprinted 8x10.75 inserts**
  - (prices are per insert – customer provides insert):
    - 1x: $805
    - 3x: $750
    - 6x: $710
    - 12x: $660

- **Custom Designed Inserts**
  - (Network designs & prints)
  - Printed on 80# Gloss, process color
  - Single page, 2 sides. $950 per issue
  - Cost to insert is extra. Save 10% on inserting costs when Network designs and prints your insert.

**PDF Specifications**

- We prefer to receive digital advertising files in Adobe’s PDF format exported from InDesign using the PDF/X-1a specification. Sample at 300 dpi. We do NOT recommend exporting PDF files directly from your native operating system or other non-Adobe applications. The results of exporting from non-Adobe applications can be unreliable and will not meet our specifications. Do NOT outline type. Do NOT send ads as JPEGs. Not following these specifications will result in ads that are not searchable in our digital publication.

**Files can be sent by:**

- Email (under 20MB) or ask Andra for other options.
ProMat 2021
inserted in the March Issue
Ad Close: 2/8/21

<table>
<thead>
<tr>
<th>Pricing</th>
<th>Price</th>
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<th>Height</th>
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<tr>
<td>Display Ads:</td>
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</tr>
<tr>
<td>Front Cover</td>
<td>$999</td>
<td>7</td>
<td>6.5</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$999</td>
<td>8</td>
<td>10.75</td>
</tr>
<tr>
<td>Full Page</td>
<td>$590</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>Half Page</td>
<td>$300</td>
<td>7</td>
<td>4.875</td>
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<tr>
<td>Quarter Page</td>
<td>$200</td>
<td>3.375</td>
<td>4.875</td>
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</table>

Full Page requires .25” bleed on all sides. Trim Size - 8” x 10.75”

Promat Product Focus Emails

Ad Close: 3/12/21 | Sent: 3/19/21
Ad Close: 3/19/21 | Sent: 3/26/21
Ad Close:3/26/21 | Sent: 4/02/21
Ad Close: 4/02/21 | Sent: 4/09/21

Digital Issue Announcements

January deadline 2/19/21, launch 12/25/20
January Directory deadline 2/19/21, launch 1/1/21
February deadline 1/22/21, launch 1/29/21
March deadline 2/19/21, launch 2/26/21
April deadline 3/19/21, launch 3/26/21
May deadline 4/16/21, launch 4/26/21
June deadline 5/21/21, launch 5/28/21

July deadline 6/18/21, launch 6/25/21
July Directory deadline 6/25/21, launch 7/02/21
August deadline 7/16/21, launch 7/23/21
September deadline 8/20/21, launch 8/27/21
October deadline 9/17/21, launch 9/24/21
November deadline 10/15/21, launch 10/22/21
December deadline 11/19/21, launch 11/26/21
The expert market platform to connect buyers and sellers

- Mirror your listed offers on your website
- See dealer and wholesale prices
- Get leads and inquiries
- Create flyers, stock lists and quotes in multiple languages
- Source the machine your customer desires directly from our platform
- Position your business in front of a large buyer audience
- List new machines easily via our app or automatically using our XML interface

100,000 visitors per month
100,000 offers and is available in 32 different regional markets
25% of all requests turn in to sales (based on Forklift’s own data)
Equipment listings appear in National monthly magazines (Material Handling Network and Material Handling Wholesaler)
Equipment listings appear in weekly “Hotsheet” equipment newsletter.
$99 month, 1 year subscription. Includes unlimited equipment listings
$275 month, 1 year subscription. Includes unlimited equipment listings and monthly Google Ad Words campaign

Custom eMail
Reach Network’s 14,500+ digital edition and eNewsletter subscribers with your own customized email message. Talk with your sales representative for more details $125 per thousand ($500 minimum)

Digital Advertising Rates

Sponsor Opportunities

Front cover of digital issue - Your ad appears alongside the cover of the magazine – seen by everyone opening the issue (7.625” x 9.875” pdf).
A banner will also be placed in the digital magazine email announcement and link to your website.  1x $500  3x $350

Digital Only Pages
Include your ad in only the digital edition of Network........ 2 page minimum
Call for rates.

Custom Webinars (Call for more details)

- Logo/name presented in all promotions and verbally/visually part of webcast
- Presenter name and contact information presented during webcast
- Registrant and attendee demographic report
- Dress rehearsal and training for custom webinars (up to 2 sessions)
- Webcast is recorded and archived on mhnetwork.com for up to 2 years
- Sponsors receive a copy of recorded webinar
- Delivery of all registrant contact information

Cost $2,500.00
Webinar script writing and PowerPoint set-up and assistance are also available. Call for quote.

Sponsored Content

- Blogs (up to 750 words and 3 images)
- White paper posts
- Video posts
- Podcast posts

Include 1 full year posting on mhnetwork.com, featured in 1 issue of monthly enewsletter.......$600 each in quantity

Banner ads are available on the weekly Forklift “Hotsheet” newsletter, on the Forklift US site, and on the Forklift International site.
Call or email Andra for details 309-699-4431 MHNetwork@wcinet.com
Network enewsletter - sent twice each month
Enewsletters are sent on the 2nd and 4th Tuesdays of each month.
Advertising and editorial deadline is Thursday, the week before.

Network Website Placements

**Site-Wide Leaderboard (top position)......... 728x90 pixels**
$450 per month  |  6x $395  |  12x $350
3 banners rotate, 33.3% of impressions.

**Site-Wide Rectangle (top position) ...........300x250 pixels**
$450 per month  |  6x $395  |  12x $350
3 banners rotate, 33.3% of impressions.

**Site-Wide Leaderboard (in column) .......... 728x90 pixels**
$350 per month  |  6x $295  |  12x $250
2 banners rotate, 50% of impressions.

**Site-Wide Rectangle (in column) ............300x250 pixels**
$350 per month  |  6x $295  |  12x $250
2 banners rotate, 50% of impressions.

Enewsletter Placements

**Leaderboard Banner........................................728x90 pixels**
$450 per eletter  |  6x $395  |  12x $350

**Side Banner (2 spots) ................................240x400 pixels**
$450 per eletter  |  6x $395  |  12x $350

Product eMarketplace email

**Leaderboard Banner........................................728x90 pixels**
$250 per month  |  3x $175

**Product Image.............................................250x250 pixels**
$250 per month  |  3x $175
Includes 1 image, 250x250@72 dpi and 50 word listings

*In-column website placements are a result of scrolling down
2021 Bi-Annual Directory
Directory of Material Handling

Network’s Directory of Material Handling is a reliable bi-annual desktop reference guide published in print and digital format. Network’s Directory includes over 200 material handling categories and 100 manufacturers, wholesalers and dealers – all indexed by product category to provide a simple to use resource guide.

Network’s Directory offers a number of marketing opportunities including:
- display ads
- product listings
- dealer listings
- enhanced listings
- bonus your listings are included in Network’s online searchable database.

If you would like to be listed in our Product, Dealer, Manufacturer database, contact Network today!

309.699.4431

Enhanced Company Listing

Material Handling Network
801 Bluff Street
Dubuque, IA 52001
Toll-Free: 800/447-6901
Phone: 309/699-4431
www.mhnetwork.com
mhnetwork@wcinet.com

Network has been delivering comprehensive coverage of the material handling industry for over 30 years. Professionals turn to Network in print, online and digital for industry and product news, as well as advice to help grow their companies.

Directory of Material Handling Dates and Sizing

<table>
<thead>
<tr>
<th></th>
<th>January Issue</th>
<th>July Issue</th>
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<tbody>
<tr>
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<td>12/12/19</td>
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<td>Small Front Cover</td>
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Directory Deadline

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Network’s Material Handling Directory is a reliable bi-annual desktop and online reference guide for material handling professionals. Make sure your company information is at the fingertips of material handling industry pros all over the world. All Product and Dealer/Manufacturer listings include a presence in Network’s online searchable database. Please fill out this form and fax the entire page to Network at 309/698-0801. Email the form to mhnetwork@wcinet.com

Directory Options

- **Enhanced Listings**: Your company’s logo, box, website and contact information, plus a 45 word description. **Place in the Product and/or Dealer/Manufacturer Categories of your choice.**
  - BW Logo: $75 per listing or 5 for $345
  - Process Logo: $100 per listing or 5 for $450
  - Qty________ $_________

- **Standard Listings**: $50 per product listing or 5 for $225
  - Place in the Product and/or Dealer/Manufacturer Categories of your choice.

- **Website Only Listings**: $25 per listing
  - Contains Company name & contact information.

Options For Your Listings

(Cost is per listing, and will be applied to ALL your listings unless otherwise specified.)

- **Bold Complete Listing**: $10.00
- **Box Your Listing**: $10.00
- **Add QR Code**: $10.00
- **Add Company Description or Tag Line**: $10.00
  - (Standard Listing Only up to 45 words)

Additional Advertising Options

- **Product Preview**: $75 each
  - Your product photo in full color & 80 word description. **Place in the Product Categories of your choice.**

- **Logo Banner on www.mhnetwork.com**: $15.00

All Product and Dealer/Manufacturer listings include presence on Network’s website and are searchable by Company Name, Brand, Location and Product.

**Total $_________

**Display Advertising**

- **Full Page**
  - BW: $375
  - 1 Color: $475
  - Process: $675
- **1/2**
  - BW: $250
  - 1 Color: $350
  - Process: $550
- **1/3 V**
  - BW: $150
  - 1 Color: $250
  - Process: $450
- **1/3 H**
  - BW: $150
  - 1 Color: $250
  - Process: $450
- **1/6**
  - BW: $90
  - 1 Color: $190
  - Process: $390

**Total $_________

**Directory (include with above order)**

- **Company Name**: ____________________________
- **Address**: ____________________________
- **City**: ____________________________ State _____ Zip _____________
- **Phone**: ____________________________ Email _____
- **P.O.**: ____________________________ Date _____________
- **Website**: ____________________________

**Payment Options:**

- **VISA**
- **Master Card**
- **Discover**
- **American Express**
- **Company Check**
- **Bill Us**

- **Card Number**: ____________________________
- **CVV**: __________ Exp. ________ Date: ____________________________
- **Billing**: ____________________________ ZIP: __________

Authorized Signature (Required)

Network’s Material Handling Directory is a reliable bi-annual desktop and online reference guide for material handling professionals. Make sure your company information is at the fingertips of material handling industry pros all over the world. All Product and Dealer/Manufacturer listings include a presence in Network’s online searchable database. Please fill out this form and fax the entire page to Network at 309/698-0801. Email the form to mhnetwork@wcinet.com.
### Product Categories

Check the product categories you want to be included in. List in as many categories as you want – $50 per standard listing or 5 standard listings for $225, $100 per enhanced listing or 5 enhanced listings for $450. Fax or email with order.

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<tr>
<td>Wire Partitions &amp; Cages</td>
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<tr>
<td>Wire Rack Decking</td>
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<tr>
<td>Wire Shelving</td>
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<tr>
<td>Work Positioners</td>
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<tr>
<td>Workbenches</td>
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</table>
Dealer/Manufacturer Categories

Check the dealer or manufacturer categories you want to be included in. List in as many categories as you want - $50 per listing or 5 listings for $225. Fax or email with order.

- A&G Mercury
- Advance Parts
- Aigner Label Holders
- Aisle Kat
- Allis Kat
- Allis Chalmers
- Allis Chalmers Engines & Parts - Reman
- Allis Chalmers Parts
- American Lincoln Parts
- Atlet
- Baker
- Barrett
- Barrett Parts
- Big Joe
- Blue Giant
- Bond Casters & Wheels
- Carelift
- Cascade
- Case
- Caterpillar
- Caterpillar Parts
- Champ
- Champ Parts
- Chrysler Engines & Parts - Reman
- Clark
- Clark Parts
- Clarke Parts
- Continental Reman Engines & Parts
- Crown
- Crown Parts
- Cushman
- Cushman Parts
- Daewoo
- Datsun
- Deutz
- Deutz Engines & Parts - New & Reman
- Drexel
- E-P Equipment
- Eaves
- Elwell Parker
- Erickson
- Factory Cat Parts
- Ford Engines & Parts - Reman
- Genie Parts
- GM Engines
- GM Engines & Parts - New & Reman
- GM Parts
- Grove / Manlift Parts
- Heli
- Hercules Engines & Parts - Reman
- Hoist
- Hyster
- Hyster Parts
- Hytsu
- Interthor
- Isuzu
- Isuzu Engine Parts - Reman
- Isuzu Engines & Parts - New & Reman
- Isuzu Parts
- JLG
- JLG Parts
- John Deere Engine & Parts - Reman
- Jungheinrich
- Jungheinrich Parts
- Kalamazoo
- Kalmar/Ac
- Kalmar/Ac Parts
- Komatsu
- Komatsu Parts
- Kooi-Reachforks
- Kubota
- Kubota Engines & Parts - New & Reman
- Landoll
- Lazer Tracker
- Lift-A-Load
- Lift-A-Loft
- Linde
- Linde-Baker
- Lowry
- Lowry Parts
- Manitou Parts
- Mazda
- Mazda Engines & Parts - Reman
- Minutemen Parts
- Mitsubishi
- Mitsubishi Engines & Parts - Reman
- Mitsubishi Parts
- Moto - Trucks
- Nissan
- Nissan Engines & Parts - New & Reman
- Nissan Engines & Parts - Reman
- Nissan Parts
- Ottawa
- Perkins
- Perkins Engines & Parts - New & Reman
- Pettibone
- Power Boss Parts
- Powerflow
- Presto Lift
- Prime Mover
- Princeton
- Rago Wagner
- Raymond
- Raymond Parts
- Rigger Lift
- Royal
- Schaef/Namco
- Silent Hoist
- Skyjack Parts
- Southworth
- T/U Made By Hytsu
- Tailift
- Taylor
- Taylor-Dunn
- Taylor-Dunn Parts
- TCM
- TCM Parts
- Tennant Parts
- Tiger Tractor
- Toyota Engines & Parts - New & Reman
- Toyota Parts
- Toyoto Engines & Parts - Reman
- U.S. Electricar
- United Tractor
- Used Forklifts
- V. Mariotti Usa
- V. Mariotti Usa Parts
- Valla Cranes
- Waukesha Engines & Parts - Reman
- White
- Yale
- Yale Parts