

# Gain Maximum Brand Exposure

## ROS Banners

### ROS Top/Interscroller/Rich Media Top

( 728 x 90 pixels )

“Supersized” banner that appears at the top of the page, directly within the user’s view

**ROS TOP: \$60 NET CPM**

**ROS INTERSCROLLER: \$60 CPM**

**ROS RICH MEDIA TOP (“PUSHDOWN”): \$110 CPM**

### ROS Anchored Top Left/Right

( 300 x 250 pixels )

Powerful creative option for your campaign, giving you a highly prominent position

**ROS ANCHORED TOP LEFT: \$60 CPM**

**ROS RIGHT: \$60 CPM**

### ROS Right/Rich Media Right

( 300 x 600 pixels )

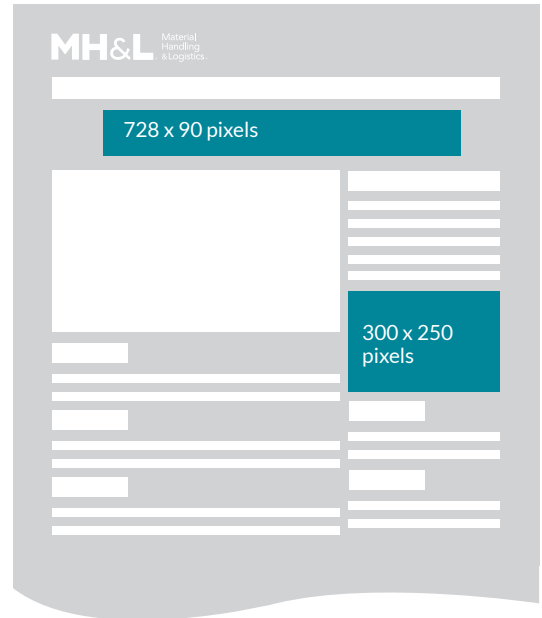
Large format ad unit that is impactful and receives high click through rates

**ROS ANCHORED TOP LEFT: \$90 CPM**

**ROS RIGHT: \$90 CPM**

*Cost per thousand impressions calculation example: If you purchase 50,000 impressions and your CPM is \$120, then your campaign cost is 50 x 120 = \$6,000*

Materials must be submitted at least 7 business days prior to the scheduled run date. Please email your creative in accordance with the specifications for the purchased position.



# Capture 100% Share Of Voice

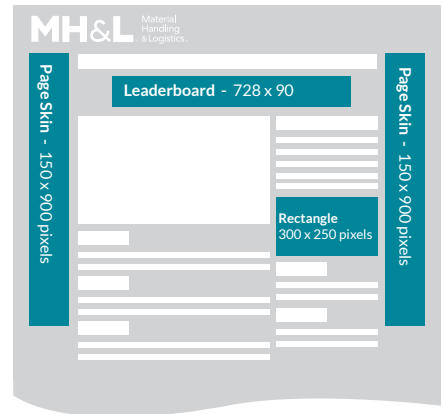
## Website Advertising

### Category Domination

A category sponsorship is the ideal way to own a vertical topic, reinforcing your company as a subject matter expert. Your sponsorship consists of two elements:

- Sponsorship block featuring your logo, headline, and description will appear on all pages within that category including articles, news items, and category navigation pages. In addition, add a link to your whitepaper or case study.
- 1 week of every month during your sponsorship will receive a dominant page skin on your sponsored category page.

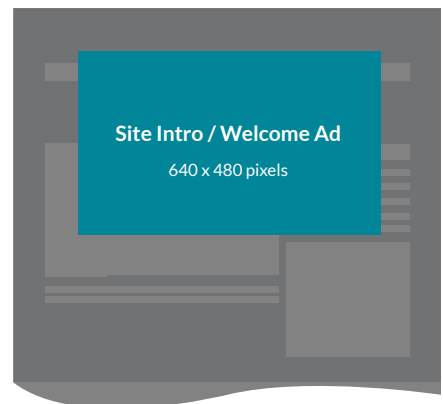
**RATE: \$4,000 NET / MONTH**



### Welcome Ads

Welcome ads are placed before the entry of MHLNews.com. They offer a unique platform to capture audience attention. Must be purchased for two consecutive weeks. Advertiser can expect approximately 20,000 impressions.

**INVESTMENT: \$6,000 NET CPM / 2 WEEKS**



### Native Advertising

Native advertising runs like an ad, but looks like an article and infeed headline. Use your content or content developed exclusively by our experts for brand building and thought leadership. Your article is promoted with a prominent headline infeed and as sponsored content running alongside other brand related articles.

**RATE: \$30 CPM**

Materials must be submitted at least 7 business days prior to the scheduled run date. Please email your creative in accordance with the specifications for the purchased position.

# Website Advertising

## Slideshow Galleries

Allow MH&L to turn your content or products into a gallery. Provide 5-10 images highlighting your latest products and cutting edge technology and receive 100% share of voice. Sponsor will receive all content in the gallery, the 300x250 ad unit, 728x90 ad unit, gallery interstitial, and the gallery banner for maximum exposure and visibility. Gallery will be promoted a minimum of 2X in the MH&L Newsmakers eNewsletter.

**RATE: \$5,000 (6-8 SLIDES)**



## In-Article Videos

Provide an interactive experience to potential clients with our new in-article videos. Utilize this high-impact placement to generate brand awareness within an editorial article 500 words or more. Your company's video is placed directly into the top half of the article and automatically plays once as the user scrolls down to read. Audio is enabled as the user's cursor is placed over the video. Simple engagement features include click, hover, and touch and volume control.

**INVESTMENT: \$110 CPM**



Materials must be submitted at least 10 business days prior to the scheduled run date. Please email your creative in accordance with the specifications for the purchased position.

# Be Recognized As An Expert

## Category Domination Sponsorship

MH&L's category pages quickly connect our readers with critical and timely news, trends, best practices and commentary on key industry topics. Associate your company's name, logo, and message with one of the nine primary categories on mhlnews.com.

A category sponsorship is the ideal way to own a vertical topic on mhlnews.com, reinforcing your company as a subject matter expert.

Your category sponsorship consists of two elements:

- Sponsorship block featuring your logo, headline, and description will appear on all pages within that category including articles, news items, and category navigation pages. In addition, add a link to your whitepaper or case study.
- 1 week of every month during your sponsorship, you will receive a dominant page skin on your sponsored category page.

**RATE: \$4,000 / MONTH**

Materials must be submitted at least 7 business days prior to the scheduled run date. Please email your creative in accordance with the specifications for the purchased position.

### CATEGORIES

Transportation & Distribution  
Facilities Management  
Warehousing  
Global Supply Chain  
Technology & Automation  
Powered Vehicles  
Labor Management

# Be Recognized As An Expert

## Branded Topic Channel Sponsorship

A Branded Topic Channel combines high impact page combination advertising and the opportunity to include your meaningful content next to MH&L's award winning editorial. All the information on your Branded Topic Channel will be aligned with the topic of your choosing. This 6-month marketing campaign will drive visibility to your services, products, videos, infographics, research and more.

- Dynamic carousel to showcase your featured content
- MH&L content updated on a regular basis
- Ability to update content assets as appropriate during 6-month time frame
- 2 custom topic eNewsletters
- Branded Topic Channel promoted in eNewsletters and house ads
- Your leaderboard and rectangle ads will appear on all article and news pages associated with your branded topic channel

### Optional Enhancements:

- Custom content creation
- High impact or rich media ad units
- Sponsored blog
- Twitter feed integration
- Additional targeted custom topic eNewsletters
- Extend your campaign 6 additional months

Materials must be submitted at least 7 business days prior to the scheduled run date. Please email your creative in accordance with the specifications for the purchased position.