



Listing Form

**2011 MHL Buyers' Guide**  
Listing Deadline: 7-11-11 Publishes in August



**Integrated Media for Maximum Results In Print**

The August 2011 Material Handling & Logistics (MH&L) Buyers' Guide is an invaluable year-round reference for more than 55,000\* buyers in the material handling and logistics field. The 2011 MH&L Buyers' Guide, included in the August issue, is a comprehensive print and online guide to material handling and logistics products and services. As a display advertiser, you receive unlimited listing opportunities that build on your efforts to promote product awareness and preference for all your products. It's an issue that readers will keep on hand throughout the year – and an opportunity that you can't afford to miss!

**Online** The online component of the MH&L Buyers' Guide makes your information available to prospective customers 24/7 and places your website one click away. The MH&L Buyers' Guide features an easy-to-use database and is searchable by category, keyword or company name.

**Maximum Exposure** Move your online listing to the head of the line with an Enhanced Online Listing. Your Enhanced Online Listing is at the top of search results in the MH&L Buyers' Guide. It can be browsed by category or explored via keyword searches. Also MH&L magazine subscribers will be directed to your Enhanced Online Listing for more information on your company and products.

- An Enhanced Online Listing includes:
- Complete contact information including active website and email links.
  - Company logo.
  - Company description.
  - Three products posted online.
  - Unlimited online categories.

\*SOURCE: BPA Worldwide Circulation Statement, December 2010

**Purchase Package 5 or 6 and receive a FREE 1/2 page or full page Corporate Profile**

Package 1	Package 2	Package 3	Package 4	Package 5	Package 6
Free Listing	\$750 gross	\$2,800 gross	\$3,500 gross	\$4,900 gross	\$6,900 gross

	Package 1	Package 2	Package 3	Package 4	Package 5	Package 6
<b>Print Guide</b>						
Listing in Annual Buyers' Guide	●	●	●	●	●	●
Three Categories	●					
Unlimited Categories		●	●	●	●	●
<b>Bold</b> Listing in Annual Buyers' Guide					●	
<b>Red Bold</b> Listing in Annual Buyers' Guide						●
1/4 page, 4-color ad in Annual Buyers' Guide			●			
1/3 page, 4-color ad in Annual Buyers' Guide				●		
1/2 page, 4-color ad in Annual Buyers' Guide					●	
Full page, 4-color ad in Annual Buyers' Guide						●
1/2 page profile in the Corporate Profiles Section					●	
Full page profile in the Corporate Profiles Section						●
<b>Online Directory</b>						
Listing on Online Directory with Company Contact Information (Includes active link to your website and an active email link)	●	●	●	●	●	●
Company Logo, Description and Three Products Posted Online		●	●	●	●	●
Three Online Categories	●					
Unlimited Categories		●	●	●	●	●
Priority Listing: Top of company list, based on categories		●	●	●	●	●
Two Hot Products in MH&L Newsmakers eNewsletter. Includes 50 words, product image, URL			●	●	●	●
Video						●

## 2011 MHL Buyers' Guide

Listing Deadline: 7-11-11 Publishes in August

### Enhancement Options

#### Logo Placements:

- Logo Advertisers receive unlimited categories for their company to be listed under for no additional cost.
- Create brand recognition.
- Provide constant visibility for your company all year!



Add Color to your logo or call ad for an additional \$100 per placement

#### Call Ads:

- Available in 1", 2" or 3" heights.
- Call Ad Advertisers receive unlimited categories for their company to be listed under for no additional cost.
- Call Ad Advertisers receive full contact information wherever your company is listed giving you INSTANT recognition.
- Direct buyers to the products and services you offer.
- Provide constant visibility for your company all year!



#### Questions about these Upgrades?

Contact:

Kelli Esakov • 216-931-9610 • [kelli.esakov@penton.com](mailto:kelli.esakov@penton.com)

#### Logo & Call Ad Rates

B/W Logo Placement—\$210 gross

Add Color to Logo / Call Ad — \$100 each additional

# of Call Ads	2" x 1" b/w	2" x 2" b/w	2" x 3" b/w
1	\$385 gross	\$600 gross	\$725 gross
2	\$370 gross	\$580 gross	\$690 gross
3	\$355 gross	\$550 gross	\$670 gross
4	\$345 gross	\$535 gross	\$655 gross

#### Logo Placements — Vendors Section

B/W Logo — \$210 gross     Color Logo Placement \$310 gross     Repeat logo on file     Will send new materials

#### Call Ads — Products Section

# \_\_\_\_\_ 2" x 1" Call Ad(s) = \$ \_\_\_\_\_

Product Category Name (see enclosed list)

Repeat Call Ad on file     Will send new materials

Add Color to Ad for an additional \$100 each

Product Category Name (see enclosed list)

# \_\_\_\_\_ 2" x 2" Call Ad(s) = \$ \_\_\_\_\_

Product Category Name (see enclosed list)

Repeat Call Ad on file     Will send new materials

Add Color to Ad for an additional \$100 each

Product Category Name (see enclosed list)

# \_\_\_\_\_ 2" x 3" Call Ad(s) = \$ \_\_\_\_\_

Product Category Name (see enclosed list)

Repeat Call Ad on file     Will send new materials

Add Color to Ad for an additional \$100 each

Product Category Name (see enclosed list)

**Fax ALL completed forms by July 11, 2011 to 913.967.7207**

Penton Media Inc. • Buyers' Guides Dept. - Material Handling & Logistics • 9800 Metcalf Ave. Overland Park, KS 66212



**2011 MHL Buyers' Guide**  
*Listing Deadline: 7-11-11 Publishes in August*

**Listing Form / Payment Info**

**Company Information** (for publication)

Company/Division \_\_\_\_\_

E-Mail \_\_\_\_\_

Web Site URL \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Toll Free Phone (if different) \_\_\_\_\_ Fax \_\_\_\_\_

Sales Contact Name \_\_\_\_\_

**Contact Information** (NOT for publication)

Company/Division \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Your Phone \_\_\_\_\_ Your Fax \_\_\_\_\_

Your Name \_\_\_\_\_ Title \_\_\_\_\_

Your E-Mail \_\_\_\_\_

**Payment Information** (Please complete all of the information fields below.)

Signature \_\_\_\_\_ Date \_\_\_\_\_

Charge my Credit Card:

MasterCard       American Express       Discover       Visa

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Bill Me:

P.O. Number \_\_\_\_\_

*\* If you do not supply a P.O. Number, please write **billing contact name** above and **initial the below statement.***

"I hereby authorize Material Handling & Logistics to be paid the invoiced amount in return for our company's directory listing(s) and enhancement(s)."

Initials \_\_\_\_\_ Date \_\_\_\_\_

**Please contact us. We are interested in the following:**

- Display Advertising       Web Advertising       Logo/Call Ad Advertising

Check here if you do not wish to receive future unsolicited fax advertisements at the fax number shown at the top of this page, please fax this page back to 866-364-8597. Alternately, you may phone us at 866-271-1964 or send an email to [tofax-opt-out@penton.com](mailto:tofax-opt-out@penton.com). Our failure to comply with your removal request within the shortest reasonable time, as determined by the FCC, with such valid request identifying the telephone facsimile machine(s) to which the request relates would be unlawful.

**Fax ALL completed forms by July 11, 2011 to 913.967.7207**

Penton Media Inc. • Buyers' Guides Dept. - Material Handling & Logistics • 9800 Metcalf Ave. Overland Park, KS 66212

## 2011 MHL Buyers' Guide

*Listing Deadline: 7-11-11 Publishes in August*

### Listing Form

Below is a list of the categories that you may choose to list under. Package 1 listers may choose up to 3 categories as part of their listing package. Package 2 through 6 listers may choose unlimited categories to list under part of their packages. Logo and Call Ad Advertisers may choose unlimited categories.

#### Air Cargo Carriers / Freight Forwarders

##### Automatic Identification/Data Collection

- Automatic Identification/Data Collection, Other
- Automatic Identification/Data Collection, Sensors
- Automatic Identification/Data Collection, Software
- Barcoding/Printing/Labeling
- Camera/Vision Systems
- Computers/Data Collection Terminals
- OCR Identification Equipment
- Radio Frequency Identification/RFID
- Scanners/Readers, Barcode
- Scanners/Readers, RFID

##### Conveyors and Sortation Systems

- Conveyor Components
- Conveyor Maintenance Items
- Conveyors and Sortation Systems, Other
- Conveyors, Accumulation
- Conveyors, Belt
- Conveyors, Bucket
- Conveyors, Cart-on-Track
- Conveyors, Chain Driven
- Conveyors, Lineshaft
- Conveyors, Live Roller
- Conveyors, Magnetic
- Conveyors, Oscillating and Vibratory
- Conveyors, Pneumatic
- Conveyors, Power and Free
- Conveyors, Reciprocating
- Conveyors, Roller
- Conveyors, Skatewheel
- Conveyors, Slat
- Conveyors, Spiral/Rotating
- Conveyors, Telescopic
- Conveyors, Truck Loading
- Conveyors, Vertical
- Sorters, Bomb Bay
- Sorters, Cross-Belt
- Sorters, Pop-Up
- Sorters, Pushers/Diverters
- Sorters, Sliding Shoe
- Sorters, Swivel Wheel
- Sorters, Tilt-Tray

##### Facility and Dock Equipment

- Dock Equipment, Bumpers and Barriers
- Dock Equipment, Doors, Air Curtains
- Dock Equipment, Doors, Cold Storage
- Dock Equipment, Doors, High Speed

- Dock Equipment, Doors, Impact
- Dock Equipment, Doors, Roll Up
- Dock Equipment, Doors, Sectional
- Dock Equipment, Levelers
- Dock Equipment, Locking Devices/Restraints
- Dock Equipment, Plates and Boards
- Dock Equipment, Safety Devices
- Dock Equipment, Shelters and Seals
- Dock Equipment, Trailer Loading/Unloading Systems
- Dock Equipment, Yard Ramps/Portable Docks
- Facility and Dock Equipment, Other
- Facility Equipment, Air Conditioning/Cooling Systems
- Facility Equipment, Alternative Energy
- Facility Equipment, Dumpers and Hoppers
- Facility Equipment, Energy Management Systems
- Facility Equipment, Ergonomically Designed
- Facility Equipment, Fans and Ventilation Systems
- Facility Equipment, Hand Tools
- Facility Equipment, Hand Trucks/Dollies
- Facility Equipment, HazMat Handling
- Facility Equipment, Heaters and Heating Systems
- Facility Equipment, Ladders
- Facility Equipment, Lighting
- Facility Equipment, Machine Guards and Lockout/Tagout
- Facility Equipment, Maintenance Lifts/Platforms
- Facility Equipment, Mezzanines and Related Equipment
- Facility Equipment, Modular Buildings/Offices
- Facility Equipment, Motors/Drives/Controls
- Facility Equipment, Pallet Jacks
- Facility Equipment, Partitions
- Facility Equipment, Personal Safety Products
- Facility Equipment, Pest Control Products
- Facility Equipment, Rack-Supported Buildings
- Facility Equipment, Ramps
- Facility Equipment, Refrigeration/Freezer Systems
- Facility Equipment, Safety Sensors
- Facility Equipment, Scales/Weighing/Counting
- Facility Equipment, Security/Surveillance
- Facility Equipment, Signs/Labels/Tags
- Facility Equipment, Sprinkler Systems
- Facility Equipment, Waste/Scrap Handling
- Facility Equipment, Work Areas/Stations
- Facility Equipment, Work Benches/Platforms
- Flooring, Coatings
- Flooring, Sealing and Repairing
- Flooring, Systems
- Roofing Products/Equipment

#### Intermodal / Rail

##### Lift Trucks, Powered Industrial Trucks and Related Equipment

- Lift Truck Equipment, Casters and Wheels
- Lift Truck Equipment, Indicators and Gauges
- Lift Truck Equipment, Rental Services
- Lift Truck Equipment, Replacement Parts
- Lift Truck Equipment, Tires
- Lift Truck Equipment, Utilization Monitors
- Lift Truck Maintenance, Jacks
- Lift Truck Maintenance, Remote Monitoring Systems
- Lift Truck Maintenance, Services
- Lift Truck Maintenance, Software
- Lift Trucks, Aerial Boom Lifts
- Lift Trucks, Attachments
- Lift Trucks, Class 1/Electric Counterbalanced Riders
- Lift Trucks, Class 2/Electric Narrow Aisle
- Lift Trucks, Class 3/Electric Pallet Trucks
- Lift Trucks, Class 4/IC Counterbalanced, Cushion Tires
- Lift Trucks, Class 5/IC Counterbalanced, Pneumatic Tires
- Lift Trucks, Class 6/Electric and IC Tow Tractors
- Lift Trucks, Class 7/Rough Terrain
- Lift Trucks, Class 8/Personnel and Burden Carriers
- Lift Trucks, Ergonomics Accessories
- Lift Trucks, Operator Training Programs
- Lift Trucks, Powered Industrial Trucks and Related Equipment, Other
- Lift Trucks, Safety Accessories
- Lift Trucks, Scissor Lifts
- Motive Power, Alternative Fueling Systems
- Motive Power, Batteries
- Motive Power, Battery Management Systems
- Motive Power, Battery Monitoring Tools
- Motive Power, Battery Watering Equipment
- Motive Power, Chargers
- Powered Industrial Trucks, Automated Guided Vehicles (AGVs)
- Powered Industrial Trucks, Automated Guided Vehicles (AGVs) Accessories
- Powered Industrial Trucks, Floor Sweepers/Scrubbers

##### Lifting/Positioning/Overhead Handling

- Grabs
- Lift Tables
- Lifters

**Fax ALL completed forms by July 11, 2011 to 913.967.7207**

Penton Media Inc. • Buyers' Guides Dept. - Material Handling & Logistics • 9800 Metcalf Ave. Overland Park, KS 66212

## Listing Form

## 2011 MHL Buyers' Guide

*Listing Deadline: 7-11-11 Publishes in August*

- Lifting/Positioning/Overhead Handling, Other
- Manipulators, Positioners, Levelers and Balancers
- Overhead Handling, Crane Components
- Overhead Handling, Cranes
- Overhead Handling, Hoists
- Overhead Handling, Monorail Components
- Overhead Handling, Monorails, Enclosed Track/Workstation
- Overhead Handling, Monorails, Patented Track
- Robots, Grippers
- Robots, Machine Loading
- Robots, Packaging/Palletizing
- Robots, Production/Assembly
- Robots, Vision Guided
- Robots, Welding
- Sheet Handling Equipment
- Winches

### Motor Carriers

- Expedited/Express
- Less-Than-Truckload (LTL), National
- Less-Than-Truckload (LTL), Regional
- Small Package
- Truckload

### Ocean Freight Carriers

### Packaging/Shipping Equipment and Materials

- Bagging and Related Equipment
- Case Packers/Cartoners
- Cases, Boxes and Related Equipment
- Containers, Bulk
- Containers, Intermediate Bulk
- Containers, Wire Mesh/Metal
- Containers/Totes, Attached Lid
- Containers/Totes, Corrugated
- Containers/Totes, Nestable/Collapsible
- Containers/Totes, Stackable
- Depalletizers
- Fastening/Taping/Sealing Equipment
- Packaging/Shipping Equipment and Materials, Other
- Pallet Equipment and Supplies
- Pallet Inverters
- Palletizers, Conventional
- Palletizers, Robotic
- Pallets, Aluminum
- Pallets, Engineered Wood
- Pallets, Plastic
- Pallets, Pooling Services
- Pallets, Steel
- Pallets, Wood
- Protective Packaging Material/Dunnage
- Reusable Transport Packaging

- Shrink Wrap Supplies
- Shrink Wrappers
- Slipsheets
- Strapping and Tying
- Stretch Wrap Supplies
- Stretch Wrappers
- Void Fill and Related Equipment

### Sea Ports (North America)

### Services/Consulting

- Business Management, Accounting
- Business Management, Contracts
- Business Management, Ergonomics
- Business Management, Financing/Leasing
- Business Management, Insurance
- Business Management, Inventory
- Business Management, Procurement/Sourcing
- Business Management, Regulatory Compliance
- Business Management, Site Selection
- Business Management, Staffing/Recruiting
- Business Management, Strategic Planning/Forecasting
- Business Management, Training
- Environmental
- Facilities/Systems Design
- Facility Management, Loss Control
- Facility Management, Maintenance
- Facility Management, Reverse Logistics
- Facility Management, Safety
- Logistics/Supply Chain Management
- Professional Development, Associations
- Professional Development, Trade Shows/Conferences
- Services/Consulting, Other
- Systems Integration
- Third-Party Logistics
- Transportation Management

### Storage Equipment and Automated Storage/Picking

- Automated Storage/Retrieval Systems (AS/RS)
- Automated Storage/Retrieval Systems (AS/RS), Carousels, Horizontal
- Automated Storage/Retrieval Systems (AS/RS), Carousels, Vertical
- Automated Storage/Retrieval Systems (AS/RS), Fixed Aisle
- Automated Storage/Retrieval Systems (AS/RS), Miniloat
- Automated Storage/Retrieval Systems (AS/RS), Unitload
- Automated Storage/Retrieval Systems (AS/RS), Vertical Lift Modules
- Bins and Baskets, Storage
- Cabinets/Drawers, Storage

- Containers, Storage
- Picking/Order Selection, Automated Case
- Picking/Order Selection, Automated Item
- Picking/Order Selection, Pick to Light
- Picking/Order Selection, Voice Directed
- Rack Protection Equipment
- Racks, Cantilever
- Racks, Double Deep
- Racks, Drive-In
- Racks, Gravity Flow
- Racks, Mobile
- Racks, Pallet
- Racks, Powered Flow
- Racks, Push Back
- Racks, Very Narrow Aisle
- Shelving
- Storage Equipment and Automated Storage/Picking, Other

### Technology and Software Systems

- Computerized Maintenance Management Systems
- Customer Relationship Management
- E-Commerce
- Electronic Data Interchange (EDI)
- Enterprise Resource Planning
- Equipment Management, General
- Equipment Management, Lift Truck Fleet
- Facility Management, Network Modeling
- Facility Management, Security
- Facility Management, Simulation
- Financial
- Forecasting/Scheduling/Distribution Requirements Planning
- Industrial Sensors
- Labor Management
- Manufacturing Execution Systems
- Order Selection
- Packaging/Cube Utilization
- Procurement
- Real-Time Locating Systems/Asset Management
- Shipping/Manifesting
- Slotting/Inventory Management
- Software as a Service
- Supply Chain Management Systems
- Technology and Software Systems, Other
- Transportation Management Systems
- Unit Load Design
- Value-Added Services
- Warehouse Management Systems
- Wireless Communication Systems

### Third-Party Logistics Provider

### Used/Refurbished Equipment

**Fax ALL completed forms by July 11, 2011 to 913.967.7207**

Penton Media Inc. • Buyers' Guides Dept. - Material Handling & Logistics • 9800 Metcalf Ave. Overland Park, KS 66212