

**MODEX 2018** – **Exclusive Offers From *DC VELOCITY***

**January 2018 Special Offer -** This issue of ***DC VELOCITY*** will be distributed at our booth at MODEX 2018 and in addition to that, you get ahead of the crowd to let everyone know what they can look forward to at the show by taking advantage of our special offer:

* A full-page ad in the January issue of DC Velocity
* A dedicated email to run in January
* A newsletter sponsorship\* to run in January

Price: $8500.00!

 \*New newsletter sponsorship format now includes lead generating sponsored contact along with a rectangle banner.

Print Ad close: December 8, 2017

 Digital materials due 5 business days prior.

**February 2018 – MODEX Show Planning Guide**

This very popular planning guide is poly-bagged with the February issue of ***DC VELOCITY.***It will also be distributed at the show. The guide will provide exclusive information that will be beneficial for attendees to have before they head to Atlanta.

Our special offer is as follows: Buy an ad in the February issue of ***DC VELOCITY*** and receive the same-sized ad for half price in the MODEX Show Planning Guide.

Ad close: January 12, 2018

**March 2018 - MODEX Show issue**

Our March edition will include full bonus distribution at MODEX, supplementing our already market-leading audience reach and making this issue the perfect way to promote your company for MODEX 2018.

Ad close: February 9, 2018

**Pre-Conference Dedicated Emails**:

The perfect opportunity to let our 58,000+ subscribers know what new and exciting things you’ll be up to at MODEX 2018 with your customized message. These dates sell out quickly, so schedule yours today!

**Price: $5,775 (net)**

**MODEX 2018 Pre-Conference e-Newsletter**

* This information-packed e-newsletter will transmit in March to ***DC VELOCITY’***ssubscriber base of 58,000+ logistics professionals, including key attendees.
* It will focus on what they need to know to get the most out of the show, including a list of exhibitors, a conference session schedule, an exhibit floor map, and general information on the key themes and planned highlights of the show.
* This will be a prime opportunity to get your company on the radar of these buyers of logistics-related products and services long before they head out to Atlanta and will help ensure that their itinerary will include a stop at your booth.

Ad Specs: Rectangle + Sponsored Content

* Ad size: 300x250
* Headline: 50 characters, excluding spaces
* Content: 300 characters maximum, excluding spaces
* URL

Price: $4,750.00

Ad close: March 1, 2018

**The *DC VELOCITY* MODEX Conference Daily Report:**

* ***DC VELOCITY*** will have the largest and most experienced editorial staff in the logistics market on the show floor in Atlanta covering every aspect of the conference.
* ***DC VELOCITY'***s editors will provide daily news reports on April 10, 11, and 12 to our audience of 58,000+ e-newsletter subscribers.
* Each edition of the Conference Daily report will provide brand awareness and lead generation opportunities.

Ad Specs:

Rectangle + Sponsored Content

* Ad size: 300x250
* Headline: 50 characters, excluding spaces
* Content: 300 characters maximum, excluding spaces
* URL

Price: $4,750.00

**ROLLING VIDEO TAPING:**

***DC VELOCITY*** is offering an exclusive opportunity to promote your presence during the show with a MODEX video that we produce*.* We will tape an interview at your booth or ours and promote it in our MODEX Show Daily newsletter as well as on [www.dcvtv.com](http://www.dcvtv.com/). You will also receive a copy of the video for your own promotional efforts. It’s high impact, easy, and cost effective!

Price: $2,950

**Video Studio Sponsorship:**

Our prominently located on-site studio is positioned in the highest attendee traffic area and always draws a crowd during our taping sessions. Your Video Studio Sponsorship includes:

* Your company logo prominently displayed on the studio backdrop so as to be constantly visible during each segment as well as to show attendees

*Order must be received by March 1, 2018, to allow time for your custom backdrop to be ordered and produced*.

* Interview with up to two executives from your company
* On screen sponsorship messaging embedded in each video segment
* Inclusion of the video segments in each day’s digital Conference Daily Report e-newsletter\*
* A compilation email of all videos will be sent to both SCQ’s and DCV’s digital audiences (social media and email), a combined audience of over 100,000 decision-makers.\*

\**Information on each recipient who views a video and clicks on the email will be delivered to you as an actionable sales lead. As an added bonus, the videos will also be hosted on DCV-TV, the market’s leading streaming-video website.*

**Price: $20,000**

Special Bonus Offer:

You can maximize your exposure, lead generation, and visibility by securing both the Video Studio Sponsorship and the sole sponsorship of each edition of the digital Show Daily e-newsletter at a deep discount of $25,000.

Contact your ***DC VELOCITY*** sales representative today to learn more about special fully customized package deals.