



The logistics industry's trusted source for award-winning editorial content and marketing solutions.

DC ***VELOCITY***

2019 Media Kit

Welcome to *DC VELOCITY*

The logistics industry's trusted source for award-winning editorial content and marketing solutions.

As the complexities of effective marketing strategies and tactics continue to build in the digital age, there are some fundamentals that not only hold true, but can also offer clarity and simplicity amid all that is changing.

Marketing success today is built on four distinct pillars: Brand, Content, Leads, and Results. At *DC VELOCITY* we have carefully designed our advertising, sponsorship, and marketing opportunities around these four elements.

Within this framework, we will help you establish and raise brand awareness, leverage your content to promote your company's thought leadership and subject-matter expertise, and use that branding and content to generate solid, actionable leads—all leading to measurable results that will confirm your success.

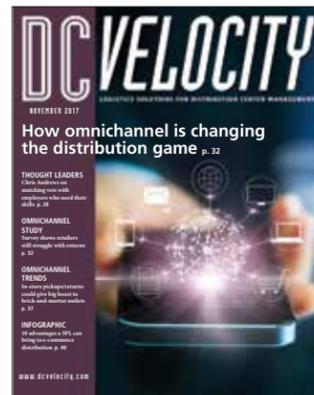
We provide unmatched reach to DC and warehouse operations managers as well as to supply chain and transportation logistics decision-makers. Our audience profile is characterized by a large concentration of high-value buyers of logistics-related products and services, including third-party logistics service providers, who wield significant spending power.

Marketing to a powerful database of targeted decision-makers is a great start for any marketing campaign; however, in the busy world we live and work in, it's critical to keep the attention of that audience, too. By offering thought-provoking news and analysis, we not only attract, but also hold the interest of today's logistics professionals better than any other media brand in the market.

As always, *DC VELOCITY* leads the market in offering "The Solutions You Want and the Results You Need."

The volume of business information available to today's logistics executives can be overwhelming. That's why earning their trust as the market's most reliable and useful source of information is critical to a media brand's success.

Our editorial mission is a key differentiator for *DC VELOCITY*. As silos within the logistics industry disappear and organizations take a unified approach to managing transportation and material handling operations, *DC VELOCITY*'s comprehensive approach to covering the U.S. logistics market aligns with this shift in supply chain management. Our approach earns lasting audience loyalty by delivering all the information they need in a direct, superb resource for logistics business intelligence.



AUDIENCE

DC VELOCITY's audited circulation covers a combination of corporate-level executives, on-site directors, and vice presidents of logistics operations. Why all three? In a typical company, decision-makers at one level of an operation recommend and specify a project, with decision-makers at another level participating in the final "sign off." This blended audience puts *DC VELOCITY* above the competition in the scope of its market coverage and assures advertisers that their messages reach the complete buying team.

When you think logistics, think *DC VELOCITY*.

We look forward to building a successful partnership in 2019.

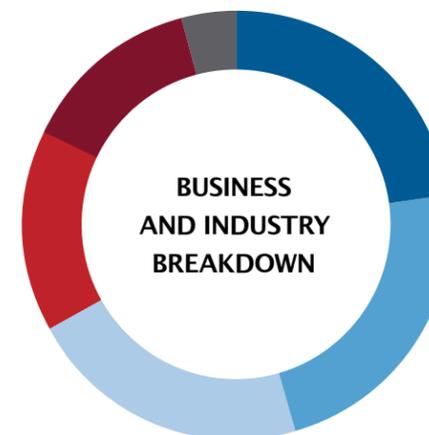
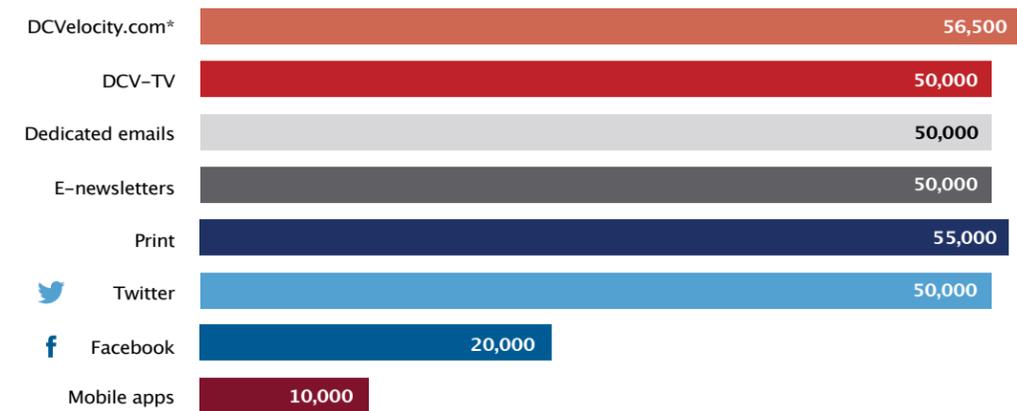


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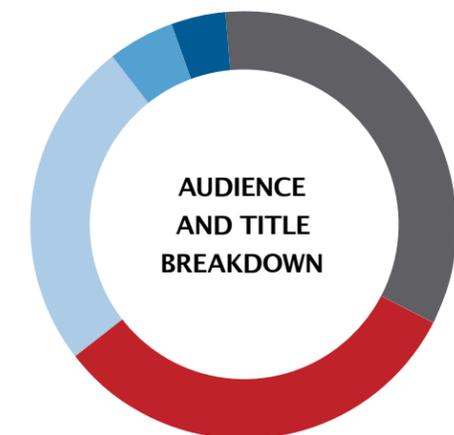


Jim Indelicato
 Group Publisher
 Co-founder
jindelicato@dvelocity.com

TOTAL REACH
 341,500



- Manufacturing Distribution Center: 22.4%
- Wholesale Distribution Center: 21.7%
- Retail Distribution Center: 21%
- Manufacturer of Products & Goods: 16.8%
- 3PL Providers: 14.6%
- Other: 3.5%



- Operating management: 36.8%
- Corporate management: 33.9%
- Distribution management: 20%
- Purchasing management: 5.6%
- Other: 3.7%

2019 Editorial Calendar

Publisher reserves the right to revise this calendar based on industry developments and editorial judgment. The Material Handling, Transportation, Technology, and Strategy features will appear both in the print edition and online.

In every issue:

- **Big Picture**
- **NewsWorthy**
- **Inbound**
- **Thought Leader Q&A**
- **Rollouts**
- **Outbound**

Issue	Material Handling	Transportation	Technology
JANUARY	Packaging and Labeling	Maritime/Ports	Order Fulfillment
FEBRUARY	Forklifts	Intermodal	Fleet Management
MARCH	Automation	Motor Freight	Warehouse Management Systems
APRIL	Racks and Storage Systems	Air Freight	Robotics and Automation
MAY	Forklifts – National Forklift Safety Day Special Section	Private Fleets	Picking Technologies
JUNE	Batteries and Charging Systems	Parcel Express	Digital Supply Chain
JULY	Picking Systems	CSCMP's State of Logistics Report	Dock and Yard Management
AUGUST	Conveyors and Sorters	Maritime/Ports	Inventory Management
SEPTEMBER	Forklifts	Motor Freight	Transportation Management Systems
OCTOBER	Automated Storage and Retrieval Systems	Intermodal	Mobile Tech
NOVEMBER	Fulfillment Systems	Parcel Express	Labor Management
DECEMBER	Robotics/Automatic Guided Vehicles	3PL and Broker	Emerging Technologies

VELOCITY TARGET REPORT

Key topics in logistics require a deeper look. That's why, each month, DCV transmits a content-specific e-newsletter called the "Velocity Target Report," bringing into focus our most recent and best-read coverage on a timely and key topic.

As sole sponsor, you choose from any topics listed here on the calendar, or provide a topic of your choice, so you can get your message in front of the right prospects and buyers. Your sponsorship allows you to choose the headline and subject line of the e-newsletter, and to submit an article or two of your own to appear along with our award-winning content.

Strategy	Products and Systems Spotlight	Bonus Distribution	Ad Close
Big Data Study	Picking Systems	ProMat, RILA, SMC3 Jump Start	December 7
DCV/RILA Study on Retail Trends	Ergonomic Equipment	ProMat, IWLA, RILA	January 11
Logistics 2030 – Navigating a Disruptive Decade	Batteries and Chargers	ProMat, TIA, Georgia Logistics Summit	February 8
Industrial Properties and Site Selection	Storage	WERC, MHEDA, TMSA	March 8
16th Annual DCV/WERC Logistics Metrics Study	Pallets and Containers	TMSA	April 12
ARC Warehouse Trends Study	Mobile Tech	SMC3 Connections	May 10
Annual Rainmakers Profiles	Robotics	CSCMP	June 7
16th Annual DCV Logistics Executive Salary Survey	Conveyors and Sorters	CSCMP, IANA, Intermodal Expo, Parcel Forum	July 12
ARC Transportation Trends Study	Automation	CSCMP	August 9
Global Trade Management	Facility Equipment	Women In Trucking	September 13
Annual Omnichannel Report	Forklifts and Attachments		October 11
Urban Logistics	Packing and Packaging		November 8

Print Advertising

The one-stop resource for logistics business intelligence

Print media continues to play a critical role in brand positioning and raising awareness for integrated B2B marketing campaigns. Whether our magazine is read over morning coffee or on a business trip, *DC VELOCITY* provides the most engaging “unplugged” readership experience in the market to help advertisers attain their marketing goals.

AGILE Business Media’s ongoing investment in our print publication includes award-winning graphic and creative design along with unbiased and newsworthy staff-written content. Our attention to an audience experience of uncompromised quality has allowed *DC VELOCITY* to retain the largest and most dedicated editorial team covering the logistics market today.

Price*

Frequency	Full Page	2-Page	1/2-Page	1/3-Page	1/4-Page
1x	\$9,500	\$17,000	\$6,000	\$4,000	\$3,000
6x	\$8,500	\$15,000	\$5,000	\$3,500	\$2,500
12x	\$7,500	\$14,000	\$4,000	\$3,000	\$2,000

PARTNER PROFILES

As a thank you to our advertisers, our annual July Partner Profiles issue offers a FREE bonus page to deliver a message of their choosing in a clean, crisp format with the purchase of a full-page ad.

Advertisers digitally submit a 500-word profile of their company, its products and services, and its customer benefits with a company logo, headline, and company contact information.

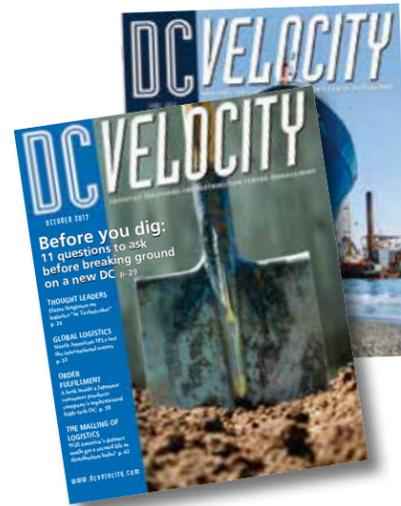
Insertion orders and materials must be submitted by June 7, 2019.

BOARDROOM OUTLOOK

What will the new year bring to the logistics market? What role will your company play? Our December 2019 issue gives advertisers a FREE bonus page to deliver a marketing message from company leaders directly to our readership of high-level logistics decision-makers in a business-letter format. That’s right: Buy one full-page ad and get a second ad at no charge with your message letting our readers know what new and exciting things you’ll be up to in 2020!

Submit a one-page letter from one of your company’s C- or V-level executives with a company logo, headshot of the letter’s author, and company contact information.

Insertion orders and materials must be submitted to your *DC VELOCITY* sales representative by November 8, 2019.



POLY-BAGS

Whether you have a 200-page magazine, a four-page sales brochure, or another type of marketing piece that you want to print and mail, DCV can help!

By poly-bagging your printed mail piece with *DC VELOCITY*, you get the following benefits:

- Save money! By using our periodical rate and our special bulk printing rates, you can save big money on postage and printing. For example, we recently printed and mailed a 168-page piece for less than \$2 a copy!
- Extend your reach. In addition to saving money, you can extend your reach to a powerful audience of logistics decision-makers.
- Added bonus: We will also include your printed and mailed piece with our digital edition of *DC VELOCITY*.

BELLY BANDS

Gain immediate attention with a belly band! A belly band is a highly effective way to get your marketing message across to our readers. It’s the first thing our 50,000 subscribers will see upon delivery of their copy of *DC VELOCITY*. And, because readers need to remove it in order to see the contents of the magazine, you can be assured they will notice your ad!

You have the option of banding a full run, or you can choose to only band show copies at any of the events listed under “Bonus Distribution” on our 2019 editorial calendar.

REPRINTS

The award-winning content that makes *DC VELOCITY* the leading media brand in the market is also available for use in promoting your company and enhancing the content on your website. You may purchase reprints of *DC VELOCITY* articles by contacting:

Jill Kaletha
 Foster Printing at Mossberg & Co.
 jkaletha@mossbergco.com
 574.289.9253 ext. 149 or 800.428.3340 ext. 149



For more information, contact your *DC VELOCITY* sales representative.

LIST SALES

Are you looking to execute successful marketing campaigns and lead-generation programs? Whether it is via direct mail or telemarketing, *DC VELOCITY* offers its database for use through The Information Refinery, a full-service list brokerage. Their experienced team of list industry professionals will help you make the best use of the *DC VELOCITY* and CSCMP’s *Supply Chain Quarterly* lists.

AGiLE Content Services

Your Content + Our Channels = Results

Every day businesses, advertising agencies, and other organizations face critical needs for integrated, strategic, well-written communications and marketing content—whether the audience is employees, customers, partners, members, prospects, or other industry influencers. Effectively communicating value, and rising above the noise and clutter of today’s 24/7 media landscape to make your message heard is a tremendous challenge—one that can make or break the success of an agency client, organization, or business enterprise.

Yet not every agency or business has the specialized skills, expertise, and particularly, the experienced resources to achieve this critical strategic imperative—day in and day out.



Introducing AGiLE Content Services. Drawing on the editorial and publishing resources that produce industry-leading online and print publications such as *DC Velocity* and CSCMP’s *Supply Chain Quarterly*, AGiLE Content Services is your resource for a portfolio of communications strategy, planning, writing and content, execution, and project management services to agencies, marketing firms, and other business enterprises.

Our solutions can be project-specific or delivered in an integrated program, providing the strategic counsel and tactical resources to plan, write, manage, and execute a wide range of turnkey content and communications products for your clients or business. Services include:

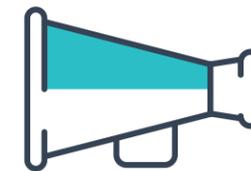
Content Creation and Management

- Strategy counsel and development
- Content program design
- Research and writing
- Content deliverable production, execution and ongoing program management



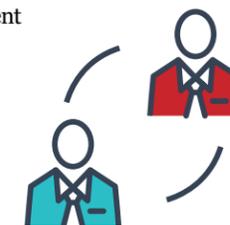
Public Relations/Earned Media Editorial Services

- News releases
- Feature stories
- Case studies
- White papers
- Product/service profiles
- Corporate and executive bios
- Customer/solution success stories



Employee Communications Services

- Content development and management (for internal intranet sites, company magazines, or employee newsletters)
- Editorial services (similar menu as that for external editorial services)
- Integrated internal/external communications initiatives and programs



Website Management

- Design, deployment, and maintenance of websites



Media Buying/Marketing Programs

- Assessment, market analysis, strategy/program recommendation and execution
- Ad design and production
- Print and online media (web) planning
- Social media (SEO/SEM) planning
- Lead generation (targeted email campaigns)
- Webinars
- Integrated advertising campaigns



Social Media Management

- Creation, launch, ongoing content development, and management for company-specific sites on principal social media platforms (Facebook, Twitter, LinkedIn, Instagram, YouTube)



Graphic Design Services

- Design/production of marketing collateral
- Content program design, other communications, and presentation aids (infographics, etc.)



Video Content Services

- Strategies and tactics
- Story development and script writing
- On-site project direction, production, and management
- Post-production management and delivery
- Promotion and publishing



WHY YOU NEED CONTENT MARKETING



Keeps Reader Attention



Improves Brand Loyalty



Generates Leads



Increases Direct Sales



Costs 62% Less than traditional marketing



Per dollar spent, content marketing generates approximately 3 times as many leads as traditional marketing

Digital Advertising

Build unparalleled brand awareness on DCVelocity.com

DC VELOCITY operates a network of digital platforms that cater to its readers' preferences for how they consume logistics news, in-depth feature stories, and video reports. Our dedicated digital staff translates the core values that make our print publication stand out, giving key decision-makers a holistic view of supply chain, logistics, and material handling content in a direct, refined format whether accessed from desktops, tablets, or mobile phones.

DCVELOCITY.COM BANNERS

Quick, simple access to relevant content is critical to securing and maintaining a robust online audience. Our website is continually enhanced with exclusive web-only content that's updated daily.

Banner ads offer the opportunity to promote your business and build brand awareness to 56,000 unique monthly visitors to DCVelocity.com. For maximum exposure, there are rotating positions available for each of the three ad sizes.

CPM Price: \$125 / 1,000 impressions*

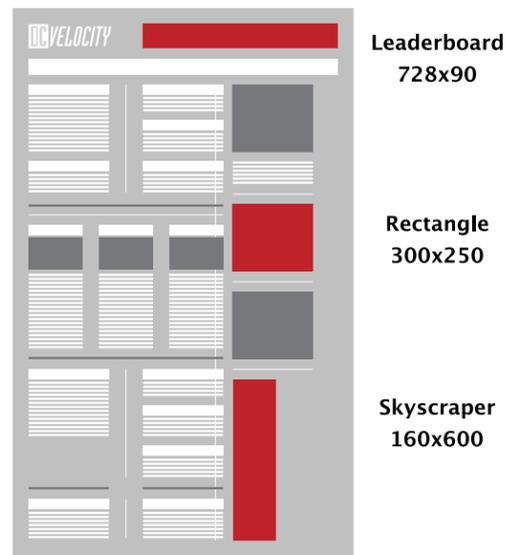
MOBILE APP SPONSORSHIP

Users continue to download our mobile app at a rapid rate for access to our content and trustworthy industry news. Available for iPad, iPhone, and Android, the app provides subscribers with full access to exclusive web-only content and to all print editions of DC VELOCITY through a visually stunning digital replica of the magazine. From their mobile devices, readers can:

- Search for stories using keywords or via direct links from the table of contents
- Share their favorite "must read" articles with friends and colleagues
- Follow live links within the text of each issue to navigate to external sites
- "Flip" through pages similar to the way they would thumb through a print magazine

Sponsors receive a special banner with a link to their company's website and prominent visibility in DC VELOCITY print ads promoting the app.

Price: \$12,775/year*



E-NEWSLETTER ADVERTISING OPPORTUNITIES

DC VELOCITY's e-newsletter sponsorship opportunities are the perfect way to promote white papers, research reports, case studies, company news, and any other content assets you've developed. Content marketing has emerged as a critical component of an overall marketing strategy, so we have created these positions as a way for you to promote thought leadership, generate leads, and drive traffic to your website.

- **DCV Insider**
A first look at the stories that will appear in the upcoming issue of DC VELOCITY.
- **Velocity Weekly**
Our core weekly e-newsletter targeted to the logistics market. Along with the latest news and analysis, these e-newsletters include links to the latest blog posts and video clips on our website.
- **Now Trending on DCV-TV**
Each Monday and Friday morning, more than 50,000 DC VELOCITY e-newsletter subscribers receive a snapshot of the most compelling videos launched during the previous week on DCV-TV. Like all of our e-newsletters, "Now Trending on DCV-TV" helps promote your business and increase brand awareness.

Rectangle + Sponsored Content Specs

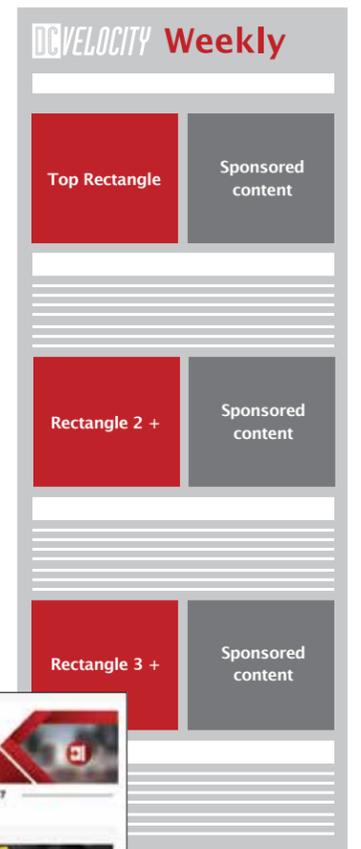
- Ad Size: 300x250
- Headline: 50 characters, including spaces
- Content: 300 characters maximum, including spaces
- URL

White Paper Promotion E-newsletter

Have a white paper you'd like to promote? We can help! DC VELOCITY is pleased to announce our newest e-newsletter, transmitting once monthly with the sole purpose of promoting white papers. With your sponsorship, your white paper will be prominently featured at the top position, and DC VELOCITY will provide solid, actionable leads from every reader who clicked on your message. The white paper will also be permanently hosted on DC VELOCITY's website.

Price: \$4,500 per*

DC VELOCITY's e-newsletter platform is specifically designed to drive engagement and position your company as a key player in the market. The newsletters are sent to over 50,000 opt-in subscribers.



Dedicated Emails

Translate industry expertise and thought leadership into sales leads

A dedicated email is a perfect vehicle to help promote your company’s thought leadership and to direct logistics professionals to your white papers, videos, case studies, blogs, and other content. Whether the content is submitted by the sponsor or produced on the client’s behalf by our new AGiLE Content Services division, dedicated emails continue to provide a high level of engagement and brand awareness with our audience of 50,000 subscribers.

Sponsors of dedicated emails receive the names of all recipients who have clicked through to access full details about their message, providing hard, qualified, actionable sales leads.

Price: \$5,775* (sponsor-submitted)

Dedicated Email Specs

- Email width: 600–700 px
- Maximum file size: 100KB
- File format: One HTML file and one plain text file required for each campaign

WHITE PAPERS

DC VELOCITY offers a dedicated email and hosting service to help you promote your white paper. This is the perfect way to let our audience of logistics and supply chain decision-makers know about your company’s products and ideas, and, most importantly, how THEY can benefit from them. In addition to a dedicated email to our list of 50,000 subscribers and hosting of your white paper on DCVelocity.com, we will include a post in our market-leading social media stream of 70,000 followers.

Price: \$5,775* (sponsor-submitted)

Requirements:

- Subject line
- White paper title
- White paper description (1,750 characters max.)
- White paper cover image (min. width 300 px)
- Download URL
- Company logo and URL



What do you get with the DC VELOCITY dedicated email?

- Deployment of your message to our entire e-newsletter audience
- Lead generation that does not intrude on the user experience
- Consultation to help develop the email for maximum effectiveness



INDUSTRY NEWSROOM E-NEWSLETTER

DC VELOCITY broke new ground in early 2018 with the launch of its innovative Industry Press Room, a first for media brands in the logistics market. The concept is simple: You upload your press release to our site in real time—and for FREE!

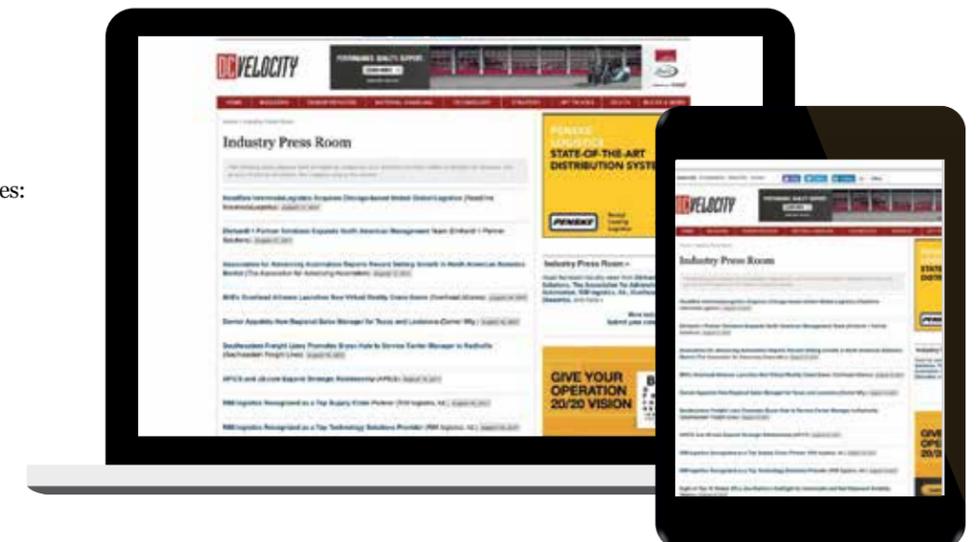
That alone will put your news, just as you want it presented, in front of tens of thousands of logistics decision-makers. But don’t you want to know exactly who saw your news on DCVelocity.com? We have a solution for that with our new Industry Newsroom e-newsletter. Here’s how it works:

1. Post your news to DCVelocity.com: <http://www.dcvelocity.com/users/uploads/>
2. Contact Sales Specialist Halley LoBello and let her know you’d like to upgrade to the Industry Newsroom e-newsletter.
3. Here’s what you will get:
 - Your news and photo will be placed in the top position of our monthly e-newsletter distributed to 50,000 subscribers.
 - Your story will be posted in our market-leading social media stream of 70,000 followers.
 - Photo is recommended

Price: \$2,595*

Specs:

- Headline: 100 characters max.
- Announcement: 6,000 characters max.
- Photo (recommended): accepted file types: GIF, JPG, PNG; file size: 2MB max.



CASE STUDY PROMOTION

AGiLE Business Media offers a variety of content marketing opportunities across many platforms. Whether the content is submitted by the sponsor or produced on the client's behalf by our new AGiLE Content Services, our Case Study Promotion package is designed to help position your brand as a thought leader in the industry.

But simply producing the case study isn't enough. For maximum ROI, you want to be sure everyone reads it. We'll promote your case study via dedicated email and two social media posts. By getting your message in front of the right buyers, we can help you leverage your brand and your content with high-value, actionable leads that will provide the results you need.

With your Case Study Promotion investment, you get:

- 1) Posting of your case study at DCVelocity.com
- 2) A dedicated email blast of your content to 50,000 subscribers
- 3) Two social media posts to our audiences of 70,000 followers
- 4) A full-page, 500-word case study in both the print and digital editions of *DC VELOCITY*

Price (case study provided): \$8,500*

Don't have a case study? We can help with that!

AGiLE Content Services can research, write, and design your case study for you. For example, a 4- to 6-page piece, with images provided, would cost approximately \$4,950* to develop.

Prices vary depending on length and details.

VELOCITY TARGET REPORT

Content marketing has emerged as a critical component of an overall marketing strategy. DCV's "Velocity Target Report" e-newsletter is here to help you maximize the ROI on your content marketing programs.

As sole sponsor, you choose the Target Report's topic so you can get your message in front of the right prospects and buyers. You also get to choose the headline and subject line of the e-newsletter and include a link to your company website or another website of your choice.

The sole sponsorship includes three "rectangle + sponsored content" positions that are the perfect way to promote white papers, research reports, case studies, company news, and any other content assets you've developed. We have created these positions as a way for you to increase brand awareness, generate leads, and drive traffic to your website.

To further enhance ROI, we encourage you to submit your own articles to appear along with our award-winning content. This combination has proved to generate solid, actionable sales leads for Target Report sponsors.

Of course, if you prefer, you can choose from any topic listed on our 2019 editorial calendar, or from the two topic-specific Target Reports we offer: "Focus on Retail" and "Focus on Transportation."

Price: \$5,000*

Rectangle + Sponsored Content Specs

- Ad Size: 300x250
- Headline: 50 characters, including spaces
- Content: 300 characters maximum, including spaces
- URL



Webcasts

Start an instant conversation with your target audience

Webcasts are considered by many to be one of the most valuable assets to include in a content marketing program. In addition to enhancing brand awareness and generating high-quality leads, they are among the best ways to engage audiences and gain viewership.

DC VELOCITY will handle all aspects of the webcast production, so you can focus on what's most important—your message. With the purchase of a webcast, you will receive:

- The services of a DC VELOCITY special projects editor to help you organize the presentation and moderate the webcast
- The value and credibility of the trusted DC VELOCITY brand attached to your webcast
- Two dedicated emails to our audience, inviting them to attend the webcast
- One full-page print ad in DC VELOCITY to promote your webcast
- An on-demand webcast produced by professionals who not only understand the logistics field but also how to produce quality videos and webcasts
- A prominent link on DC VELOCITY's home page for a minimum of two weeks, with a permanent presence on DCV-TV Channel 3, our streaming-video channel
- Social media post to our market-leading audience

Price: \$11,750*

Have a webcast completed and a need to promote it? We can do that for you with our Webcast Promotion Package! We'll send your webcast out to our audience of 50,000 subscribers via dedicated email on two separate occasions, approximately one week apart, along with a social media post to our 70,000 followers. We'll also include a prominent link on our website for two weeks.

Price: \$6,000*



VELOCITY VIDEO CASE STUDIES ON DCV-TV

One of the most successful products of 2018, with an average of over 200 leads per promotion!

A Velocity Video Case Study is a turnkey integrated print and online marketing tool that showcases your company's products and services, and is specifically designed to generate highly qualified sales leads. DC VELOCITY's in-house team visits with your staff and customer to develop a case study or product and service profile. The profile will then be developed into:

- A one-page print advertorial in DC VELOCITY magazine
- An online advertorial hosted at DCVelocity.com
- A companion three-minute video hosted on DCV-TV

You also receive:

- Permanent hosting of the video at DCVTV.com
- Full duplication rights to both the case study and video
- A lead-generating dedicated email sent to 50,000 DC VELOCITY subscribers announcing the launch of your Velocity Video Case Study
- A social media post to DC VELOCITY's market-leading audience of 70,000 followers
- Inclusion in one of our "Now Trending On DCV-TV" e-newsletters

Price: \$17,995*

VIRTUAL VELOCITY VIDEOCASTS

In the rapidly changing world of logistics and supply chain, companies must offer the latest technologies if they are to continue meeting their customers' demands. But how do you get the word out about your innovative, cutting-edge solutions?

DC VELOCITY can help. We now offer Virtual Velocity Videocasts—a great way to showcase your solutions to logistics and supply chain challenges. Think of a Virtual Velocity Videocast as both a “live” and an on-demand streaming videocast that generates leads and provides viewers with instant access to information about your products and services. This new offering can be used as a virtual technology center to feature multiple products or for new-product introductions.

Why go with a video presentation? Consider the following benefits:

- **Communication effectiveness. Viewers retain 95% of a message when they watch it in a video, compared with 10% when reading it in text. (Source: Insivia)**
- **Encourage buying decisions. 52% of consumers say that watching product videos makes them more confident in online purchase decisions. (Source: Invodo)**
- **Reach decision-makers. 59% of senior executives say they prefer video over text. (Source: Brainshark)**

What do you receive with a **DC VELOCITY** Virtual Velocity Videocast package?

- The services of a **DC VELOCITY** special projects editor to help you organize and moderate the entire presentation.
- The value and credibility of the trusted **DC VELOCITY** brand attached to your video.
- One full-page print ad in **DC VELOCITY** to promote your videocast.
- Two dedicated emails promoting the live videocast and an additional dedicated email promoting the on-demand videocast.
- An on-demand videocast produced by professionals who not only understand the logistics field but also know how to produce quality videocasts.
- A prominent link on **DC VELOCITY**'s home page for a minimum of two weeks, with a permanent presence on DCV-TV Channel 3, our dedicated streaming- video channel.
- Social media promotion to our market-leading audience.
- Promotion in our popular “Now Trending on DCV-TV” e-newsletter.
- Contact us today to learn more, including pricing that may surprise you!

DCV-TV:

Changing the way the world sees logistics

Video is an increasingly popular way to showcase a company's products, services, and thought leadership.

What better way to develop leads and establish trust with your customers and prospects than to let them actually see what you have to offer and how it can benefit them?

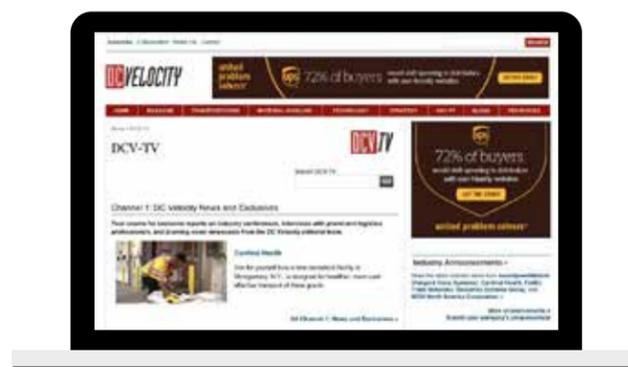
That's what our exclusive video channel, DCV-TV, is all about.

We produce, host, and distribute video content to best engage our audience. Whether you submit your video for promotion or we produce it in-house through our new AGiLE Content Services, we've got it covered. You can sit back, relax, and watch those leads come in!

DCV-TV Marketing Opportunities

1) Viewer-contributed videos

Think of this as the “YouTube” of the logistics world. All of **DC VELOCITY**'s readers and advertisers have an open invitation to upload their video clips to our network free of charge.



2) E-Newsletter: “Now Trending on DCV-TV”

The use of emails to promote videos continues to rise, and no wonder: These messages consistently have higher engagement and retention rates as well as significantly higher click-through rates than other types of video promotions.

Each Monday and Friday morning, 50,000 **DC VELOCITY** e-newsletter subscribers receive a snapshot of the most compelling videos launched during the previous week on DCV-TV. Like all of our e-newsletters, “Now Trending on DCV-TV” helps promote your business and increase brand awareness through our “rectangle + sponsored content” ad positions.

Price: \$4,500*

3) DCV-TV Featured Video

One of our best-performing products, this sponsorship increases the viewership of videos you upload through a simple and cost-effective video-based lead-generation program. Your video will have a featured thumbnail link in our “Now Trending on DCV-TV” e-newsletter and will be featured in the subject line of the newsletter itself. Sponsors who take advantage of our Featured Video offering generate an average of 125 leads!

Price: \$1,995*

4) DCV-TV Website Sponsorships

This package includes rotating DCV-TV banner sponsorships with leaderboard, rectangle, and skyscraper positions available.

CPM Price: \$125 / 1,000 impressions*

5) Custom Videos

Price: Varies based on project content and length*

Social Media Sponsorship Options

DC VELOCITY leads the market in social media followers



With a combined Twitter, Facebook, Google+, and LinkedIn audience of over 70,000 logistics decision-makers, we can put your message in front of the professionals you want to reach.

Our Sponsored Social Media program is intended for those marketers with content assets (white papers, case studies, research reports, and so forth) that they want to share with **DC VELOCITY**'s followers. Or perhaps you have a simple message you'd like to share with the market or content on your website to which you'd like to draw attention. Whatever your objective, we are here to help.

Here's all you need to do:

Send us a 240-character (max.) message, including an embedded URL to the site of your choice, and we will post it into our social media stream.

Character counts include spaces, punctuation, and links.

PRICE: \$1,595*

BONUS

*We will post your message a second time, spaced by a minimum of three days, for an added \$755**

*All pricing is NET.

PROMAT 2019 – Exclusive Offers from DC VELOCITY

DC VELOCITY offers a wide range of options for reaching your target audience before, during, and after the ProMat 2019 Show in Chicago.

Print Opportunities

January 2019—Special Multimedia Offer

This issue of DC VELOCITY will be distributed at our booth at ProMat 2019. In addition, you can get ahead of the crowd in promoting your content and letting 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 transmit in January
- Sponsorship of an e-newsletter to transmit in January

Price: \$8,500*

February 2019—ProMat 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.

Our special offer: Buy an ad in the February issue of DC VELOCITY and receive the same-sized ad for half price in the ProMat Show Planning Guide!

March 2019—ProMat Show Issue

Our March edition will include full bonus distribution at ProMat, supplementing our already market-leading audience reach and making this issue a great way to promote your company's content assets for 2019.

Digital Opportunities

Pre-Show Dedicated Emails

The perfect opportunity to leverage your customized message to let our 50,000 subscribers know what new and exciting things you'll be up to at ProMat 2019. These dates sell out quickly, so schedule your dedicated emails today!

Price: \$5,775*

ProMat 2019 Pre-Conference e-Newsletter

This information-packed e-newsletter will transmit in March to DC VELOCITY's subscriber base of 50,000 logistics professionals, including key show attendees.

The e-newsletter will focus on what attendees 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.

Price: \$4,500*

The DC VELOCITY ProMat Conference Daily Report

DC VELOCITY will have the largest and most experienced editorial staff in the logistics market covering the show floor in Chicago. DC VELOCITY's editors will provide daily news reports on April 9, 10, and 11 to our audience of 50,000 e-newsletter subscribers.

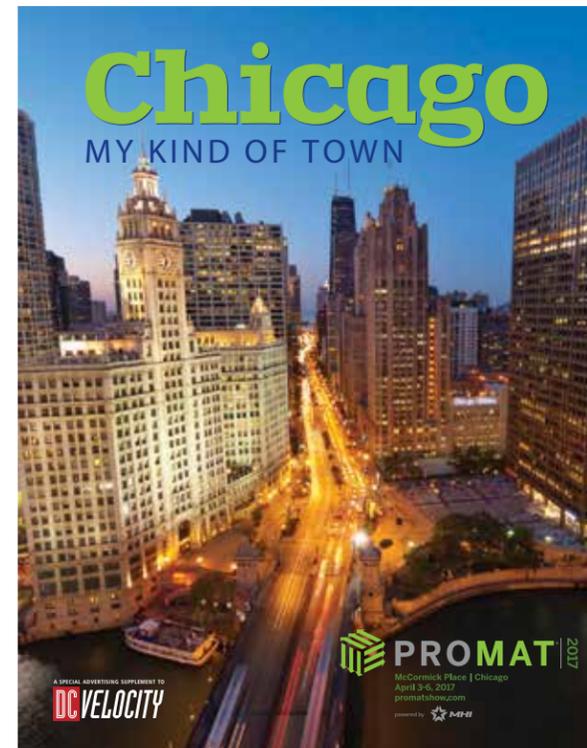
Each edition of the ProMat Conference Daily Report will provide brand awareness and lead-generation opportunities.

Price: \$3,500*

Rolling Video Taping

DC VELOCITY is offering an exclusive opportunity to promote your presence during the show with a ProMat video that we produce. We will tape an interview at your booth or ours and promote it in our Conference Daily Report** as well as on 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

DC VELOCITY will be on-site with our ever-popular video studio.

Your Video Studio Sponsorship includes:

- Your company logo prominently displayed on the studio backdrop
- Interview with executives from your company and/or customers
- On-screen sponsorship messaging embedded in each video segment
- Inclusion of the video segments in each day's ProMat Conference Daily Report e-newsletter**
- Sponsorship of the editorial team's video recap of each day's events
- A compilation of all videos will be sent to both Supply Chain Quarterly's and DC VELOCITY's digital audiences (via social media and email), a combined audience of over 100,000 decision-makers.
- A lead report delivered to you with information on each recipient who clicks on the email and views the video
- Videos additionally hosted on DCV-TV, the market's leading streaming-video website

Price: \$15,000*

DC VELOCITY – The Official Media Brand of National Forklift Safety Day

DC VELOCITY is honored to once again be named the official media brand of National Forklift Safety Day by the Industrial Truck Association (ITA). In partnership with ITA, DC VELOCITY is planning a number of key initiatives to promote National Forklift Safety Day 2019 to our audience of over 280,000 logistics and supply chain decision-makers via the print and digital editions of the magazine and our website, e-newsletters, and social media stream.

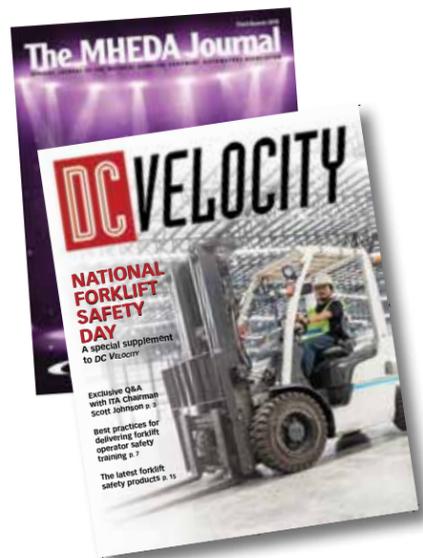
WHAT IS NATIONAL FORKLIFT SAFETY DAY?

This event provides an opportunity for the industry to educate customers, policymakers, and government officials about the safe use of forklifts and the importance of proper operator training.

Sponsorship Package Details

PRINT

- Full-page ad within DCV's special National Forklift Safety Day outsert, poly-bagged with the May issue.
 - The digital edition will be emailed to our entire list of 75,000 subscribers.



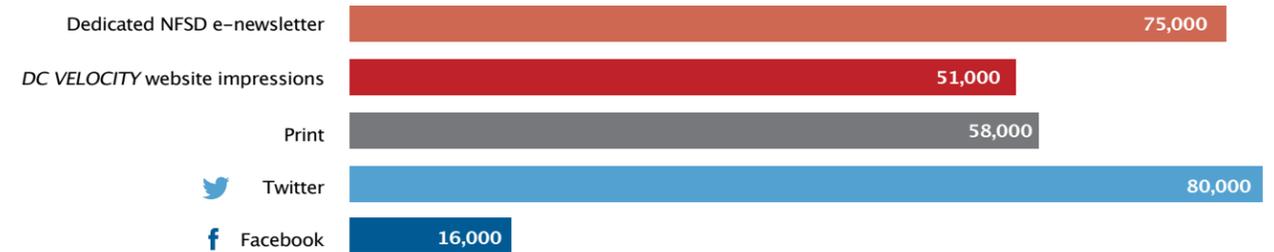
SPECIAL BONUS COVERAGE

The National Forklift Safety Day coverage from the May issue of DC VELOCITY will be included as a special outsert with the 3rd Quarter issue of The MHEA Journal, which will be mailed in July 2019.

Combined reach

DC VELOCITY, CSCMP's Supply Chain Quarterly and MHEDA:

TOTAL REACH
280,000

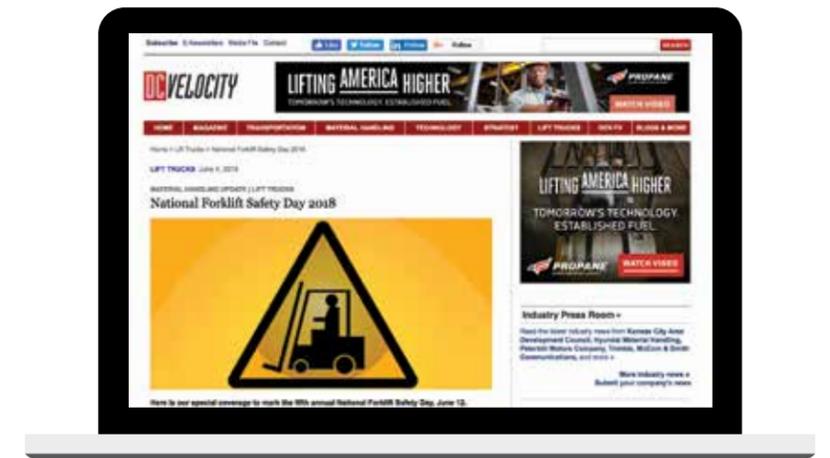


ONLINE

- Website—Banner sponsorship of our dedicated National Forklift Safety Day web page
- E-newsletter—Logo sponsorship of our National Forklift Safety Day e-newsletter
- Your Message—Your content placed in our special National Forklift Safety Day e-newsletter and on our special web page. This can be a statement from your company on the importance of forklift safety and National Forklift Safety Day, or how your company promotes and supports forklift safety.
- Social Media—Social media promotion of our coverage of National Forklift Safety Day through DC VELOCITY's Twitter, Facebook, and LinkedIn accounts. Reaches 96,000 followers.
- Dedicated Email—Coverage of National Forklift Safety Day, including a thank you to all those who have participated. Transmits to 75,000 subscribers.

Full-page ad price: \$10,995*

2-page spread price: \$12,995*



Our Team of Experts

DC VELOCITY is the product of a team of award-winning journalists and editors with decades of experience reporting and writing on logistics topics

WORLD-CLASS EDITORIAL TEAM

Mitch Mac Donald, President & CEO of AGiLE Business Media, also serves as the Group Editorial Director of DC VELOCITY and CSCMP's *Supply Chain Quarterly*. Mitch began his career as a newspaper reporter before shifting his focus to national business journalism. Twice named one of the nation's Top 10 Business Journalists, he writes DC VELOCITY's award-winning monthly Outbound column. Passionate about music but with absolutely zero musical aptitude, Mitch says that if stranded on a desert island, he would pass the time listening to his "Island 5" of Frank Zappa, The Beatles, Joe Jackson, Roger Waters, and Jason Isbell.

David Maloney, Editorial Director, would be happier sailing his boat on Lake Erie, but he has a wife, too many cats, pond fish, and turtles to support. So, he does the next best thing he can think of — overseeing all print and electronic content created for DC VELOCITY. Before entering the wonderful world of supply chain reporting, Dave was a journalist and television producer/director in Pittsburgh. He continues to use those skills in creating electronic content for the DCV audience, including videos and webcasts. In his spare time (which admittedly is not a lot), he enjoys travel and golf, and is a long-suffering Pirates baseball fan. Dave lists C.S. Lewis as his favorite writer.

Karen Bachrach, Executive Editor – Features, handles editing and daily editorial operations for the magazine. Her role on the DCV team can pretty much be summed up by her Twitter handle: @PeskyEditor. When not at work, she enjoys cycling, hiking, running (maybe "enjoy" is too strong a word here), general gym rattery, and spending time with her family.

Susan Lacefield, Editor at Large, is one of those people whom you really don't want to sit next to at a dinner party. That's because the more mundane and pedestrian the supply chain topic, the more she likes to geek out over it. While others may wax enthusiastic about autonomous vehicles, blockchain, and robots, Lacefield loves to talk and write about wood pallets, corrugated boxes, and bar codes. Seriously. Her son once asked her, "Mom, what's your

favorite kind of pallet?" and she actually had an answer for him. That's because Lacefield believes that even in this increasingly technology-driven world, there are untold stories and lessons in the most basic of logistics principles and tools.

Ben Ames, Senior News Editor, thinks the best thing about covering supply chain tech is traveling to cool places, meeting new folks in logistics, and learning how their robots and startups are about to change the world. Find him typing tweets and news stories on his laptop in airports, hotels, and warehouses. Or catch him after work paddling kayaks, hiking trails, or losing to his kids at tennis.

Diane Rand is an Associate Editor for DC VELOCITY. Although her career dreams of becoming a Formula 1 racecar driver never came to fruition, she has turned her attention to the next best thing: writing about transportation and logistics. Most of her workdays are spent handling new products, managing the magazine's blogs, and tackling special projects. Off the clock, Diane enjoys spending time with her husband and children, tries to find time to train for half marathons, and reads as much as possible.

Victoria Kickham, Senior Editor, started her career as a newspaper reporter in the Boston area before moving into B2B journalism. She has covered manufacturing, distribution, and supply chain issues for a variety of publications in the industrial and electronics sectors, and now writes about everything from forklift batteries to omnichannel business trends for DC VELOCITY.

Martha Spizziri, Managing Editor – Digital, has been a writer and editor for longer than she cares to remember. Suffice it to say that her work in the supply chain field includes 11 years at *Logistics Management* and five years as web editor at *Modern Materials Handling* magazine, starting with the website's launch in 1996. She has long experience in developing and managing web-based products. In her off hours, she can be found reading either a classic work of literature or something really trashy. She also enjoys watching both classic and cheesy old films on TCM.

Steve Geary, Editor at Large, has more than two decades of experience in global supply chains as an industry executive, consultant, researcher, teacher, and author. He is president of Supply Chain Visions Inc., a thought leader in supply chain management and performance measurement, and works extensively with the U.S. Department of Defense. Steve is also a faculty member and research associate at the University of Tennessee's College of Business Administration.

BUSINESS TEAM

Jim Indelicato, Group Publisher and Co-Founder, has been in the media and advertising field for over 35 years and in the material handling, logistics, and supply chain area of media and advertising for 25 years. Jim is well known and respected in the industry and keen on customer care. He is an avid lover of dogs, the White Sox, the Hurricanes, and beaches. Jim has never been accused of not mixing fun with work.

Gary Master, Publisher, is a founding principal of AGiLE Business Media, LLC. Prior to joining AGiLE, he was president of Green Associates, a consulting and marketing services firm. Gary has been a key player in the logistics market for more than 28 years. Don't let his experience level fool you, though; his four teenagers keep him current on all the retail and social media trends hitting the market. Gary believes strongly in servant leadership and strives to be a value-added resource for companies seeking leading-edge insights and marketing strategies. He currently serves on several boards of companies and associations that seek to make the world a better place.

Maria Mac Donald, Director of Business Administration. While wearing many hats for AGiLE Business Media, Maria has the pleasure of working closely with both of the publishers and the sales team, helping to keep things organized and running smoothly. Maria's attitude is the glass is always half full (preferably with a nice cabernet). She enjoys laughing, kettle bell workouts, and live music—although if, by chance, she was stranded on a desert island with, say, Mitch, she would definitely find a way to lose the Zappa music and replace it with some Don Henley.

CREATIVE / PRODUCTION

Keisha Capitola, Director of Creative Services/Production Manager, has extensive experience in business publication design. When not conceptualizing another innovative and engaging illustration idea for third-party logistics providers, she can be found homeschooling her teenage daughter, managing her family's stable of twenty American Quarter Horses, and competing at horse shows nationwide. Keisha adores her rambunctious toy poodle, strawberry ice cream, and mixed media collage. Still getting used to Southern living, she refuses to add the word y'all to her vernacular but enjoys sipping sweet tea on the veranda.

Jeff Thacker, Director of eMedia, has built websites and web applications, and managed e-newsletter development for more than a decade. He joined DC VELOCITY in 2004 after five years as a member of the electronic media and production staff at *Supply Chain Management Review* and *Logistics Management*. An avid hockey fan who is still known to lace up the skates himself now and again, Jeff can often be heard telling less tech-savvy staff members that "It really is all that complicated."



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