



The logistics industry's trusted source for thought-provoking content and impactful marketing solutions.

**DC** ***VELOCITY***

**2026 Media Kit**

# Welcome to *DC VELOCITY*

As part of AGiLE Business Media & Events, we're here to help you make an impact in the dynamic world of supply chain management. Our **2026 Advertiser Media File** offers a unique chance to elevate your brand and connect with top decision-makers in logistics.

With our expertise and engaged audience, *DC VELOCITY* is the perfect platform to boost brand awareness and drive sales through print, video, digital, and integrated campaigns. We're also dedicated to advancing innovation and sustainability in the supply chain, helping you position your brand as an industry leader.

Partner with us to achieve lasting success and make meaningful change in the supply chain world.



# A note from Gary Master, President and CEO of AGiLE Business Media & Events

Dear Industry Leader,

As we look ahead to 2026, I'm proud to introduce the new *DC Velocity* Media File—your essential guide to connecting with the most influential decision-makers in the logistics and supply chain space.

*DC Velocity* continues to be where logistics leaders turn for trusted insight, unmatched access, and strategic direction in an industry undergoing rapid transformation. Whether it's automation, AI integration, talent shortages, or the continued evolution of supply chain risk management, our audience is facing complex challenges—and actively investing in solutions.

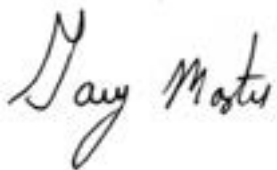
In 2026, we're expanding how we deliver value for our marketing partners:

- Multi-channel engagement through print, digital, video, custom content, and events
- Deeper audience segmentation for more intelligent targeting—reaching practitioners, executives, and innovators
- Integrated lead generation and nurturing programs through *Supply Chain Xchange* and *DC Velocity* webcasts
- Enhanced alignment with EDGE 2026 and industry-leading events to drive year-round engagement

Our editorial and audience development teams are laser-focused on growing reach and relevance. Our data shows more qualified buyers than ever interacting with our platforms—thousands monthly—seeking insight, ideas, and trusted partners.

I invite you to explore the 2026 Media File and talk with us about how we can help drive your brand's growth in today's dynamic market. Let's build momentum together.

Sincerely,



Gary Master  
CEO  
AGiLE Business Media & Events



***“Our mission is to make the world a better place, one supply chain at a time.”***

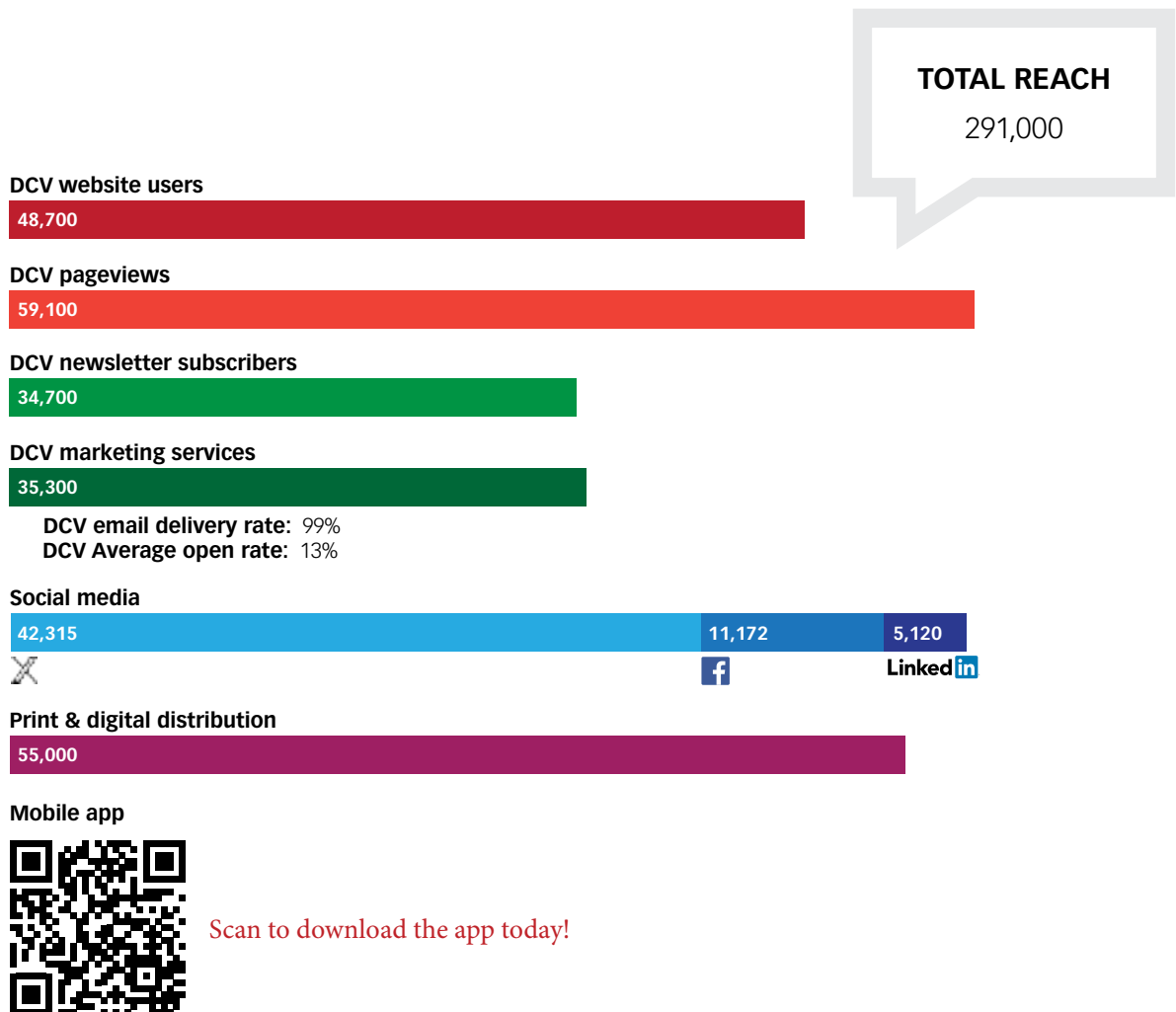
—Gary Master, President & CEO,  
AGiLE Business Media & Events

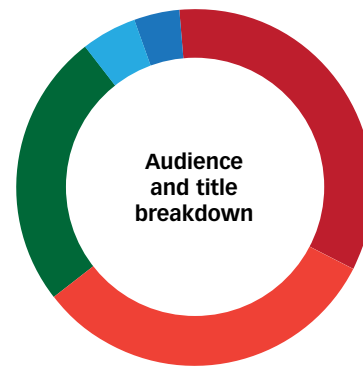
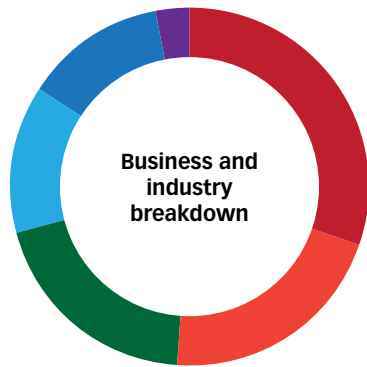
# DC VELOCITY = Audience Power + Influence

DC VELOCITY’s audited circulation connects you with key decision-makers, from executives to on-site directors and VPs of logistics. Our tailored advertising solutions, from print to digital, ensure your message reaches and resonates with your target audience. Partner with us to elevate your brand, support industry innovation, and drive transformative change in the supply chain.

*“We are committed to building meaningful partnerships and expanding our reach. Our investments in audience development and partner engagement have strengthened our industry connections, positioning us to deliver the best and most engaged audience in the market.”*

—Gary Master, President & CEO, AGiLE Business Media & Events

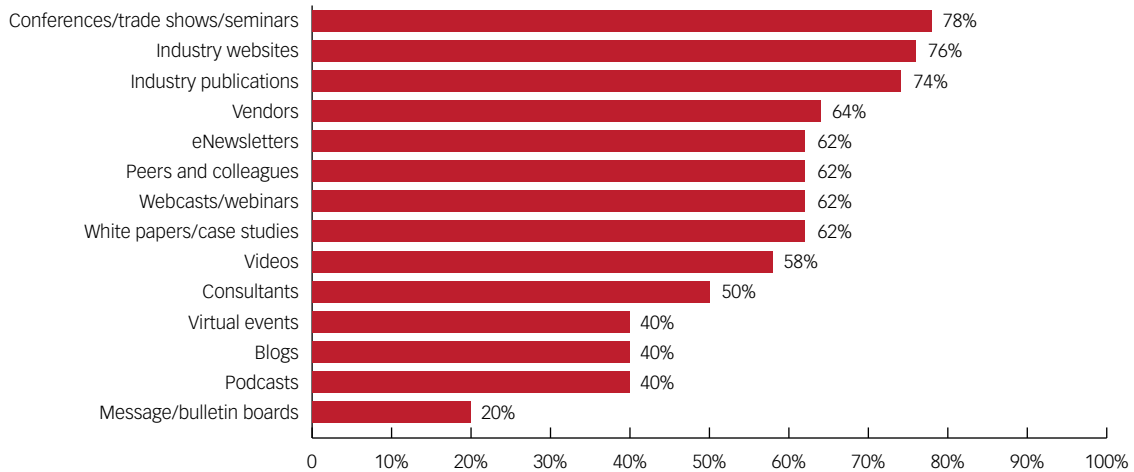




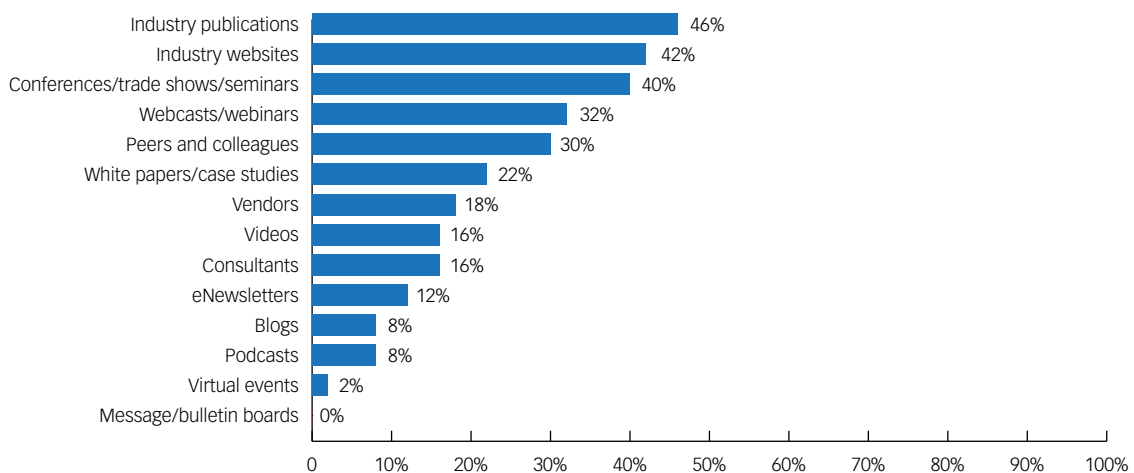
- Retail Distribution Center:30.5%
- Wholesale Distribution Center:20.8%
- Manufacturing Distribution Center:19.7%
- Manufacturer of Products & Goods:13.3%
- Third-Party Logistics:12.9%
- Other: 2.8%

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

### Information sources USED for logistics products and services



### Information sources PREFERRED for logistics products and services



# 2026 Editorial Calendar

**In every issue:**

- Big Picture
- NewsWorthy
- Inbound
- Thought Leader
- In Person
- Applications
- Outbound

**Special Reports in 2026:**

- National Forklift Safety Day
- The Rainmakers
- Metrics Study
- Market Outlook

**Bonus Distribution:**

- February & March Issues: MODEX (April 13-16)
- September Issue: PACK EXPO (Oct. 18-21)

Issue	Material Handling	Transportation	Technology	Robotics and Automation
JANUARY Ad Close: 12/12/25	Forklifts	Last-Mile Delivery	Artificial Intelligence	Reverse Logistics
FEBRUARY Ad Close: 01/09/26	Picking Systems	Transportation and Logistics	Visibility	Robotics
MARCH Ad Close: 02/09/26	Barcodes, Scanners, Sensors	Motor Freight	Warehouse Management Systems	Labor-Saving Technologies
APRIL Ad Close: 03/09/26	Special Report: Cold and Frozen Storage Systems	3PL	Digitalization	Robotic Storage
MAY Ad Close: 04/09/26	Forklifts - National Forklift Safety Day Special Coverage	Sustainability	Yard Management	Conveyors and Sorters
JUNE Ad Close: 05/08/26	3PL	Parcel Express	Labor Management	Mezzanines and Workstations
JULY Ad Close: 06/08/26	Batteries and Charging Systems	CSCMP's State of Logistics Report	Artificial Intelligence	Drones
AUGUST Ad Close: 07/09/26	Packaging and Labeling	Maritime/Ports	Inventory Management	Automation System Design
SEPTEMBER Ad Close: 08/07/26	Dock and Yard Systems	Motor Freight	Internet of Things	Automated Storage and Retrieval Systems
OCTOBER Ad Close: 09/10/26	Containers and Packaging	Intermodal/Rail	Transportation Management Systems	Automated Forklifts
NOVEMBER Ad Close: 10/09/26	Voice Systems	Parcel Express	Cybersecurity	Robotics and Automation Special Report
DECEMBER Ad Close: 11/09/26	Cubing and Packing Systems	2027 Logistics Outlook	Startups/New Technologies to Watch	Truck Loading and Unloading

The publisher reserves the right to revise this calendar based on industry developments and editorial judgment.

# Print Advertising

Print media is essential for brand positioning and B2B marketing. Our magazines provide an immersive reading experience, perfect for enjoying with a cup of coffee or during your travels.

At AGiLE Business Media & Events, we invest in our print publications to offer award-winning design and insightful content. This commitment has made *DC VELOCITY* and *CSCMP'S SUPPLY CHAIN XCHANGE* leading voices in logistics and supply chain, backed by our dedicated editorial team.

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

\* All pricing is NET, excluding taxes and additional fees.

## Advertising Standards

All ad files submitted to AGiLE Business Media & Events LLC must be supplied in PDF format.

### PRINT AD SPECS FOR 2025

Ad Size	Live Area: w x h	Trim Size	Bleed Size
Full Page	7-3/4" x 10-1/4"	8-3/8" x 10-3/4"	8-5/8" x 11"
2-Page Spread	16-1/8" x 10-1/4"	16-3/4" x 10-3/4"	17-1/8" x 11"
1/2 Page, Horizontal	7-1/4" x 4-3/4"		
1/2 Page, Vertical	3-1/2" x 9-1/2"		
1/2 Page, Island	4-1/2" x 7-1/2"		
1/3 Page, Vertical	2" x 9-1/2"		
1/3 Page, Square	4-1/2" x 4-5/8"		
1/4 Page, Vertical	3-1/2" x 4-3/4"		

## Maximize Your Brand's Impact with Strategic Inserts, Outserts, Poly-Bags, and Belly Bands

Elevate your brand's presence with our premium advertising solutions in print magazines, ensuring your message reaches a targeted, engaged audience for maximum visibility and impact.

### Inserts

- Inserts: Seamlessly integrate brochures, flyers, or product samples within our magazine pages, creating a direct connection with readers.

### Poly-Bags & Belly Bands

- **Poly-Bags:** Whether it's a 200-page magazine, a sales brochure, or any other marketing piece, we can help you print and mail it efficiently. By poly-bagging with our magazines, you not only save money with our periodical rates and special bulk printing but also extend your reach to a powerful audience of logistics decision-makers. We'll also include your piece in our digital edition for added exposure.
- **Belly Bands:** Capture attention with a custom-branded belly band that wraps around our magazine, giving your message a prominent, eye-catching placement.

Whether you're looking to integrate advertising material directly within our pages or wrap your message around our magazine, our solutions ensure your brand stands out and engages the right audience.

Don't miss out—contact our advertising team today to amplify your brand's reach!



# Bonus Buy One, Get One

## PARTNER PROFILES – JULY ISSUE

As a thank you to our full-page ad advertisers, our annual *DC VELOCITY* Partner Profiles issue includes a FREE bonus page with every full-page ad purchased. This bonus page allows you to deliver an additional message of your choice in a clean, crisp format.

### Materials:

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

## BOARDROOM OUTLOOK – DECEMBER ISSUE

What will the new year bring to the logistics market? What role will your company play? In our December issue of *DC VELOCITY* or the January/February issue of *SUPPLY CHAIN XCHANGE*, advertisers receive a FREE bonus page to deliver a marketing message from company leaders directly to our readership of high-level decision-makers in a business-letter format.

That's right: Buy one full-page ad and get a second ad at no charge, allowing you to share your exciting plans for the coming year with our readers!

### Ad Specs:

Partner Profiles and Boardroom Outlook pages must comply with the following specifications:

- Pages must fit within dimensions 7.375" wide by 9.75" high
- A press-optimized PDF is required
- The file must be saved as CMYK with all graphics and fonts (postscript fonts only) embedded

Contact your sales representative today to take advantage of these special offers!

SPONSORED CONTENT

PARTNER PROFILES

## WAREHOUSE LABELS AND SIGNS

**Preprinted Pallet/LPN Labels**  
Preprinted LPN labels save significant time and money compared to print-on-demand, in-house options.

- Increase worker productivity and uptime
- Corner-wrap pallet labels for easy scanning
- "Make and Hold" inventory program for volume discounts

**Rack Location Labels**  
Durable location labels featuring custom designs, premium materials and the latest digital UV inkjet technology.

- Magnetic labels
- BubbleEye™ ultra-durable labels
- Clean-Release™ removable labels
- BubbleFlow™ cover-up solution
- Cooler and freezer applications
- Color coding for tier identification

**Warehouse Signs**  
We offer a complete range of warehouse signs, available in a wide array of designs, sizes and materials.

- Long-range retro-reflective overhead barcode signs
- Flat, bent or two-sided Z-shaped fabrication
- Dock door, staging and safety signs
- Aisle and location markers
- BubbleEye™ durable floor plate kits

**National Installation Services**  
ID Label installs millions of labels and signs annually — using our own team of ID Label employees (not temp workers) to ensure the job is done right. All of our installation projects include:

- Complete planning and layout services
- On-site management and creation
- Fully insured and bonded staff

800-541-8556 • info@idlabeline.com • idlabeline.com  
Contact us today for details and free samples.

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www.dccelerity.com

SPONSORED CONTENT

PARTNER PROFILES

## COMMITMENT

**Today's new challenges mean new ways of thinking — to meet rapidly changing business conditions.**

S&H Systems has partnered with some of the most innovative companies in the world. And we've committed our time and talents to understanding how these innovations benefit our customers. We've invested in quality team, knowledgeable and accountable people who all hold the same uncompromising commitment to customer satisfaction.

It's a 24/7 world, and we've added 24/7 support staff, engineers and technicians who know your systems as well as you do, and are there to help systems moving.

Safety is central to everything we do, from our rigorous design considerations, our team training and on-site, and our proactive installation practices.

Our investment in our people and our customers will never stop. We're proud to say our clients appreciate that kind of commitment — it's why they return — year after year.

ARIZONA  
2938 S. GREENWAY, SUITE 100  
JURASSON, AZ 85401

TENNESSEE  
3811 Howard Blvd, Suite 100  
Franklin, TN 37064

www.shsystems.com  
Phone: (615) 523-5346  
email: info@shsystems.com

www.dccelerity.com

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# Exclusive Email Promotions

## TURN INDUSTRY EXPERTISE INTO SALES LEADS

Harness the power of a dedicated email to showcase your thought leadership and drive engagement with logistics professionals. Promote your white papers, videos, case studies, blogs, and other content directly to our targeted audience, whether your content is submitted or created by our AGILE Content Services team.

Here's what's included with a dedicated *DC VELOCITY* email:

- Deployment of your message to our entire e-newsletter audience
- Consultation to help develop the email for maximum effectiveness
- A report containing the names of all recipients who have clicked through to view their message

**Investment: \$6,250\* (Assets required)**

Contact your sales representative today for more information.

## DC VELOCITY Target Report

### EXCLUSIVE SPONSORSHIP

Elevate your content marketing strategy with exclusive sponsorship of *DC VELOCITY's Target Report* e-newsletter. Maximize your ROI and engage directly with your ideal audience for optimal results.

#### Benefits of Exclusive Sponsorship:

- **Customized Content:** Select the topic for *DCV's Target Report* to ensure your message resonates with the right prospects and buyers.
- **Personalized Messaging:** Choose the headline and subject line of the e-newsletter and include a link to your company website or a preferred landing page.
- **Premium Exposure:** Benefit from three "rectangle + sponsored content" positions ideal for promoting white papers, research reports, case studies, company news, and other valuable assets. These placements are designed to boost brand awareness and drive traffic to your website.
- **Enhanced ROI:** Submit your own articles to be featured alongside our award-winning content, generating solid and actionable results for your business.

#### Rectangle + Sponsored Content Specifications:

- **Ad Size:** 300 x 250 pixels
- **Headline:** Up to 50 characters (including spaces)
- **Content:** Up to 300 characters (including spaces)

**Includes Comprehensive Report:** Gain access to detailed reports with contact information for everyone who engaged with your content, providing valuable insights for follow-up and lead nurturing.

**Investment: \$6,500\***



Contact your sales representative for more information and take advantage of this exclusive opportunity to elevate your content marketing strategy.

# Maximize Visibility with DC VELOCITY's E-Newsletter Sponsorships

DC VELOCITY's e-newsletter sponsorships offer a powerful platform to showcase your thought leadership and elevate your brand. Whether you're promoting white papers, research reports, case studies, company updates, or other key content assets, these placements are built to drive engagement and qualified traffic to your website.

Content marketing is a cornerstone of modern strategy—and our e-newsletter platform is purposefully designed to put your message in front of decision-makers and position your company as a trusted leader in the supply chain space.

## NEW!

### DCV PRODUCT LAUNCH ALERT

Put your latest product in the spotlight.

The DCV PRODUCT LAUNCH ALERT e-newsletter showcases new solutions making waves in the supply chain—delivered directly to the inboxes that matter most.

Specs:

- 288 x 162 px static image
- 50–75 words of promotional copy
- Clickable link to your website or product page

Bonus: Includes one lead report with full contact details.

**Investment: \$1,950\***

### 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.

### Visual Velocity, a DCV-TV e-newsletter

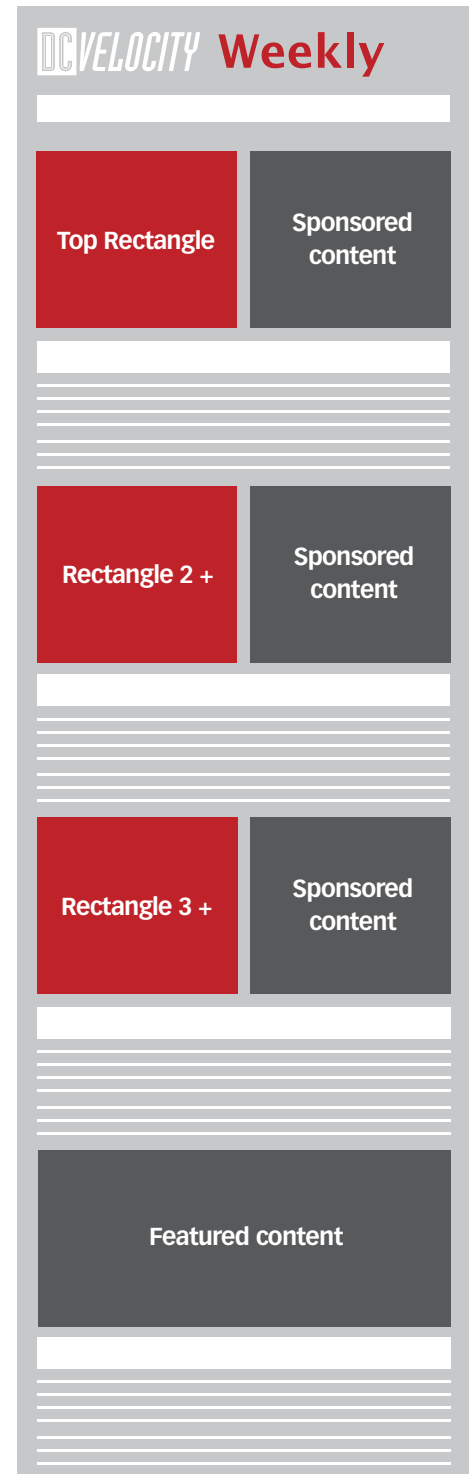
Each Monday and Friday morning, DC VELOCITY e-newsletter subscribers receive a snapshot of the most compelling videos launched during the previous week on DCV-TV. Like all of our e-newsletters, Visual Velocity helps promote your business and increase brand awareness.

DC VELOCITY's e-newsletter platform is specifically designed to drive engagement and position your company as a key player in the market.

### Rectangle + Sponsored Content Specifications:

- **Ad Size:** 300 x 250 pixels
- **Headline:** Up to 50 characters (including spaces)
- **Content:** Up to 300 characters (including spaces)
- **URL**

**Investment: \$4,500\***



Drive leads, build authority, and stay top of mind. **Contact your regional sales rep today!**

\* All pricing is NET, excluding taxes and additional fees.

# From Inbox to Impact

## **DCV PRODUCT LAUNCH ALERT**

Showcase your product, case study, or white paper in *DC VELOCITY*'s newest monthly newsletter.

Supply chain decision-makers turn to *DC VELOCITY* daily for insights shaping the industry. With our e-newsletter sponsorships, your brand becomes part of that conversation—front and center.

These placements don't just get seen—they drive engagement, spark conversations, and send qualified traffic straight to your site.

### **Introducing the *DCV PRODUCT LAUNCH ALERT***

This exclusive newsletter puts your innovation in the spotlight—whether it's a new product, a thought-leading white paper, or a results-driven case study. Delivered directly to the inboxes that matter most, it ensures your message reaches the supply chain leaders shaping tomorrow.

When it comes to visibility, don't just keep pace—set the standard.

Specs:

- 288 x 162 px static image
- 50–75 words of promotional copy
- Clickable link to your website or product page

**Bonus:** Includes one lead report with full contact details.

**Investment: \$1,950\***

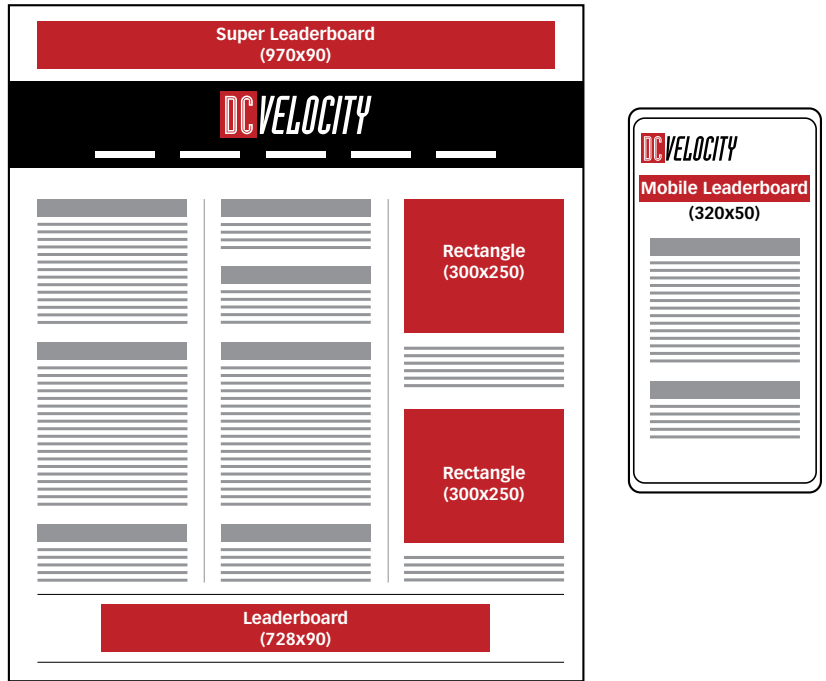
Drive leads, build authority, and stay top of mind. **Contact your regional sales rep today!**

# Website Banner Advertising

## HUMAN CONTENT POWERED BY AI

DC VELOCITY's digital platforms are designed to meet readers' needs for engaging logistics and supply chain content. Our websites deliver news, features, and video reports seamlessly across desktops, tablets, and mobile devices.

With dynamically optimized content and our continuous loading feature, your banner ads will capture attention and build brand awareness. Choose from rotating positions for maximum exposure and connect with key decision-makers in the industry.

**Ad sizes:**

- Super Leaderboard (970x90)
- Rectangle (300x250)
- Leaderboard (728x90)
- Mobile Leaderboard (320x50)

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

Contact your sales representative today for more information.

# DC VELOCITY Social Media Promotion

Leverage our wide-reaching audience on X (formerly Twitter), Facebook, and LinkedIn to target logistics and supply chain decision-makers effectively with your message.

Our **Social Media Promotion** program is perfect for marketers looking to amplify their content—whether it's white papers, case studies, research reports, or a simple message. We also help drive traffic to your website by showcasing your content to our market-leading followers.

To get started, simply provide us with:

- A 240-character (maximum) message, including a URL to your chosen site, for posting on our social media channels (character count includes spaces, punctuation, and links).
- An image sized 1200 pixels wide by 630 pixels high at 72 DPI.

Let us help you connect with your target audience and achieve your marketing goals.

**Investment: \$1,995\* (Assets required)**



\* All pricing is NET, excluding taxes and additional fees.

# Transform Your Business with AGiLE's Lead Genius Program!

Struggling to generate high-quality leads? AGiLE's tailored solution supercharges your sales pipeline by targeting the right audience based on geography, job title, industry, company size, or a custom ABM list via dedicated email.

## Key Benefits:

- **Save Time & Resources:** Focus on closing deals while we handle lead generation—hosting your landing page, promoting your content, and delivering qualified leads
- **Targeted & Customizable:** Leads tailored to your specific criteria for better marketing results
- **Verified Data:** Work with clean, up-to-date information for successful outreach
- **Scalable Solution:** Ideal for startups and enterprises alike
- **Simple Pricing:** Transparent, easy-to-plan packages



## Lead Genius Ad Specifications:

Promotion of the asset – white paper, case study, e-book, etc.

- Subject line
- Title
- PDF of the piece being promoted
- Description (1,750 characters max.)
- Cover image (min. width 300 px)
- Company logo

## Customer Feedback:

- *“These are the best leads we’ve ever received!”*
- *“85% of these leads match our Ideal Client Profile (ICP).”*

## Investment:

- **100 Leads: \$10,500\***
- **200 Leads: \$15,750\***

Ready to revolutionize your lead generation? Contact us today to get started!

## White Papers

DC VELOCITY offers a dedicated email and hosting service to promote your white paper effectively. This is an ideal way to reach our audience of logistics and supply chain decision-makers, showcasing your company's insights and research, and demonstrating how they can stay ahead of the industry. We'll send a dedicated email to our subscribers and host your white paper on our website.

### You'll provide:

- Subject line
- White paper title
- White paper description (up to 1,750 characters)
- White paper cover image (minimum width 300 px)
- Download URL
- Company logo and URL

You'll get a detailed report on who engaged with your content, providing valuable insights into your audience.

**Investment: \$6,250\* (Assets required)**

Contact your sales representative today for more information.



## Engage and Convert with Our High-Impact Video Case Studies!

Our **Video Case Studies** are a standout offering, delivering an impressive average of 200+ views per promotion!

A DC VELOCITY Video Case Study effectively highlights your products and services while driving highly qualified leads. Our expert team collaborates with you and your customers to craft an engaging case study and product profile that includes:

- A one-page print advertorial in our magazine
- An online advertorial on our website
- A companion four- to five-minute video hosted on our website

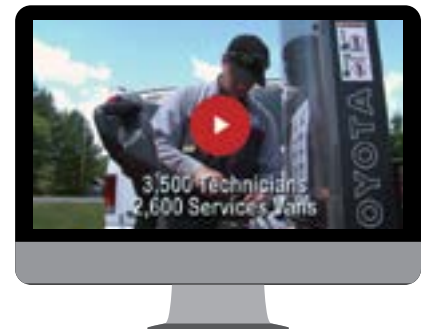
### You also receive:

- Full duplication rights for both the case study and video
- A dedicated email announcement to our subscribers
- A social media post to our extensive follower base
- Inclusion in one of our editorial e-newsletters
- Hosting of the video on the DC VELOCITY website
- Comprehensive Report: Gain access to detailed reports with contact information for everyone who engaged with your content

**Investment: \$16,500\***

Leverage our **Video Case Studies** to highlight your brand and attract valuable leads.

Contact your sales representative today for more information.



# Spotlight Your Brand with DCV-TV Featured Video!

Ready to make your mark? Our DCV-TV Featured Video is your ticket to captivating your audience and generating top-quality leads. Video is a game-changer for showcasing your products, services, and expertise, and with DCV-TV, you'll shine in the spotlight.

Whether you bring your own video or let our AGiLE Content Services team craft it for you, we've got you covered from production to promotion. Your video will steal the show, appearing with a thumbnail link in our "Visual Velocity, a DCV-TV e-newsletter," and we'll even give it a prime spot in the newsletter's subject line for unbeatable visibility.

## Specs:

- **Title:** 200 characters
- **Description:** 6,000 characters
- **Video File** (Accepted file types: mp4, WebM, ogv; max 2GB)
- **Video Thumbnail** (Accepted file types: gif, jpg, png, jpeg; max 2MB)

**Investment:** \$2,495\*

## AGiLE Video Promotion

Videos are both efficient and effective, and have a great ROI! Our promotion of your video will provide e-branding as well as lead generation.

## Here's what you will get:

- A dedicated email featuring your video
- A social media post sent out to our market leading audience
- Inclusion of your video in our popular "Visual Velocity" video e-newsletter
- Hosting of the video on DC VELOCITY's website

**Investment:** \$6,500\* (Assets required)



## Supply Chain Short Takes

Make a memorable impact with DC VELOCITY's **Supply Chain Short Takes!** This vibrant, fast-paced video interview lets you highlight new products, services, or industry expertise. Our one-on-one chats with our expert editors ensure your message gets the attention it deserves.

## Your package includes:

- A five-minute recorded interview through DC VELOCITY with the option to submit questions you want to answer in advance
- Your Short Take will be hosted on dcvelocity.com
- Featured video thumbnail linked in the popular "Velocity Weekly" e-newsletter
- Top placement in the "Visual Velocity, a DCV-TV e-newsletter" with a link to the interview
- A report containing full contact information of all those who viewed your message
- A dedicated email featuring your video

**Investment:** \$7,500\*

Showcase your company's thought leadership to top decision-makers. Reach out to your sales representative today to get started!

# “Logistics Matters” Podcast Package

Each episode of our “Logistics Matters” podcast features guest interviews and discussions by the *DC VELOCITY* editorial team on timely topics in supply chain management. We keep listeners informed with the latest trends, top stories, and updates. Our podcasts are engaging, quick-hitting, and informative, reflecting *DC VELOCITY*’s distinctive edge. They blend conversational elements, personal stories, and essential news, providing a mix of fun and valuable insights.

**As the sole sponsor, you’ll receive:**

- Audio pre-roll and post-roll callouts in each episode
- A 15-second host-read message integrated into the content
- Four social media posts
- E-newsletter banner in “*Velocity Weekly*” and “*Now Trending on DCV-TV*”
- Print ad promoting your sponsorship
- Website banners

With over 69,798 downloads and 2,000 new downloads monthly, “Logistics Matters” ranks among the top 10 supply chain podcasts.

**Investment: \$7,500\* (4-episode series)**

Don’t miss out on this high-impact opportunity!



# Innovation in Motion

## A *DC VELOCITY* Podcast

### **20 MINUTES. ONE BIG IDEA. ENDLESS POSSIBILITIES.**

Supply chain leaders are busy—but they always make time for a good story. That's why **Innovation in Motion** was created.

Each **20-minute episode** is a front-row seat to the ideas, solutions, and game-changing innovations shaping tomorrow's supply chains—told by the experts behind them. Your episode becomes a chance to spark curiosity, start conversations, and showcase your expertise in a way that sticks.

As a sponsor, you'll help shape the topic, provide expert guests, and guide the story—while *DC VELOCITY* manages production, editing, and flow to ensure a polished, engaging conversation.

#### **Your sponsorship includes:**

- A *DC VELOCITY* editor to guide the conversation and keep the story flowing
- The credibility of the *DC VELOCITY* brand attached to your episode
- 2 dedicated email blasts to our subscriber audience
- 2 social posts reaching our market-leading followers
- A full-page print ad in *DC VELOCITY* to amplify your story even further

Whether you're unveiling a new product, sharing a success story, or planting a flag as a thought leader—Innovation in Motion puts your message directly into the ears of the people who matter most. You bring the questions and guests and we'll do the rest.

*Because in just 20 minutes, you can move minds—and maybe even markets.*

**Investment: \$9,500\***  
**(Early Bird: \$8,500 when reserved by Dec. 31, 2025\*)**

# Webcasts and Webcast Recaps

## ENGAGE YOUR TARGET AUDIENCE INSTANTLY

Unlock the power of real-time engagement with our immersive webcasts! In a fast-paced world, staying connected is essential. Our webcasts offer a dynamic and interactive platform to connect with your audience effectively.

DC VELOCITY manages all aspects of webcast production, allowing you to focus on delivering your key message. With your webcast purchase, you receive:

- Professional editing and moderation by an ABME editor
- The credibility of our trusted brand
- Two dedicated emails to our audience inviting them to your webcast
- Two social media posts to our extensive follower base
- A full-page print ad promoting your webcast
- Hosting of the webcast on our website
- An on-demand version produced by experts in supply chain and video production
- A comprehensive report with contact details of all viewers



**Investment: \$12,500\***

## INTRODUCING WEBCAST RECAP: KEY INSIGHTS AND TAKEAWAYS

Whether you have your own webcast, are hosting a live event with DC VELOCITY or SUPPLY CHAIN XCHANGE, or are opting for an on-demand version only, our Webcast Recap can help you reach a wider audience. This feature offers a concise five-minute briefing with the presenter, highlighting the key takeaways from the event.

### Benefits:

- **Time-Efficient:** Quickly catch up on essential information without dedicating hours
- **Enhanced Exposure:** Reach our subscribers through a condensed, impactful video
- **Comprehensive:** Includes a link to the entire event for those who want more details

### Webcast Recap – Key Insights and Takeaways:

- A **five-minute recorded interview** with a member of our outstanding editorial team
- **The opportunity to include slides and or video** from the presentation to enhance the discussion
- A **dedicated email and social post** to our audience
- The interview will be **hosted on our website**
- A video thumbnail will be **featured in one of our very popular editorial e-newsletters**, including a link to the interview and webcast
- A video thumbnail will be **featured in the top position of the “Now Trending” featured video e-newsletter**, including a link to the interview and webcast
- A **report** containing full contact info on all those who viewed the videos

**Investment: \$6,500\***

Stay informed and engaged, even on your busiest days, with our **Webcast Recap**. Contact your sales representative today for more information.

# Exclusive Conference Packages— Stand Out and Shine Before the Event!

Seize the spotlight and generate buzz with our special pre-event and event promotion packages. Reach thousands of engaged subscribers eager for the latest trends and innovations. Make sure your content stands out and gets noticed weeks before the show begins and remains top of mind after the show!

## MULTIMEDIA PROMOTION PACKAGE

Maximize your event impact with a comprehensive promotion strategy. This package includes:

- Full-page ad
- Dedicated email
- E-newsletter sponsorship

**Investment: \$10,000\***

## PRE-SHOW DEDICATED EMAILS

Highlight your exciting event plans with customized emails. Secure your spot now—dates fill up fast!

**Investment: \$6,250\* (Discounted Investment: \$4,750)**

## PRE-CONFERENCE REPORT

Get your company noticed with a feature in our pre-conference newsletter, which includes key event details and highlights. Perfect for ensuring attendees visit your booth.

**Investment: \$4,500\* (Discounted Investment: \$3,750)**

## CONFERENCE DAILY REPORTS

Stay top-of-mind with daily news reports from our expert editorial team, sent to 35,000 subscribers. Showcase your message to a wide audience, whether they're attending or not.

**Investment: \$4,500\* (Discounted Investment: \$3,250)**

## EXHIBITOR SPOTLIGHT VIDEOS

Boost your event presence with a professionally produced video. Featured in our Conference Daily Report and "Now Trending on DCV-TV" e-newsletter, and hosted on our website.

**Investment: \$4,750\***

With dedicated emails, reports, and videos, you'll receive comprehensive reports with contact information for all who engaged with your content. Sign up now to enhance your brand visibility and generate leads!

# MODEX 2026 – Exclusive Offers from *DC VELOCITY*

*DC VELOCITY* offers a wide range of options for reaching your target audience before, during, and after the MODEX 2026 Show in Atlanta.

## March—MODEX Show Planning Guide

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

This very popular planning guide is poly-bagged with the March issue of *DC VELOCITY*. It will also be distributed at the show.

The guide will provide exclusive information attendees will find beneficial to have before they head to Atlanta.

- Print Ad Material Deadline: February 12, 2026

**Investment: \$8,500\***

## Multimedia Promotion Package

Maximize your event impact with a comprehensive promotion strategy. This package includes:

- Full-page ad
- Dedicated email
- E-newsletter

**Investment: \$10,000\***

## April—MODEX Show Issue

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

- Print Ad Material Deadline: March 12, 2026

## Pre-Show Dedicated Emails

The perfect opportunity to leverage your customized message to let our 35,000 subscribers know what new and exciting things you'll be up to at MODEX. These dates sell out quickly, so schedule your dedicated emails today!

**Investment: \$6,250\***

## MODEX Pre-Conference Report

This information-packed e-newsletter will be transmitted on April 1, 2026, to *DC VELOCITY*'s subscriber base of 35,000 logistics professionals.

The 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.

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 material due March 18, 2026

**Investment: \$4,500\***

## MODEX Conference Daily Report

*DC VELOCITY* will have the largest and most experienced editorial staff in the logistics market covering the show floor in Atlanta. *DC VELOCITY*'s editors will provide daily news reports on April 13, 14, 15, and 16, 2026 to our audience of 35,000 e-newsletter subscribers.

- Ad material due April 3, 2026

**Investment: \$4,500\***

## Rolling Video Taping—high-impact, easy, and cost-effective!

Promote your presence during the show with a MODEX video that we produce. We will tape an interview at your booth and promote it in our Conference Daily Report\*\* as well as in the "Now Trending on DCV TV" e-newsletter with hosting on [www.dcvtv.com](http://www.dcvtv.com). You will receive a copy of the video for your promotional efforts.

**Investment: \$3,750\***

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

# MODEX 2026 Exhibitor Spotlight Package

Highlight your latest product, launch a new service, or establish your company as an industry leader with “Exhibitor Short Takes.” This brief, engaging interview between your representative and one of our top editors ensures your message reaches key decision-makers effectively and personally—whether before or during MODEX 2026.



## Here's what you get:

- A five-minute recorded interview through *DC VELOCITY*
- The option to submit questions you want to answer in advance
- The interview will be hosted on our website
- A thumbnail will be featured in one issue of our editorial e-newsletters, including a link to the interview
- Your video featured in one of our new “Now Trending at MODEX” e-newsletters, including a link to the interview
- Full-page ad in the MODEX Show Guide

## Investment: \$8,500\*

Looking to boost your ROI? We'll deliver your message to a targeted audience and provide qualified leads tailored to the industry-specific demographics you choose. (MODEX exclusive pricing.)

- **50 leads: \$4,500\***
- **100 leads: \$7,000\***
- **200 leads: \$13,000\***

Don't miss this opportunity to highlight your company's true thought leadership – contact your sales representative today for more information.

# MODEX 2026 Product Focus with *DC VELOCITY*



*DC VELOCITY* is thrilled to present an exclusive multimedia package for **MODEX**, designed to spotlight your products and successful implementations. This package also delves into key trends and developments in material handling. Don't miss this chance to showcase your innovations and make a lasting impression!

## **Sponsorship of the special supplement will include:**

- A product-specific Q&A will be featured in *DC VELOCITY*'s special report. Your insights, along with those of other companies, will be essential reading for those adapting to ongoing industry changes
- A full-page ad that will also appear in the digital edition and on our mobile app
- Social media promotion to our 60,000 followers promoting the report
- If you have a video, we can include it in our "Now Trending at MODEX" e-newsletter\*\*
- Hosting of your video on DCV-TV
- Bonus distribution of the print magazine at the show

## **Schedule:**

- **January issue:** Forklifts; Last-Mile Delivery; Artificial Intelligence; Reverse Logistics
- **February issue:** Picking Systems; Transportation & Logistics Visibility; Robotics
- **March issue:** Barcodes, Scanners, Sensors; Motor Freight; WMS; Labor-Saving Technologies

## **Investment: \$12,500\***

Receive branding, reporting, and the ability to shape future decision-making through this thought-leading special report.

Looking to boost your ROI? We'll deliver your message to a targeted audience and provide qualified leads tailored to the industry-specific demographics you choose. (MODEX exclusive pricing.)

- **50 leads: \$4,500\***
- **100 leads: \$7,000\***
- **200 leads: \$13,000\***

Contact your *DC VELOCITY* representative today so you don't miss out!

# National Forklift Safety Day

DC VELOCITY is proud to be the official media brand for **National Forklift Safety Day 2026**, in collaboration with the Industrial Truck Association (ITA). Through our magazine, website, e-newsletters, and social media, we help educate logistics and supply chain leaders on the importance of forklift safety and proper operator training.



Why sponsor? Showcase your expertise, advocate for safe forklift practices, and support a vital industry event.

## Package Details

### Print:

- Full-page ad in DC VELOCITY's special National Forklift Safety Day section of our May issue (ad close: April 9, 2026). The digital edition will be emailed to all subscribers.

### Digital:

- **Website:** Banner sponsorship of the dedicated National Forklift Safety Day web page
- **E-newsletter:** Logo sponsorship of the National Forklift Safety Day e-newsletter
- **Your message:** Content placed in the e-newsletter and on the web page. Submit a text-only article (max 500 words) with a headline, URL/contact information, and your company's logo (JPG, EPS, TIF, PDF)
- **Social media:** Promotion through DC VELOCITY's X (formerly Twitter), Facebook, and LinkedIn accounts
- **Dedicated email:** Coverage of National Forklift Safety Day, including a thank you to participants (digital materials due May 31, 2026)

**Sponsorship with Full-Page Ad Investment: \$10,995\***

**Sponsorship with Two-Page Spread Investment: \$12,995\***

Contact your DC VELOCITY sales representative for more information.

# Drive the Market

## *DC VELOCITY's New Quarterly Transport Report*

### **FEATURING INSIGHTS FROM THE U.S. BANK FREIGHT PAYMENT INDEX AND THE AMERICAN TRUCKING ASSOCIATION (ATA)**

*DC VELOCITY* introduces **The Transport Report**, a high-impact quarterly section spotlighting U.S. Bank's authoritative Freight Payment Index—the benchmark for freight spend and shipment trends across the U.S. Your brand will gain premium visibility with shippers, carriers, and 3PL decision-makers, aligning with a trusted, data-driven resource that drives budgets, strategy, and purchasing decisions.

#### **What Advertisers Get**

Each quarterly Transport Report package delivers unmatched reach and authority:

- Premium full-page print and digital presence alongside the U.S. Bank Freight Payment Index, putting your brand front and center with key supply chain decision-makers
- High-visibility positioning within *DC VELOCITY's* print and digital issue
- Dedicated E-Blast to 35,000+ Opt-In Professionals announcing the report with sponsors' logos
- Exclusive stand-alone email featuring your branding message and call to action link
- Social Media Spotlight across *DC VELOCITY's* LinkedIn, X, and Facebook feeds
- Quarterly Momentum – Four powerful touchpoints per year—build anticipation and recognition with every new release

#### **Audience Impact**

*DC Velocity's* print and digital channels connect you with 300K+ supply chain decision makers—executives, logistics managers, carriers, and 3PL leaders—with purchasing authority in transportation, logistics, and technology.

- 60K+ magazine subscribers (print + digital)
- 60K+ monthly website visitors generating 74K+ pageviews
- 60K+ social media followers across LinkedIn, Twitter, and more
- 70K+ newsletters and dedicated email recipients

**Investment: \$7,500\* per quarterly package  
(includes full-page ad, e-blast, and social media)**



# THE FUTURE OF PACKAGING

## SPECIAL REPORT

A Special Supplement to the September Issue of *DC VELOCITY*  
**EXCLUSIVE BONUS DISTRIBUTION AT PACK EXPO 2026**

The packaging and shipping industries are evolving. With new food and beverage regulations and shifts in commercial shipping and manufacturing, the future of packaging is at a pivotal moment. *DC VELOCITY*'s "State of the Packaging Industry Special Report" is the go-to resource for critical insights, successful case studies, and expert perspectives.

Included as a supplement in the September issue of *DC VELOCITY* and distributed at **PACK EXPO 2026**, this special report offers unparalleled visibility to a targeted audience as we feature successful operations and highlight key trends. Don't miss the opportunity to be a part of this essential multimedia package!

### Sponsorship Benefits

Position your brand as an industry leader with these exclusive opportunities:

- **Participate in a Q&A on the State of the Packaging Industry:** Share your expertise in a key feature on one of the industry's hottest topics. Includes a dedicated email of the supplement, highlighting your thought leadership.
- **Premium Advertising Placement:**
  - 500 word case study in the print edition, digital edition, and mobile app. **Due:** August 1, 2026
  - A full-page ad in the print edition, digital edition, and mobile app. **Materials due:** August 7, 2026
- **DC Velocity e-Newsletter** banner or video with lead generation
- **Social Media Promotion:** Reach 60,000 followers with tailored posts
- **PACK EXPO Distribution:** Gain extra exposure with bonus distribution at this leading event (Oct. 18-21, 2026)
- A report of full contact information for viewers of the special report

Showcase your solutions, amplify your message, and connect with decision-makers across the packaging supply chain.

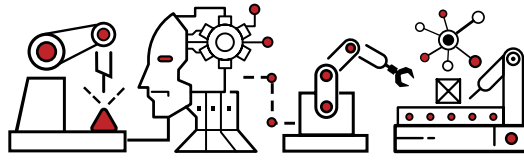
**Investment: \$9,500\***

### Your investment includes:

- Branding and thought leadership through the Q&A feature
- A one-page ad in the September issue of *DC VELOCITY*
- A dedicated email campaign and social media promotion
- Exposure through bonus PACK EXPO distribution
- Website hosting

**Act now—space is limited!**

Contact your *DC VELOCITY* representative today to secure your spot in this game-changing report.



# ROBOTICS & AUTOMATION

## A Special Supplement to the November Issue of *DC VELOCITY*

How will robotics and automation shape the future of supply chains and transform your business? It's a crucial question for both buyers and providers in the logistics industry. As these technologies drive change, many are left with more questions than answers.

*DC VELOCITY* is here to help! Our “**Robotics & Automation Special Report**,” included in the November issue, will feature successful implementations and highlight key trends. Don't miss the opportunity to be a part of this essential multimedia package!

### As a sponsor, you'll receive:

- An invitation to contribute to a robotics industry Q&A featured in the report, focusing on robotics in automation—a must-read for those navigating this era of change. **Responses are due by September 8, 2026.**
- A two-page ad spread (either a one-page advertorial/case study plus a full-page ad, or a traditional spread ad). This will also appear in the digital edition and on our mobile app. **Ad materials are due by October 9, 2026.**
- A dedicated email promoting your case study or a product demo video sent to our audience
- Social media promotion to our 60,000 followers
- Inclusion of your video in our “*Now Trending on DCV-TV*” e-newsletter
- Hosting of your video on DCV-TV
- A report containing full contact information of all those who viewed your message

Receive branding, lead generation, and the ability to shape future decision-making through this thought-leading special report. The price includes the invite to participate in our roundtable discussion, the two-page spread ad, the dedicated email, the social media post, the e-newsletter sponsorship, and the website hosting.

**Investment: \$11,000\***

Don't have a video? No worries. **Agile Content Services** can help produce one for a fee. Contact your *DC VELOCITY* representative today so you don't miss out!



**H**ow will robotics and automation influence the supply chain and affect the way you do business? It's a question that is front of mind for both buyers and providers of supply chain products and services, but the path for many is still not crystal clear. To help illuminate the road ahead, we've put together a special report on this fast-changing market segment.

Inside you will find a roundtable discussion featuring some of the nation's leading robotics experts. We asked them how the robotic revolution is changing

the warehouse labor picture and what innovations lie ahead. Find out what they had to say. That's followed by a look at the subject from the other side of the fence—the human perspective. In this article, Senior News Editor Ben Ames examines what the advent of robotics means for the workers employed in fulfillment operations. Throughout the supplement, you will also find information from our sponsors on the latest robotic and automated solutions, including some case studies on recent deployments. \*

www.dcvelocity.com

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# Supercharge Your Brand with Our Dynamic Content Marketing Packages!

## SHINE A SPOTLIGHT ON YOUR CASE STUDIES, WHITE PAPERS, WEBCASTS, PODCASTS, AND VIDEOS WITH OUR TAILORED PROMOTION PACKAGES

At AGiLE Business Media & Events, we've got the perfect mix of creativity and strategy to elevate your brand's profile with *DC VELOCITY* and *SUPPLY CHAIN XCHANGE*. Whether you bring the content or let us craft it for you, our tailored promotion packages will position your brand as a leading voice in the industry.

To maximize your ROI and make a splash, we'll ensure your content—be it a captivating case study, engaging video, insightful webcast, or compelling white paper—gets the spotlight it deserves. Our marketing magic includes a dedicated email blast and a social media post to ramp up visibility and drive engagement.

Invest in any of our content formats and get ready to see your brand shine!

- Posting of your content on our website
- A dedicated email blast to our audience
- One social media post
- A report with full contact information of all viewers

**Investment: \$7,000\* (Assets required)**

Don't have a case study, webcast, or white paper?

**AGiLE Content Services** can help research, write, and design your content for you.

Contact your sales representative today for more information.



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**ABOUT AGiLE**

AGiLE Business Media & Events LLC is transforming the supply chain industry by serving as the premier resource for professionals in supply chain, logistics, and material handling to learn, share ideas, and advance their missions. Founded in 2002, AGiLE publishes industry-leading publications such as *DC VELOCITY* (DCV) and *SUPPLY CHAIN XCHANGE* (SCX), the official publication of the Council of Supply Chain Management Professionals. Both *DC VELOCITY* and *SUPPLY CHAIN XCHANGE* dominate the market in readership and advertising share, solidifying AGiLE's reputation as a trusted authority in the field.

In 2024, AGiLE expanded its portfolio to include event management. AGiLE now manages the Council of Supply Chain Management Professionals' (CSCMP) annual EDGE Supply Chain Conference & Exhibition™, the premier event for industry professionals to engage in high-quality, unbiased networking and educational sessions covering the entire supply chain spectrum.

For marketers, AGiLE provides an extensive range of print, digital, video, and event-based products, all expertly designed to enhance brand awareness and generate valuable leads.

**Our mission is to make the world a better place, one supply chain at a time, and we're excited to partner with you on this journey.**

