

Special Editorial Issues

In addition to our comprehensive monthly editorial coverage, *Modern Materials Handling* will have expanded coverage on important industry events and topics throughout the year. These issues are high value for advertisers as they have value-add programs as well as specific research studies or bonus distribution at shows.

Month	Value-Add Opportunity	Close
Jan	Value-Add: Signet Ad Probe Research Study MODEX Show Pre-Planner Issue	12/12/23 12/12/23
Feb	Value-Add: MODEX Show Issue	1/16/24
March	MODEX Show Daily	2/26/24
May	MODEX Wrap Up Issue, Robotics Issue	4/16/24
June	Value-Add: Signet Ad Effect Readership Study	5/14/24
July	Technology & Innovation Issue Value-Add: Annual Corporate Profiles Issue	6/18/24
Aug	Lift Truck Issue	7/16/24
Oct	Value-Add: Packaging & Pack Expo Issue	9/17/24
Nov	Value-Add: Solutions in Materials Handling	10/15/24

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Special Digital Ad Opportunities

Make the most out of the digital magazine experience with impactful enhancements:

- Full-page Ad (opposite the front cover) — **NET INVESTMENT: \$6,500**
- Slide-Up Interstitial Ad Unit — **NET INVESTMENT: \$5,000**
- 160x600 Sky Scraper Banner — **NET INVESTMENT: \$6,600 (3X'S);**
* If running an ad in the issue, **NET INVESTMENT: \$2,200 (PER UNIT)**
- Digital Cover Bellyband — **NET INVESTMENT: \$7,500**

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