

10 HIGH-IMPACT, COST-EFFECTIVE WAYS TO PROMOTE YOUR MATERIALS HANDLING SOLUTIONS



1. MODEX Show Daily/Show eNewsletters

Official MODEX Show Daily

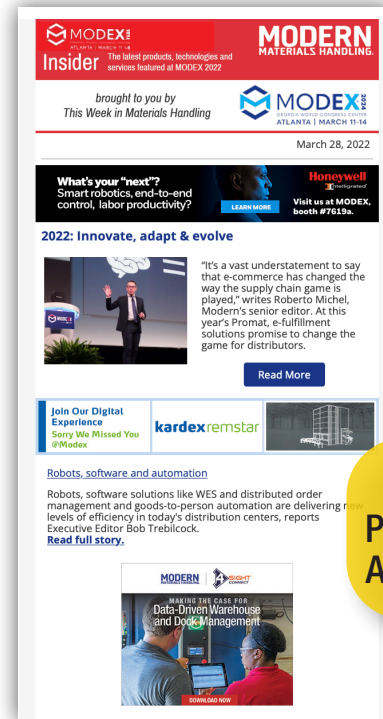
- MODEX 2024 Show Daily Issues:
10,000 total issues printed (3 days)

MODEX 2024 Daily eNewsletter

- Max reach per package:
 - Platinum: 245,000 impressions
 - Gold: 235,000 impressions
 - Silver: 215,000 impressions
- 50,000 eNewsletter subscribers each day

[View program specs](#)

	Print	eNewsletter for Show Daily	Audience Extension/ Web Presence February-March	Social Media March-April
Platinum \$17,000 net	Tab Page 10 1/8" x 14"	Top Banner (600x100)	15,000 Audience Extension Impressions	20,000 Impressions
Gold \$10,000 net	Standard Page 7" x 10"	Logo	10,000 Audience Extension Impressions	15,000 Impressions
Silver \$6,500 net	Half Page 4 1/2" x 7 1/2" island 7" x 4 5/8" horizontal 3 3/8" x 10" vertical	Logo	5,000 Audience Extension Impressions	N/A
Bronze \$3,000 net	Quarter Page 3 3/8" x 4 5/8"	N/A	N/A	N/A



**ONLY 4
POSITIONS
AVAILABLE**

2. MODEX Insider eNewsletter

Maximize your booth traffic and exposure to highly quality prospects by engaging *Modern Materials Handling* subscribers before and after the show. The MODEX Insider eNewsletters are aimed at giving *Modern's* 50,000 eNewsletter subscribers a show preview on what to check out at the show as well as a wrap up of the best and brightest products, technologies and services.

2024 DEPLOYMENT DATES

Pre-MODEX: February 27, 2024 & March 5, 2024.
Post-MODEX: March 19, 2024

Materials due: February 13, 2024

NET INVESTMENT:

Top Position (1 Available): \$6,000 for all three eNewsletters
Banner Position 2: \$5,000 for all three eNewsletters
Banner Position 3: \$4,000 for all three eNewsletters
Banner Position 4: \$3,000 for all three eNewsletters

3. January MODEX 2024 Pre-Show Planner Close Date: 12/12/23

Modern Materials Handling's January issue will have exclusive pre-show coverage and will be distributed at the show.

NET INVESTMENT:
Earned rate applies.



4. February MODEX 2024 Show Issue Close Date: 1/16/24

Modern Materials Handling's February issue will have exclusive show coverage and will be distributed at the show.

SPECIAL OFFER: MODEX 2024 exhibitors that run 1/2 page or larger in the February issue will get a free 1/6 ad in MODEX Showcase section.



**MODEX
Show
Issue**

NET INVESTMENT: Earned rate applies.

5. May MODEX 2024 Wrap-up Issue Close Date: 4/16/24

Modern Materials Handling's May issue will cover all the news and latest products seen at the show.

SPECIAL OFFER: MODEX 2024 exhibitors that run 1/2 page or larger in the May issue will get a free 1/6 ad in MODEX Showcase section.



NET INVESTMENT: Earned rate applies.

6. MODEX Video Sneak Preview Newsletter

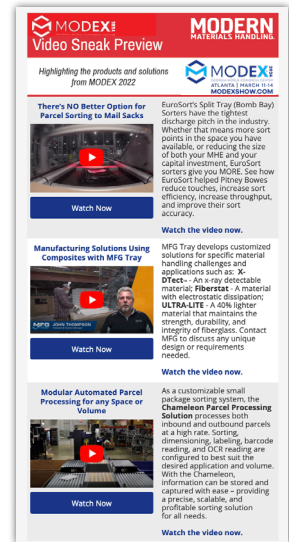
Reach more than 38,000 materials handling professionals before MODEX in an exclusive newsletter which will feature a snapshot of your product video, description and a link to your video.

DEPLOYMENTS:

February 29, 2024;
Materials due: February 15, 2024

March 7, 2024;
Materials due: February 22, 2024

NET INVESTMENT:
\$2,000 each



7. Solutions @ MODEX eNewsletter

Your Content, Our Audience. Engage Modern's qualified audience of materials handling professionals before MODEX and after with your press release, testimonial or other content to 50,000 premium online subscribers.

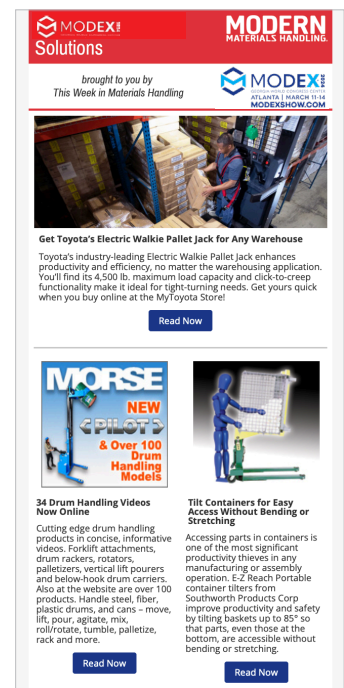
DEPLOYMENTS:

Pre-MODEX: February 22, 2024;
Post-MODEX: March 21, 2024

Materials due:
February 8, 2024

NET INVESTMENT:
POSITION 1: \$6,500
POSITION 2: \$4,000

*Rate includes pre-MODEX and post-MODEX deployments



SPEAK TO
YOUR SALES
REPRESENTATIVE

**NORTHEAST/
EASTERN CANADA**

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508-261-1120

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**WEST COAST/
WESTERN CANADA**

Brian McAvoy
bmcaoy@peerlessmedia.com
508-808-9554

8. MODEX C-Suite Interviews

Recap eBlast with Whitepaper Download

EXCLUSIVE INTERVIEW • GENERATE LEADS • SEO ENGAGEMENT

Reach over 50,000 eNewsletter subscribers with an exclusive Modern interview with your C-Suite executive on the takeaways from MODEX, where the industry is heading, and how your company is addressing the current market trends.

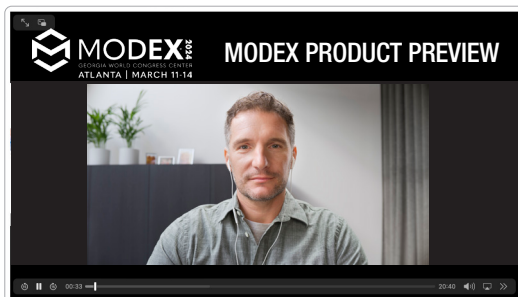
SPONSORSHIP INCLUDES:

- Article (3 paragraphs) with executive's headshot
- Link to your site in the full article
- Dedicated eBlast post MODEX to 50,000 subscribers
- Headshot (high res photo)
- Leads from whitepaper downloads

NET INVESTMENT: \$5,000

9. MODEX Trade Show Video

Introduce your product or service BEFORE MODEX with a quick introductory interview with Modern's editor. Take this unique opportunity to raise awareness around the show and what you are showcasing. Become a must-see at the show!



SPONSORSHIP INCLUDES:

- Zoom video interview - 1 minute interview by our editor on what you will be showcasing at MODEX.
- Introduction copy supplied by client to introduce the product/service.
- Promoted to Modern's online community through a dedicated eBlast pre-MODEX.
- Can add a "Visit us at Booth #" banner or a "Schedule a Meeting" link.
- Include a link to a content resource like a white paper, demo video, or spec sheet.
- Posted on Modern's LinkedIn and social networks.

NET INVESTMENT: \$5,000

10. Product Showcase eNewsletter Special MODEX Edition

Spotlight your MODEX products and help drive traffic to your booth

- Sent to 35,000 subscribers with documented buying influences
- 150x150 image
- 75-word promotional description
- MODEX booth number promoted
- Only five products per eNewsletter
- Soft leads from eNewsletter
- Deployment: March 4, 2024

NET INVESTMENT:
\$2,000/per product

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