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Exclusive Print Advertising Offers

Boardroom Outlook

What will 2010 bring to the logistics market? What role will your company play? Our Annual Boardroom Outlook issue gives advertisers a FREE bonus page to deliver a marketing message from their companies' leaders directly to our readers—high-level logistics decision-makers—in a business-letter format.

That's right. Buy one full-page ad and get a second ad—a one-page Boardroom Outlook letter—FREE! Participation in our Boardroom Outlook program is easy! Simply submit a letter from one of your company's C-level executives on company stationery. We will take your letter, as submitted, and drop it into a simple template featuring a red border around the edges of the page.

In order to take advantage of this offer, you must submit a one-page letter. Your letter may be presented however you like, but we recommend that it include:

- A company logo
- A headshot of the letter's author
- Your company contact information, including:
 - Name
 - Address
 - Phone
 - E-mail address
 - Web site URL

Important Note: In order to take advantage of this offer, you must ensure that insertion orders for both your full-page ad and your Boardroom Outlook are submitted to your *DC VELOCITY* sales representative by Monday, Nov. 30, 2009. Boardroom Outlook materials must arrive by Friday, Dec. 4, 2009.

Boardroom Outlook material specifications

The letter must fit within the following dimensions: 7.375 inches wide by 9.75 inches high. A press-optimized PDF is required. The file must be saved as CMYK with all graphics and fonts (Postscript fonts only) embedded. Contact Keisha Christopher at keisha@dcvelocity.com if you have any questions.

NA '10 Planning Guide

Use Maximum Velocity to Get Maximum Exposure at NA '10

In April 2010, NA '10, the largest material handling trade show and conference of the year, takes place in Cleveland. *DC VELOCITY* gives you special access to the show's attendees, plus exposure to all 50,000 logistics decision-makers who turn to *DC VELOCITY* each month for must-have business intelligence.

The Facts

- Some of the most important "Buy" decisions of the year for material handling products and services will be made at the NA '10 Show & Conference in Cleveland in April. Buyers will be on the floor prepared to close deals.
- It's important to get your message out in front of this group of buyers as early as possible as they begin setting their plans.
- Seasoned trade show and marketing professionals know that the chances of closing business on the show floor are greatly enhanced if you get your company's products and services onto the attendees' "radar screen" long before they set foot in the show hall.

The Opportunity

- *DC VELOCITY* will include special pre-show coverage in both the March 2010 and April 2010 issues.
- Both issues will be distributed at the show to all attendees.
- The March issue will be mailed with a special poly-bagged "NA '10 Planning Guide" insert that provides exclusive information that attendees will want before they head to Cleveland.
- The April issue coverage will take the form of an expanded RoadTrip section of the magazine, providing details on exhibitors, conference topics, and other "must have" information.

The Deal: Every company that buys an ad in the March issue of *DC VELOCITY* can purchase an ad in the "NA '10 Planning Guide" at 50% off its regular earned rate.

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Partner Profiles

Our annual July Partner Profiles issue gives every advertiser a FREE bonus page to deliver the message of its choosing in a clean, crisp format. That's right. A FREE page!

Just buy one ad at your regular earned rate, and then supply us with a 500-word profile of your company, its products and services, and its customer benefits.

In order to take advantage of the opportunity to run a FREE Partner Profile, simply supply a digital file that will fit the page specifications below.

Companies that take advantage of this offer typically include in their free profile page a 500-word company profile, a company logo, a headline, and company contact information.

Important Note: In order to take advantage of this offer, you must ensure that insertion orders for both your full-page ad and your Partner Profile are submitted to your *DC VELOCITY* sales representative by Tuesday, June 1, 2010. Partner Profile materials must arrive by Friday, June 4, 2010.

Partner Profile material specifications

Profiles must fit within the following dimensions: 7.375 inches wide by 9.75 inches high. A press-optimized PDF is required. The file must be saved as CMYK with all graphics and fonts (Postscript fonts only) embedded. Contact Keisha Christopher at keisha@dvelocity.com with any questions.