

DIGITAL MEDIA GUIDE - 2015

Lift & Hoist International, through its daily updated website, LiftandHoist.com, ZMag-produced digital issues, and SmartPhone-compatible bi-weekly eNewsletters, provide owners and users of industrial lifting equipment and their related components information that allows them to make informed purchasing and management decisions from anywhere in the world. Digital copies of Lift & Hoist International and Lift & Hoist eNews give your digital advertisement a broad reaching effect that gets directly in front of the buyer. Supplemental email blasts and digital banner ads provide a cost-effective marketing outlet for your company's message. Plus, your video message can now be heard by thousands through our YouTube channel and Featured Content sections of the eNewsletter. On the website, display your message with a banner ad or improve your SEO by purchasing text links within the articles to tie your company's website to a specific editorial topic.



INTERACTIVE PRODUCTS & MEASUREABLE RESULTS

Extensive online packages available including: Exclusive digital edition sponsorships, run of site banner ads, custom e-blasts, video ads, content marketing, webinar sponsorships and much more. Reporting available on digital products provide a measureable return on investment.

WEBSITE

LiftandHoist.com

LiftandHoist.com provides up-to-date news for industry professionals seeking current information on products, technology, and safety issues impacting users of personnel and material handling equipment used in industrial environments. **Over 3,000 Visits each month!**

*Complimentary banner ad creation available upon request.
Three month minimum. Unlimited impressions included.*

Directory Listing

Starting at \$300/per year

Feature your company with a unique micro-site page in the directory. Listings can include company description, logo, company brochure and custom link.

Classified Text Ad

\$99

Promote your company press release, job listing, equipment classified, and more in Lifting 360. Submit a headline and link to the announcement online. Reporting available.

Featured Article

\$400 each

Deliver your company message with a sponsored 300 - 800 word article to appear for 10 days on the homepage of LiftandHoist.com. Includes one image, company logo and hyperlink to company url. Reporting available on article views. Ask your sales representative

about also having this article optimized for web search and additional distribution through PRWeb.

Featured Video

\$400 each

Feature your company video on the LiftandHoist.com website. Ask your sales representative about inclusion on our YouTube Channel.

Banner Ads

Leaderboard (728p x 90p)

- \$400/month, rotating with up to three other ads
- 12-month discount \$4200 (\$350/month)

Middle (728p x 90p)

- \$350/month, rotating with up to three other ads
- 12-month discount \$3600 (\$300/month)

Medium Rectangle (300p x 250p)

- \$300/month, rotating with up to three other ads
- 12-month discount \$3000 (\$250/month)

Right Position 1 (120p x 180p)

- \$350/month, premium position available for in-house, auction, or time-sensitive banners
- 12-month discount \$3600 (\$300/month)

Right Position 2-10 (120p x 120p)

- \$225/month, positions assigned on a first-come, first-served basis
- 12-month discount \$2400 (\$200/month)

DIGITAL ISSUE SPONSORSHIP

\$750 per issue

Digital issues are optimized for smartphones and tablets maximizing readers experience in a mobile world. Digital editions are featured on the website homepage, bi-weekly Lift & Hoist eNews blasts and via the digital issue email announcement. Digital issues remain available and can be viewed in archive's increasing your brand's visibility. Digital issues average over 15,000 page views per issue!

Sponsorships include:

- 1/2 page ad on the digital issue introduction page facing the front cover of the digital issue! Your ad will be the first thing digital issue readers will see.
- Exclusive 468p x 60p banner ad acknowledging your company as the digital issue sponsor on the digital edition email newsletter sent to over 15,000 opt-in subscribers.

LIFT AND HOIST ENEWSLETTER

Maximize branding in the Lift and Hoist eNews, delivered twice monthly to over 15,000 opt-in subscribers. Detailed reporting available including; open and click-thru rates

Banner Ads

300p x 80p Leaderboard

- \$400 per issue, exclusive placement at top of email
- \$700 per month (2 weekly issues)
- \$1900 per 3 months (6 weekly issues)

468p x 60p Middle

- \$300 per issue, premium location near editorial content
- \$550 per month (2 weekly issues)
- \$1200 per 3 months (6 weekly issues)
- Two positions available, placement is first-come, first-served

120p x 120p Side Column

- \$250 per issue
- \$450 per month (2 weekly issues)
- \$1200 per 3 months (6 weekly issues)
- Three positions available, placement is first-come, first-served

Classified Text Ad

\$99

Promote your company press release, job listing, equipment classified listing, and more in Lift and Hoist eNews. Submit a headline and link to the announcement online. Reporting available.

Featured Content

\$400 each

Sponsored text to appear in a featured spot on Lift & Hoist eNews. It includes one image, company logo hyperlinked to your website, and link to full article on Lift & Hoist International's website that includes a hyperlink to your website.

E-BLAST

\$300/1000 subscribers or \$3500 to entire list of 15,000-plus subscribers who have opted in to receive third-party promotional emails. Lift & Hoist International can help you effectively deliver your message to the inbox of our subscribers.

WEBINARS

\$2500 per webinar

Webinars are 60-minute online sponsored events that cover a wide variety of industry topics. Audiences have real time interaction with key industry leaders to discuss case studies, new products, solutions and best practices. In addition to a comprehensive integrated marketing program including a variety of pre-event promotion, sponsors receive qualified leads, branding and increased thought-leadership.

YOUTUBE

Featured Video:

\$400

Includes: Video on LiftandHoist.com and one issue of Lift & Hoist eNews

YouTube Sponsorship:

\$500

per initial 1000 views, additional views \$400/1000 views. Includes company logo in intro, hyperlink to company website, and detailed reporting. Our YouTube channel allows your company to feature your products and services using existing videos. Leverage the power of video to attract the attention of viewers throughout the industry. Choose a 2- to 5- minute product video, then send it to us. Our YouTube channel has received over 35,000 views in 2013.

PENTA CONTENT MARKETING/SEO PROGRAMS

\$990 Online only program

\$2900 Online & Print package

All-inclusive five-part content marketing/SEO program to include; search engine optimized press release on LiftandHoist.com, press release distributed through PRWeb that delivers your content straight to the search engines as well as major news sites, customized Google AdWords campaign, feature article in weekly eNews, advertorial in print issue of magazine (print option only).

ADVERTISING SALES

800-231-8953 • 515-574-2312 (direct) • FAX 515-574-2361
Advertising Rates, Deadlines, and Mechanical Requirements furnished upon request.

ACCOUNT REPRESENTATIVE Cindy Kirby
515-574-2312, ext. 2284 cindy.kirby@hcgimedia

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