

Media Kit 2011

Online Marketing Solutions



The Internet's Most Comprehensive Source of Information on Industrial Utility Vehicles and Mobile Equipment

IUVmag.com is the first place professionals turn to when they need an authoritative, comprehensive source of market and technology information on industrial utility vehicles and mobile equipment. Each month, thousands of users log on to IUVmag.com to check the latest news, to find the latest product information, to find technical information and to keep up with the specialty vehicle community worldwide.

BANNER ADVERTISING

Banners are placed on the site homepage and numerous other high-traffic pages on the site to ensure high visibility of your advertisement. Current advertisers in IUV magazine receive a 30% discount. Rates are net per month. Accepted formats are GIF, animated GIF, and JPEG. The maximum file size for horizontal banners, box and button ads are 15K. Maximum file size for skyscrapers is 25K.

Banner	Size	1 month	3 months	6 months	12 months
Top Banner	468 wide x 60 tall	\$800	\$640	\$480	\$300
Skyscraper	120 wide x 600 tall	\$640	\$480	\$300	\$150
Box	180 wide x 150 tall	\$400	\$300	\$250	\$125
Button	125 wide x 125 tall	\$250	\$200	\$125	\$ 50

E-NEWSLETTER ADVERTISING

Industrial Utility Vehicle & Mobile Equipment magazine publishes one E-Newsletter each month.

- CONTENT:** Latest business, technology and market news of the specialty vehicle & mobile equipment industry.
- TARGET READERS:** Management, and engineering professionals involved in specialty vehicles and mobile equipment.
- CIRCULATION:** 3,000. Recipients are opt-in subscribers.
- SCHEDULE:** E-mail distribution on the 15th of each month
- DEADLINE:** Reservations and Material must be received by the 1st of each month.
- RATES:** Rates are net per issue.
- FORMAT:** Accepted formats are GIF, animated GIF, and JPEG. The maximum file size for horizontal banners, box and button ads are 15K. Maximum file size for skyscrapers is 25K.

Ad	Size	1 x	3x -5x	6x -12x
Top of Page Banner	468 wide x 60 tall	\$525	\$400	\$300
Skyscraper	120 wide x 600 tall	\$525	\$400	\$300
Mid-page banner	468 wide x 60 tall	\$250	\$150	\$ 75
Button	125 wide x 125 tall	\$125	\$ 75	\$ 35
Sponsored Announcement	*See below	\$125	\$ 75	\$ 35

*Sponsored announcement consists of a 1-line Headline and text-Message up to 100 words. Include graphic image/photo for \$75 additional 1 time charge

NEW! ONLINE BUYERS GUIDE DIRECTORY LISTING OPTIONS

Premium Listing - Includes:

- Top listing placement in up to 5 featured categories.
- Your product image(s).
- Up to 150 word company/product description.
- Color Logo linked to your website.
- "Marketplace" ad in July/Aug Annual Buyers Guide Issue.

RATE: \$750 for the entire year.

Standard Listing - Includes:

- Top listing placement in up to 3 featured categories
- Your product images(s)
- Up to 100 word company/product description
- Color logo linked to your website

RATE: \$450 for the entire year.

Basic Listing - Company name, address, phone number, and a 25 word maximum company/product description - Free