



Food  
Logistics®

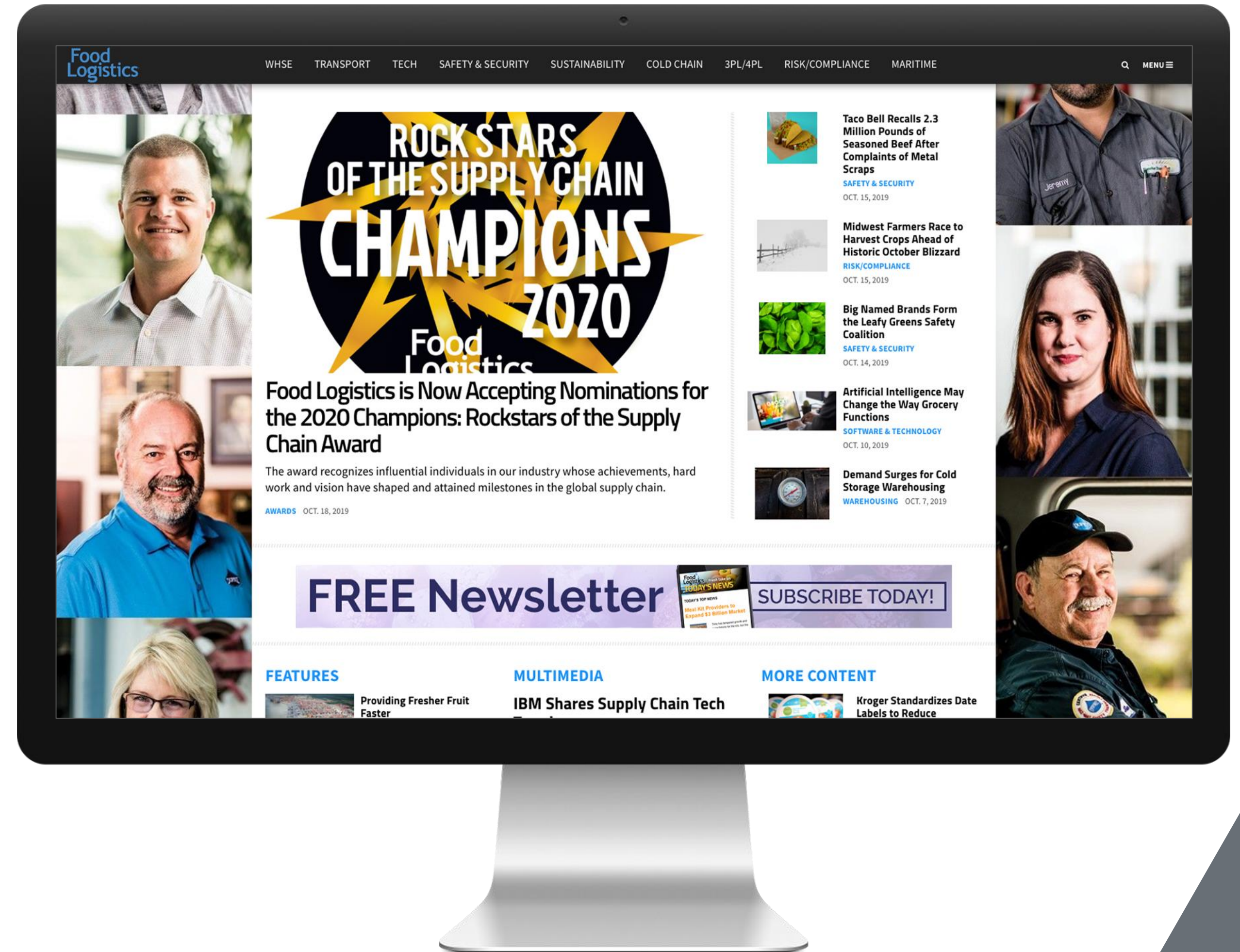
SUPPLY & DEMAND CHAIN  
**EXECUTIVE**



# The Top Media Resources for Supply Chain Leadership

The ACBM supply chain network is a powerful combination of brands with a 40-year history of creating content that educates and informs supply chain executives across the globe. We are the only publishing partner who truly serves the supply chain industry end-to-end, and the clear industry leader in regard to marketing capabilities.

Our subscribers work at Fortune 500 companies such as Walmart, Amazon, Ford, and many others. Our strength is connecting supply chain buyers and sellers through targeted campaigns that can be tailored to accommodate a range of marketing objectives.



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# Supply Chain Audience Snapshot

The ACBM supply chain network is unique in its digital first approach. Supply & Demand Chain Executive reaches more than 126,000 C-level executives involved in the end-to-end global supply chain in every vertical. Audience reach includes executives in corporate procurement, purchasing, logistics and operations management in manufacturing and non-manufacturing industries.

Food Logistics reaches more than 26,000 supply chain executives in the global food and beverage industries. The audience includes executives in both the food and the logistics sectors who share a mutual interest in the operations and business aspects of the global food supply chain.

Our properties are known as the premier media resources for supply chain executive leadership.

## Top Subscriber Job Titles

- 1) Chairman
- 2) CEO
- 3) President
- 4) Chief Procurement officer
- 5) VP/Director/Chief Manager of Logistics

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## Total Audience



**26,000 Print  
Subscribers**



**147,000 Newsletter  
Subscribers**



**94,000 Monthly  
Website Users**



**35,000 Social  
Followers**

# Recommended Product Stacks

BRAND AWARENESS	WEBSITE TRAFFIC	PRODUCT LAUNCH	THOUGHT LEADERSHIP	LEAD GENERATION
Custom eNews	Email Marketing	eProduct Showcase	Microsite	Sponsored Content (Gated)
eNews Display Ad	Product Spotlight	Simulcast	Sponsored Content (Non-Gated)	Audience Journeys
Event Sponsorship	Native Display Ad	Email Marketing	Custom eNews	Webinar
inRead Ad Units	Custom eNews	Product Spotlight	Podcast	Whitepaper
Microsite	Social Media Advertising	Native Display Ad	Event Sponsorship	Lead Catalyst
Pre-Roll Video	Standard Online Display	Social Media Advertising	Webinar	Microsite
Print Advertisements	Takeover Units (Reskin)	Takeover Units (Reskin)	Whitepaper	Event Sponsorship
Simulcast	eProduct Showcase	Print Advertisements	Audience Journeys	eProduct Showcase
Social Media Advertising	inRead Ad Units	Lead Catalyst	Sponsored Content (Gated)	Email Marketing
Standard Online Display	Pre-Roll Video	inRead Ad Units	inRead Ad Units	Social Media Advertising
Takeover Units (Reskin)	Simulcast	Pre-Roll Video	Pre-Roll Video	Custom eNews
Product Spotlight	eNews Display Ad	Sponsored Content (Non-Gated)	Simulcast	Product Spotlight
Native Display Ad	Print Advertisements	eNews Display Ad	Native Display Ad	
Podcast	Lead Catalyst	Audience Journeys	Social Media Advertising	
Sponsored Content (Non-Gated)		Microsite		
Audience Journeys		Sponsored Content (Gated)		
Email Marketing				
eProduct Showcase				

KEY BEST BETTER GOOD





# PRINT OPPORTUNITIES





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# 2021 Editorial Calendar



	JANUARY/ FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/ DECEMBER
AD CLOSE	1/11/21	2/8/21	3/8/21	4/12/21	5/7/21	6/7/21	7/12/21	8/9/21	9/13/21	11/4/21
MATERIALS DUE	1/15/21	2/12/21	3/12/21	4/16/21	5/13/21	6/11/21	7/16/21	8/13/21	9/17/21	11/10/21
COVER STORY	Warehouse Automation	Mitigating Supply Chain Threats	Food Safety	Update on Ports and Ocean Carriers	Sustainable Food Chains	Foodservice Distribution	3PLs, 4PLs & 5PLs	Workforce Development	Risk Reduction	The State of the Supply Chain
3PL/COLD CHAIN	Fleet Management Best Practices	Fresh vs. Frozen	Recalls & Regulatory Compliance	Cannabis Over State Lines	Last-Mile	Autonomous Trucking	Cold Storage Trends	Clean Label	Sourcing & Procurement	3PL Trends for 2022
AWARDS										
SECTOR REPORT: WAREHOUSING	Lift Trucks	Dark Stores	Pest Management	Flex Space Warehousing	Sustainable Warehousing	Design-Build	Creating a Safe Warehouse	Vertical Farms	Site Selection	Retrofitting Legacy Warehouses
SECTOR REPORT: TRANSPORTATION	Autonomous Vehicles	Update on Driver Shortage	Sanitary Transport	Rail & Intermodal	Sustainable Fleets	Offshoring	Reefer Trends	Air Cargo	Fleet Maintenance	Micro-Fulfillment
SECTOR REPORT: SOFTWARE & TECH	Software Solutions	Robotics	Track & Trace	Wearables	WMS & TMS	Material Handling Equipment (Conveyors)	Automation	Smart Manufacturing	E-Commerce Solutions	Security Solutions
SECTOR REPORT: PACKAGING	Foodservice Packaging	Weighing Technologies	Labeling & Label Management Systems	Case Packing	Sustainable Packaging Solutions	Supplier Sourcing	Storage & Transport Packaging	Robotic Grippers	Packaging Regulations	Top 5 Packaging Trends of Tomorrow
SECTOR REPORT: FOOD SAFETY	Regulations Post-Pandemic	B2B vs. B2C -- How to Regulate	Food Safety Testing Systems	Supplier Sourcing	Freezing & Chilling Equipment	Best Practices to Maintaining Temperature Control	Track & Trace	Protective Clothing	Pest Management	Update on Food Safety Regulations
SCN SUMMIT	***** Visit <a href="https://www.foodlogistics.com/scn-summit">FoodLogistics.com/scn-summit</a> to learn more about topics, speakers, sponsorship opportunities and more. *****									
BONUS DISTRIBUTION		ProMat Scope					CSCMP IFDA			

Dates and topics are subject to change.



# Custom Print Offerings



## Calendars

A useful tool for your customers while providing yearlong exposure for your brand



## Inserts

Large format space, printed on heavier paper stock making it quickly found within the issue and easily removable to save for future reference.



## Outserts

By polybagging with print, your marketing material is being delivered to a qualified audience in a high impact format. In addition to postage savings, your materials are the first readers see, even before opening the magazine.



## Cover Positions

Stand out using the magazine's best inventory – the front cover. With great retention rate, these highly effective ad units are offered in several varieties including False Covers, Wraps, Bookmarks, Belly Bands, and more.



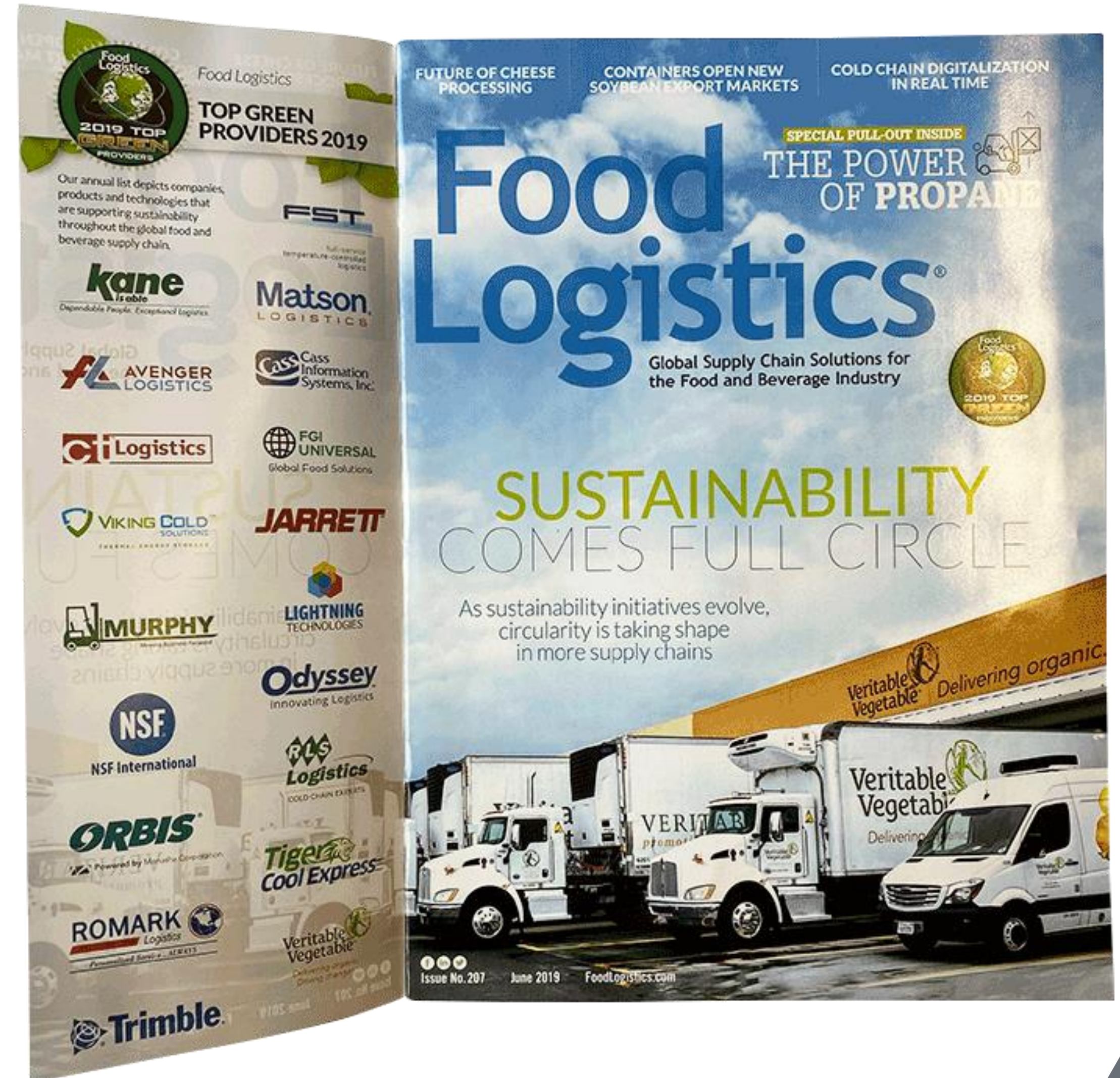
## Tradeshow Promotions

ACBM offers turnkey trade show sponsorships which are enjoyable to the attendee all while enhancing your brand and driving traffic to your booth.



## Sponsored Content Insert

Work with editorial to develop a topic that is of high interest to our readers and is presented as an insert with sponsorship recognition and branding. Take it to the next level and turn this insert into an interactive microsite with enhanced graphics, content and tools to enhance the user experience.







# DIGITAL CAPABILITIES

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	January	February	March	April	May	June
Ocean Ports & Carriers	Temperature-Controlled Solutions	Mitigating Coastal Threats	Tariffs & Trade Update	Emerging Technologies in Ports	Ocean-to-Rail Technologies	Land vs. Sea
Warehousing	Reskilling & Upskilling Warehouse Employees	Maintaining Infrastructure	Workforce Safety	Site Selection	Building New vs. Expanding Old	Retrofitting B2B for B2C
Transportation	Localization	Keeping up with E-Commerce	Autonomous Delivery Solutions	Cross-Border Freight Best Practices	Platooning	Grocery Drone Delivery
3PL/Cold Chain	Onboarding	Third-Party Food Delivery	Supply Chain Monitoring Solutions	Cross-Border Freight Best Practices	Driver Retention	Driver Simulation & Training
Software & Technology	Blockchain	Security Solutions	Agriculture	Vision Inspection Systems	Autonomous Guided Vehicles	Driver Simulation & Training
SCN Summit	Food & Pharma Safety	Sustainability	The Ins & Outs of Air, Land & Sea	Professional Development		
	Visit <a href="https://www.foodlogistics.com/scn-summit">FoodLogistics.com/scn-summit</a> for more information					

	July	August	September	October	November	December
Ocean Ports & Carriers	Achieving a Carbon Neutral Port	Port Digitization	How to Safeguard Ports from Natural Disasters	Ocean Container Technology	Offshoring vs. Nearshoring	Import/Export for 2022
Warehousing	Top 10 Warehousing Trends in Food [market research]	Fuel Emission Solutions	Pest Management in Winter	Insourcing vs. Outsourcing	Top Design-Build Trends for 2022	Warehousing Materials
Transportation	Global Shipping Optimization	Rail & Intermodal	Location Intelligence	Contactless & Driverless	Driver Shortage Update	Last-Mile
3PL/Cold Chain	Lease vs. Own	Mobile Apps	Cybersecurity Measures	3PL Software Developments	Driver Shortage Update	Cold Storage Trends for 2022
Software & Technology	ERP & MRP	Asset Tracking	Cybersecurity Measures	3PL Software Developments	AI & RPA	Top 10 Emerging Technologies
SCN Summit	Visit <a href="https://www.foodlogistics.com/scn-summit">FoodLogistics.com/scn-summit</a> for more information					

Dates and topics are subject to change.



	January	February	March	April	May	June
Sourcing & Procurement	Inventory Management	Reverse Logistics	Supplier Management Solutions	Budgeting for Growth	In-Store vs. E-Commerce	Invoicing for the Future
Warehousing	Design-Build	Pest Management	Top 10 Warehousing Trends [market research]	Insourcing vs. Outsourcing	Optimizing Your Distribution Center	How to Prepare for Remote Operations
Transportation	Ocean Ports	Cold Chain Trends	Driver Retention	Air Cargo	Rail & Intermodal	3PLs vs. 4PLs
Risk Compliance	Safety & Security in the Supply Chain		Import/Export		Enforcing Injury Prevention	
Sustainability	Sustainable Packaging Materials	Going Solar	Sustainable Impact of Next-Day Shipping	Lean Manufacturing	Sustainable Port Trends	Energy Reduction Solutions
Professional Development	Digital Scouting	Onboarding	Critical Supply Chain Strategies for C-Suite Execs	Top 10 Recruitment Challenges	From Graduation to the Frontline	Driver Simulation & Training
Software & Technology	Quality Control	Machine Learning	Blockchain	Risk/Reward of Manual vs. Automation	Freight Technology	Mobile Apps
SCN Summit	Food & Pharma Safety	Sustainability	The Ins & Outs of Air, Land & Sea	Professional Development		
	Visit <a href="https://SDCExec.com/scn-summit">SDCExec.com/scn-summit</a> for more information					

	July	August	September	October	November	December
Sourcing & Procurement	Replacement Parts for Automotive Industry	Forecasting for the Future	How to Create a Procurement Team	Optimizing Legacy Procurement Plans	Offshoring vs. Nearshoring	Cannabis Sourcing
Warehousing	Warehouse Equipment Trends	Pharma vs. Food Supply Chain	How to Scale Order Fulfillment	Site Selection in Winter	Optimizing 5G Network	
Transportation	Last-Mile	Contactless & Driverless	Cross-Border Freight Best Practices	E-Fulfillment Solutions	Maintaining Same-Day Delivery	Reducing Vehicle Downtime
Risk Compliance	Keeping Fleet Managers in Check		Cannabis			Ensuring Product Safety in Outsourced Process
Sustainability	Top 5 Sustainable Warehouse Trends	Sustainable Efficiencies of Additive Manufacturing	Sustainable Fleet Management	Vehicle Emission Trends	Sustainable Packaging Trends	How to Become Carbon Neutral
Professional Development	Recruiting Gen Z for the Supply Chain	Further Education in Supply Chain	How Much Should a Supply Chain Manager Make	Top 5 Up & Coming Supply Chain Roles	How to Nurture Warehouse Talent	Top 10 Supply Chain College Programs
Software & Technology	Global Freight Solutions	Barcode Labeling & Other Packaging-Related Solutions	WMS & TMS	FinTech for the Future	Robotics & Wearables	Supply Chain 2021—Trends & Technologies to Come
SCN Summit	Visit <a href="https://SDCExec.com/scn-summit">SDCExec.com/scn-summit</a> for more information					



# eNewsletters



# 50,000 Total eNewsletter Subscribers



## Food Logistics Today's News: 21,500 subscribers

## SDCE Headline News: 69,000 subscribers

Our digital Newsletters are sent out **2-4 times** per week and receive an average open rate of **15%**. These mailings curate the most relevant content from our core websites and print publications, distributing them to active subscribers.

## Available Ad Units in Each Issue

- 600x100 Display Units
- Native Display Units
  - Can be used for video or product

<p><b>Food Logistics</b>   Fresh take on <b>TODAY'S NEWS</b></p> <hr/> <h2>Driving Classes Moved Online. Time to Step Up the Delivery Game.</h2> <p>Here are five things to consider to maximize the effectiveness of live online delivery.</p> <h2>Embracing Food Waste Prevention to Create a More Resilient Food System</h2> <p>Food is the single largest line item on a food business' profit and loss statement, yet its waste is largely unaddressed.</p>  <p>Better Pallet. Better Never Ends Up in a Landfill</p>	<p>November 09, 2020</p>	<p>November 06, 2020</p>
<h2>Plant-Based Beef Market Driven by Surging Demand</h2> <p>The global meat sector at present is facing unprecedented growth and competition, due to mounting growth of plant-based categories.</p> <h2>Hi-Cone Vows to Reduce Pollution</h2> <p>Hi-Cone is joining the United States Pollution Prevention Program to combat climate change.</p> <h2>5 Ways to Maximize Digital Training for Food Logistics Lines</h2> <p>Here are five best practices to help business leaders get the most out of their technology investments.</p> <h2>Americold Realty Trust Announces Acquisition and \$575 Million</h2> <p>The acquisition of Hall's and the expansion project combination of proceeds from recent equity offerings.</p>	<p><b>S&amp;D SUPPLY &amp; DEMAND CHAIN EXECUTIVE HEADLINE NEWS</b></p> <h2>How to Fail with AI in Your Supply Chain Planning</h2> <p>To prevent failure, leadership needs to consult with supply chain leaders and planners to determine the root causes of the issues that can be solved with technology's help and choose the right approach for their organization.</p> <h2>Supply Chain Leaders Must Include Customer Experience Metrics to Measure Supply Chain Success</h2> <p>While supply chain organizations have a variety of internal metrics in place, supply chain leaders must also take into consideration the customer experience.</p> <div style="background-color: #007bff; color: white; padding: 10px;"> <p><b>Elemica</b> Digitize your supply chain. More Agility. Faster Transactions. Less Administration. Connect at <a href="https://elemica.com" style="color: white;">Elemica.com</a></p> </div> <h2>Logistics Plus Significantly Expands Warehousing Capacity in 2020</h2> <p>New or relocated facilities in southern California, Chicago, northwestern Pennsylvania, and New Jersey have added over one million additional square feet to the company's primary warehousing footprint in the United States.</p> <h2>Default Odds for Consumer Industries Ease but Remain Elevated</h2> <p>The risk of default ratios for consumer industries have decreased from higher peaks earlier this year but they are still trending above the levels they enjoyed before the coronavirus pandemic.</p> <h2>Rufus Labs Introduces Wearable Gloves, Cuff</h2> <p>Rufus Labs aims to increase efficiency and labor visibility with new intelligent gloves and cuff.</p> <h2>Preparing Supply Chain and Logistics Teams for an Unpredictable Holiday Shopping Season</h2> <p>Here are some tips for preparing your supply chain for the holiday shopping season.</p>	
 <p><b>Keep per Sponsored</b> Does your refrigerator reliable application home cooling also offer emission?</p> <p><a href="#">Click Here</a></p>		



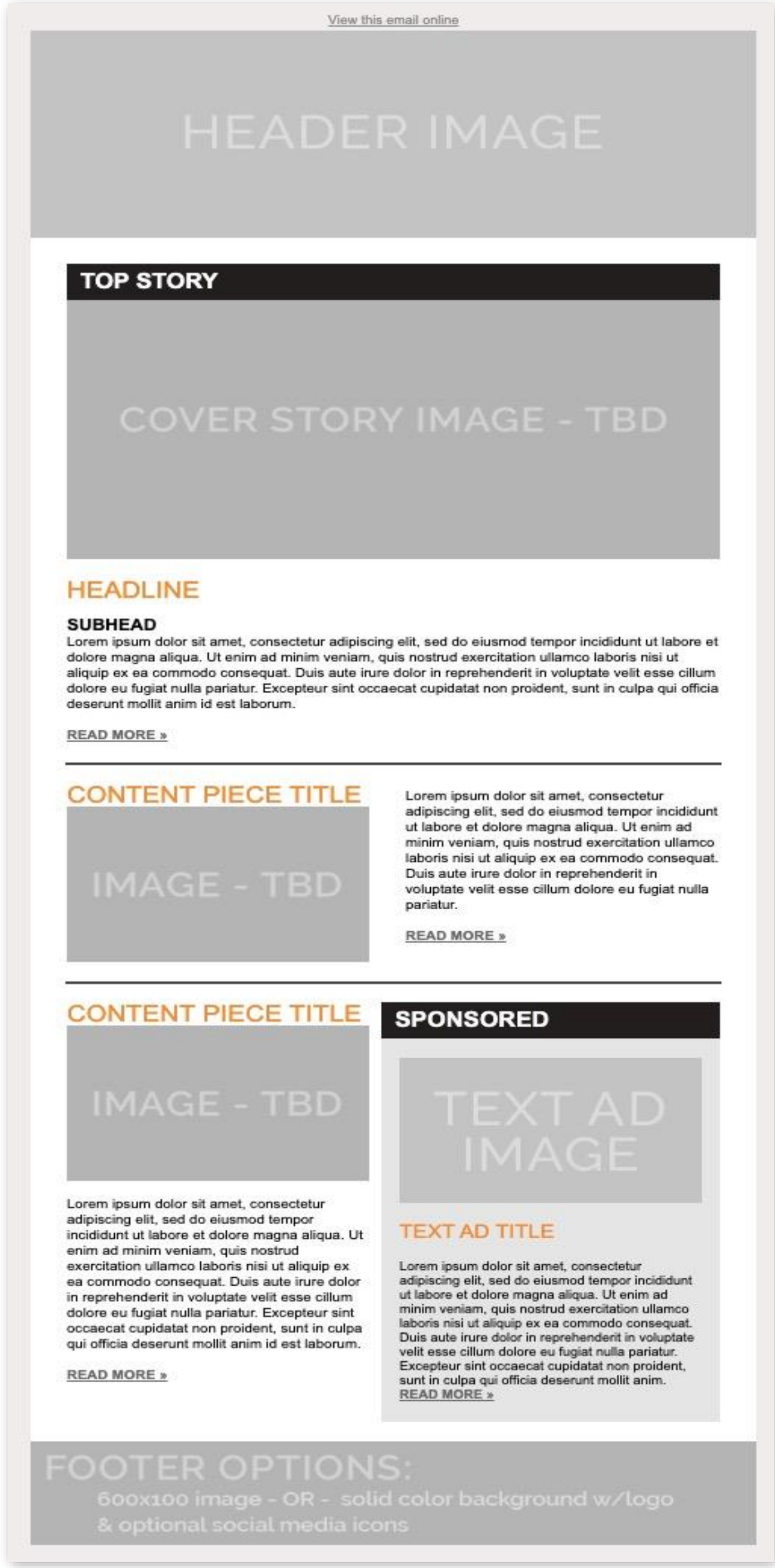
# Custom Newsletters

We can produce a fully customized Newsletter for you, including content that is either written by our editorial team, provided by your team or both. These custom Newsletter mailings are intended to focus on key industry topics and subject matter that are important to the audience and align well with your brand. You will be the exclusive sponsor of each distribution.

The exact target segment for a Custom Newsletter is determined by our audience development team, based on your direction, and will influence pricing.

## Promotion Included in each Custom Newsletter

- Client provided content: 1-2 main photos, 375-575 words of copy depending on size
- 600x200 Top Leaderboard banner unit
- 300x250 Medium Rectangle





# Social Media Promotion

Extend your reach beyond advertising on our core websites with targeted advertising across social platforms such as Facebook, Instagram and LinkedIn. Using our proprietary 1<sup>st</sup> party subscriber data and behavioral data from our websites, we can target those same users with sponsored posts as they browse their feeds.

## Benefits

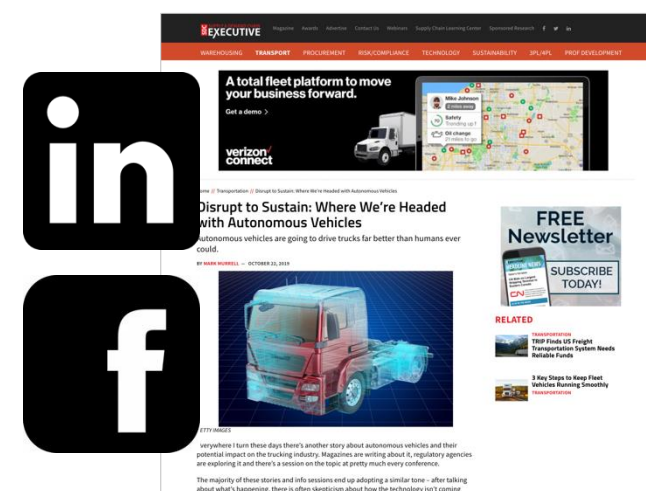
- Sponsored posts are data-targeted to the segment most relevant to your campaign
- One size fits all posts that can be repurposed on multiple platforms
- Ads display for users within main user feeds, right rail and within mobile apps
- Detailed performance metrics are available for all social campaigns

## Fast Facts

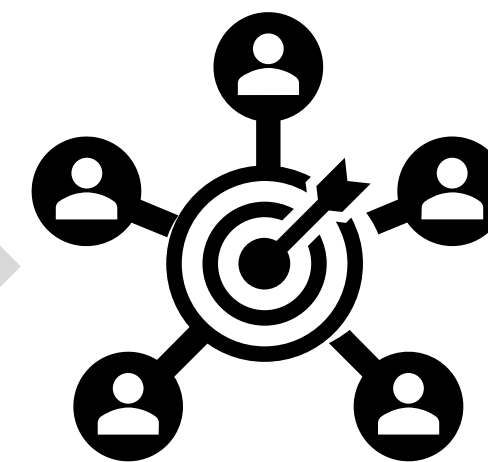
- **We offer a variety of social ad unit sizes and types that reach users in-feed, side-bar and within stories.**
- On average, social extension ad campaigns receive higher click-through rates than on-site banner ads.
- About 75% of Facebook users and 60% of Instagram users visit those social platforms at least once a day.



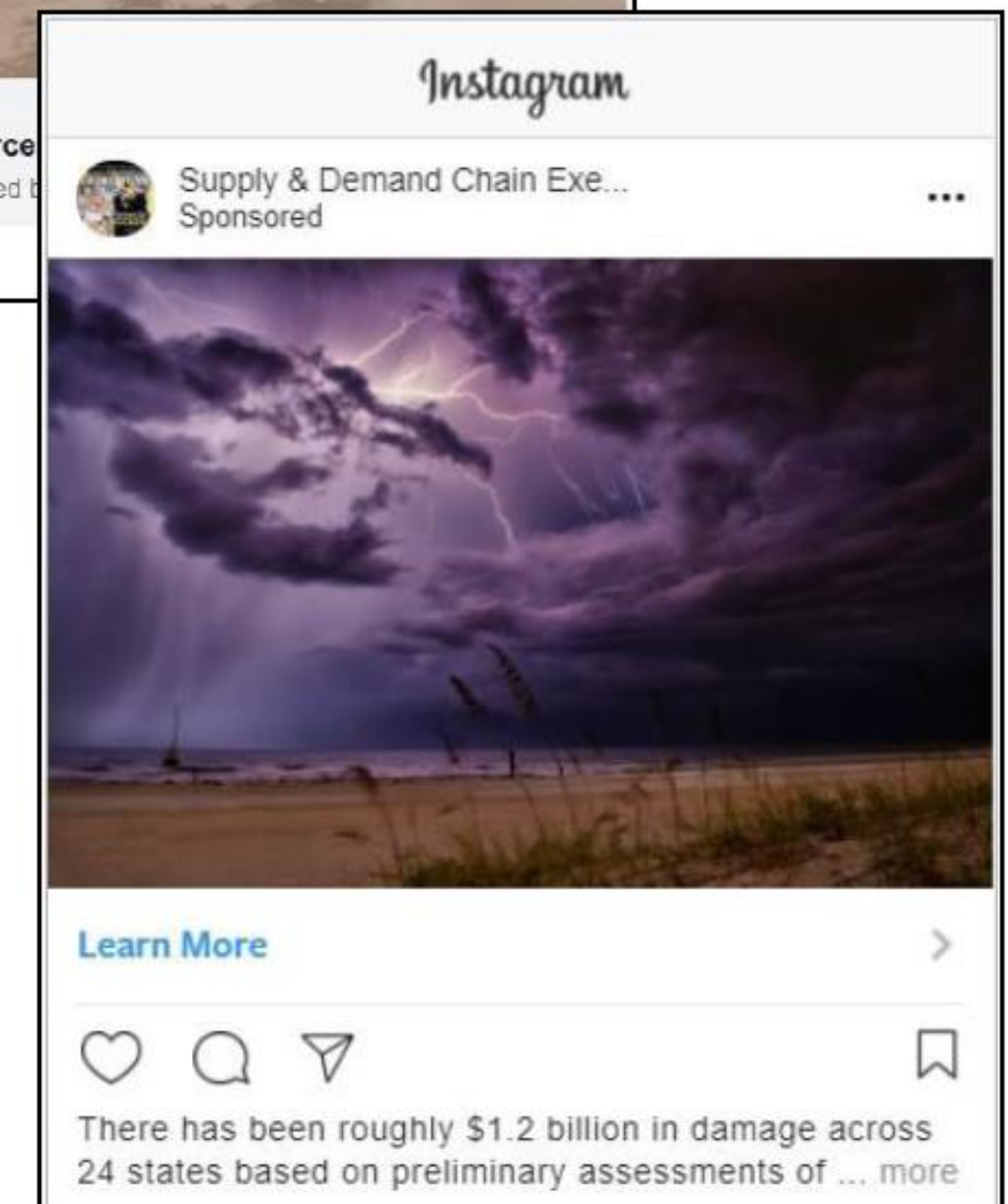
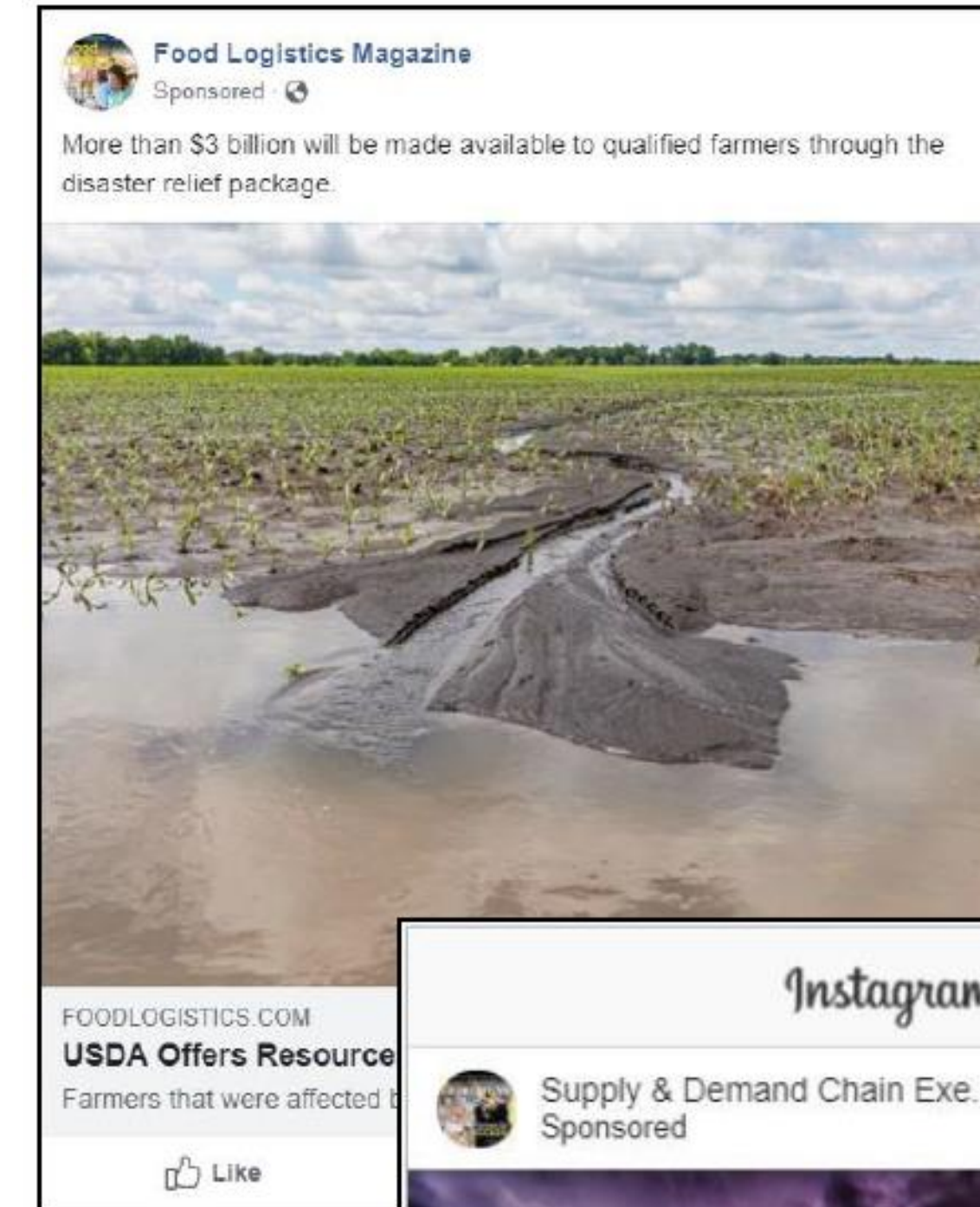
ACBM 1<sup>st</sup> party data  
for our subscribers



Used to promote your content or  
other assets on social platforms



To the exact segment you  
wish to target



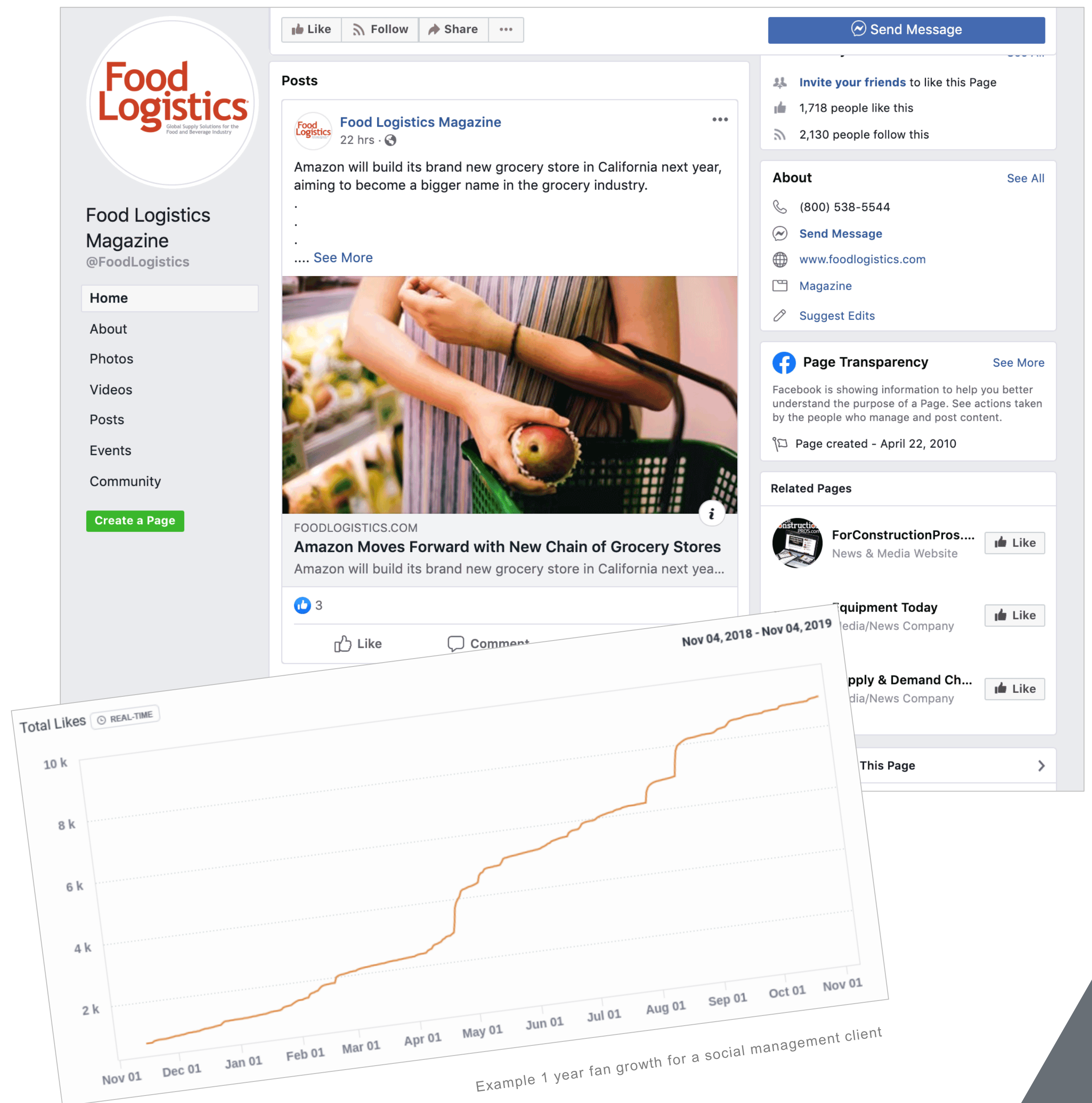


# Social Media Management

Do you want to engage with your customers on Facebook but don't have the time or resources to manage a corporate page? We can do this for you!

Our team are proven experts in social media management and also know how to speak directly to your target customers because they are the same people who read our publications. **We can help you launch, manage and promote a corporate Facebook page for your brand.**

- We know your brands and have the industry knowledge to engage with fans
- We have the dedicated staff to manage your social platforms, monitor your activity and engage with followers to grow your fanbase organically.
- Under our social media management, clients have seen an average 71% increase in post engagement.





# Native Content Units

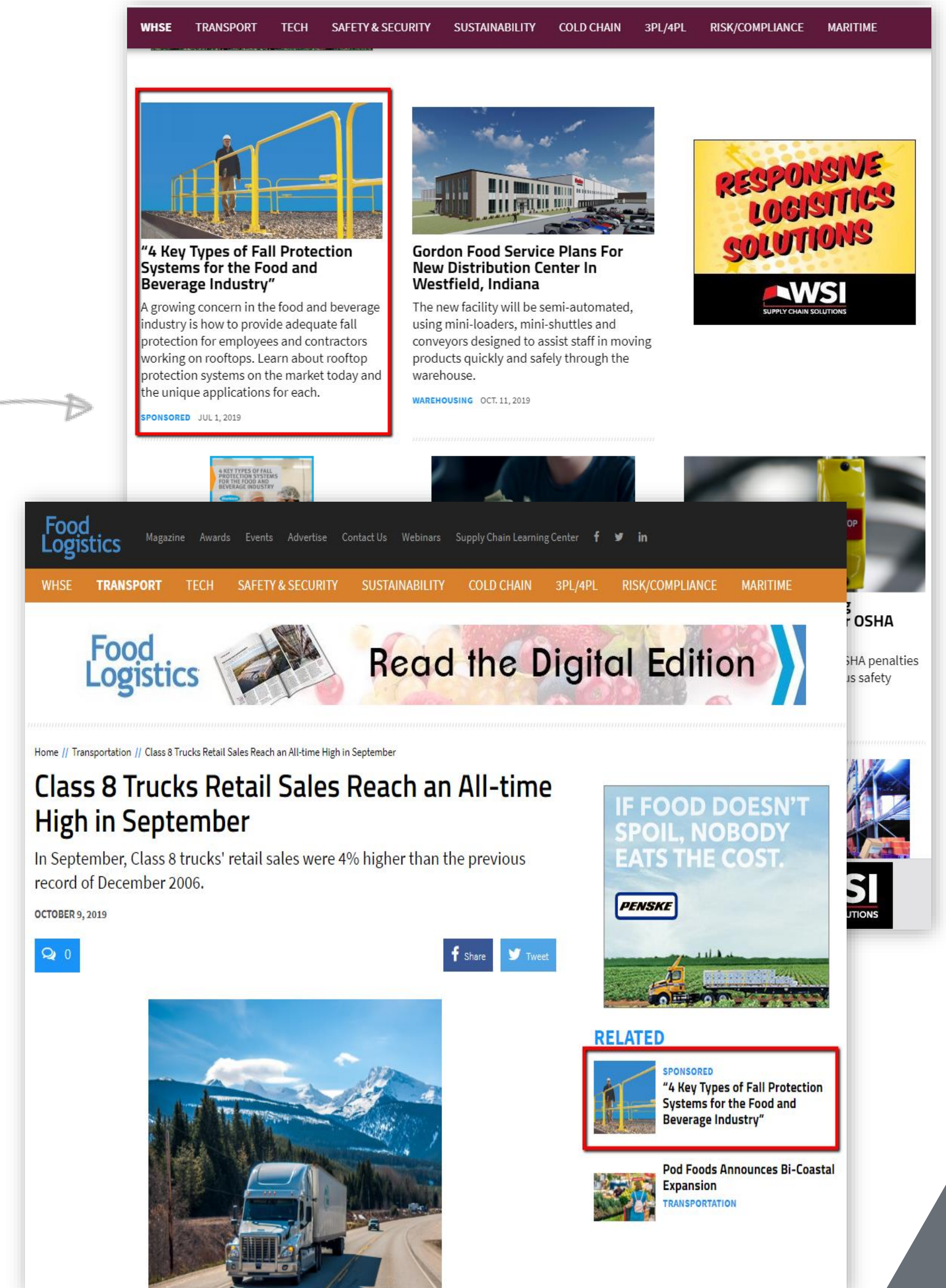
Seamlessly place your message within our on-site editorial content using our native ad platform. These native ad placements are designed to match the look, feel and function of our site's most valuable content, without looking like a traditional ad.

Native ad units rotate within our editorial content in **two different ad sizes and locations**.

1. The larger native ad will always appear on the left-hand side as the page loads
2. The smaller native ad will appear under the "related" column on an article's landing page

## Benefits

- We target your ad based on channel category
- The ad will also appear anywhere that targeted channel content does across the website
- Addresses inherent limitations with traditional ads such as ad block and ad fraud
- Ad click-through links to your website or to designated Sponsored Content assets
- Research shows these types of advertisements receive on average, 8,000-10,000 impression per month
- We supply a real-time reporting link to keep track of the success of your campaign
- New dashboard allows you to have full control over your creative throughout the entire campaign





# Podcasts

Podcasts offer a unique experience to provide valuable, in-depth information and create a deeper relationship with our subscribers. With smartphones being the primary source of engagement, it's easy for people to listen on morning commutes, during exercise and even while on the jobsite! **We offer a few ways you can connect with your target audience via on-deman podcasts:**

## 1. Sponsor an Editorial Podcast

- 30-second pre-roll commercial
- 30-second mid-roll commercial
- 30-second post-roll commercial

## 2. Individual Sponsored Podcast

- Create an educational, thought leadership and non-commercial podcast hosted in partnership with an ACBM editor
- Podcast will be recorded as a discussion with your SME providing talking points to our editor for reference
- 30-second ad at the end of the podcast
- Edited by our team and submitted for your approval prior to publishing
- Promoted via E-Newsletter, Native ad or Sponsored Social Media ad

## 3. Sponsored Podcast Series

- A 6-part series of educational, thought leadership and non-commercial podcast hosted in partnership with an ACBM editor
- Published every other week for three months
- Podcasts will be recorded as a discussion with your SME providing talking points to our editor for reference
- 30-second ad at the end of the podcast
- Edited by our team and submitted for your approval prior to publishing
- Each podcast is promoted via E-Newsletter, Native ad or Sponsored Social Media ad and two E-Blasts 30,000 subscribers of your choice
- Edited podcasts are up to 30 minutes in length

Home // Sourcing/Procurement // Don't Underestimate the Growth of Big Data: Sponsored by Ariba, an SAP Company

## Don't Underestimate the Growth of Big Data: Sponsored by Ariba, an SAP Company

Make the move to doing business the data-driven way

JULY 8, 2013



An SAP Company

Years of rapid technological innovation have enabled companies to amass vast volumes of information on their business activities, everything from structured data on production, marketing, sales, HR, finance, facilities and operations to transaction-level data on suppliers, customers and partners. But the convergence of major technology shifts like cloud computing, mobility, and social and business networks has sparked a new class of data—texts, tweets, blog posts, web-based videos, and other social postings. Companies that effectively harness this information stand poised to achieve unprecedented levels of productivity and profits. Once they begin using a network, how do they manage all of the unstructured data they obtain to create value?





# Video & High Impact Units

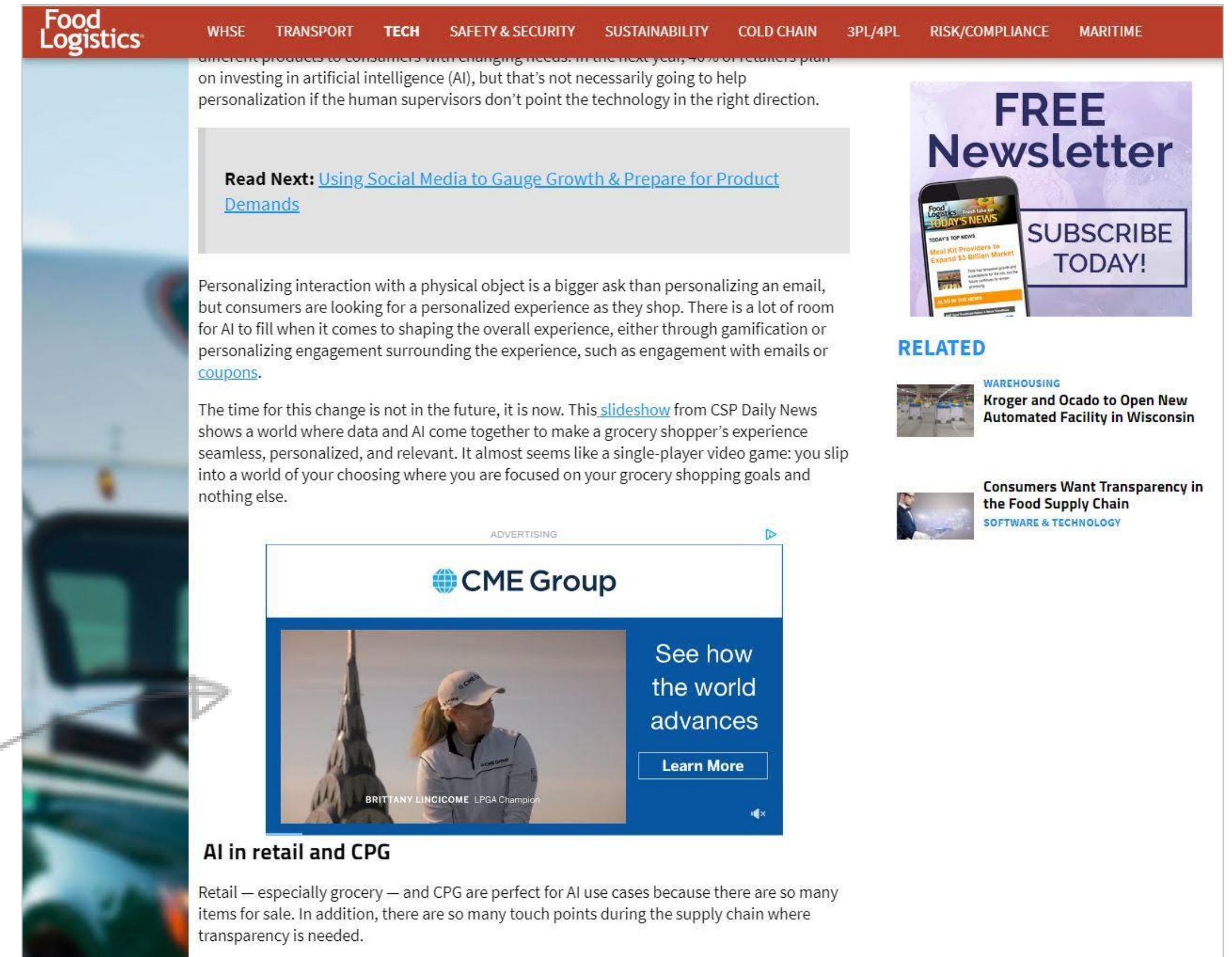
We have two primary opportunities to amplify the value of your video assets to targeted segments of the ACMB community. These placements give you an opportunity to align your video with relevant supply chain content, whether it is a short video ad or a teaser for a longer segment.

## Pre-Roll

- Runs before video content on our sites as well as to targeted audiences across social platforms and retargeted offsite impressions
- Can run as pre, mid or post roll
- Minimum 50K impressions per campaign
- 6, 15 or 30 second video assets are accepted (Skippable after 6 seconds)

## inRead

- In-content ads display within the content well throughout the site
- This is a standalone ad unit within content that displays your message and your message only.
- This placement supports Video, Live Stream, Flow, Carousel, Parallax & Cinemagraph ad units.
- See examples [here](#)



The screenshot displays the Food Logistics website with a navigation bar including categories like WHSE, TRANSPORT, TECH, SAFETY & SECURITY, SUSTAINABILITY, COLD CHAIN, 3PL/4PL, RISK/COMPLIANCE, and MARITIME. The main content area features an article about AI in retail and CPG, with a video advertisement for CME Group integrated into the text. The ad shows a woman, identified as BRITTANY LINCICOME, LPGA Champion, and includes the text 'See how the world advances' and a 'Learn More' button. To the right of the main content, there is a 'FREE Newsletter' sign-up box with a 'SUBSCRIBE TODAY!' button, and a 'RELATED' section with links to 'WAREHOUSING: Kroger and Ocado to Open New Automated Facility in Wisconsin' and 'Consumers Want Transparency in the Food Supply Chain' under the 'SOFTWARE & TECHNOLOGY' category.



# Microsites

Our team has the ability to build you a custom microsite in a variety of different shapes and sizes, depending on your marketing objectives. **The goal of launching every microsite is to provide you an online destination where custom content can be showcased around a specific topic that is relevant to both your brand and your target customers.**

These sites can function as a simple content archive or a multi-media experience that includes different items such as: [video](#), [infographics](#), [custom content](#), [animations](#), [database tools](#) or [other custom assets](#).

As your partner, we are uniquely positioned to not only create these microsites but also produce content to populate them and execute marketing programs to promote them!





# Exclusive Webinars

Our exclusive webinars help sponsors accomplish multiple marketing goals and package the content in a “virtual” way. Sponsors benefit from the brand awareness, thought leadership, and lead-gen aspects of our webinar products, which come with a lead guarantee.

## All Webinars Include:

- 2-month pre-event promotions
- 2-month post-event promotions

## All Webinars Promotions May Include:

- Dedicated emails to target audiences w/nurturing
- Behavioral email to users consuming content in related website channels
- Online & Native Display
- eNewsletter Placements
- Paid & Organic Social Media
- Video Ad Units (If available)

**FOR Construction PROS.com® WEBCAST**

INNOVATION ONLINE SUPPORT INFORMATION BUSINESS  
LEARN EDUCATE TRAINING IMPROVE  
INTELLIGENT NETWORK IDEA KNOWLEDGE EXPERIENCE

**Overview**

Title: New ANSI Standards: What You Need to Know and Do...Now!  
Duration: 57 minutes  
Available On Demand

**Register Now** [Already Registered?](#)

First Name\*  
Last Name\*  
Email\*  
Title\*  
Company\*  
Work Phone\*

Country\*  
United States

Primary Role/Function\*  
Equipment Manager

If "other" please specify

Current level of familiarity with ANSI/CSA regulation changes and what they mean to your role (scale of 1-5 with 1 being extremely familiar and 5 very little familiarity)\*  
Please Select

What are you most interested in learning from this webinar?\*

\*Denotes required.

**REGISTER**

You must have Javascript and Cookies enabled to access this webcast.  
[Click here](#) for Help.

**Summary**

**New ANSI Standards: What You Need to Know and Do...Now!**

Undoubtedly by now you've heard that the standards that govern the access equipment industry have changed. Well, it's time to get serious about compliance. Who's affected? Everyone. Rental companies, equipment owners, supervisors, operators and technicians.

Join Rick Smith, Senior Director Training at JLG Industries, as he reviews the changes to be made in the areas of training, job site safety and machine selection. And, more importantly, what you can and need to do now to meet the new standards.

ANSI/CSA compliance is critical. So, join us and step up to make sure you're ready by the impending December 2019 deadline. Sign up today!

Sponsored by:

**JLG**

JLG Industries, Inc. is a world-leading designer, manufacturer and marketer of leading brand access equipment including JLG® aerial work platforms; JLG and SkyTrak® telehandlers; and an array of complementary accessories that increase the versatility and efficiency of these products. JLG is an Oshkosh Corporation company.

For more information, visit [www.jlg.com](http://www.jlg.com)

By registering, I acknowledge and agree to AC Business Media's use of my contact information to communicate with me about offerings by AC Business Media, its brands and affiliates consistent with AC Business Media's Privacy Policy. In addition, I understand that my personal information will be shared with any sponsor(s) of this webinar, so they can contact me directly about their products or services.

**Speakers**

 **Rick Smith**  
Senior Director, Product Training  
JLG Industries

**SUPPLY & DEMAND CHAIN EXECUTIVE**

View this email online

**LIVE WEBINAR**

**Using Artificial Intelligence to Digitally Transform the Supply Chain**

Tuesday, August 13 | 1p CT

**Order management made simple through intelligence**

As order fulfillment and management are, you don't want using outdated or manual order management practices. These inefficiencies, such as processing delays and order-entry

ies by transforming your supply chain with AI-driven t 13, at 1PM CT, a team of experts will show you how in the **Artificial Intelligence to Digitally Transform the Supply Chain**.

provides:

- Efficient order processing
- Visibility into real-time process and productivity metrics
- Reduction of order-entry errors
- Improved customer experience and increased satisfaction


**REGISTER NOW »**

Participants will receive via email a link to the recorded version

Sponsored By:

**ESKER**

Thought-leader panelist:

 **Chris Wadley**  
Business Development Manager  
Esker

If unable to view this email, please [click here](#)

**Gallagher**  
Insurance | Risk Management | Consulting

**DID YOU KNOW?**

Food and beverage companies lose an estimated **\$75 BILLION ANNUALLY** due to contamination costs.

**REGISTER NOW**

**PRODUCT RECALL WEBINAR SERIES**

**Surviving a Food Safety Crisis: The Gallagher Guide**

Product Recall team understands the need for comprehensive risk mitigation to minimize costs to your business during and immediately following a food safety crisis.

Food Marketing Institute, National Restaurant Association, National Manufacturers Association, and others have spent over \$10 million dollars on product recalls resulting in product recalls.

"Financially Surviving a Food Safety Crisis: The Gallagher Guide", a comprehensive guide to navigating the changing landscape of food safety risk and the impact on businesses like yours, is now available. It provides a significant financial benefit to your business by helping you avoid significant financial loss during a food safety crisis.

Industry best practices to prepare your business to navigate complex product recall scenarios from a product recall to protect your employees and customers.

**REGISTER AND VIEW MORE DETAILS.**

**WEBINAR: Financially Surviving a Food Safety Crisis: The Gallagher Guide**

**WHEN:** October 30, 2019 at 10:30 am CST

**LENGTH:** 30 minutes

**COST:** FREE

**Register**

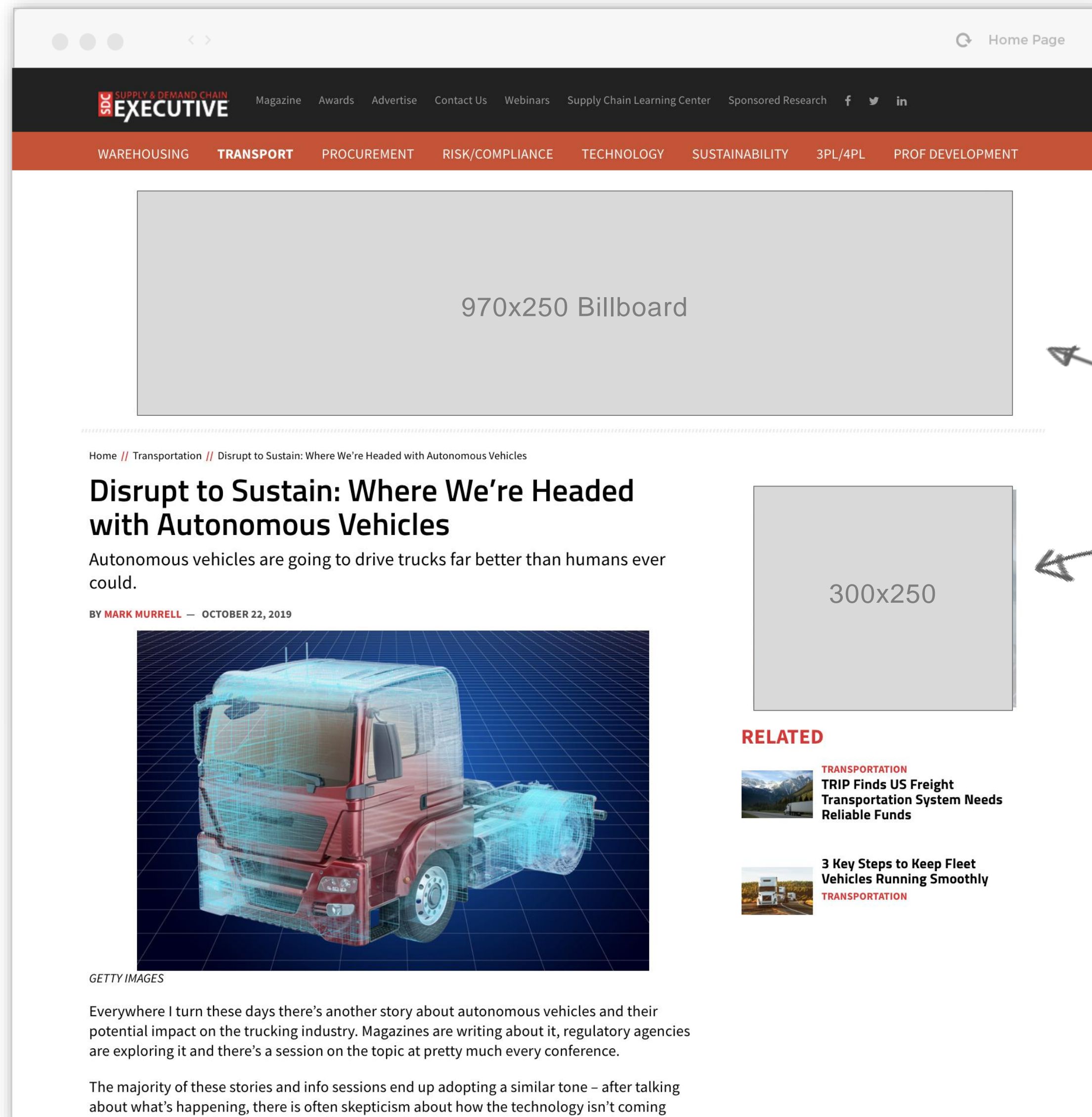
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# Website Banner Advertising



We offer a variety of display banner opportunities across our core websites, with the ability to target specific sections and users depending on the goal of your campaign. These units are best used for high volume awareness campaigns and to keep your brand top-of-mind with our readers.

## Standard banner units include:

1. 970x90
2. 728x90
3. 300x50
4. 300x600
5. 300x250

## Takeover display options:

1. 1658x1058 / 300x250 Responsive Site Skin ([Example](#))
2. Homepage or section takeovers - based on availability

## Re-targeted impressions

Using 1<sup>st</sup> party and behavioral user data we also have the ability to re-target our audience offsite and further extend your banner campaign.



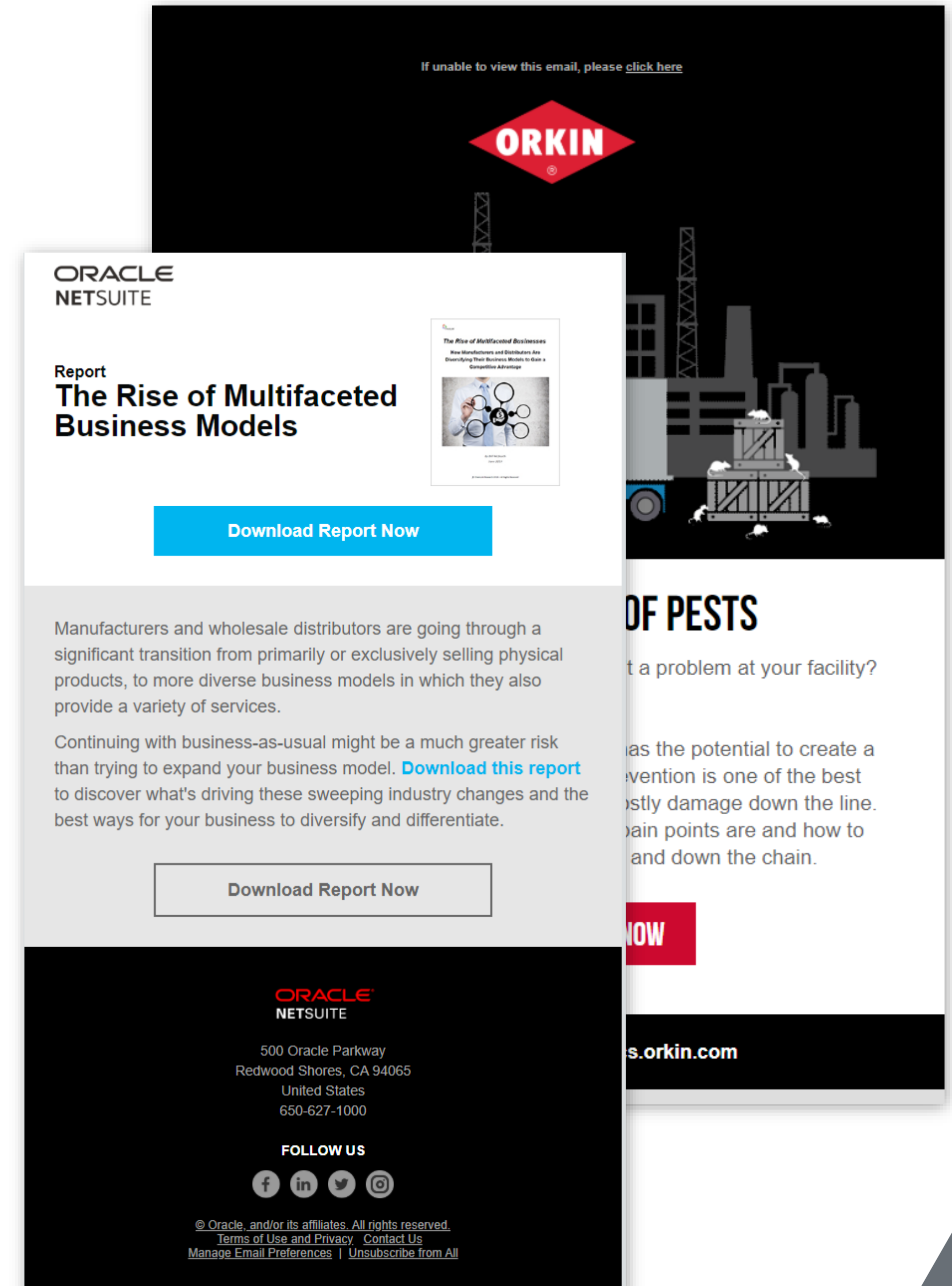
# Dedicated Emails

One of the most impactful ways to communicate the value of your products and services directly to our audience is through a dedicated html email. This venue gives you ample space to showcase important imagery, marketing copy and the specific call-to-actions you wish to communicate to potential customers.

Leverage our database of over 43,000 available recipients that can be mailed to as an entire group or segmented to reach target sub-groups.

## Each Dedicated Email will include:

1. Pre-designed, HTML email message with all included images/copy/links
2. Subject line
3. Pre-header
4. ACBM team will oversee testing, Q/A, send and full reporting for each mailing





# E-Product Showcase

## Video E-Product Showcase

Showcase your product or video in a shared e-blast deployed monthly to the full opt-in subscriber list. Each advertiser receives a product image, company logo and product description.

### Each E-Product showcase will include:

1. Product / video name
2. Company name
3. Product / video image
4. Maximum of 500 characters of copy
5. Click thru URL's for the product image, video, logo, and button

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**FOR Construction**  
PROS.com

View this email online

case is provided to our For Construction Pros email subscribers to highlight construction equipment industry. To find out more about these important products, click the links below.

Follow us on: [f](#) [in](#) [t](#)

PRODUCT SHOWCASE

**Bogie axle for ag harvesting machines**

NAF has established a modular system for a full range of bogie axles. Huge variety of modules are proven e.g. in forestry and are available for construction and agricultural applications, making customer-specific adaptations easy and cost efficient. The benefits of this drive system are high tractive effort, reduction of ground pressure and soil compaction over a large machine power and payload range.

**Find the best bogie axle**

**MPFX, MPTX Return line and MRSX Return/Suction Filters**

MP Filtri's new MPFX, MPTX, MRSX series are positioned as a key innovation of the market, which completes the wide range of solutions created to meet any need for filtration or contamination control in hydraulic systems. Designed to ensure machine reliability, performance, efficiency and ROI by guarantee of original filter elements over the life of the machine. With patented technology, private branding and OEM specific design capability.

**MP Filtri your Partner with Passion to Perform**

**Your Body Deserves a Better Seat. Premium Seating Systems. Find Your Seat.**

Ergonomically designed, GRAMMER seats deliver innovative features and intuitive operation for maximum driver comfort and safety. GRAMMER construction seats are designed to help business owners reduce their worker back strain and pain.

**14 Job Site Qualifying Questions**

Before starting any surface preparation job, there are 14 questions anyone needs to ask. This is EDCO's guide to getting a job done right before it's even done at all.

[Visit www.edcoinc.com >>](#)

**How to Use Industrial Vacuum Systems**

This training video shows how to properly use and maintain EDCO Vacuum Systems (Vortex 200 & Vortex 290). Industrial Vacuum Systems are used when high volumes of dust need to be contained-- as airborne dust is harmful. EDCO Vacuums Systems Meet and Exceed all OSHA respiratory regulations.

[Visit www.edcoinc.com >>](#)

**Why Rent A Vacuum?**

EDCO Vacuum Systems are an essential companion to our surface preparation machines, because they serve as an excellent dust prevention system. Here's why you should rent a vacuum with an EDCO machine.

[WATCH NOW](#) [Visit www.edcoinc.com >>](#)



# Product Spotlight

Showcase your product with multiple touch points. Product Showcase + features your product offering to our online subscribers in several ways.

## Each Product Spotlight includes:

- 1x Placement in a Monthly Product Showcase Email
- 1x Placement in a select eNewsletter Sponsored Product
- 1x Native Placement on FoodLogistics.com or sdcexec.com
- 10,000 Native Extension Impressions featuring your product
- 10,000 Social Extension Impressions featuring your product

SDCEXECUTIVE Magazine Awards Events Expert Columnists Advertise Contact Us Webinars Sponsored Research Magazine Newsletter Search

Warehousing **Transport** Procurement Risk/Compliance Technology Sustainability 3PL/4PL Prof Development SCN Summit

### Recommended

Risk/Compliance  
**Mobile Failing Over 2/3 Of Frontline Workers**  
As COVID-19 continues to impact countries across the globe, the pressure on frontline enterprise workers has never been more acute.  
B2M Solutions November 10, 2020

Sourcing/Procurement  
**L.I.N.K. Live | SDCE Editors Talk Sourcing, Procurement & Offshoring Amid a Pandemic**  
Marina, Brielle and Mackenna interview with John Scannapieco, chair of Baker Donelson's global business team, to discuss how corporations ha...  
Brielle Jaekel Marina Mayer Mackenna Moralez November 5, 2020

Sponsored  
**Report: Driving Transportation Change**  
Transportation is changing, driven by e-commerce, urbanization and big data analytics. DHL Supply Chain surveyed 200+ decision-...  
November 1, 2020

Food Logistics Magazine with CalAmp.  
Sponsored (demo) ·

Boost driver safety with the iOn™ Vision, CalAmp's new integrated video telematics solution.

CLARITY.FOODLOGISTICS.COM  
**Integrated video solution for fleet operations**  
Learn more about iOn™ Vision [Learn More](#)

SDCEXECUTIVE L.I.N.K. LEADERS' INSIGHTS October 23, 2020

**Managing Supply Chains in a Pandemic: The Value of Automated Contract Lifecycle Management**  
Automated CLM reduces costs while increasing transparency, mitigating risk and providing real-time alerts in case of delays or problems.

**Post-COVID-19 Corporate Environment Will Have Lasting Impact on Operating Conditions and Reshaping Workplace Practices**  
Two-thirds (65%) of corporations feel the outcome of the US presidential election in November could bring changes to their operating conditions.

**How to Create an Adaptable Supply Chain** [Read The eBook »](#)

**4 Strategies for Developing Supply Chain Talent**  
To remain competitive in an ever-changing environment, chief supply chain officers (CSCOs) must apply advanced strategies to develop and train supply chain talent.

**Global Supply Chain Activity Surges To Pre-Pandemic Levels In Q3, But Cash Crunch Leaves Suppliers Vulnerable**  
The number of purchase orders and invoices exchanged across global supply chains rose by 15% in Q3 after falling by a similar margin in Q2

**Women in Supply Chain Show What They're Made Of: Lynn Caldwell of Banyan Technology**  
Assistant editor Mackenna Moralez talks with Women in Supply Chain winner Lynn Caldwell, chief sales officer of Banyan Technology about the longevity of her career and her "Can do, I will succeed" mindset.

**The chase is on! Sponsored**  
See what happens next in The Cat® Trial #9 PAC-MAN™ video.  
[Watch Now](#)

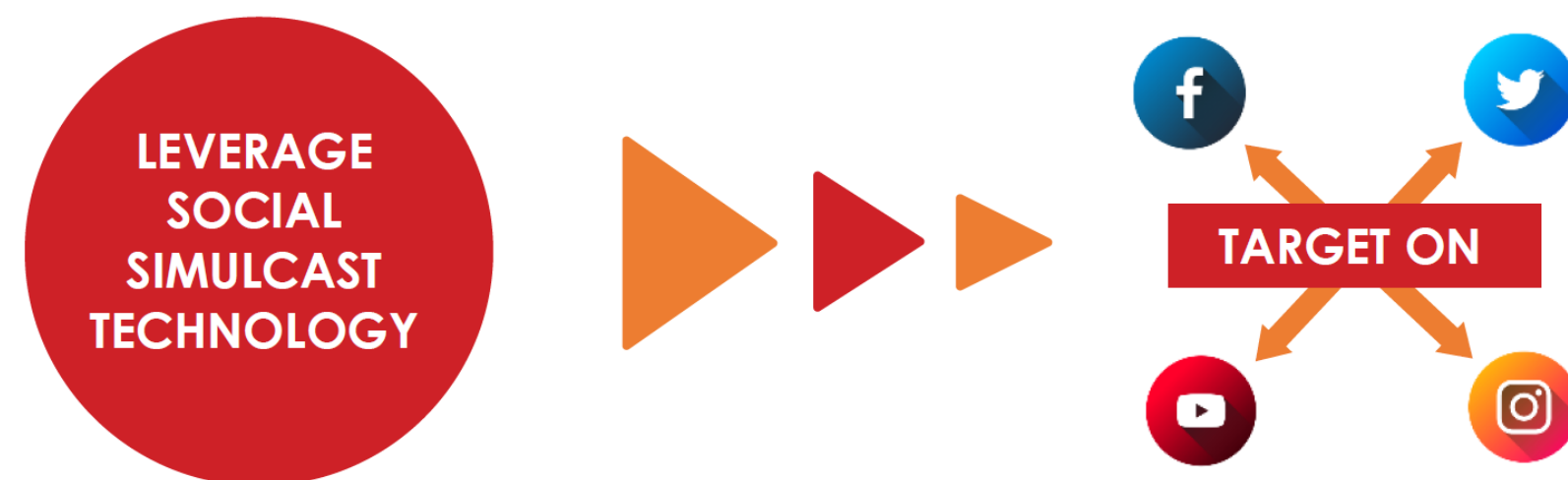
AC BUSINESS MEDIA



# Social Simulcast

(Live Stream)

FACT: Your customers are watching more video. In a crowded social media space, how can manufacturers garner attention when new and innovative products are being introduced? Social Live Stream to engaged and interested users is the answer! More than 92% of B2B prospects consume online video and more than 4 billion videos are watched on YouTube every day.

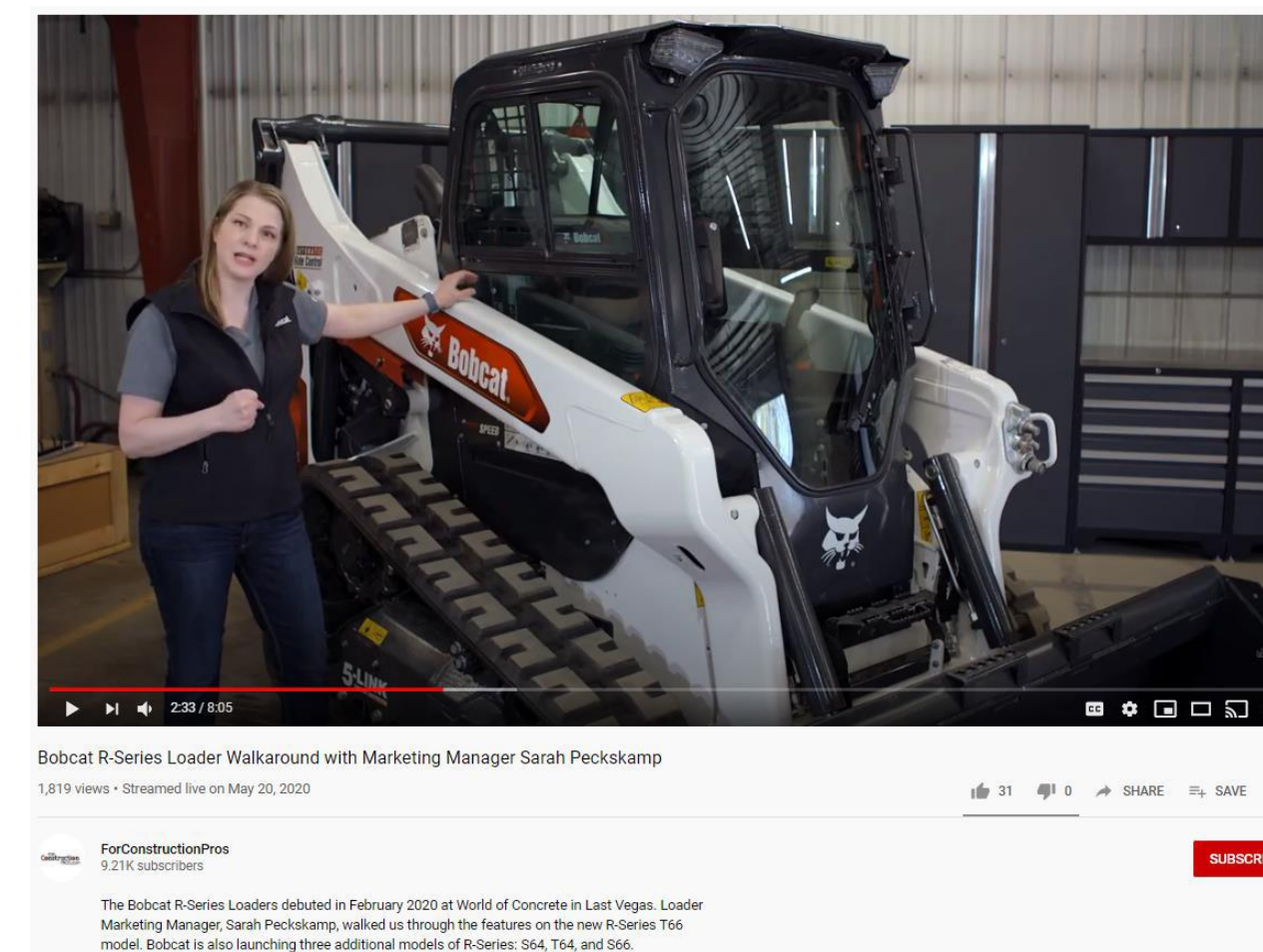
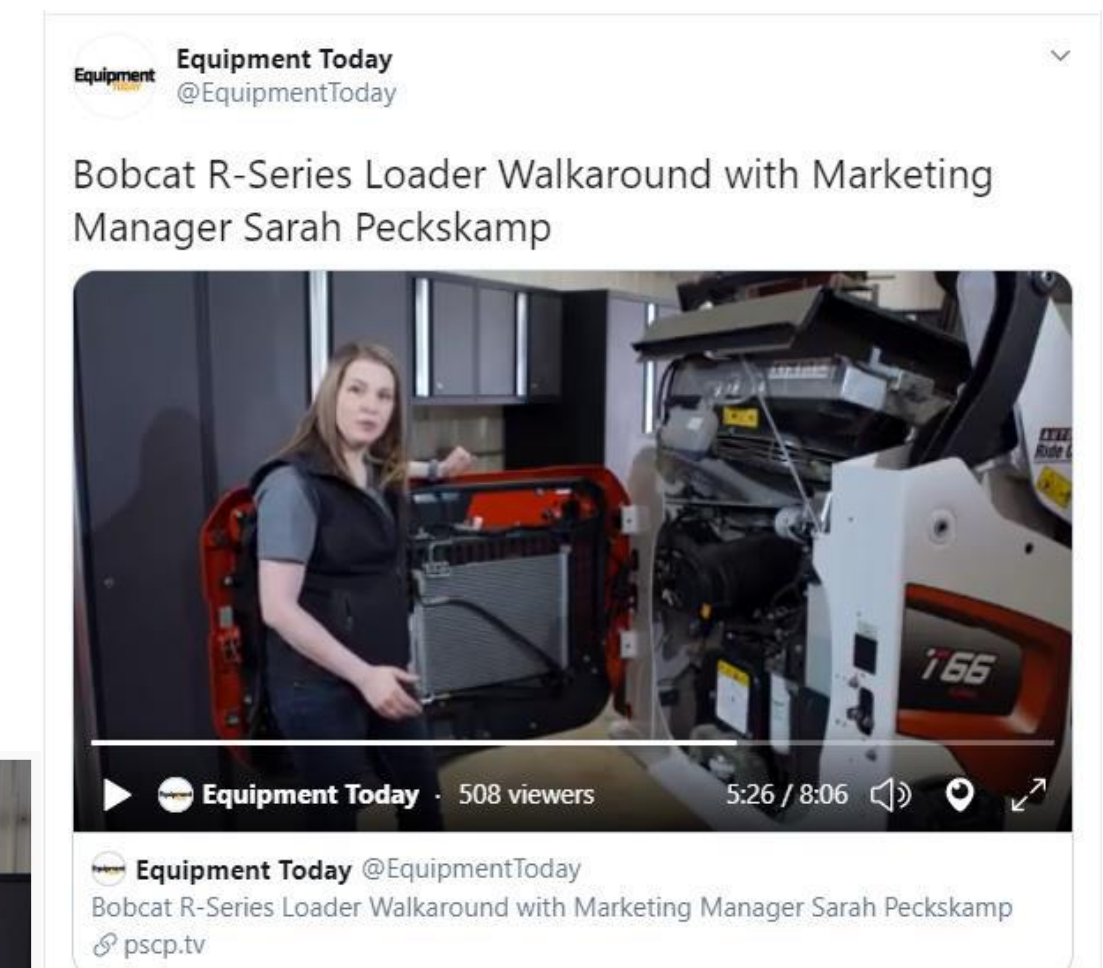
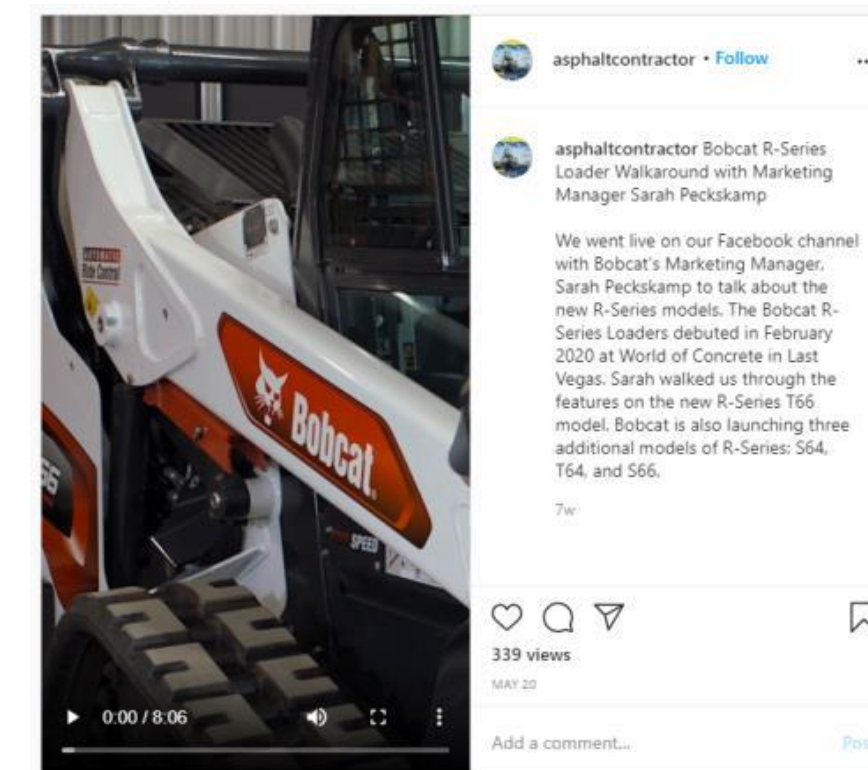
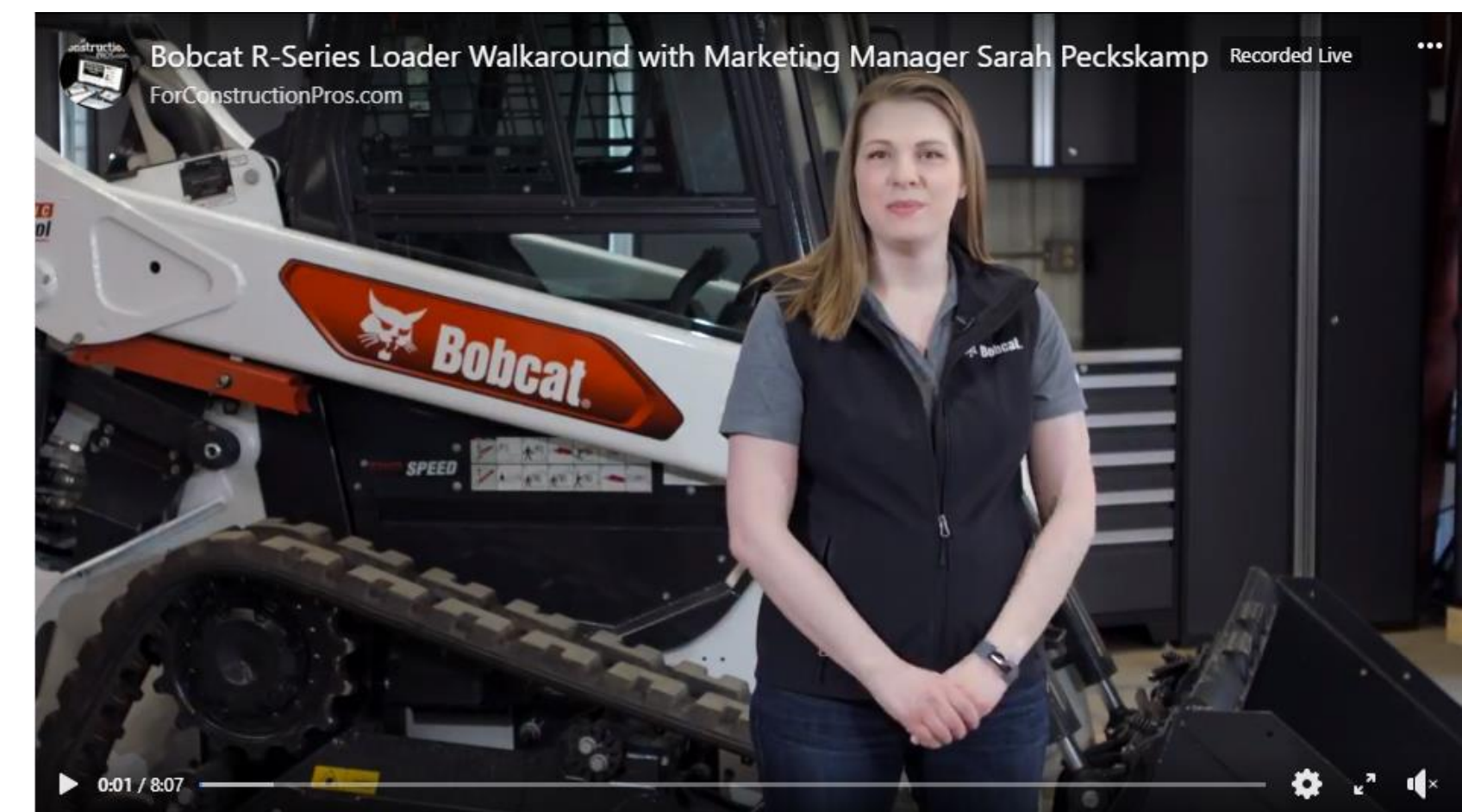


## The Perfect Solution for:

- Product Launches
- Events
- PR news or announcements
- Product Walk Arounds
- Or any video communication you want to promote

## Turnkey Promotions:

- Paid and Organic Social Posts
- Native & Native Retargeting
- Online Display
- Dedicated email
- Behavioral email
- Pre-event calendar, email and social notifications
- Sponsored Content position in corresponding newsletter





# Customer Journeys

**We have the ability to build you a custom audience segment of the ACBM database that is most relevant to your marketing goals.** This audience can be determined by dimensions such as geography, job title, organization type and personal interests identified by their behavior on our websites.

Using that unique audience segment we will execute a "Customer Journey" campaign for your brand, that takes engaged users along a predetermined path of marketing materials based on how they interact at each stage. As you can see in the visuals to the right, the included promotion within each journey is served to the user based upon if they open / click / view certain elements along the way - identifying their interest in the offer or assets being promoted. Customer Journeys utilize our most sophisticated marketing technology, leverage our proprietary 1st party data and are crafted for your specific program

## Customer Journeys can utilize a combination of:

1. Dedicated emails & triggered emails
2. Sponsored social posts across multiple platforms (Facebook, Instagram)
3. Off-Site retargeted native and display units
4. On-site display placements
5. Custom Onsite Pop-Outs with CTA

