

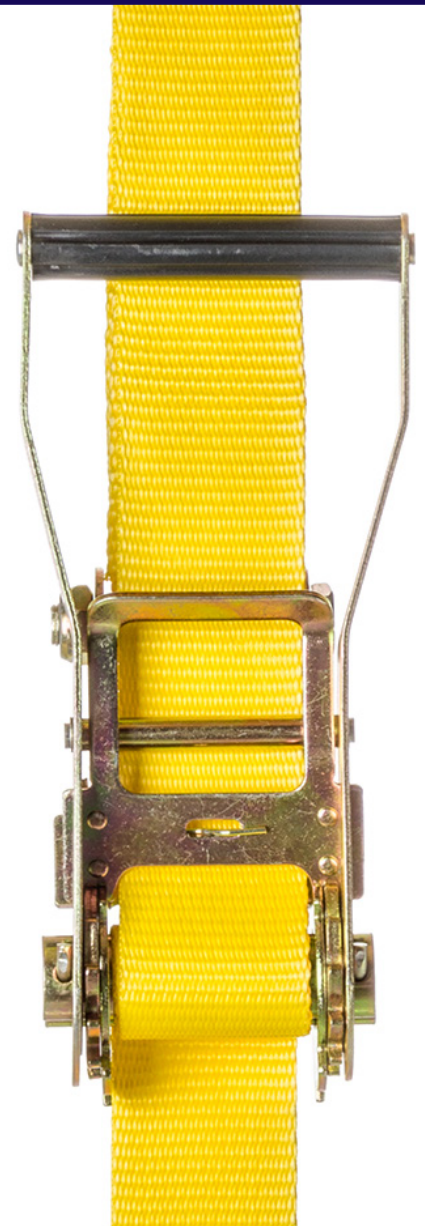
LIFT Secure

A magazine of the Web Sling & Tie Down Association

2026 MEDIA PLANNER



WSTDA's mission includes serving as an information source to assist users and enforcement agencies in the proper selection, safe use, care, and inspection of synthetic slings, tie downs, and related load securement products.



Your industry is our specialty!

LOCATIONS

Winnipeg, Manitoba



Hamilton, Ontario



Reno, Nevada

Toll Free Phone: 1-866-999-1299 | sales@matrixgroupinc.net | www.matrixgroupinc.net



October 2025

Dear Colleagues,

The Web Sling & Tie Down Association (WSTDA), which celebrated its 50th Anniversary in 2023, is pleased to announce its continued partnership with Matrix Group Publishing Inc., in the production of our 8½ x 11, full color, glossy stock, bi annual print publication and digital magazine, called **Lift & Secure**. The Spring 2026 issue will be ready in time for the WSTDA Annual Meeting, May 18-20, 2026, Scottsdale, Arizona, and the Fall 2026 issue will go to the WSTDA Fall Meeting, September 28-October 1, 2026, Cologne, Germany.

You can access all complete publications for free on our website at <https://wstda.com/page/liftsecure>. In addition, we email an interactive digital edition to our user community, including customers and users of WSTDA recommended standards. Advertisers can purchase a hyperlink in the digital edition that will click direct to their websites! **We are happy to report that the Spring 2025 digital issue has been viewed over 3,900 times, and the Fall 2025 issue, which was just posted at the beginning of October, has already been viewed over 1,800 times.**

We are very excited about **Lift & Secure** as it furthers our mission to, "promote dynamic relationships and provide a forum for sharing information to improve quality and safety." Our association serves as an information source to assist users and enforcement agencies in the proper selection, safe use, care of, and inspection of synthetic slings and tie downs. WSTDA is comprised mostly of sling and tie down manufacturers, and membership also includes fiber suppliers, weavers, testing companies, government enforcement agencies, and other interested parties from countries around the world. We are recognized internationally, and our members hail from the United States, Canada, Mexico, Europe, and Asia.

Each issue, representatives from our member companies will receive a printed copy mailed directly to them, as well as a digital version to share with their colleagues and networks. I would like to invite you, the industry's suppliers - whether you contribute tools, technologies, or expertise - to showcase what you have to offer via an advertisement in this magazine. Our high-quality content line-up each issue will focus on the topics that our members want to read about, ensuring that the publication will be read cover to cover, and that your advertising space will be seen by the purchasing powers of our sector. You can rest assured that because we are the go-to association representing the interests, concerns, and issues this industry is interested in, that your advertisement will be in front of important decision makers.

The success of this publication depends on the participation and quality of advertisers and industry partners. I look forward to working with you to make this magazine an exciting and successful publication, and an important new information source for industry. If you would like to learn more about WSTDA, please visit us at <https://wstda.com>.

Kindest regards,

A handwritten signature in black ink that reads "Trevor Waycott".

Trevor Waycott
President

Web Sling & Tie Down Association (WSTDA)



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DISTRIBUTION DETAILS

Every day around the globe, goods and materials are hoisted, lowered, and carried by slings made from synthetic web. Synthetic web is also used for tie downs used to restrain cargo.

The Web Sling & Tie Down Association (WSTDA) is recognized by the U.S. Department of Justice as a Standards Writing Organization, which has the core mission of developing and promoting voluntary recommended standards for the most common synthetic web lifting and tie down products. A copy of the digital magazine will be sent to their members, close to 5,000 standards users, and various affiliated associations, such as:

American Association of Motor Vehicle Administration
 American Highway Users Alliance
 American Moving & Storage Association
 American Trucking Associations
 Association of American Railroads
 Association of Crane & Rigging Professionals (ACRP)
 Association of Professional Material Handling Consultants (APMHC)
 Associated Wire Rope Fabricators
 Canadian Ministry of Transportation
 Canadian Transportation Equipment Association
 Canadian Council of Motor Transport Administrators
 Council of Fleet Specialists
 Crane Certification Association of America
 Crane Inspection Services, Inc.
 Crane Institute of America
 Crane Safety Associates of America
 Delaware Motor Transport Association
 Federal Motor Carrier Safety Administration / FMCSA
 State Field Offices
 FHWA, Federal Highway Administration
 Heavy Duty Distribution Association
 Illinois Trucking Association
 Indiana Motor Truck Association
 Industrial Fabrics Association International

Industrial Truck Association
 Lifting Equipment Engineers Association (UK)
 Maine Motor Transport Association
 Maryland Motor Transport Association
 Material Handling Equipment Distributors Association (MHEDA)
 Material Handling Industry of America (MHI/MHIA)
 Michigan Trucking Association
 National Association of Chain Manufacturers
 National Highway Traffic Safety Administration
 National Private Truck Council
 National Trailer Dealers Association
 National Wooden Pallet and Container Association
 New Jersey Motor Truck Association
 New York State Motor Truck Association
 North American Crane Bureau Group (NACB)
 North Carolina Trucking Association
 Northeastern Retail Lumber Association Inc.
 Occupational Safety & Health Administration (OSHA)
 Ohio Trucking Association
 Pennsylvania Motor Truck Association
 Private Motor Truck Council of Canada
 Rhode Island Trucking Association
 Specialized Carriers & Rigging Association



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RATES FOR 2026

COVER POSITIONS Includes Full Color	2 Issue \$ Per Issue
Outside Back	\$2,900.00
Inside Front	\$2,700.00
Inside Back	\$2,700.00

Cover space available on a first come first serve basis and must be secured in writing, and thereafter is noncancelable. The outside back cover must be submitted as a bleed ad. Please see the specifications on the next page.

FULL COLOR RATES	2 Issues \$ Per Issue
DPS	\$3,100.00
Full Page	\$1,900.00
2/3 Page	\$1,650.00
1/2 Page (Island)	\$1,500.00
1/2 Page	\$1,400.00
1/3 Page	\$1,100.00
1/4 Page	\$900.00
1/6 Page	\$650.00
1/8 Page	\$500.00

15% discount for Black & White advertisements.

OPTIONAL ADD-ONS	
Guaranteed Position	+ 15%
Bleed	+ 15%
Hyperlink*	+ \$75.00
Additional Buyers Guide Listing	+ \$25.00
High Resolution Digital Proof**	+ \$60.00

*If an advertiser wants to change their hyperlink after the sales cycle is closed, there will be an additional \$200 fee charged. Please check with your sales representative for the sales close date.

** Depending on file size, the proof will be emailed or provided via Dropbox.

Advertising Agencies—Please add 15%, all rates are net

**Terms of payment due upon receipt of invoice.
Add 2% per month interest on accounts over 30 days.**

Complete Poly-Bagging and Insert Services Are Available Upon Request.

Direct-mailed and e-blasted to all members of the Web Sling & Tie Down Association (WSTDA) – nearly 5,000 standards users!

Hyperlink your advertisement and company name in the Index to Advertisers to take readers directly to your website or to open an email directly to you! Each issue is available for free download on WSTDA’s website; the Spring 2025 digital issue has been viewed over 3,900 times, and the Fall 2025 issue, which was just posted at the beginning of October, has already been viewed over 1,800 times!

Sector specific articles that showcase the industry and the issues that are top of mind, ensuring the content grabs readers’ attention and the magazine is read front to back!

Bonus distribution at WSTDA events throughout the year. Visit <https://wstda.com> to register!

Advertising options to fit all marketing campaigns, styles and budgets!

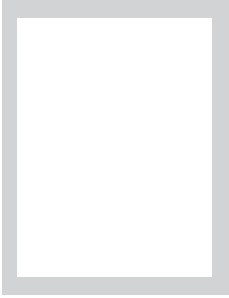


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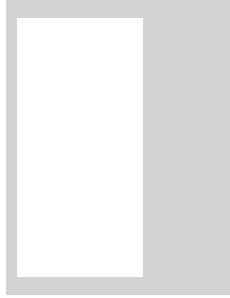
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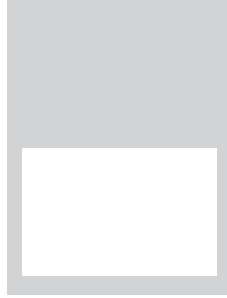
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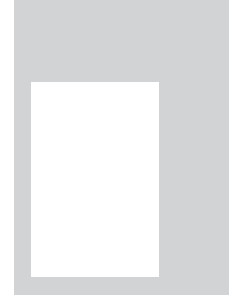
Full Page
W. 7 x H. 9 1/2



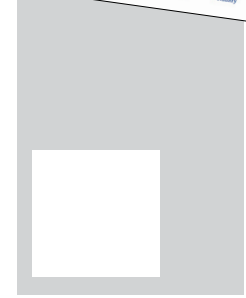
2/3 Page Vertical
W. 4 5/8 x H. 9 1/2



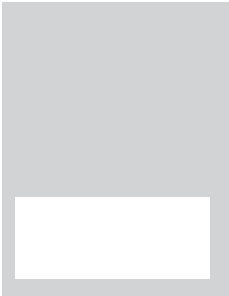
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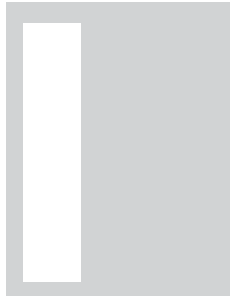
1/2 Page Vertical
W. 4 5/8 x H. 7



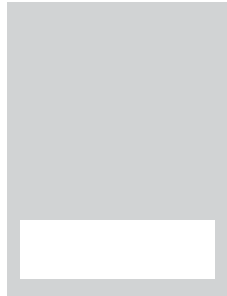
1/3 Page Square
W. 4 5/8 x H. 4 5/8



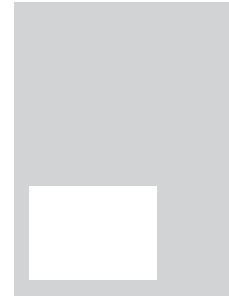
1/3 Page Horizontal
W. 7 x H. 3



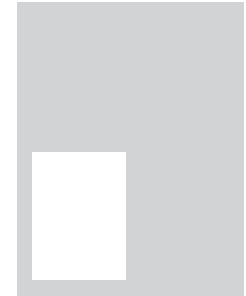
1/3 Page Vertical
W. 2 1/8 x H. 9 1/2



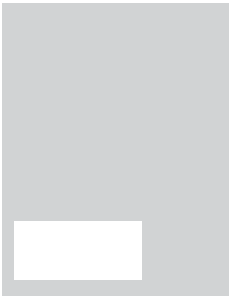
1/4 Page Banner
W. 7 x H. 2 1/8



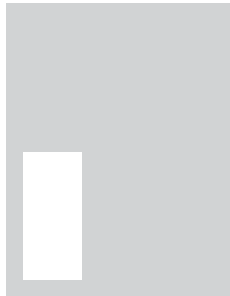
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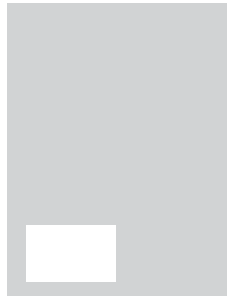
1/4 Page Vertical
W. 3 3/8 x H. 4 5/8



1/6 Page Horizontal
W. 4 5/8 x H. 2 1/8



1/6 Page Vertical
W. 2 1/8 x H. 4 5/8



1/8 Page Horizontal
W. 3 3/8 x H. 2 1/8



1/8 Page Vertical
W. 2 1/8 x H. 3 3/8

Live Space 7 by 9 1/2

Trim Space . . . 8 3/8 by 10 7/8

DPS 17 by 11 1/8

Bleed 8 5/8 by 11 1/8

All measurements are in inches

PRODUCTION REQUIREMENTS

The preferred method for receiving completed digital ad artwork is as a high quality (300 DPI minimum), press ready PDF file. Please ensure that all fonts have been embedded and all color has been converted to CMYK. Other acceptable file formats for digital files include high quality EPS, TIF and JPG. All file formats should be compatible with the following software whenever possible: Adobe CC (InDesign, Illustrator, Photoshop and Acrobat).

Questions?

Please contact your sales representative, call our toll free line and ask for the sales manager (866-999-1299), or email: sales@matrixgroupinc.net

Email digital files to: sales@matrixgroupinc.net



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