

# LIFT Secure

A magazine of the Web Sling & Tie Down Association



**USA OFFICE**

5605 Riggins Court, Second Floor  
PO Box 41270, Reno, Nevada, 89504

***Your Industry  
is our specialty!***

Toll Free Phone: 1-866-999-1299 | [sales@matrixgroupinc.net](mailto:sales@matrixgroupinc.net) | [www.matrixgroupinc.net](http://www.matrixgroupinc.net)

Dear Colleagues,

The Web Sling and Tie Down Association is pleased to announce its partnership with Matrix Group Publishing Inc., in the production of our new 8 ½ x 11, full color, glossy stock, bi-annual publication and digital magazine.

The inaugural issue of the magazine will be coming out in time for the spring and fall. A digital edition will be sent to the user community, including customers and users of WSTDA recommended standards.

The new publication will be in keeping with our mandate to promote dynamic relationships among members and affiliates, to provide a forum for sharing information to improve quality and safety; and to educate members and users. WSTDA serves as an information source to assist users and enforcement agencies in the proper selection, safe use, care and inspection of synthetic slings and tie downs. I would like to help industry suppliers - whether they contribute tools, technologies or expertise - to showcase what they have to offer via an advertisement in this magazine.

Because we cater to the interests, concerns and issues of the industry, you can be sure that the products you showcase will be seen by the major industry-specific purchasing powers so your ads will always be in front of the 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 [www.WSTDA.com](http://www.WSTDA.com).

Kindest regards,



Mandy Masters  
President  
WSTDA



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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 WSTDA is recognized by the U.S. Department of Justice as a Standards Writing Organization whose core mission is the development and promotion of 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 5000 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 2021

### 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.

### 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% of Rate
Bleed.....	+ 15% of Rate
Hyperlink.....	+ \$75.00
Additional Buyers Guide Listing.....	+ \$25.00
Proofs–Fax/Email.....	+ \$50.00
Proofs–CD Rom.....	+ \$60.00

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.**

*Direct-mailed to all members of the WSTDA and email blasted to 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, making this new hyperlink option a powerful marketing tool!*

*Industry specific articles that grab readers' attention ensuring the magazine is read cover to cover.*

*A unique format that includes contact information for all WSTDA members ensuring the guide is referenced often.*

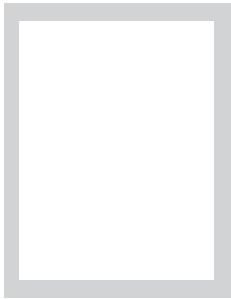
*Advertising options to fit all marketing campaigns, styles and budgets!*

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

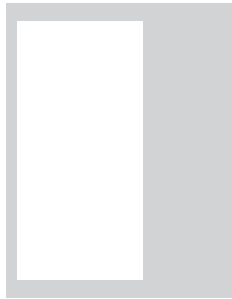


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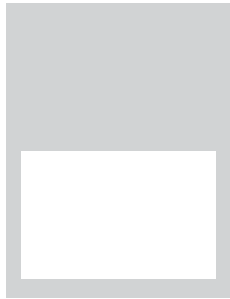
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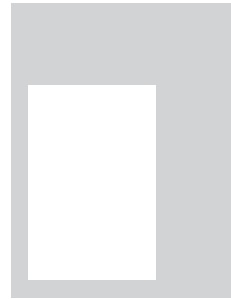
Full Page  
W. 7 x H. 9 1/2



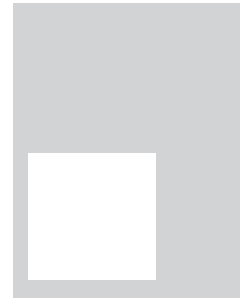
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W. 4 5/8 x H. 9 1/2



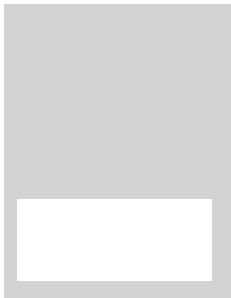
1/2 Page Horizontal  
W. 7 x H. 4 5/8



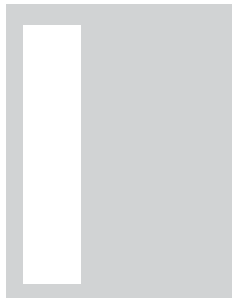
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W. 4 5/8 x H. 7



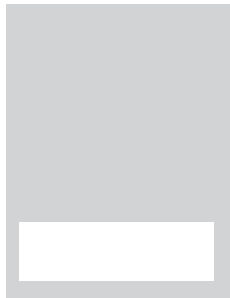
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W. 4 5/8 x H. 4 5/8



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



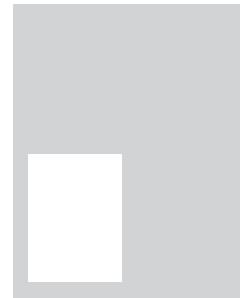
1/3 Page Vertical  
W. 2 1/8 x H. 9 1/2



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



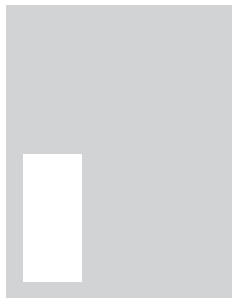
1/4 Page Horizontal  
W. 4 5/8 x H. 3 3/8



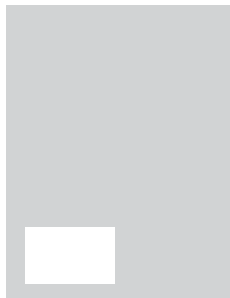
1/4 Page Vertical  
W. 3 3/8 x H. 4 5/8



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).

Email digital files to: [sales@matrixgroupinc.net](mailto:sales@matrixgroupinc.net)

## 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](mailto:sales@matrixgroupinc.net)



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