

STAFDA DIRECTORY

2019 ADVERTISING
INFORMATION



IN PRINT &
ONLINE

www.STAFDAdirectory.com

**RESERVE YOUR
SPACE NOW!**

**DEADLINE:
7/31/2018**



"Our business depends on new product technology and the ability to add lines that allow us to meet our customers' demand for labor-saving solutions. The *STAFDA Directory* gives us access to hundreds of reputable suppliers and rep agencies at our fingertips, allowing us to search by state, product group or brand. Whether we're looking for industry sources on education, sales training, technology or consulting services, we find dozens of trusted options in the *STAFDA Directory*."

**MICHELLE ST. JOHN, PRESIDENT
IBS, INC., AUBURN, WA
2018 STAFDA PRESIDENT**

NEARLY 75 PERCENT OF DISTRIBUTORS PURCHASE PRODUCTS THEY SOURCE IN THE STAFDA DIRECTORY



The *STAFDA Directory* is updated each year with current member Distributor, Supplier and Rep contacts. When distributors need to source your products, *which happens every day*, they can quickly find your key sales contacts in one place.

Product sourcing can make or break a business. Distributors keep the *STAFDA Directory* close at hand and, with the *STAFDA Directory Online*, you are right on their screen!

RAPID PRODUCT SOURCING CAN BE THE DIFFERENCE BETWEEN KEEPING OR LOSING CUSTOMERS. THE *STAFDA DIRECTORY* HELPS DISTRIBUTORS QUICKLY FIND **YOUR PRODUCTS** — AND ADD **YOUR BRANDS** TO THEIR LINE CARDS.

SHOW BONUS:

At STAFDA's Annual Convention, members eagerly snap up extra copies of the *Directory* for their buyers, branch and regional managers.



PRODUCT DIRECTORY & COMPANY LOGOS

Nothing is as effective and recognizable as your company's logo. Your logo in the *STAFDA Directory* pulls distributors to you first — and, in the *Online* version, your logo literally jumps off the page!

THE RIGHT AD IN THE RIGHT PLACE

Your ad can appear in the same category where your products are listed, a full year of exposure for your company.

CATEGORY TABS

Quickly locate the resource you need, from Distributor and Rep Members by state and city to product sections, brand names and much more.

BRAND NAMES TAB

This handy cross-reference pairs your company name and product brand names. If Distributors or Reps have one name, they can find the others.

PRODUCT LOCATOR INDEX TAB

With 35 major product categories and over 1,200 product subcategories, users can instantly find you in the universe of "who makes what."

PRODUCT CODE REFERENCE

STAFDA's 35 product categories make it easy to research which product lines Distributors and Reps already carry, which helps you zoom in on the best prospects for your products.



"I've been a member of STAFDA since 1987 and have taken advantage of virtually all of its resources. The *STAFDA Directory* is right behind me in my office and it is a great resource to find fellow distributors and manufacturers that I want to contact. The *STAFDA Directory* is the 'Who's Who' of our industry."

NILS LINDBLOOM, PRESIDENT
THE TOOL SHED, INC.
GREENVILLE, SC

With over 1,100
Distributor firms and
7,000 branches,
**STAFDA
DISTRIBUTORS
SELL OVER
\$18 BILLION
ANNUALLY**
in goods and services!

AN \$18 BILLION MARKET

IN 2017, TOTAL PAGE VIEWS OF THE *STAFDA DIRECTORY ONLINE* GREW 91 PERCENT YEAR-OVER-YEAR — TO 87,430!

That's an average of:

- 7,286 page views per month at
- 7.12 minutes per visit researching products and services

DISTRIBUTORS ARE
MAKING **MORE VISITS** —
AND SPENDING **MORE TIME**
PER VISIT — RESEARCHING
YOUR PRODUCTS



Being in the *STAFDA Directory Online* lets you cut through the Internet clutter with the construction supply channel's **most focused, accurate, complete and respected product sourcing guide.**

Here is a breakdown of the most popular products sold:

- Abrasives
- Adhesives & Sealants
- Air Tools
- Anchors
- Blades
- Blind Rivets
- Brushes
- Cable Installation Tools
- Compressors
- Cords, Cables & Lights
- Diamond Equipment
- Drill Bits
- Drywall Tools
- Gasoline Engine Equipment
- Generators
- Hand Tools
- Hangers
- Hydraulic Tools
- Lasers
- Levels
- Lifting & Moving Equipment
- Lubes & Chemicals
- Pipe Tools
- Portable Electric Tools
- Powder Actuated Tools
- Power Nailers & Staplers
- Safety Equipment
- Scaffolds & Ladders
- Screwdriver Accessories
- Stationary Tools
- Threaded Fasteners
- Threaded Rod
- Tool Boxes
- Tool Holsters & Pouches
- Plus other products

BE HERE AND GET YOUR SHARE
www.STAFDAdirectory.com
Your link to profits!

**Link all
of your
product
listings for
just \$275!
OR FREE
FOR PRINT
ADVERTISERS**





AD CLOSING
JULY 31, 2018

MATERIAL DEADLINE
AUGUST 6, 2018

PUBLICATION DATE
OCTOBER 2018

WORKING 24/7 FOR YOU

Your ad in the **STAFDA Directory** works for you 24 hours a day, all year long — across multiple platforms!

■ The **STAFDA Directory** is the industry's go-to source for sales contacts and product sourcing

■ Distributors and Suppliers have visited the **STAFDA Directory Online** 87,430 times for each of the last two years

■ Full-page ads promote the **STAFDA Directory Online** 24/7 on **Contractor Supply** magazine's website

■ Banners in every edition of the **CS Weekly** e-newsletter direct viewers to the **STAFDA Directory Online**



401 S Fourth St W | Fort Atkinson, WI 53538-2106
www.DirectBusinessMedia.com

2019 STAFDA DIRECTORY Advertising Rates/Mechanics



BLACK AND WHITE AD RATES

AD SIZE	GROSS RATE
Tabbed divider	\$5,090
Full page	\$2,865
2/3 page	\$2,205
1/2 page	\$1,745
1/3 page	\$1,340
1/4 page	\$1,240
Logos (each)	\$130
Non-display advertisers logo (each)	\$295 *
Digital product link	\$275

ADDITIONAL CHARGES	GROSS RATE
4-color	\$1,225
4-color spread	\$2,085
Special position	\$485

Terms: Net 30 * Must be paid in advance

Print and Online for one price!
Your print ad gets you equal space in the Online Directory plus FREE hyperlinked listings!

LOGO SPECIFICATIONS

- 2" w x 3/4" h
- 300 DPI
- Tif, jpg or eps

Logos **cannot** include:

- Company address
- E-mail
- Phone number
- Website
- Fax number
- Tag lines
- Company mission statement
- Brands (unless STAFDA membership name)

PLEASE CALL TODAY!

SALES CONTACTS

Chris McClimon | 866.214.3223 ext. 121
cmclimon@directbusinessmedia.com

Bob Stange | 866.214.3223 ext. 123
bstange@directbusinessmedia.com

Patricia Wolf | 847-657-9322
pwolf@directbusinessmedia.com

DIRECTORY COORDINATOR

Caitlin Kincannon | 866.214.3223 ext. 120
ckincannon@directbusinessmedia.com



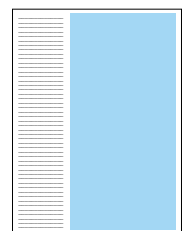
Tabbed divider

Bleed: 8 9/16" x 11 1/8"
Trim: 8 5/16" x 10 7/8"
Live: 7 5/16" x 10 1/16"



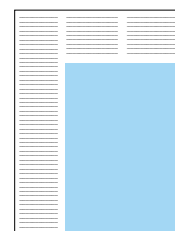
Full page

Bleed: 8 5/8" x 11 1/8"
Trim: 8 3/8" x 10 7/8"
Live: 7 3/8" x 10 1/16"



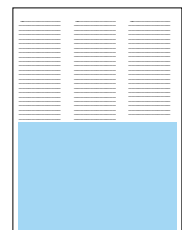
2/3 page

4 9/16" x 10"



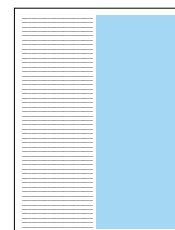
1/2 page Island

4 9/16" x 7 3/8"



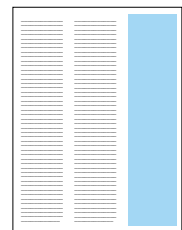
1/2 page Horizontal

7" x 4 7/8"



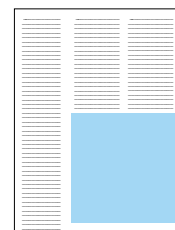
1/2 page Vertical

3 3/8" x 10"



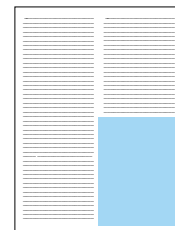
1/3 page Vertical

2 3/16" x 10"



1/3 page Square

4 9/16" x 4 7/8"



1/4 page

3 3/8" x 4 7/8"