



Power Nailers & Staplers

TESTO

[ET&F]

MAX

SENCOR

APAC



Work with Confidence
PFERD SOLUTIONS FOR METALWORKING

- Handling and cut-off saws
- PFERD Saw blades
- Power and pneumatic drills
- Power and pneumatic drivers
- Mounted grinders
- Files
- Power sanders
- Cable cutters



PFERD is your partner in metalworking. We offer a complete line of PFERD products to get the job done right the first time. Our products are designed for maximum performance and long life. We have the experience and know-how to help you solve your metalworking problems.

PFERD is your partner in metalworking.

PFERD

2020 STAFDA MEMBER DIRECTORY

INCLUDES:

- ▶ Complete Membership Listings
- ▶ Member Service Index
- ▶ Product Locator Index
- ▶ Brand Name Index
- ▶ Product Listing Reference

VOLUME 2020

SPECIALTY TOOLS & FASTENERS DISTRIBUTORS ASSOCIATION

2020 MEMBER DIRECTORY

STAFDA

RESERVE YOUR SPACE NOW!
DEADLINE 8/12/19

IN PRINT & ONLINE
www.STAFDAdirectory.com

STAFDA DIRECTORY

2020 ADVERTISING INFORMATION

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

SHOW BONUS

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

The *STAFDA Directory* is updated each year with current 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!

PRODUCT LOCATOR INDEX TAB

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

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.



PRODUCT CODE REFERENCE

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

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!

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.



With over 1,025
Distributor firms and
their 6,200+ branches,
STAFDA
DISTRIBUTORS
SELL OVER
\$18 BILLION
ANNUALLY
in goods and services!

Here is a breakdown
of STAFDA's primary
35 product categories:

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



AN \$18 BILLION MARKET

IN 2018, TOTAL PAGE VIEWS OF THE *STAFDA*
DIRECTORY ONLINE GREW 46 PERCENT
YEAR-OVER-YEAR — TO 131,384!

That's an average of 10,949 page views per month at 7.60 minutes per visit — growing proof that the *STAFDA DIRECTORY ONLINE* is one of the most successful product sourcing tools on the internet.



"I find STAFDA very helpful for sourcing new products, selecting new manufacturing partners and overall product education. We also use the *STAFDA Directory* to fill orders for hard-to-find products."

TONY PAPASEDERO
TOOL DIVISION MANAGER
NORTH COAST ELECTRIC

www.STAFDAdirectory.com

Link all of your product listings for just \$280!
OR FREE FOR PRINT ADVERTISERS



2020 STAFDA DIRECTORY

Advertising Rates/Mechanics



AD CLOSING
AUGUST 12, 2019

MATERIAL DEADLINE
AUGUST 19, 2019

PUBLISHED
OCTOBER 2019

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** 109,407 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

BLACK AND WHITE AD RATES

AD SIZE	GROSS RATE
Tabbed divider	\$5,190
Full page	\$2,920
2/3 page	\$2,250
1/2 page	\$1,780
1/3 page	\$1,365
1/4 page	\$1,265
Logos (each)	\$135
Non-display advertisers logo (each)	\$300*
Digital product link	\$280

ADDITIONAL CHARGES	GROSS RATE
4-color	\$1,250
4-color spread	\$2,125
Special position	\$495

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
- B/W, Grayscale

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

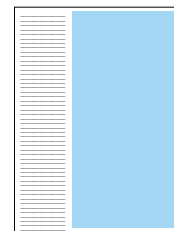


Tabbed divider

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

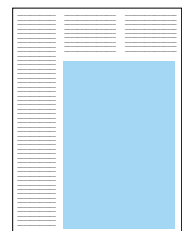
Full page

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



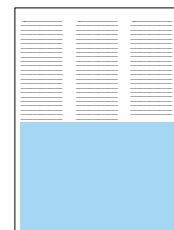
2/3 page

4 9/16" x 10"



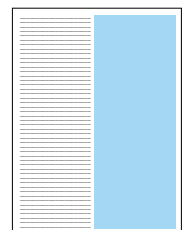
1/2 page Island

4 9/16" x 7 3/8"



1/2 page Horizontal

7" x 4 7/8"



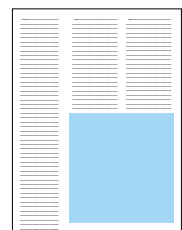
1/2 page Vertical

3 3/8" x 10"



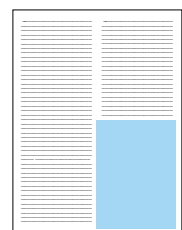
1/3 page Vertical

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"