STAFDA Directory
2020 Advertising Information

RESERVE YOUR SPACE NOW!
DEADLINE 8/12/19
IN PRINT & ONLINE
www.STAFDAdirectory.com
NEARLY 75 PERCENT OF DISTRIBUTORS PURCHASE PRODUCTS THEY SOURCE IN THE STAFDA DIRECTORY

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!

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

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.”

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 DIRECTORy & COMPANY LOGOS
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.
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

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

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/Mechanicals

BLACK AND WHITE AD RATES

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>GROSS RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabbed divider</td>
<td>$5,190</td>
</tr>
<tr>
<td>Full page</td>
<td>$2,920</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$2,250</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,780</td>
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<tr>
<td>1/3 page</td>
<td>$1,365</td>
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<tr>
<td>1/4 page</td>
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<tr>
<td>Logos (each)</td>
<td>$135</td>
</tr>
<tr>
<td>Non-display advertisers logo (each)</td>
<td>$300 *</td>
</tr>
<tr>
<td>Digital product link</td>
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</tbody>
</table>

ADDITIONAL CHARGES

<table>
<thead>
<tr>
<th>AD SIZE</th>
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</thead>
<tbody>
<tr>
<td>4-color</td>
<td>$1,250</td>
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<tr>
<td>4-color spread</td>
<td>$2,125</td>
</tr>
<tr>
<td>Special position</td>
<td>$495</td>
</tr>
</tbody>
</table>

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
- Tif, jpg or eps
- B/W, Grayscale

Logos cannot include:
- Company address
- Phone number
- Fax number
- Company mission statement
- Brands (unless STAFDA membership name)

PLEASE CALL TODAY!

SALES CONTACTS

Chris McClimon | 866.214.3223 ext. 121
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Bob Stange | 866.214.3223 ext. 132
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DIRECTORY COORDINATOR

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