

STAFDA DIRECTORY

ADVERTISING INFORMATION

With over 850
Distributor firms and
their 6,200+ branches,
STAFDA
DISTRIBUTORS
SELL OVER
\$25 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



SPECIALTY TOOLS & FASTENERS DISTRIBUTORS ASSOCIATION

MEMBER DIRECTORY

Complete Membership Listings | Member Service Listings
Product Locator Index | Brand Name Index

VOLUME XXXIX

RESERVE YOUR SPACE NOW!
DEADLINE 8/12/24

IN PRINT & ONLINE

www.STAFDAdirectory.com

DISTRIBUTORS SEARCH THE STAFDA DIRECTORY ONLINE OVER 500 TIMES EACH BUSINESS DAY

The *STAFDA Directory* is the industry's number one "Source for Sourcing." When Distributors need to source your products, they search the *STAFDA Directory Online* **more than 513 times each business day** to quickly find your key sales contacts.

Now more than ever, as more businesses work remotely, 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.



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

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 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.





Link all of your product listings for just **\$315!** or **FREE** for print advertisers

www.STAFDAdirectory.com

A **\$25 BILLION** MARKET!

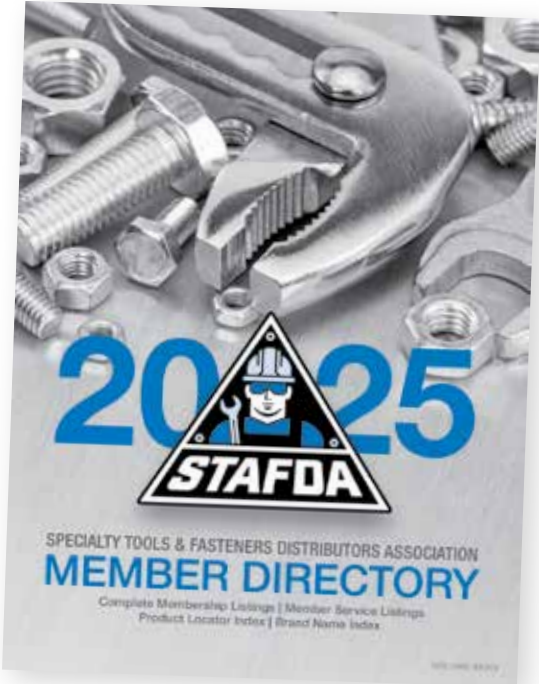
- LAST YEAR, STAFDA MEMBER DISTRIBUTORS SOLD MORE THAN **\$25 BILLION** IN PRODUCTS TO THEIR CUSTOMERS.
- THEIR 6,200-PLUS BRANCHES ARE MORE LOCATIONS THAN HOME DEPOT AND LOWE'S **COMBINED**.
- **Plus** — from November 1, 2022, to October 1, 2023, the 2023 *Directory Online* received **123,069 page views**.
- The *Directory Online* reached **6,776 ad impressions**, proving the *STAFDA Directory Online* is a leading influencer in the distribution channel.

RESERVE YOUR SPACE NOW!
DEADLINE 8/12/24



“For me, being in both management and sales, the *STAFDA Directory* is valuable as a resource for member services but especially for sourcing products and companies with interesting new products for us to bring to our customers.”

TANNER IFFT, MANAGER
FAIRBURY FASTENER & SUPPLY
FAIRBURY, ILLINOIS





AD CLOSING
AUGUST 12, 2024

MATERIAL DEADLINE
AUGUST 19, 2024

PUBLISHED
SEPTEMBER 2024

THE CHANNEL'S ONE-STOP-RESOURCE

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 single most essential resource for sales contacts and product sourcing

■ Between November 1, 2022, and October 31, 2023, distributors made 123,069 visits to the **2023 STAFDA Directory Online**.

■ 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

2025 STAFDA DIRECTORY

Advertising Rates/Mechanicals



BLACK AND WHITE AD RATES

AD SIZE	GROSS RATE
Tabbed divider	\$5,870
Full page	\$3,305
2/3 page	\$2,545
1/2 page	\$2,020
1/3 page	\$1,545
1/4 page	\$1,435
Logos (each)	\$155
Non-display advertisers logo (each)	\$330 *
Digital product link	\$315

ADDITIONAL CHARGES	GROSS RATE
4-color	\$1,395
4-color spread	\$2,325
Special position	\$540

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

Patricia Wolf | 847.858.2147
pwolf@directbusinessmedia.com

DIRECTORY COORDINATOR

Peggy Huckabee | 866.214.3223 ext. 125
pegghuckabee@directbusinessmedia.com

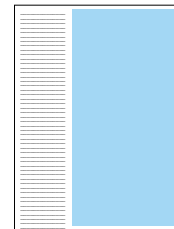


Tabbed divider

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

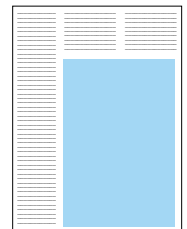
Full page

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



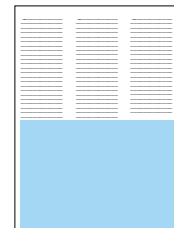
2/3 page

4 9/16" x 10"



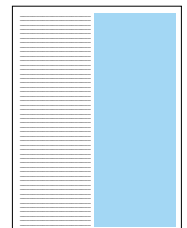
1/2 page Island

4 9/16" x 7 3/8"



1/2 page Horizontal

7" x 4 7/8"



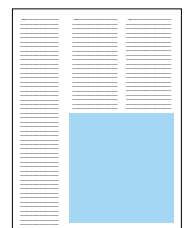
1/2 page Vertical

3 3/8" x 10"



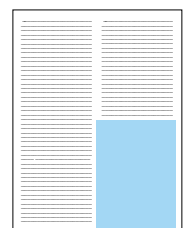
1/3 page Vertical

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"