

2012
ADVERTISING INFORMATION

STAFDA DIRECTORY PROOF OF PERFORMANCE

"THE **STAFDA DIRECTORY** IS THE LARGEST INDUSTRY-SPECIFIC RESOURCE AVAILABLE TO US, AND HAS A TREMENDOUS RANGE OF INFORMATION THAT IS HARD TO FIND IN ONE PLACE. IT IS ALSO UPDATED EVERY YEAR, AND THAT'S REALLY IMPORTANT IN TODAY'S CHANGING LANDSCAPE."

KEVIN KIKER, WESTERN TOOL



RESERVE YOUR SPACE IN THE
2012 STAFDA DIRECTORY NOW!
DEADLINE: AUGUST 19, 2011

WHETHER SEARCHING FOR PRODUCTS, BRAND NAMES, OTHER DISTRIBUTORS, ASSOCIATES, OR REP MEMBER LISTINGS, STAFDA DISTRIBUTORS FIND IT ALL IN THE STAFDA DIRECTORY.

Don't assume every distributor or rep knows and remembers everything about your current or new products, brands, or services.

The STAFDA Directory effectively reinforces your current marketing strategies by cross-referencing your products through these key directory divisions.



"THE STAFDA DIRECTORY IS A CONCISE, ALL-INCLUSIVE REFERENCE GUIDE TO EVERYTHING A STAFDA MEMBER NEEDS TO KNOW ABOUT PRODUCTS, ASSOCIATES, AND DISTRIBUTORS. IT'S A WEALTH OF INFORMATION AND AT A PRICE WE ALL CAN AFFORD. IT'S ANOTHER GREAT EXAMPLE OF THE VALUE STAFDA HAS TO OFFER."

MIKE KANGAS, PRESIDENT/GENERAL MANAGER
ALASKA INDUSTRIAL HARDWARE, INC., ANCHORAGE, AK
2011 STAFDA PRESIDENT

Over 1,100 Distributor firms with 4,750 branches, STAFDA DISTRIBUTORS SELL OVER \$15 BILLION ANNUALLY in goods and services!

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 Screws
- 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

» YOUR AD!

The most effective ad you can run in 2012! Year-round use of the STAFDA Directory means year-round exposure for your ad content.

» BRAND NAMES TAB

This is a link between the associate and their product brand names and vice-versa. If a distributor or rep knows one name, they'll find the other.



» PRODUCT LOCATOR INDEX TAB

With 35 different major product categories and over 1,000 product subcategories, you can instantly find out "who makes what."



» HUGE BONUS: ADDITIONAL DIRECTORY DISTRIBUTION TO KEY BUYERS, BRANCH MANAGERS, AND REGIONAL MANAGERS AT STAFDA'S ANNUAL CONVENTION.

» PRODUCT CODE REFERENCE

STAFDA's 35 different product codes refer to the product lines distributors and reps carry.

» CATEGORY TABS

Make it easy to locate the Distributor, Associate, and Rep Member listings along with the product sections.

» PRODUCT DIRECTORY PAGES & COMPANY LOGOS

Distributors and reps can find the products and the companies that manufacture them. Nothing is as effective and recognizable as your company's logo. Differentiate your company from all others!



MORE THAN 70% OF DISTRIBUTORS HAVE PURCHASED PRODUCTS BECAUSE OF THE STAFDA DIRECTORY.

2009 READERSHIP STUDY



2012 STAFDA DIRECTORY

Advertising Rates/Mechanics



AD CLOSING
AUGUST 19, 2011

MATERIAL DEADLINE
AUGUST 26, 2011

PUBLICATION DATE
OCTOBER 2011

"THE STAFDA DIRECTORY IS THE BEST SOURCE OF INFORMATION IN OUR MARKET. OUR ENTIRE

SALES AND PURCHASING TEAM RELIES ON IT DAILY — IT'S A HUGE TIME SAVER. AND FOR THOSE OF US

WHO ARE BOMBARDED WITH ELECTRONIC MESSAGES, IT IS REFRESHING TO HAVE SUCH A RELIABLE SOURCE OF USEFUL INFORMATION AT ONE'S FINGERTIPS."

GREG DROUILLARD
PRESIDENT/OWNER
TARGET BUILDING MATERIALS
WINDSOR, ON, CANADA
2007 STAFDA PRESIDENT



BLACK AND WHITE AD RATES

AD SIZE	GROSS RATE
Tabbed divider	\$4,430
Full page	\$2,490
2/3 page	\$1,910
1/2 page	\$1,525
1/3 page	\$1,165
1/4 page	\$1,075
Logos (each)	\$100
Non-display advertisers logo (each)	\$250

ADDITIONAL CHARGES	GROSS RATE
Std. second color	\$455
3-color	\$745
4-color	\$1,060
4-color spread	\$1,815
Matched color	\$615
Special position	\$415

LOGO SPECIFICATIONS

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

Logos cannot include:

- Company address
- E-mail
- Phone number
- Web site
- Fax number
- Tag lines
- Company mission statement

PLEASE CALL TODAY!

SALES CONTACTS

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bstange@directbusinessmedia.com

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pattyomera@comcast.net

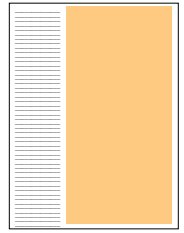
DIRECTORY COORDINATOR

Deb Pierce | 866.214.3223 ext. 20
dpierce@directbusinessmedia.com



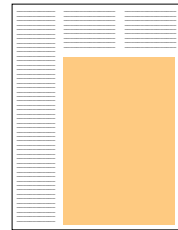
Full page

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



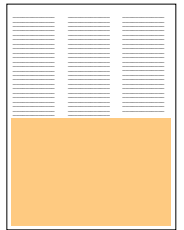
2/3 page

4 9/16" x 10"



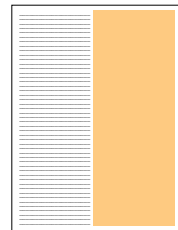
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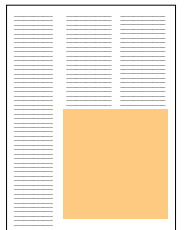
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7" x 4 7/8"



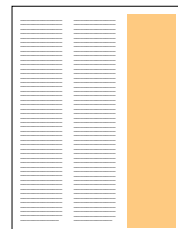
1/2 page Vertical

3 3/8" x 10"



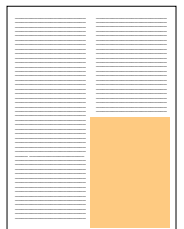
1/3 page Square

4 9/16" x 4 7/8"



1/3 page Vertical

2 3/16" x 10"



1/4 page

3 3/8" x 4 7/8"

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