



# 2018

## STAFDA DIRECTORY ADVERTISING INFORMATION

**IN PRINT &  
ONLINE**

**RESERVE YOUR  
SPACE NOW!**

DEADLINE: 8/11/2017

[www.STAFDAdirectory.com](http://www.STAFDAdirectory.com)

"Our supply-side team utilizes the *STAFDA Directory* for a quick and easy reference to locate products; the product locator tabs make it simple to find specific vendors within categories.

I use the *STAFDA Directory* as a primary reference book to access key contact information for distributors, associate members and rep agents. The product locator is a good resource to quickly find product and vendors."

**TOM LEAHY**, COO  
BORDER CONSTRUCTION SPECIALTIES, PHOENIX, AZ  
2017 STAFDA PRESIDENT



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

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.

The **STAFDA Directory** is *updated* each year with current distributor management contacts. And for distributors, they can quickly find the right people to call for product information.

Product sourcing can make or break a business. Accordingly, 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.



## ADS WITH LASER FOCUS

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

## 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.

## PRODUCT LOCATOR INDEX TAB

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

## 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.



# CUT THROUGH THE CLUTTER

Over 1,100 Distributor  
firms with  
6,700 branches,  
**STAFDA  
DISTRIBUTORS  
SELL OVER  
\$18 BILLION  
ANNUALLY**  
in goods and services!

**STAFDA DIRECTORY ONLINE:**  
TOTAL PAGE VIEWS **GREW 52 PERCENT**  
YEAR-OVER-YEAR — TO 45,600.

In addition, it has also enjoyed a **31 percent increase** in the length of time distributors spend per visit. In an age when Internet impressions are measured in seconds, distributors are spending an average of **6.44 minutes per visit** researching products and services in the *STAFDA Directory Online*.

**MORE VISITS — AND 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 and complete product sourcing guide**.

BE HERE AND GET YOUR SHARE  
**[www.STAFDAdirectory.com](http://www.STAFDAdirectory.com)**



**Link all of your  
product listings  
for just \$270! OR  
FREE FOR PRINT  
ADVERTISERS**

**STAFDA's product categories  
are the industry standard for  
sourcing speed and accuracy:**

- 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
- Plus other products



AD CLOSING  
**AUGUST 11, 2017**

MATERIAL DEADLINE  
**AUGUST 18, 2017**

PUBLICATION DATE  
**OCTOBER 2017**

### 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** 45,600 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 all 52 editions of the **CS Weekly** e-newsletter direct viewers to the **STAFDA Directory Online**



# 2018 STAFDA DIRECTORY Advertising Rates/Mechanicals



## BLACK AND WHITE AD RATES

AD SIZE	GROSS RATE
Tabbed divider	\$4,990
Full page	\$2,810
2/3 page	\$2,160
1/2 page	\$1,710
1/3 page	\$1,315
1/4 page	\$1,215
Logos (each)	\$125
Non-display advertisers logo (each)	\$290 *
Digital product link	\$270

ADDITIONAL CHARGES	GROSS RATE
4-color	\$1,200
4-color spread	\$2,045
Special position	\$475

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](mailto:cmclimon@directbusinessmedia.com)

Bob Stange | **866.214.3223 ext. 123**  
[bstange@directbusinessmedia.com](mailto:bstange@directbusinessmedia.com)

Patricia Wolf | **847-657-9322**  
[pwolf@directbusinessmedia.com](mailto:pwolf@directbusinessmedia.com)

### DIRECTORY COORDINATOR

Amy Roehl | **866.214.3223 ext. 120**  
[aroehl@directbusinessmedia.com](mailto:aroehl@directbusinessmedia.com)

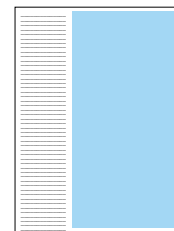


**Tabbed divider**

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

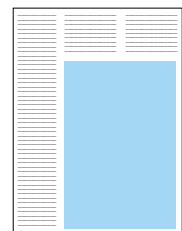
**Full page**

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



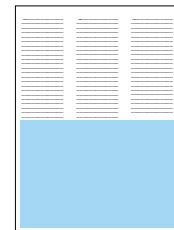
**2/3 page**

4 9/16" x 10"



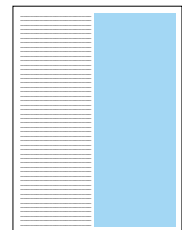
**1/2 page  
Island**

4 9/16" x 7 3/8"



**1/2 page  
Horizontal**

7" x 4 7/8"



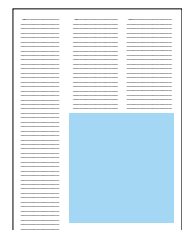
**1/2 page  
Vertical**

3 3/8" x 10"



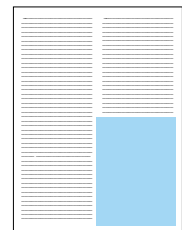
**1/3 page  
Vertical**

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"