

www.ContractorSupplyMagazine.com

Contractor

THE VOICE OF DISTRIBUTION

Supply



» ON THE JOBSITE



» IN THE SHOWROOM



» AT THE TRADESHOW

2012 MEDIA KIT

» THE NAME FOR TRUST IN THE
STAFDA CONSTRUCTION MARKET

Contractor Supply

WE KNOW THE BUSINESS

Contractor Supply's veteran staff has been serving the construction supply channel, building relationships and mutual trust for more than a decade. Distributors know they can count on us for information that can have immediate impact in their businesses in these difficult times.

Our writers, including exclusive arrangements with STAFDA and ISA consultants, provide the best, most timely, most valuable information in the channel for our readers, including daily news updates on our Web site, www.ContractorSupplyMagazine.com

WE KNOW THE PLAYERS

Contractor Supply and its sister magazine **Industrial Supply**, have the supply channel covered. Whether your products and services are destined to end up on job sites or inside plants, our magazines will get you in the door and into decision makers' hands.

- **Contractor Supply** reaches 18,000-plus construction equipment, tool and supply distributors, manufacturers and rep agencies.
- **Industrial Supply** serves 30,000 industrial distributors in the United States.

Need to reach both markets? Combine them and earn volume discounts.

WE HAVE THE RELATIONSHIPS

We publish the member directories of the industry's two leading trade associations, the **Specialty Tools & Fasteners Distributors Association (STAFDA)**, and the **Industrial Supply Association (ISA)**.

Each association is the keystone of its market. The most powerful groups in the industry trust us to produce their products to the highest standards of quality and integrity. You can trust us to do the same for you.

No other media group in our industry can match this claim.





THE CHANNEL'S NO. 1 RESOURCE — FOR GOOD REASON

Bob Stange, Chris McClimon, Rich Vurva and Tom Hammel have 50-plus years of combined experience serving the construction and industrial supply markets.

- We are the industry's most recognized and respected publishing team
- Our consultants and advertisers are the best of the best
- Industry professionals rely on us for honest, focused content that they can use to build sales, profitability and competitive advantage in their local markets
- As an advertiser, your message in **Contractor Supply** or **Industrial Supply** gives you the cachet and credibility of being in the most trusted and respected magazines in the industry, bar none

Whether your company is 1, 10 or 100 years old, our decades of industry credibility will work for you in ways no other publishers can even approach.

VIDEO — SEEING IS BELIEVING!

The new **Contractor Supply Video Channel** is now online at www.ContractorSupplyMagazine.com. We are adding new videos each week and yours could be one of them! Contact your account representative to learn how you can upload existing product videos or get help creating them. Our proprietary video player format presents your professionally produced video content the way it deserves to be seen — free of annoying pop-up ads — to the audience you want — construction supply distributors.

THE CLEAR CHOICE

When you add it all up, the industry respect, reputation, staff longevity, market coverage, our print and online media platforms, our ownership and, finally, the support and endorsement of the most powerful associations in our industry, your choice is clear.

Make **Contractor Supply** and **Industrial Supply** magazines your media of choice and distributors will make you their supplier of choice.

Our circulation is second to none:

Contractor Supply reaches more than 18,000 construction equipment, tool and fastener distributors, manufacturers and rep firms nationwide — over 4,000 more than our nearest competitor.

» REACH

The most powerful groups in the industry trust us to produce their products. Your advertising message in **Contractor Supply** benefits aligns you with that power and your company gains prestige and credibility in the market.

» INFLUENCE

Like contractors, distributors buy from companies they know and trust. Advertising in the current economy signals your stability to buyers and helps you and your distributor partners gain market share. When they buy, they will buy from you.

» SELL

FAMILY OF PUBLICATIONS INCLUDES



ABOUT DIRECT BUSINESS MEDIA, LLC

Direct Business Media, LLC is a specialty niche media services provider covering the industrial and construction markets. DBM publishes **Industrial Supply** and **Contractor Supply** magazines, the **Specialty Tool and Fasteners Distributors Association (STAFDA) member Directory** and the **Industrial Supply Association (ISA) Annual Membership Directory**.

DBM is staffed and managed by its owners: We are dedicated to providing our customers with the highest levels of service, professionalism and integrity in the industry.

» MEET THE PROS



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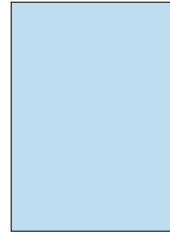
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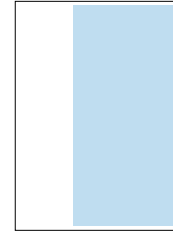
Creative Director
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AD SIZES



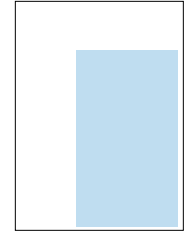
Full Page

Trim: 8.375" x 10.875"
Bleed: 8.625" x 11.125"



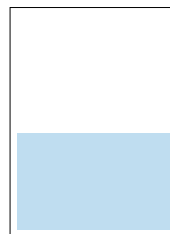
2/3 Page

4.5625" x 10"



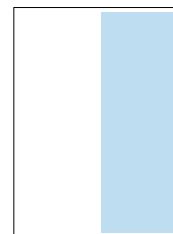
1/2 Page Island

4.5625" x 7.375"



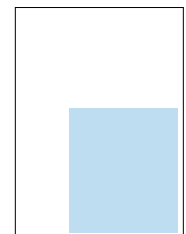
1/2 Page Horiz.

7" x 4.875"



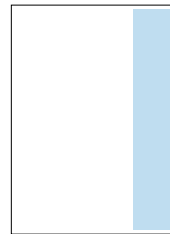
1/2 Page Vert.

3.375" x 10"



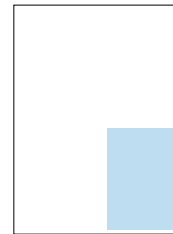
1/3 Page Sq.

4.5625" x 4.875"



1/3 Page Vert.

2.1875" x 10"



1/4 Page

3.375" x 4.875"

Two Page Spread

Trim: 16.75" x 10.875"
Bleed: 17" x 11.125"

2012 AD RATES

| FREQUENCY | 1x | 3x | 6x |
|-----------|---------|---------|---------|
| Spread | \$5,400 | \$4,870 | \$4,465 |
| Full Page | \$3,825 | \$3,450 | \$3,160 |
| 2/3 Page | \$2,865 | \$2,580 | \$2,370 |
| 1/2 Page | \$2,275 | \$2,055 | \$1,880 |
| 1/3 Page | \$1,785 | \$1,610 | \$1,475 |
| 1/4 Page | \$1,290 | \$1,160 | \$1,065 |

| WEB SITE | SIZE | COST |
|---------------|------------------|-------------|
| Top Banner ad | 600 px by 100 px | \$700/month |
| Button ad | 225 px by 225 px | \$300/month |

CS WEEKLY E-MAIL NEWSLETTER

| | | |
|---------------------|------------------|--------------|
| Top Banner ad | 600 px by 100 px | \$600/issue |
| Button ad | 225 px by 225 px | \$400/issue |
| Third-party e-blast | Custom | \$1500/blast |

» 2012 EDITORIAL CALENDAR

Contractor Supply brings you the credibility of a nationally respected sales and editorial team and the cachet of a new, exciting and fresh approach to trade publishing. We deliver your product and service messages straight to the hands of distributor buyers, sales managers and their inside and outside sales pros who serve the all-important STAFDA market.



| ISSUE | Dec 2011/Jan 2012 | Feb/ Mar 2012 | Apr/May 2012 | Jun/Jul 2012 | Aug/Sep 2012 | Oct/Nov 2012 | Dec 2012/Jan 2013 |
|--------------------------|--|--|---|---|------------------------------------|---|---|
| Ad Close | 11/10/2011 | 1/20/2012 | 3/09/2012 | 5/11/2012 | 7/13/2012 | 8/31/2012 | 11/23/2012 |
| Materials | 11/17/2011 | 1/25/2012 | 3/14/2012 | 5/16/2012 | 7/18/2012 | 9/07/2012 | 11/28/2012 |
| Issue Focus | Abrasive tools, grinders and sanders | Concrete working and cutting equipment | Job site safety | Nailers and nails | Corded power tools on the job site | STAFDA Convention preview | Abrasive tools, grinders and sanders |
| Supply Side | Grinders and sanders | Compaction equipment | Anchoring systems Job site table, miter and chop saws | Nailers | Corded power tools | Lasers, levels, measurement tools Hand tools | Grinders and sanders |
| Product Focus | Cords, cables and job site lighting Cold weather safety | Diamond blades and bits Gas engine equipment | Rotary hammers Adhesive and sealant systems | Collated fasteners Compressors & accessories | Generators Fall protection | Work gloves Tool bags and boxes | Cords, cables and job site lighting Cold weather safety |
| Product Sections | Ladders and scaffolds | Lubes and chemicals Hydraulic tools | Handheld concrete saws Safety equipment | Air nailers Gloves | Wood and metal saws and blades | Cordless drills Drill bits Pipe tools and equipment | Ladders and scaffolds |
| Shows and Reviews | World of Concrete 2012: Jan. 24-27; Las Vegas, NV | 2012 International Builders Show: Feb. 8-11; Orlando, FL International Hardware Fair: March 4-7; Cologne, Germany | National Hardware Show: May 1-3; Las Vegas, NV. Report: World of Concrete | Report: National Hardware Show | | STAFDA Preview: Nov. 4-6; Orlando, FL | 2013 International Builders Show: Jan. 22-25; Las Vegas, NV World of Concrete 2013 Feb. 5-8; Las Vegas, NV |

» MECHANICAL REQUIREMENTS

A. SWOP STANDARDS APPLY

(Specifications for Web Offset Publications)

B. PREFERRED MATERIALS

1. Electronic file complete with layout, fonts and supporting graphics files in a hi-res pdf format.
2. **Hard copy proofs must accompany digital ads.**
Direct Business Media, LLC
401 S 4th St. W, Fort Atkinson, WI 53538-2106

C. PDF FILES

PDF files are encouraged and should be created with the following specifications.

1. All fonts should be embedded.
2. No RGB or lab images should be used; make sure all images are 300 dpi CMYK.
3. Density of tones 300% or less. Densities higher have potential of blistering on press causing additional charges for down-time.
4. A rich black color should be used to avoid a washed-out appearance whenever large fonts, graphics, boxes or backgrounds are to print as black. A rich black should also be used if the color overlaps any other graphic element to avoid ghosting of the overlap. Use values of 40C/40M/30Y/100K to create a rich black.
5. Zip compression with down sampling set no less than 300 dpi.
6. Color management set to "none".
7. The "press" preset in the standard Acrobat will usually create an acceptable PDF for both Macintosh or PC.
8. After creating a PDF, view the file with "Overprint Preview" to verify actual output.

D. NATIVE FILES

1. Macintosh and Windows-based files are usable. **High resolution files placed by the customer must have all color corrections/alterations done prior to releasing the electronic file to Direct Business Media, LLC.**
2. All images need to be saved in CMYK mode. EPS or TIFF files are preferred. Do not compress images using JPEG or LZW.
3. Provide all supports related to the electronic file (i.e., entire font families, hi-res images and logos). Any third party extension (i.e., Pasteboard) must accompany electronic files. We cannot accept native Corel, Microsoft Publisher or PowerPoint files. These programs are not compatible with high-resolution output equipment. If you create files using one of these programs, please recreate in a program listed above, convert the file to a print-ready PDF.

E. DESIGN RECOMMENDATIONS

1. Spread copy should be laid out to avoid reading matter or any important part of an illustration running into the gutter. Please do not break type on gutter.
2. In preparing copy, restrict thin lines and small lettering to one color. Reproduce all reverse lettering with a minimum of colors. Avoid small letters with fine serifs when using reverse lettering.

ELECTRONIC AD FILES

Adobe Acrobat PDF (high-resolution), InDesignCS4*, QuarkXPress 6.5*, Adobe Illustrator CS4*, Adobe Photoshop CS4* *or earlier versions

MEDIA STORAGE | TRANSPORT

Send your high-resolution PDF in one of the following ways:

- Upload your file to the Web-based FTP (www.yousendit.com) using the following address:
<https://dropbox.yousendit.com/DirectBusinessMedia>
- E-mail dpierce@directbusinessmedia.com
- CD-ROM, DVD-RAM/ROM
- Other pre-approved media
- Files may be compressed with Stuffit

PRODUCTION CONTACT

MATERIALS

Deb Pierce

866-214-3223 ext. 20 | dpierce@directbusinessmedia.com
FAX: 920-397-7558

Contact Deb Pierce before e-mailing material. When e-mailing photos, graphics or page layout files, please send them as source (not text) files. Any files containing graphics should be saved as a stuffed, self-extracting file that is bin-hex encoded.

TERMS

Payment: Net 30 days. Agencies and advertisers are jointly and severally liable. Discount of 15% applies for agency work if paid within 30 days. The publisher reserves the right to reject any advertising deemed inappropriate for the publication's standards.

» ELECTRONIC ADVERTISING OPTIONS



Contractor Supply's electronic advertising platforms reinforce your print message and give it the immediacy, speed and adaptability of the Internet. Our Web site at **ContractorSupplyMagazine.com** and our weekly e-mail newsletter, **CS Weekly**, should be key components of your media strategy. We also offer custom e-mail opportunities and our new **Contractor Supply Video Channel**.

ONLINE ADVERTISING HELPS YOU:

- Increase traffic to your own Web site
- Enforce and promote your brand
- Complement your print advertising campaign
- Amplify your market penetration
- Blanket the industry with coverage

Traffic at **www.ContractorSupplyMagazine.com** grows each month, as executive decision-makers in the construction distribution industry come back often for breaking industry news, analysis, articles on distribution management, sales, motivational tips, important industry links and more.



Subscribers to **CS Weekly** have come to rely on our weekly newsletter to keep them up to date on what's happening in their industry, with news about company earnings, acquisitions, executive appointments and other important events. **Level 1 ads** appear in the body of the newsletter itself. **Level 2 ads** are available on the pages of the stories included in the newsletter.



AD SIZES

Standard Button Ad: 225 x 225 pixels

Top Banner Ad: 600 x 100 pixels

Content Banner Ad: 500 x 100 pixels

SPECIFICATIONS

File type: animated or static .JPG or .GIF

Resolution: 72 dpi

File size: Maximum size allowed 800 KB (the smaller the file size, the faster the ad will load)

Link: Provide the URL where visitors will be redirected after they click on your ad

If providing a flash ad, the file type must be SWF. The file size, resolution, link and ad size all apply as above. You must also embed a clickTAG link within the SWF file, and provide us with the URL for the link.

SWF ads will not work in e-mail messages, because some e-mail browsers do not support flash ads.

PRODUCTION CONTACT

MATERIALS

Deb Pierce

866-214-3223 ext.20 | dpierce@directbusinessmedia.com

FAX: 920-397-7558

AD RATES

| Web site | Size | Cost |
|-------------------|------------------|-------------|
| Top banner ad | 600 px by 100 px | \$700/month |
| Content banner ad | 500 px by 100 px | \$500/month |
| Button ad | 225 px by 225 px | \$300/month |

CS Weekly e-mail newsletter

| | | |
|-----------------------------|------------------|--------------|
| Top banner ad | 600 px by 100 px | \$600/issue |
| Content banner ad | 500 px by 100 px | \$500/issue |
| Level 1 Button ad | 225 px by 225 px | \$400/issue |
| Level 2 Button ad | 225 px by 225 px | \$300/issue |
| Third Party/Custom e-Blasts | | \$1500/blast |

Video Uploads

| | | |
|-----------|-------------------|-------------|
| Per Video | 5 minutes or less | \$300/6 mo. |
|-----------|-------------------|-------------|

» FOCUSED FEATURES



SPOT-ON COVER STORIES

We scour the industry to find today's most dynamic, involved and innovative distributors and share their best practices with our readers. **Contractor Supply** cover stories deal with the critical issues facing construction tool and supply distributors — and the solutions they, and their channel partners (you) are devising.

Contractor Supply's sole mission is to give distributors tools and ideas for improving their businesses today.

AUTHORITATIVE FEATURES AND DEPARTMENTS

Contractor Supply partners with STAFDA, ISA, The Evergreen Marketing Group, Sphere1 and other leading trade organizations to craft guest articles and regular departments that deliver the information and knowledge that distributors need today.

From business technology, inventory control, cash flow and collections management and other key subjects, we cover the gamut of business operations. Our columnists and guest contributors are all recognized experts in their fields — most are designated STAFDA consultants.

THE BEST PRODUCTS ON EARTH — AND ONLINE

Contractor Supply offers its readers a global review of emerging tools and products. Each issue features several front-line studies of the trends driving development in leading product categories. In addition, our thriving Web site at www.ContractorSupplyMagazine.com publishes news and new products online every day!

Contractor Supply offers manufacturers the largest, most current circulation of construction equipment, tool and supply distributors in the United States. We are your conduit to the world's largest market.

STAFDA distributors alone purchase more than \$15 billion in goods and services each year, and **Contractor Supply** reaches more of them than any other magazine.

Advertising in **Contractor Supply** and on www.ContractorSupplyMagazine.com places your company among the industry's premier brands and lends your products an instant credibility that only the industry's best known, most respected team can deliver.

ENTHUSIASTIC SHOW COVERAGE

Trade shows still figure highly in new product introduction cycles. World of Concrete, The National Hardware Show and STAFDA's annual convention are product-heavy shows, and we attend them all. **Contractor Supply** also attends Conexpo/CON/AGG, The International Hardware Fair in Cologne, Germany and other major global events to bring the world to your fingertips.

Trade shows only last a few days, but **online coverage** can live forever. Our expanded online show coverage can extend your marketing message from a few days of hurried impressions out to a year or more of enduring impact.

VALUE-ADDED SERVICES WITH REAL VALUE

Direct Business Media, LLC, **Contractor Supply** and **Industrial Supply** stand ready to implement the latest print and online tools to add impact to your marketing programs.

From high-impact print options such as inserts, feature article reprints, false covers and belly bands, to electronic services such as surveys and e-mail blasts, we can work with you to maximize the return on your media investment.