

www.STAFDAirectory.com

RESERVE YOUR
SPACE NOW!

DEADLINE:
8/14/2015

IN PRINT & ONLINE

FOR SUPPLIERS:

Our online format allows you to reach more distributor decision makers and make more sales, faster!

New for 2016: Fast-find distributors with rental operations.

FOR DISTRIBUTORS:

Source products and fill tough orders quicker and easier than ever — make more sales, faster!

FOR THE INDUSTRY:

The STAFDA Directory Online opens a world of business possibilities right on your screen!



TWO TERRIFIC RESOURCES —
ONE INCREDIBLE PRICE!

2016 STAFDA DIRECTORY

ADVERTISING INFORMATION

WHETHER SOURCING PRODUCTS, MANUFACTURERS, BRAND NAMES, ASSOCIATES, REP FIRMS, OTHER DISTRIBUTORS OR RENTAL HOUSES, DISTRIBUTORS FIND IT ALL IN THE STAFDA DIRECTORY.

Our industry changes daily, but one thing that doesn't is the need for speed. The faster you can find answers for your clients, the more loyal they will be. That's why smart distributors always have the *STAFDA Directory* close at hand.

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



» **HUGE BONUS:** Additional *Directory* distribution to key buyers, branch managers and regional managers at STAFDA's Annual Convention.

» YOUR AD!

The most effective ad you can run! 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 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!

» PRODUCT LOCATOR INDEX TAB

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

INTELLIGENCE IN PRINT & ONLINE

www.STAFDAdirectory.com

THE INDUSTRY STANDARD — IN SERVICE,
SALES, PRODUCTIVITY AND PROFITABILITY

Construction tool, supply and accessory distributors, retailers, manufacturers and rep firms all rely on the *STAFDA Directory* as the industry's leading product sourcing resource.

The online *STAFDA Directory* brings the industry's most essential sourcing tools to your finger tips — in the field, on the road, on the job site or at the sales counter.

- » **New for 2016:** Fast-find distributors with rental operations
- » Source products for customers onsite in seconds
- » Open a new global marketplace with one click
- » Communicate with channel partners at Web speed
- » Level the Internet playing field

STAFDA ONLINE: UNITING THE INDUSTRY

The Internet has changed how business is done. The *STAFDA Directory Online* is doing the same for the construction supply channel, uniting the entire supply industry on the Web.

www.STAFDAdirectory.com: the new link to profits

Link all of your product listings for just \$260!
FREE FOR PRINT ADVERTISERS



**Nearly 1,100 Distributor
firms with 6,633 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
Plus other products



2016 STAFDA DIRECTORY

Advertising Rates/Mechanics



AD CLOSING
AUGUST 14, 2015

MATERIAL DEADLINE
AUGUST 21, 2015

PUBLICATION DATE
OCTOBER 2015

» MAXIMUM EXPOSURE

Your ad in the **STAFDA Directory** works for you every day, all year long, across multiple platforms.

■ **Contractor Supply** magazine promotes **STAFDA Directory** advertisers with a prominent pop-up ad on its website every day

■ Each edition of the **CS Weekly** electronic newsletter contains a banner ad that will direct viewers to www.STAFDAAdirectory.com

BLACK AND WHITE AD RATES

AD SIZE	GROSS RATE
Tabbed divider	\$4,795
Full page	\$2,700
2/3 page	\$2,075
1/2 page	\$1,640
1/3 page	\$1,265
1/4 page	\$1,165
Logos (each)	\$115
Non-display advertisers logo (each)	\$280
Digital product link	\$260

ADDITIONAL CHARGES	GROSS RATE
4-color	\$1,150
4-color spread	\$1,965
Special position	\$455

* Terms: Net 30

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

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Patricia Wolf | **847-657-9322**
pwolf@directbusinessmedia.com

DIRECTORY COORDINATOR

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

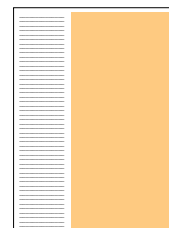


Tabbed divider

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"



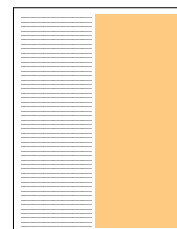
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4 9/16" x 7 3/8"



1/2 page Horizontal

7" x 4 7/8"



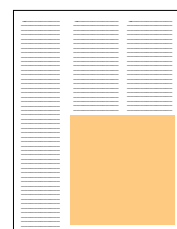
1/2 page Vertical

3 3/8" x 10"



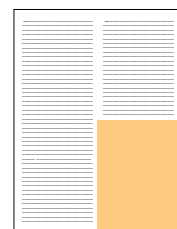
1/3 page Vertical

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"



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LLC

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