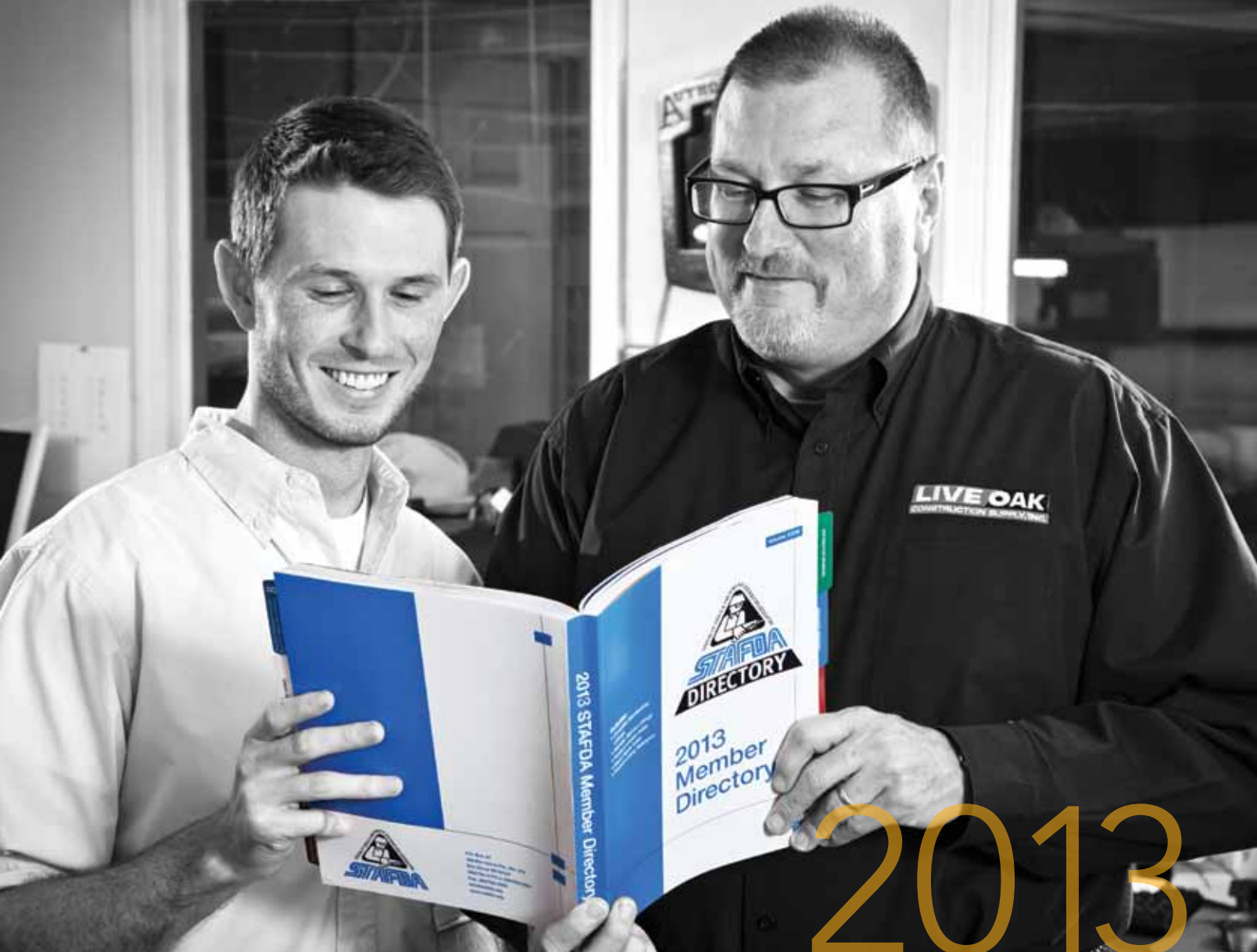




2013

ADVERTISING INFORMATION

STAFDA DIRECTORY THE KEY TO SUCCESS

"STAFDA HAS PROVIDED US AND OTHERS WITH A WEALTH OF KNOWLEDGE. THROUGH OUR USE OF STAFDA ADVISORIES, TRAINING MANUALS, BENCHMARK REPORTS AND THE *STAFDA DIRECTORY* IN PARTICULAR, WE HAVE BEEN ABLE TO PROTECT AND ADVANCE THE FUTURE OF OUR FAMILY BUSINESS."



**RESERVE YOUR SPACE IN THE
2013 STAFDA DIRECTORY NOW!
DEADLINE: AUGUST 10, 2012**

RYAN AND MARK FRAIZER,
LIVE OAK CONSTRUCTION SUPPLY,
LAWRENCEVILLE, GA

WHETHER SEARCHING FOR PRODUCTS, BRAND NAMES, OTHER DISTRIBUTORS, ASSOCIATES, OR REP MEMBER LISTINGS, STAFDA 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.



"THE STAFDA DIRECTORY IS A TERRIFIC RESOURCE. WE'VE BEEN IN BUSINESS FOR 105 YEARS AND WE USE THE STAFDA DIRECTORY REGULARLY IN ALL OUR BRANCHES. FOR A NEWCOMER TO THIS INDUSTRY, IT IS AN ESSENTIAL RESOURCE. THE STAFDA DIRECTORY IS JUST A GREAT ASSET TO HAVE."

KRAMER DARRAGH III
PRESIDENT, DARRAGH COMPANY,
LITTLE ROCK, AR
2012 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

» **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!

» **YOUR AD!**
The most effective ad you can run in 2013! 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."

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

2009 READERSHIP STUDY





AD CLOSING
AUGUST 10, 2012

MATERIAL DEADLINE
AUGUST 17, 2012

PUBLICATION DATE
OCTOBER 2012

» STRENGTH IN NUMBERS

Your ad in the *STAFDA Directory* works for you all year long, but now it works for you every day, too.

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

■ Each edition of the *CS Weekly* electronic newsletter contains a banner ad that directs viewers to Contractor Supply's online listing of *Directory* Advertisers.

Advertise in the *STAFDA Directory* and get both of these great benefits at no additional cost. Or, take advantage of our logo link option. Add your logo to the online listing to link to your Web site for \$100!



2013 STAFDA DIRECTORY

Advertising Rates/Mechanics

BLACK AND WHITE AD RATES

AD SIZE	GROSS RATE
Tabbed divider	\$4,520
Full page	\$2,540
2/3 page	\$1,950
1/2 page	\$1,550
1/3 page	\$1,190
1/4 page	\$1,095
Logos (each)	\$105
Non-display advertisers logo (each)	\$265
Web site logo link	\$100

NEW

ADDITIONAL CHARGES	GROSS RATE
Std. second color	\$465
3-color	\$760
4-color	\$1,080
4-color spread	\$1,850
Matched color	\$625
Special position	\$425

* 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
- Web site
- Fax number
- Tag lines
- Company mission statement
- Brands (unless STAFDA membership name)

PLEASE CALL TODAY!

SALES CONTACTS

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DIRECTORY COORDINATOR

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



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LLC

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www.DirectBusinessMedia.com



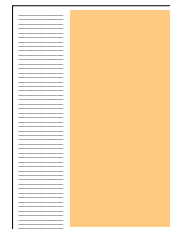
Tabbed divider

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"



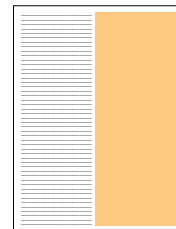
1/2 page Island

4 9/16" x 7 3/8"



1/2 page Horizontal

7" x 4 7/8"



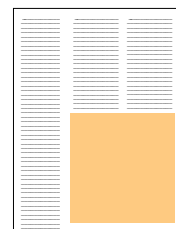
1/2 page Vertical

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"