

2022 STAFDA DIRECTORY

ADVERTISING INFORMATION



RESERVE YOUR SPACE NOW!
DEADLINE 8/9/21

IN PRINT & ONLINE
www.STAFDAdirectory.com

With over 950
Distributor firms and
their 6,823+ branches,
STAFDA
DISTRIBUTORS
SELL OVER
\$22 BILLION
ANNUALLY
in goods and services!

Here is a breakdown
of STAFDA's primary
35 product categories:

- Abrasives
- Adhesives & Sealants
- Air Tools
- Anchors
- Blades
- Blind Rivets
- Brushes
- Cable Installation Tools
- Compressors
- Cords, Cables & Lights
- Diamond Equipment
- Drill Bits
- Drywall Tools
- 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



A \$22 BILLION MARKET

IN 2020, DISTRIBUTORS AND SUPPLIERS CONDUCTED 84,400 SEARCHES IN THE *STAFDA DIRECTORY ONLINE* — AN AVERAGE OF 7,035 PRODUCT AND VENDOR SEARCHES EACH MONTH — 367 SEARCHES PER DAY!

In 2020, each visitor averaged 15.5 minutes, an increase of 163 percent over 2019 — proof that distributors are seriously researching your products. Ad impressions grew 5.2 percent year over year, proving that even during a pandemic, the *STAFDA Directory Online* is one of the most valuable product sourcing tools on the internet.

www.STAFDAdirectory.com

**Link all of your product listings for just \$290!
OR FREE FOR PRINT ADVERTISERS**



"I've been a member of STAFDA since 1996 and at one time or another have taken advantage of virtually all the resources STAFDA makes available to its members. The *STAFDA Directory* is always within reach in my office and I find it to be the best resource to locate manufacturers that I want to contact and fellow distributors as well. The *STAFDA Directory* is my go to GUY for information that is industry related."

BRIAN GERSTEN, PRESIDENT
ON TIME SUPPLY, SUFFERN, NY

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

The *STAFDA Directory* is the industry's number one "Source for sourcing." When Distributors need to source your products, they search the STAFDA Directory Online **more than 367 times each business day** to quickly find your key sales contacts.

Now more than ever, as more businesses work remotely, product sourcing can make or break a business. Distributors keep the *STAFDA Directory* close at hand and, with the *STAFDA Directory Online*, you are right on their screen!

PRODUCT LOCATOR INDEX TAB

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

THE RIGHT AD IN THE RIGHT PLACE

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

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.



SHOW BONUS
At STAFDA's Annual Convention, members eagerly snap up extra copies of the *Directory* for their buyers, branch and regional managers.



PRODUCT CODE REFERENCE

STAFDA's 35 product categories make it easy to research which product lines Distributors and Reps already carry, which helps you find the best prospects for 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!

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.





AD CLOSING
AUGUST 9, 2021

MATERIAL DEADLINE
AUGUST 16, 2021

PUBLISHED
OCTOBER 2021

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 single most essential resource for sales contacts and product sourcing

■ Distributors and Suppliers visited the **2020 STAFDA Directory Online** 84,400 times during calendar year 2020

■ Full-page ads promote the **STAFDA Directory Online** 24/7 on **Contractor Supply** magazine's website

■ Banners in every edition of the **CS Weekly** e-newsletter direct viewers to the **STAFDA Directory Online**



401 S Fourth St W | Fort Atkinson, WI 53538-2106
www.DirectBusinessMedia.com

2022 STAFDA DIRECTORY

Advertising Rates/Mechanics



BLACK AND WHITE AD RATES

AD SIZE	GROSS RATE
Tabbed divider	\$5,375
Full page	\$3,025
2/3 page	\$2,330
1/2 page	\$1,845
1/3 page	\$1,415
1/4 page	\$1,310
Logos (each)	\$145
Non-display advertisers logo (each)	\$315 *
Digital product link	\$290

ADDITIONAL CHARGES	GROSS RATE
4-color	\$1,295
4-color spread	\$2,160
Special position	\$505

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
- B/W, Grayscale

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

Patricia Wolf | **847.657.9322**
pwolf@directbusinessmedia.com

Bob Stange | **866.214.3223 ext. 123**
bstange@directbusinessmedia.com

DIRECTORY COORDINATOR

Caitlin Kincannon | **866.214.3223 ext. 120**
ckincannon@directbusinessmedia.com

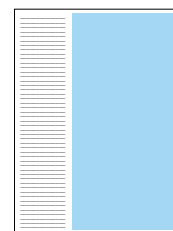


Tabbed divider

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

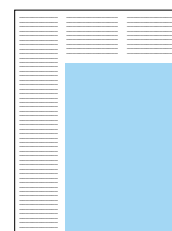
Full page

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



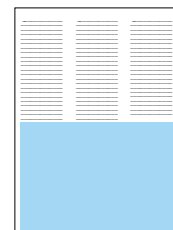
2/3 page

4 9/16" x 10"



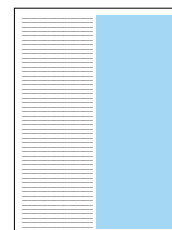
1/2 page Island

4 9/16" x 7 3/8"



1/2 page Horizontal

7" x 4 7/8"



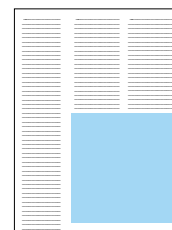
1/2 page Vertical

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"