



2024

STAFDA DIRECTORY

ADVERTISING INFORMATION



RESERVE YOUR SPACE NOW!
DEADLINE 8/7/23

IN PRINT & ONLINE
www.STAFDAdirectory.com

With over 870
Distributor firms and
their 4,000+ 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 2022, STAFDA MEMBER DISTRIBUTORS SOLD MORE THAN **\$22 BILLION** IN PRODUCTS TO THEIR CUSTOMERS.
- THEIR 4,000 BRANCHES ARE MORE LOCATIONS THAN HOME DEPOT AND LOWE'S **COMBINED**.
- **Plus** — from November 1, 2021 to December 1, 2022, the 2022 *Online Directory* received **140,728 page views**; nearly double the 80,514 from the 2020 edition.
- *Online Directory ad impressions* reached 69,145, proving that the *STAFDA Directory Online* is a leading influencer in the distribution channel.

www.STAFDAdirectory.com

Link all of your product listings for just \$305!
OR FREE FOR PRINT ADVERTISERS



"The *STAFDA Directory* is a great resource and our purchaser keeps a copy at his desk for that very reason. As products are listed alphabetically, it makes searches fast and easy. The *STAFDA Directory* is also a quick reference for access to member services information."

HARRY KLASSEN, PRESIDENT
FASTEK, INC., ST. CATHARINES, ONTARIO, CANADA

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 **330 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 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 7, 2023

MATERIAL DEADLINE
AUGUST 14, 2023

PUBLISHED
SEPTEMBER 2023

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

■ Between November 2021 and December 2022, distributors made 140,728 visits to the **2022 STAFDA Directory Online**.

■ 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

2024 STAFDA DIRECTORY

Advertising Rates/Mechanics



BLACK AND WHITE AD RATES

AD SIZE	GROSS RATE
Tabbed divider	\$5,700
Full page	\$3,210
2/3 page	\$2,470
1/2 page	\$1,960
1/3 page	\$1,500
1/4 page	\$1,390
Logos (each)	\$150
Non-display advertisers logo (each)	\$320 *
Digital product link	\$305

ADDITIONAL CHARGES	GROSS RATE
4-color	\$1,355
4-color spread	\$2,255
Special position	\$525

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!

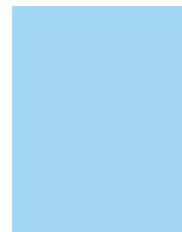
SALES CONTACTS

Chris McClimon | 866.214.3223 ext. 121
cmclimon@directbusinessmedia.com

Patricia Wolf | 847.858.2147
pwolf@directbusinessmedia.com

DIRECTORY COORDINATOR

Peggy Huckabee | 866.214.3223 ext. 125
pegghuckabee@directbusinessmedia.com



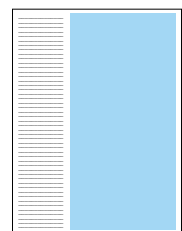
Tabbed divider

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"



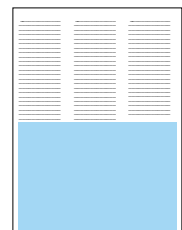
2/3 page

4 9/16" x 10"



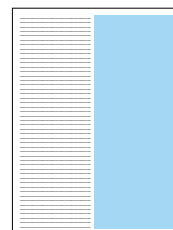
**1/2 page
Island**

4 9/16" x 7 3/8"



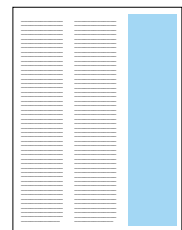
**1/2 page
Horizontal**

7" x 4 7/8"



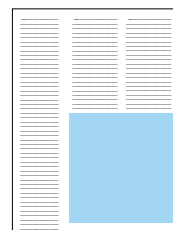
**1/2 page
Vertical**

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"