

With over 850  
Distributor firms and  
their 6,200+ branches,  
**STAFDA**  
**DISTRIBUTORS**  
**SELL OVER**  
**\$25 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



# 2026

## STAFDA DIRECTORY

ADVERTISING INFORMATION



**RESERVE YOUR SPACE NOW!**  
DEADLINE 8/11/25

**IN PRINT & ONLINE**

[www.STAFDAdirectory.com](http://www.STAFDAdirectory.com)



# DISTRIBUTORS SEARCH THE STAFDA DIRECTORY ONLINE OVER 243 TIMES EACH BUSINESS DAY

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 243 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 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.



PHOTO: HALFPOINT



Link all your product listings for just \$325! or **FREE** for print advertisers

[www.STAFDAdirectory.com](http://www.STAFDAdirectory.com)

## A \$25 BILLION MARKET!

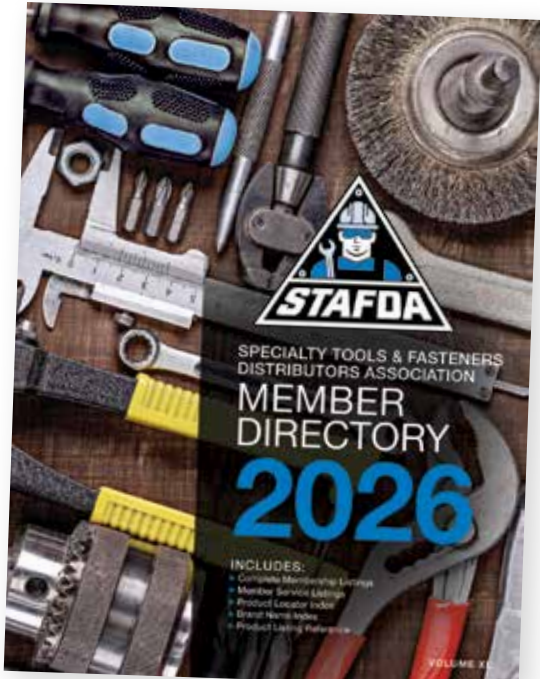
- LAST YEAR, STAFDA MEMBER DISTRIBUTORS SOLD MORE THAN **\$25 BILLION** IN PRODUCTS TO THEIR CUSTOMERS.
- THEIR 6,200-PLUS BRANCHES ARE MORE LOCATIONS THAN HOME DEPOT AND LOWE'S **COMBINED**.
- **Plus** — from November 1, 2023, to October 31, 2024, the 2024 *Directory Online* received **60,767 page views**.
- The *Directory Online* reached **29,955 ad impressions**, proving the *STAFDA Directory Online* is a leading influencer in the distribution channel.

**RESERVE YOUR SPACE NOW!**  
**DEADLINE 8/11/25**



At Esch Construction Supply, we are always looking for new products and innovative solutions to help our customers. The **STAFDA Directory** at our desks is our go-to guide in that pursuit. Knowing about new products and the people in our industry is key to our success and the **STAFDA Directory** is a must-have tool to keep us relevant. Experts in our industry help guide our strategic success.

DAN ESCH, PRESIDENT, ESCH CONSTRUCTION SUPPLY, INC.







# 2026 STAFDA DIRECTORY

## Advertising Rates/Mechanics



AD CLOSING  
**AUGUST 11, 2025**

MATERIAL DEADLINE  
**AUGUST 18, 2025**

PUBLISHED  
**SEPTEMBER 2025**

### THE CHANNEL'S ONE-STOP-RESOURCE

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 1, 2023, and October 31, 2024, distributors made 60,767 visits to the **2024 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](http://www.DirectBusinessMedia.com)

### BLACK AND WHITE AD RATES

AD SIZE	GROSS RATE
Tabbed divider	\$6,045
Full page	\$3,405
2/3 page	\$2,620
1/2 page	\$2,080
1/3 page	\$1,590
1/4 page	\$1,480
Logos (each)	\$160
Non-display advertisers logo (each)	\$340*
Digital product link	\$325

ADDITIONAL CHARGES	GROSS RATE
4-color	\$1,435
4-color spread	\$2,395
Special position	\$555

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](mailto:cmclimon@directbusinessmedia.com)

Patricia Wolf | 847.858.2147  
[pwolf@directbusinessmedia.com](mailto:pwolf@directbusinessmedia.com)

#### DIRECTORY COORDINATOR

Peggy Huckabee | 866.214.3223 ext. 125  
[pegghuckabee@directbusinessmedia.com](mailto:pegghuckabee@directbusinessmedia.com)

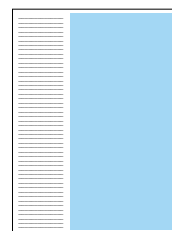


**Tabbed divider**

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"



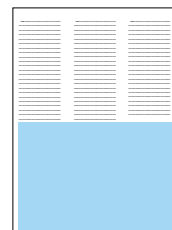
**2/3 page**

4 9/16" x 10"



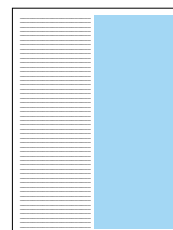
**1/2 page Island**

4 9/16" x 7 3/8"



**1/2 page Horizontal**

7" x 4 7/8"



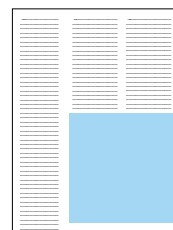
**1/2 page Vertical**

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"