

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

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

A \$25 BILLION MARKET!

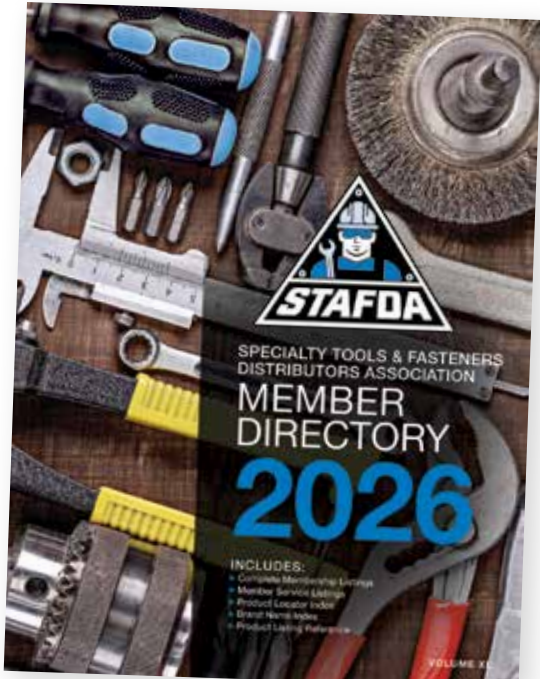
- LAST YEAR, STAFDA MEMBER DISTRIBUTORS SOLD MORE THAN **\$25 BILLION** IN PRODUCTS TO THEIR CUSTOMERS.
- THEIR 6,200-PLUS BRANCHES ARE MORE LOCATIONS THAN HOME DEPOT AND LOWE'S **COMBINED**.
- **Plus** — from November 1, 2023, to October 31, 2024, the 2024 *Directory Online* received **60,767 page views**.
- 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
OCTOBER 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

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

Patricia Wolf | 847.858.2147
pwolf@directbusinessmedia.com

DIRECTORY COORDINATOR

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

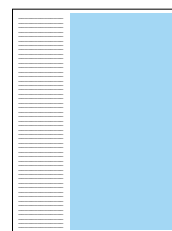


Tabbed divider

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



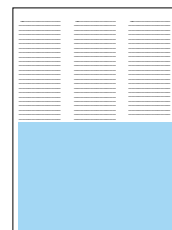
2/3 page

4 9/16" x 10"



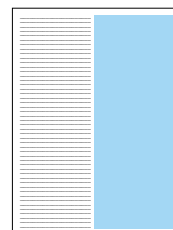
1/2 page Island

4 9/16" x 7 3/8"



1/2 page Horizontal

7" x 4 7/8"



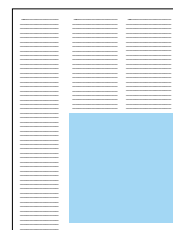
1/2 page Vertical

3 3/8" x 10"



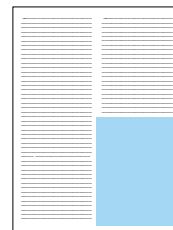
1/3 page Vertical

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"