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



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

PRODUCT LOCATOR INDEX TAB

With 35 major product categories and over 1,200 product subcategories, 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.









Your Expert-Grade



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 crossreference pairs your company name and product brand names. If Distributors or Reps have one name, they can find the others.

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A \$25 BILLION MARKET!

LAST YEAR, STAFDA MEMBER DISTRIBUTORS SOLD MORE THAN \$25 BILLION IN PRODUCTS TO THEIR CUSTOMERS.

RESERVE YOUR SPACE NOW! DEADLINE 8/11/25

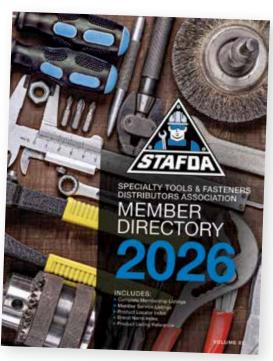
- THEIR 6,200-PLUS BRANCHES ARE MORE LOCATIONS THAN HOME DEPOT AND LOWE'S **COMBINED**.
- Plus from November 1, 2023, to October 31, 2024, the 2024

 Directory Online received 60,767 page views.
- The *Directory Online* reached <u>29,955 ad impressions</u>, proving the *STAFDA Directory Online* is a leading influencer in the distribution channel.



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.





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 sourcina
- 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

2026 STAFDA DIRECTORY

Advertising Rates/Mechanicals



BLACK AND WHITE AD RATES

AD SIZE Tabbed divider	GROSS RATE \$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 (ea	ach) \$340
Digital product link	\$325

ADDITIONAL CHARGES 4-color	GROSS RATE \$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!

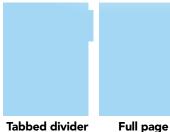
SALES CONTACTS

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

Patricia Wolf | **847.858.2147** pwolf@directbusinessmedia.com

DIRECTORY COORDINATOR

Peggy Huckabee | **866.214.3223 ext. 125** peghuckabee@directbusinessmedia.com



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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"



Horizontal 7" x 4 7/8"

Vertical

3 3/8" x 10"

1/2 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"