

With over 732
Distributor firms and
their 6,600+ branches,
STAFDA
DISTRIBUTORS
SELL OVER
\$25 BILLION
ANNUALLY
in goods and services!

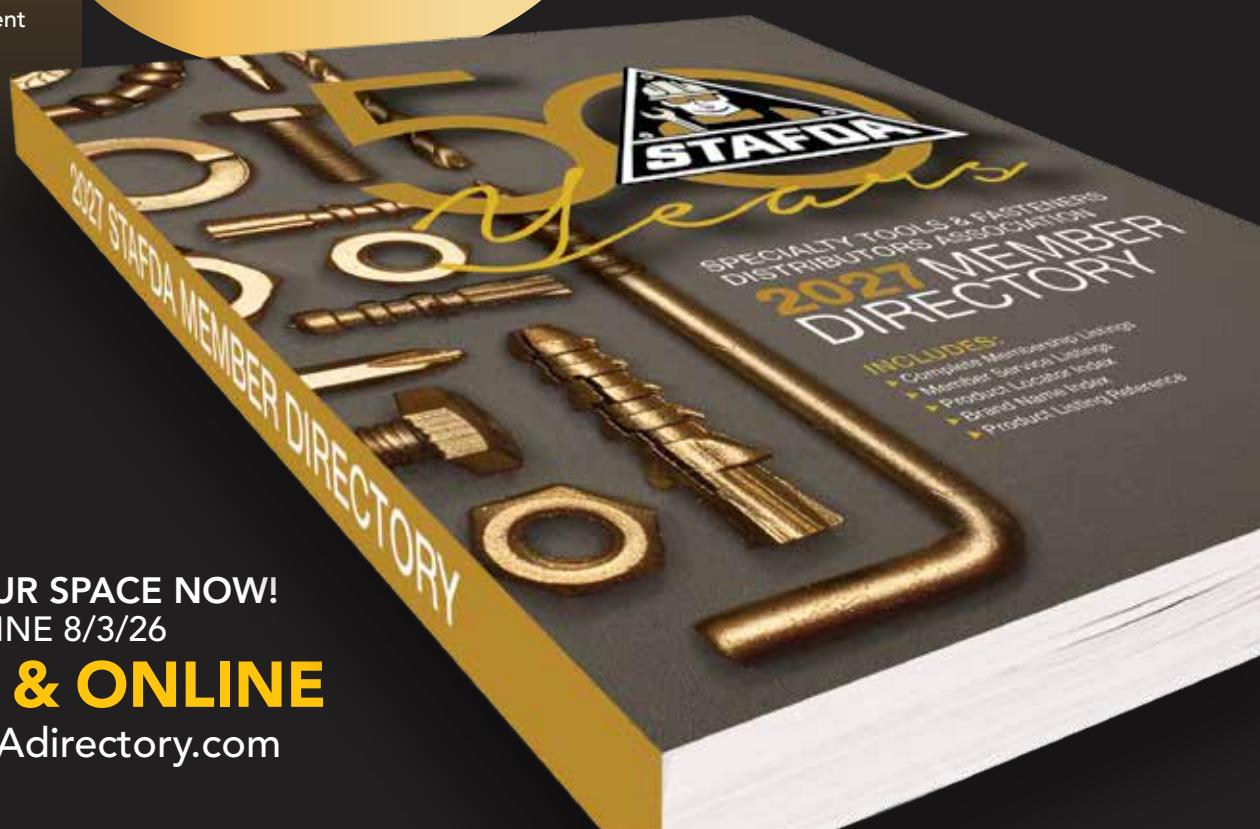
Here is a breakdown
of STAFDA's primary
35 product categories:

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

2027 STAFDA DIRECTORY ADVERTISING INFORMATION



ANNIVERSARY



RESERVE YOUR SPACE NOW!
DEADLINE 8/3/26

IN PRINT & ONLINE

www.STAFDAdirectory.com

DISTRIBUTORS SEARCH THE STAFDA DIRECTORY ONLINE OVER 161 TIMES EACH BUSINESS DAY

The **STAFDA Directory** is the industry's definitive "Source for Sourcing." Distributors search the **STAFDA Directory Online, more than 161 times each business day** to quickly find the manufacturers and sales contacts they need to do business.

As sourcing moves online, visibility drives results.

Be where buying decisions start. Put your products and sales contacts in front of distributors — on their screens and within reach — by being listed in the **STAFDA Directory**.

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.





Link all your
product listings
for just **\$335!**
or **FREE** for
print advertisers

www.STAFDAdirectory.com

WHERE DISTRIBUTORS LOOK FIRST

- LAST YEAR, STAFDA MEMBER DISTRIBUTORS SOLD MORE THAN **\$25 BILLION** IN PRODUCTS TO THEIR CUSTOMERS.
- THEIR 6,600-PLUS BRANCHES ARE MORE LOCATIONS THAN HOME DEPOT AND LOWE'S **COMBINED**.
- From November 1, 2024, to October 31, 2025, the **2025 Directory Online** generated 40,163 page views and delivered 19,665 ad impressions.
- These numbers speak for themselves. The **STAFDA Directory Online** doesn't just reach distributors — it influences buying decisions. Position your brand where the channel connects and business gets done.

RESERVE YOUR
SPACE NOW!

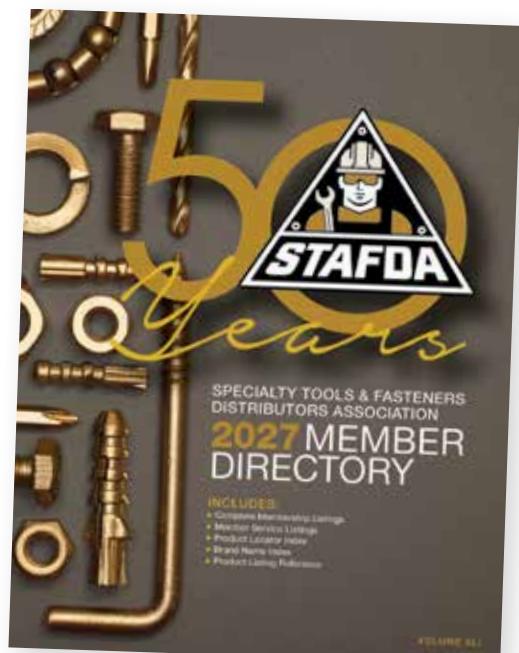
DEADLINE
8/3/26

PHOTO: ANTONIO DIAZ



STAFDA delivers value by connecting distributors, manufacturers, and rep agents through networking opportunities, education, and industry resources. The **STAFDA Directory** provides the platform for existing and new businesses to have direct access to the products, relationships, and industry knowledge they need to succeed.

MATT KITCHENS, STAFDA PRESIDENT, CALIFORNIA SERVICE TOOL





**AD CLOSING
AUGUST 3, 2026**

**MATERIAL DEADLINE
AUGUST 17, 2026**

**PUBLISHED
OCTOBER 2026**

BE SEEN WHERE DISTRIBUTORS SOURCE

Your ad in the **STAFDA Directory** never stops working 24/7, 365, across multiple platforms!

■ The **STAFDA Directory** is distributors' most trusted resource for sales contacts and product sourcing.

■ Between November 1, 2024, and October 31, 2025, distributors made 40,163 visits to the **2025 STAFDA Directory Online**.

■ Full-page ads deliver nonstop exposure to the **STAFDA Directory Online** on **Contractor Supply** magazine's website while banner ad placements in every edition of the **CS Weekly** e-newsletter direct viewers to the **STAFDA Directory Online**.

Be found. Be chosen. Be in the STAFDA Directory.



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

2027 STAFDA DIRECTORY

Advertising Rates/Mechanicals



BLACK AND WHITE AD RATES

AD SIZE	GROSS RATE
Tabbed divider	\$6,226
Full page	\$3,505
2/3 page	\$2,700
1/2 page	\$2,140
1/3 page	\$1,640
1/4 page	\$1,520
Logos (each)	\$165
Non-display advertisers logo (each)	\$350*
Digital product link	\$335

ADDITIONAL CHARGES	GROSS RATE
4-color	\$1,480
4-color spread	\$2,465
Special position	\$570

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!

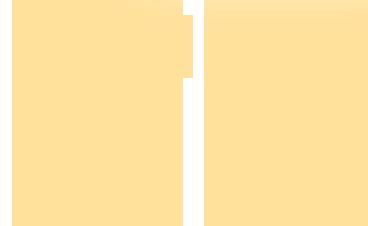
SALES CONTACTS

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

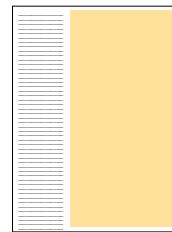


Tabbed divider

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

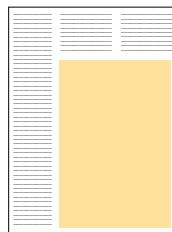
Full page

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"



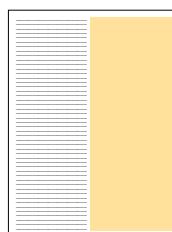
**1/2 page
Island**

4 9/16" x 7 3/8"



**1/2 page
Horizontal**

7" x 4 7/8"



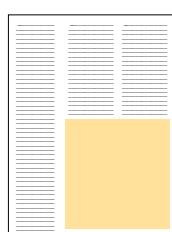
**1/2 page
Vertical**

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"