

# 2017 STAFDA DIRECTORY

ADVERTISING INFORMATION

**THE DISTRIBUTION  
CHANNEL'S ONE-STOP  
SHOP FOR BUILDING  
YOUR MARKET SHARE**

## REACH & RESEARCH

The *STAFDA Directory* streamlines prospecting by showing you the top 1,100 distributor companies in their markets and which ones already sell products like yours — the prime prospects for your brands!

## CONNECT & CULTIVATE

STAFDA Distributor Members lead their markets in sales. The *STAFDA Directory* and [www.STAFDA.org](http://www.STAFDA.org) contain current names and contact information for every Distributor Member company.

## CONVERT & CAPTURE

Distributors have trusted STAFDA for nearly 40 years. Advertising in the *STAFDA Directory* gives your company instant market credibility and a foot in the door with prospective distributors for your products.



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

# IN PRINT & ONLINE

**RESERVE YOUR SPACE NOW!**

DEADLINE: 8/12/2016

## PRODUCT SOURCING CAN BE A FULL-TIME JOB. THE *STAFDA DIRECTORY* HELPS DISTRIBUTORS QUICKLY FIND *YOUR* PRODUCTS FOR CUSTOMERS — AND ADD *YOUR BRANDS* TO THEIR LINE CARDS

The *STAFDA Directory* is **completely updated** each year with current distributor management contacts and categories-sold data provided by Distributor Members themselves.

More than 70 percent of distributors have purchased products they have sourced in the *STAFDA Directory*.

Distributors are always sourcing products for customers and keep the *STAFDA Directory* close at hand. And with the *STAFDA Directory Online*, you are right on their screen!



### » SHOW BONUS:

At STAFDA's Annual Convention, members eagerly 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 zoom in on the best prospects for your products.

### » 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.

### » 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!**

### » PRODUCT LOCATOR INDEX TAB

With 35 different major product categories and over 1,200 product subcategories, users can instantly find **you** in the universe of "who makes what."

### » ADS WITH LASER FOCUS

Your ad can appear in the **same category** where your products are listed, with a **full year** of exposure for your company and your products.

### » 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.

# CUT THROUGH THE CLUTTER

IN A CROWDED WORLD, ONE VOICE  
REMAINS CLEAR AND FOCUSED

*Today's post-recession distributors run leaner*, with fewer people doing more work than ever. This makes the **STAFDA Directory** more valuable to them because it houses *the industry's most complete product sourcing information in one place.*

*Today's distributors are more diversified* and seek an ever-widening range for products to serve more customer needs, from power tools and fasteners to forming and decking materials, decorative concrete stains, safety gear, and even breakroom supplies, and drinking water. This means *your opportunities to sell to them are greater than ever, too!*

With an average of **30,000 page views** each year, the **STAFDA Directory Online** cuts through the print and Internet clutter with the construction supply channel's *most focused, most accurate, and most complete product sourcing guide.*



BE HERE AND GET YOUR SHARE

**[www.STAFDAirectory.com](http://www.STAFDAirectory.com)**

**Your link to profits!**

**Link all of your product listings for just \$265!**

**OR FREE FOR PRINT ADVERTISERS**

**Over 1,100 Distributor  
firms with  
6,633 branches,  
STAFDA  
DISTRIBUTORS  
SELL OVER  
\$15 BILLION  
ANNUALLY  
in goods and services!**

***Here is a breakdown  
of the most popular  
products sold:***

Abrasives  
Adhesives & Sealants  
Air Tools  
Anchors  
Blades  
Blind Rivets  
Brushes  
Cable Installation Tools  
Compressors  
Cords, Cables & Lights

Diamond Equipment  
Drill Bits  
Drywall Screws  
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





AD CLOSING  
**AUGUST 12, 2016**

MATERIAL DEADLINE  
**AUGUST 19, 2016**

PUBLICATION DATE  
**OCTOBER 2016**

## » 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 go-to source for sales contacts and product sourcing

■ Distributors and Suppliers have visited the **STAFDA Directory Online** 30,000 times for each of the last two years

■ Full-page ads promote the **STAFDA Directory Online** 24/7 on **Contractor Supply** magazine's website

■ Banners in all 52 editions of the **CS Weekly** e-newsletter direct viewers to the **STAFDA Directory Online**

**IDBM**  
DIRECT BUSINESS MEDIA  
LLC

401 S Fourth St W | Fort Atkinson, WI 53538-2106  
[www.DirectBusinessMedia.com](http://www.DirectBusinessMedia.com)

# 2017 STAFDA DIRECTORY Advertising Rates/Mechanics

## BLACK AND WHITE AD RATES

AD SIZE	GROSS RATE
Tabbed divider	\$4,890
Full page	\$2,755
2/3 page	\$2,115
1/2 page	\$1,675
1/3 page	\$1,290
1/4 page	\$1,190
Logos (each)	\$120
Non-display advertisers logo (each)	\$285
Digital product link	\$265

ADDITIONAL CHARGES	GROSS RATE
4-color	\$1,175
4-color spread	\$2,005
Special position	\$465

\* Terms: Net 30

**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

### 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

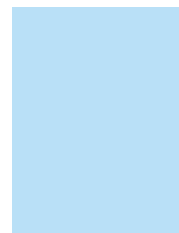
Chris McClimon | 866.214.3223 ext. 21  
[cmcclimon@directbusinessmedia.com](mailto:cmcclimon@directbusinessmedia.com)

Bob Stange | 866.214.3223 ext. 23  
[bstange@directbusinessmedia.com](mailto:bstange@directbusinessmedia.com)

Patricia Wolf | 847-657-9322  
[pwolf@directbusinessmedia.com](mailto:pwolf@directbusinessmedia.com)

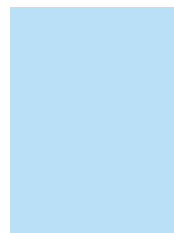
### DIRECTORY COORDINATOR

Deb Pierce | 866.214.3223 ext. 20  
[dpierce@directbusinessmedia.com](mailto:dpierce@directbusinessmedia.com)



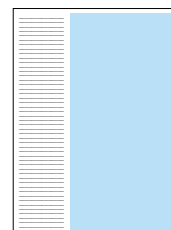
**Tabbed divider**

Bleed: 8 9/16" x 11 1/8"  
Trim: 8 5/16" x 10 7/8"  
Live: 7 5/16" x 10 1/16"

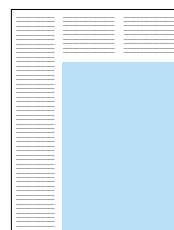


**Full page**

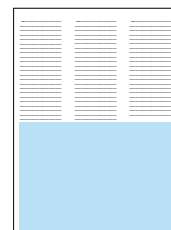
Bleed: 8 5/8" x 11 1/8"  
Trim: 8 3/8" x 10 7/8"  
Live: 7 3/8" x 10 1/16"



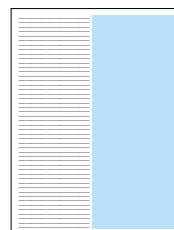
**2/3 page**  
4 9/16" x 10"



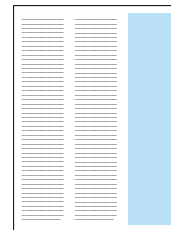
**1/2 page Island**  
4 9/16" x 7 3/8"



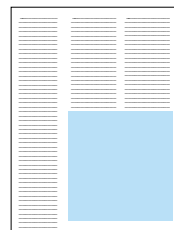
**1/2 page Horizontal**  
7" x 4 7/8"



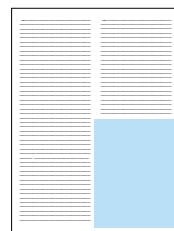
**1/2 page Vertical**  
3 3/8" x 10"



**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"