



THE ASSOCIATION FOR HOSE AND  
ACCESSORIES DISTRIBUTION

# 2023

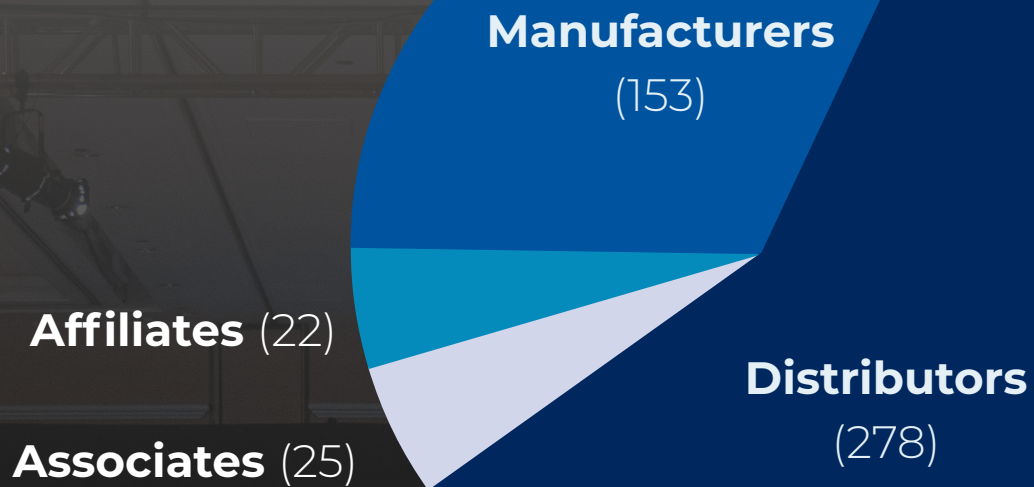
## Advertising Packages

### **Any Questions?**

Contact NAHAD Sales Director Cathy Vick at [cvick@nahad.org](mailto:cvick@nahad.org) or 410-940-6350.

**NAHAD.ORG**

# NAHAD Membership Profile



## MARKETS SERVED BY NAHAD MEMBERS

Automotive

Construction Machinery

Food and Beverage

Forestry

General Maintenance

Repair Operations

Government and Military

Industrial Machinery

Life Sciences  
(Medical and Pharmaceutical)

Marine

Mining, Oil, and Gas

Power Generation

Semiconductors

# NAHAD Advertising Packages 2023

Check out our new 2023 advertising opportunities!

## HoseConnections

**Now Bi-monthly**, this e-newsletter focuses on the hose and accessory industry, including member news. Three ad placements are available in each issue **plus** one Member spotlight.

**Premium Placement:** Your ad is placed at the top of the newsletter (one company per issue).

- \$550 (1 issue)
- \$1,250 (3 issues)

**High Placement:** Your ad is placed in the middle of the newsletter (one company per issue).

- \$425 (1 issue)
- \$1,000 (3 issues)

**Footer Placement:** Your ad is placed towards the bottom of the newsletter (one company per issue).

- \$300 (1 issue)
- \$700 (3 issues)

**NEW!** **Member Spotlight:** 1-2 minute video ad placed in the middle of the newsletter. Limit one per issue.

- \$800 per issue
- \$1,200 – Your Member Spotlight will be shared on NAHAD's social media channels

### Acceptable Formats:

- JPEG or PNG format

### Size Specifications:

- 600 x 200 px

**Ad copy must be submitted the first Tuesday of each month.**



## NAHAD News

Quarterly printed newsletter mailed to all NAHAD member companies and contacts, totaling more than 3,000 business leaders (four advertisements available per issue).

- Half-Page Ad: \$2,750
- Quarter-Page Ad: \$2,250

**NEW!** Looking to enhance your brand and generate more sales?

Tell us about your product or service utilizing our new **advertorial opportunity**. You'll not only draw attention from readers by providing thought-provoking business insights, tips, or best practices but market your product offerings at the same time. There are two sizes available, with one advertorial available per issue.

- Advertorial Spread: \$6,000
- Advertorial Full Page: \$3,500

### Acceptable Formats:

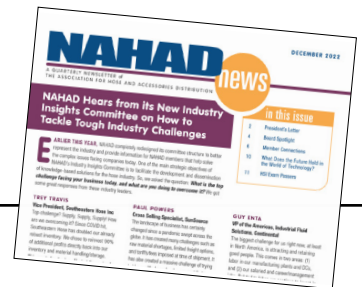
- Adobe Illustrator EPS file, convert all type to outlines
- Hi-res PDF file with fonts embedded
- 300 dpi or greater

### Size Specifications:

- Half-Page Horizontal Ad: 7.5" x 4.6875" (inset/no bleed)
- Half-Page Vertical Ad: 3.625" x 9.625" (inset/no bleed)
- Quarter-Page Ad: 3.625" x 4.6875" (inset/no bleed)
- Two-Page Spread: 17.25 in. x 11.25 in. (Includes a .125 in. bleed on all sides. Text and other important content should be kept .25 in. away from the trim.)
- Full-Page: 8.75 in. x 11.25 in. (Includes a .125 in. bleed on all sides. Text and other important content should be kept .25 in. away from the trim.)

**Ad copy must be submitted per the schedule below:**

- March Issue: February 3
- June Issue: May 5
- September Issue: August 4
- December Issue: November 3



# NEW! NAHAD 365

With a dual emphasis on safety and employee performance, this monthly e-newsletter focuses on professional development and job training content. With only one ad space available in each issue, this is an exclusive opportunity to showcase your company and products!

- \$800 (3 months)
- \$1,200 (6 months)

### Acceptable Formats:

- JPEG or PNG format

### Size Specifications:

- 600 x 200 px

**Ad copy must be submitted the first Tuesday of each month.**



# NAHAD Advertising Packages 2023

## NAHAD 2023–2024 Membership Directory & Convention Guide

NAHAD produces an annual Membership Directory & Convention Guide. The combined publication is printed and available digitally on NAHAD's website. It's the most comprehensive publication for companies, people, and products in the hose and hose accessories industry.

### Standard Placement:

- Spread: \$8,000
- Full-Page Ad: \$4,375
- Half-Page Ad: \$3,200
- Third-Page Ad: \$2,700

**Save when you purchase a logo for the your Directory listing in addition to your advertisement purchase above.**

- Plus Logo: \$500
- Logo Only (without additional purchase): \$1,000

### Additional Fees:

- Special Placement: \$750

### Acceptable Formats:

- Adobe Illustrator EPS file, convert all type to outlines
- Hi-res PDF file with fonts embedded (Please be sure that all supporting images and fonts are properly linked within your graphic file before exporting as a pdf.)
- Hi-res Photoshop file with fonts embedded
- 300 dpi or greater

### Size Specifications:

- **Full-Spread Ad With Bleed**  
Bleed: 16.75" W x 11" H; trim to 16.5" W x 10.75" H
- **Full-Spread Ad (inset):** 14.75" W x 9.5" H
- **Full-Page Ad With Bleed:**  
Bleed: 8.5" W x 11" H; trim to 8.25" W x 10.75" H
- **Full-Page Ad (inset):** 6.5" W x 9.5" H
- **Half-Page Ad (horizontal):** 6.5" W x 4.85" H
- **Half-Page Ad (vertical):** 3.475" W x 9.5" H
- **Third-Page Ad (horizontal):** 6.5" W x 3" H
- **Logo:** 3.5" W x 2" H

**Orders due by February 6, 2023. Ad copy due by February 8, 2023.**

## Social Media

Your 30-second commercial or advertisement will be posted on NAHAD's social media channels during the month of your choosing (two posts per month available).

- \$600 per post

### Acceptable Formats:

- MP4 video format, no more than 30 seconds in length
- Maximum of 200 characters for text ads

**Ad copy must be submitted the last Monday of the previous month, prior to ad placement.**

## NAHAD Website Scrolling Logo

Visible on every page of the website, your logo is linked directly to your company website.

- \$1,000 (3 months)
- \$1,250 (6 months)

### Acceptable Formats:

- High resolution JPEG or PNG format

### Size Specifications:

- 500 x 500 px

**Ad copy must be submitted the last Monday of the previous month, prior to ad placement.**



**Ready to place your order?**  
[www.nahad.org/advertising](http://www.nahad.org/advertising)