



THE ASSOCIATION FOR HOSE AND
ACCESSORIES DISTRIBUTION

2024

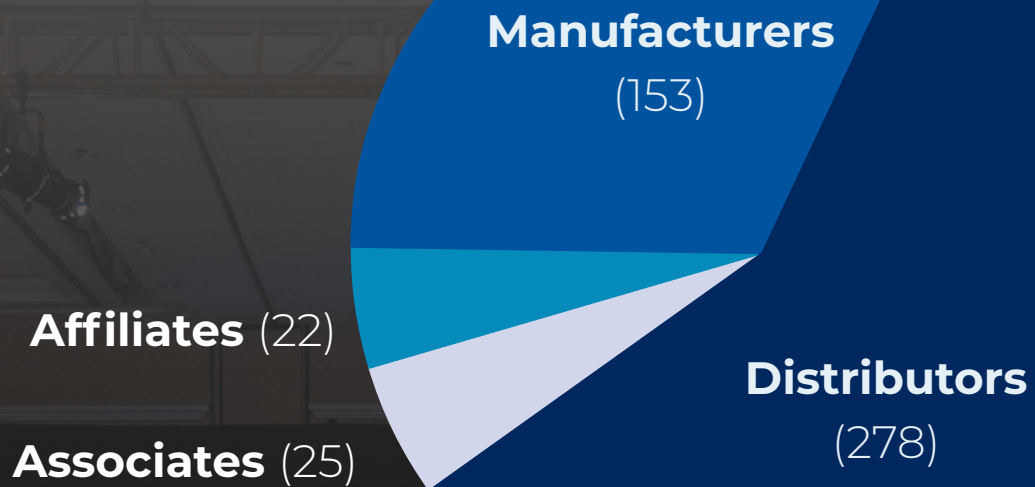
Advertising Packages

Any Questions?

Contact NAHAD's Senior Sales Director, Cathy Vick at cvick@nahad.org

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 2024

Check out our new 2024 advertising opportunities!

NEW! NAHAD365

NAHAD 365 – With a dual emphasis on safety and employee performance, this monthly e-newsletter, replaces HoseConnections and focuses on professional development, job training content, industry insights, and member news. Three ad placements are available in each issue.

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)

Acceptable Formats:

- JPEG or PNG format

Size Specifications:

- 600 x 200 px

Ad copy must be submitted on the third Tuesday of the previous 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

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 2
- June Issue: May 3
- September Issue: August 2
- December Issue: November 1



NEW!

Social Media Advertising

LinkedIn Advertising* – NAHAD will promote your products and services to a targeting audience on your behalf during the time of year that is most impactful for your business. Platform ads run on depending on what kind of audience you want to reach. The estimated impressions for a consumer audience is 900,000+, and the estimated impressions for a B2B audience is 400,000+ (depending on audience size and based and type). Two ad placements are available per month.

- \$5,000 per ad

*Advertiser supplies the necessary creative, messaging, link, and ideal target audience. Messaging must denote the ad is "in partnership with", which must be overlaid in the creative as a disclaimer.

LinkedIn Live – Promote your company, products, and services in a 15-minute live interview with NAHAD's Social Media Staff. Includes promotion of the live interview and a copy of the video file with full editing permissions for use in your marketing materials. Only one is available per month.

- \$2,000

NAHAD Advertising Packages 2024

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:

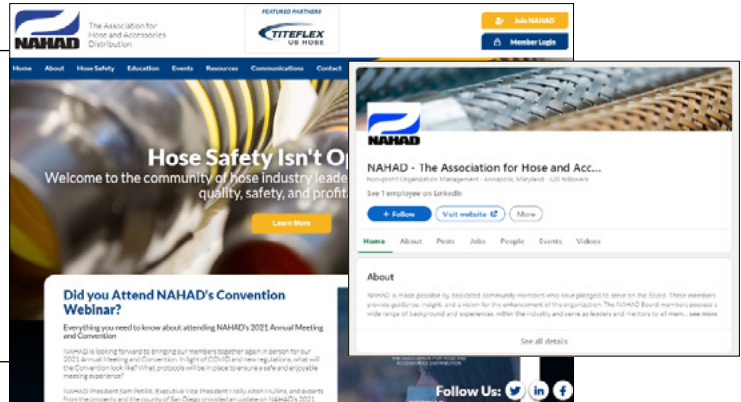
- 500 x 500 px

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

NAHAD 2024–2025 Membership Directory

NAHAD Membership Directory will be a digital-only publication in 2024, giving you access to the most accurate, up-to-date member and contact information. For the first time, your advertisements will be linked to your website and NAHAD can supply data for clicks on your ad.

Pricing Coming Soon!



Ready to place your order?

www.nahad.org/commerce/nahadAdvertisements