

# NAHAD

The Association for Hose  
and Accessories Distribution

# 2025

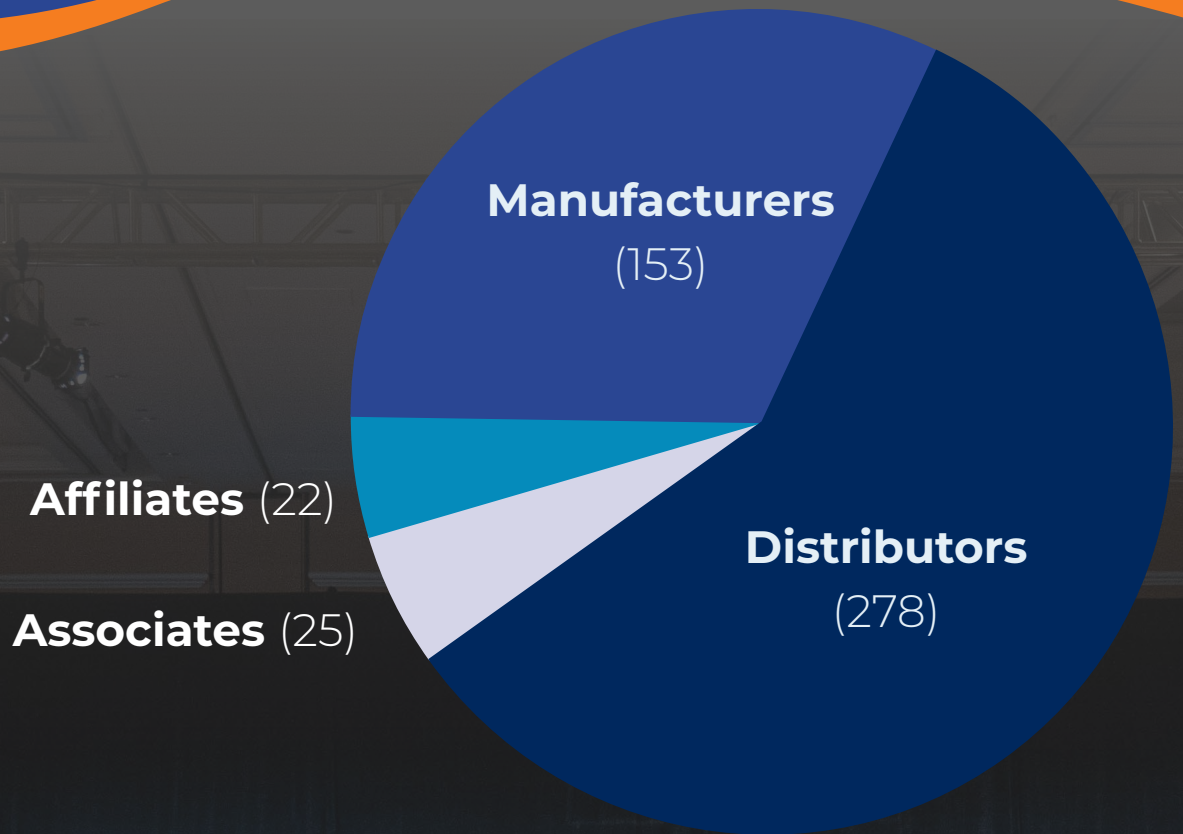
## Advertising Packages

**Any Questions?**

Contact NAHAD's Sales Director, Bethany Garcia at [bgarcia@nahad.org](mailto:bgarcia@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 2025

Check out our new 2025 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:

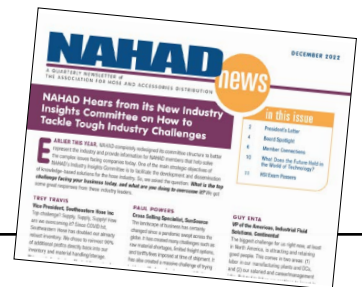
- Adobe Illustrator EPS file, convert all type to outlines
- Hi-res PDF file with fonts embedded
- 300 dpi or greater

### 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 2025

**NEW!**

## NAHAD 2025–2026 Membership Directory

Introducing NAHAD's 2025 Digital Membership Directory! Gain access to the latest member and contact information with unprecedented accuracy. For the first time, your ads will be dynamically linked to your website, boosting visibility, and directing traffic to your online presence. Benefit from detailed analytics, providing valuable insights into ad-generated clicks. Enhance your marketing strategy and seamlessly connect with industry professionals by advertising in the all-new digital NAHAD Membership Directory, today!

**Premier Advertising Package:** Your ad, with customizable URL, appears in three key locations: the prominent NAHAD Online Membership Directory search results page, the organization details page, and the PDF version of the NAHAD Membership Directory.

- 3 Months- \$3,000.00
- 6 Months- \$4,800.00

**Complimentary linked logo included on NAHAD Membership Directory search results page.**

**Standard Advertising Package:** Your ad, with customizable URL, appears in two key locations: the organization detail page and the PDF version of the NAHAD Membership Directory.

- 3 Months- \$1,500.00
- 6 Months- \$2,400.00

**Complimentary linked logo included on NAHAD Membership Directory search results page.**

**A La Cart - Logo:** Your logo, with customizable URL, is placed on the prominent NAHAD Online Membership Directory search results page.

- 6 Months- \$1,000.00

**Ready to place your order?**

[www.nahad.org/commerce/nahadAdvertisements](http://www.nahad.org/commerce/nahadAdvertisements)