

NAHAD 2023 Directory & Guide Advertising Opportunities

NAHAD welcomes your participation as an advertiser in the 2023-2024 Annual Membership Directory & Convention Guide. It is the most comprehensive publication for companies, people, and products in the hose and hose accessories industry. This is an extraordinary opportunity to reach the leaders in your marketplace while supporting the only international trade association serving the industry.

All advertising orders are encouraged to be completed online. **Orders are due by February 6, 2023.** Ad copy is due no later than February 8, 2023.

Reserve Your Ad Now

Standard Color Rates:

- Spread (spans two facing pages) - \$8,000
- Full Page - \$4,375
- Half Page Vertical - \$3,200
- Half Page Horizontal - \$3,200
- Third Page Horizontal - \$2,700

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

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

Additional Fees:

- Special Placement: \$750

Technical Specifications:

Preferred Formats:

- Adobe Illustrator EPS file convert all type to outlines.
- Print ready 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

Any Questions?

Contact NAHAD Sales Director Cathy Vick at cvick@nahad.org or 410-940-6350.