

Advertising Opportunities

Ready, Aim, Win With NAFCD Digital Advertising Options



THE AUDIENCE YOU NEED:

Reach **2,000 flooring distribution professionals** monthly



ENGAGED WITH WHAT THEY READ:

48% average unique open rate for *Hub & Spoke Digest*



ADVERTISING THAT PUTS YOU IN THE POSITION TO:

- **Connect** With New Distributors
- **Launch** New Products
- **Share** Supply Chain Updates

Hub & Spoke Monthly Themes

JANUARY

Career and Technical Education Month

FEBRUARY

National Tile Day

MARCH

National Women's History Month

APRIL

Sustainability; National Decorating Month

MAY

National Home Improvement & Remodeling Month

JUNE

National Safety Month

JULY

Artificial Intelligence (AI) Awareness Day

AUGUST

Warehouse Worker Appreciation Week

SEPTEMBER

National Truck Driver Appreciation Week; PRO Appreciation Month

OCTOBER

Woodworking Manufacturing Month; Cybersecurity Awareness Month; National Forest Products Month

NOVEMBER

NAFCD + NBMDA Convention

DECEMBER

National Salesperson Day

Pricing is for one 90-day cycle and includes three issues of the Hub & Spoke Digest newsletter (if applicable). Special pricing options are available for first-time advertisers. Custom advertising bundles are also available.

BRAND AWARENESS PACKAGE: \$7,500

Exclusive 90-day advertisement

Growing your business requires brand exposure and name recognition. Increase the visibility of your brand with these opportunities designed to put your brand front and center, and encourage new business. Banner ads and social media posts get your name in front of prospects with real buying power.

- **Banner ad on NAFCD homepage**
 - » 728 x 90
- **Tile ad in Hub & Spoke Digest**
 - » 300 x 250
- **Banner ad on Hub & Spoke website**
 - » 324 x 1060
- **Social media posts**
 - » Content will be posted to NAFCD's LinkedIn and Facebook pages monthly.*

A LA CARTE: \$2,500 (EACH)

Choose from any of the following opportunities to expand your reach into NAFCD's network.

- **Banner ad on Hub & Spoke homepage**
 - » 640 x 150
- **Banner ad on Hub & Spoke article page**
 - » 324 x 1060
- **Blog post on Hub & Spoke website**
 - » Content will be posted to Hub & Spoke and will be permanently archived on the website. Sponsored content is promoted once in Hub & Spoke Digest and twice via NAFCD's LinkedIn page.*

SPONSORED WEBINARS: \$3,500

Demonstrate your expertise to the NAFCD community by hosting an online webinar to educate distributors on new products, services, or opportunities for success. Includes hosting for a 1-hour webinar, promotion via email and social media, and a post-webinar attendee list.

NEW PRODUCT LAUNCH PACKAGE: \$5,000

Exclusive 90-day advertisement

Are you launching a new product line? Make a splash and place your new product in front of your target audience. Showcase your brand-new product or service with the following opportunities designed to help you sell more effectively. A dedicated email and sponsored content allow you to dig deeper into your product's value proposition power.

- **Banner ad on Hub & Spoke homepage**
 - » 1060 x 150
- **Email blast**
 - » Content sent directly to all NAFCD contacts
- **Blog post on Hub & Spoke website**
 - » Content will be posted to Hub & Spoke and will be permanently archived on the website. Sponsored content is promoted once in Hub & Spoke Digest and twice via NAFCD's LinkedIn and Facebook pages.*

Sales Inquiries

Contact **Scott Narug** at **312.673.5974**
or **snarug@nafcd.org**

Please note all images must be in JPEG format (max file size 100k) or GIF (max file size 1000k).

* Content is supplied by sponsor and is subject to NAFCD approval. NAFCD's custom content studio can also collaborate with you to develop your content for an additional fee. If you are interested in this option, please consult Scott Narug.

FOLLOW US ON SOCIAL

