



## National Fastener Distributors Association Website Advertising Opportunities

NFDA’s website, [www.nfda-fastener.org](http://www.nfda-fastener.org), is a resource for Fastener Distributors and Manufacturers. Managers, staff members, vendors, and many other industry professionals regularly utilize the site as a resource for the fastener industry. Placing a banner advertisement on NFDA web pages offers a unique marketing vehicle for your company and an innovative way to reach a large market at an affordable price. These active advertisements are personalized with your sales message and will provide a “click-through” link to either your company webpage or a personalized email. Your banner ad will appear either on the NFDA homepage or NFDA Career Center landing page so you are sure to reach browsers of the site no matter what their reason for visiting.

Additionally, we can track and report statistics for each individual banner ad on our site by the number of “click- throughs” your ad receives (number of times your banner ad is clicked on).

### What’s on [www.nfda-fastener.org](http://www.nfda-fastener.org)?

- NFDA News
- Industry News Feeds
- Industry Event Calendar
- Distribution Career Center
- Networking & Discussion Forums
- Online Membership Directory
- NFDA Members-Only Section including Member Discounts
- Fastener Education & Training Programs

### How much does it cost to advertise on [www.nfda-fastener.org](http://www.nfda-fastener.org)?

Length of Contract	Homepage Banner Cost	Career Center Banner Cost
3 months	\$900	\$450
6 months	\$1800	\$900
9 months	\$2500	\$1250
12 months	\$3000	\$1500

### Are there other ways to advertise with NFDA?

Yes! NFDA distributes a monthly **Headquarters Report** to the entire membership. Each issue can be sponsored by an individual company. The sponsorship allows the purchasing company to promote their company or products to NFDA members through the use of banner advertisements or written articles. The cost for a one-month subscription is \$200.00. Complete the form below to indicate your interest in sponsoring an NFDA Headquarters Report and a member of the NFDA staff will contact you to coordinate your sponsorship.

### Who can advertise on [www.nfda-fastener.org](http://www.nfda-fastener.org)?

Active NFDA member companies in good standing are eligible to advertise on the NFDA website. To learn more about membership to NFDA, please contact NFDA Headquarters at 312.527.6671 for more information.

Start reaping the benefits of targeted marketing through NFDA.  
Please contact NFDA Headquarters at 312/527-6671 if you have any questions.



## Website Advertising Sponsorship Insertion Form

### Company Information

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone/FAX \_\_\_\_\_

E-mail \_\_\_\_\_

By submitting this form you hereby acknowledge that the above company is an active member of NFDA in good standing.

### Rates

Length of Contract	Homepage Banner Cost	Career Center Banner Cost
3 months	\$900	\$300
6 months	\$1800	\$900
9 months	\$2500	\$1250
12 months	\$3000	\$1500
1 month	NFDA Headquarters Report Sponsorship Rate is \$200	

Please indicate the type of ad you would like to place:       Homepage       Career Center

Please indicate the length of time you would like your ad to run:  
 3 months       6 months       9 months       12 months

Please indicate if you would like to sponsor the headquarters report:       Headquarters Report

### Payment

Circle One:      Visa      MasterCard      American Express      Corporate Check

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Mechanical Specifications (Banner Ad)

Full Banner	234 x 60 Pixels	Max File Size	12k-14k Max.
Pixel Width	234 Pixels	Max Animation	3
Pixel Height	60 Pixels		

Fax to **312/673-6740**. If paying by check, make check payable to the National Fastener Distributors Association and mail to: NFDA, 401 N. Michigan Ave., Chicago, IL 60611-4267. NFDA reserves the right to refuse any advertisement at any time. Advertising and sponsorship with NFDA do not imply an endorsement of any product or service.