

The Official Publication of the Gases and Welding Distributors Association

WELDING & GASES TODAY



2019 INTERACTIVE MEDIA KIT

TOP 5 REASONS TO ADVERTISE WITH US

1. GAWDA Media is the official print and digital communication arm for the Distributor and Supplier members of the Gases and Welding Distributors Association (GAWDA).

Information materials specifically produced for GAWDA are:

- 4 quarterly magazines (*Welding & Gases Today*)
- 2 directories in print and electronic formats (Membership Directory and Buyers Guide)
- **Twice-monthly** GAWDA Connection digital newsletters that are electronically mailed to over 5,000 key individuals in the Association membership

2. GAWDA Media delivers relevant industry-specific information, forecasts, ITR Economics reports, safety and compliance, marketing and training materials to assist GAWDA Distributor and Supplier Members to build their businesses. This information stays relevant so many members save copies of the journals for extended periods of time. Some locations also make use of the magazine content in their employee training programs.

3. Our Digital and Social Media efforts keep members on top of breaking news and information that is relevant to our industry. These regularly-produced communications include new product announcements, personnel hirings and promotions, facility expansions, additions of lines of business and in-memoriam notices.

4. GAWDA Media produces materials that support member attendance at the Regional Meetings and two Annual Conventions. This includes advance news of keynote speakers, detailed schedules, and Exhibitor Guides and flyers relevant to the Contact Booth Programs. After the events, our editorial recaps feature photographs and coverage that is informative and interesting.

5. GAWDA Media staff is ready to partner with you to help you build your business by listening to your needs. See comments from Mark Raimy, 2016–2017 GAWDA president, and Bill Visintainer, 2015–2016 GAWDA president, about us [here](#).



Tim Hudson (left) of GAWDA Media networking with a GAWDA member at the 2018 SMC Contact Booth Program.

BUNDLE OPTIONS

HOLE-IN-ONE PLAN | 12x RATE

FREE ADD-ONS:

- **12** Categories in GAWDA's Print and Online Buyers Guide
- **12** Articles on Online Buyers Guide (extended exposure package — see page 6)
- **4** Member News Banner Ads
- **3** GAWDA Connection Newsletter Banner Ads*

BUNDLE REQUIREMENT: Minimum 1/2 page ad

THE EAGLE PLAN | 9x RATE

FREE ADD-ONS:

- **9** Categories in GAWDA's Print and Online Buyers Guide
- **9** Articles on Online Buyers Guide (extended exposure package — see page 6)
- **3** Member News Banner Ads
- **2** GAWDA Connection Newsletter Banner Ads*

BUNDLE REQUIREMENT: Minimum 1/2 page ad

THE BIRDIE PLAN | 6x RATE

FREE ADD-ONS:

- **6** Categories in GAWDA's Print and Online Buyers Guide
- **6** Articles on Online Buyers Guide (extended exposure package — see page 6)
- **2** Member News Banner Ads

BUNDLE REQUIREMENT: Minimum 1/3 page ad

ON PAR PLAN | 4x RATE

FREE ADD-ONS:

- **3** Categories in GAWDA's Print and Online Buyers Guide
- **3** Articles on Online Buyers Guide (extended exposure package — see page 6)

* Only 120 Connection Banner ads available per year. Reserved on a first come, first served basis.

PUBLICATION SCHEDULE

*Editorial coverage subject to change

1ST QUARTER (WINTER ISSUE)

Ad Space Reservation

1/11/19

Advertising Material

1/18/19

Publishes
2/20/19

Cover Stories

Cover Story: Annual Industry Outlook issue – Various segments (distributors and supplier businesses) look at emerging trends and business in the year ahead. **Riches in the Niches:** Cryotherapy
Member Profile: Indiana Oxygen | GAWDA Gives Back impact

2ND QUARTER (SPRING ISSUE)

Ad Space Reservation

3/18/19

Advertising Material

3/25/19

Publishes
4/24/19

Cover Stories

Cover Story: Finding and recruiting talent – Workshops for Warriors
Member Profile: Oxarc
Spring Management Conference Preview
*Bonus distribution at SMC in Minneapolis

3RD QUARTER (SUMMER ISSUE)

Ad Space Reservation

8/14/19

Advertising Material

8/21/19

Publishes
9/18/19

Cover Stories

Cover Story: Celebrating Anniversaries – with Customer Service Focus
Member Profile: Earlbeck Gases and Keen Compressed Gases celebrating 100 years
*Bonus distribution at AC in Washington DC

4TH QUARTER (FALL ISSUE)

Ad Space Reservation

11/8/19

Advertising Material

11/20/19

Publishes
12/16/19

Cover Stories

Cover Story: Winning in Sales, A-Z
Annual Convention Preview
Service to GAWDA | **Member Profile:** TBD



SPECIAL PUBLICATIONS

TWO EASY-TO-READ, INFORMATIVE DIRECTORIES

GAWDA's annual **Membership Directory** and annual **Buyers Guide** have a clean, fresh look and convenient formatting that makes it easy to find members and obtain their essential contact and product information.

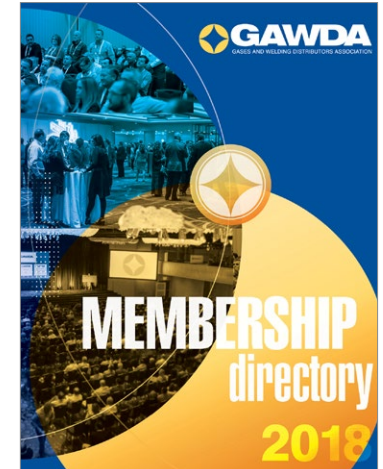
The **GAWDA Membership Directory** is the most extensive directory our industry offers. It contains key contacts for all member companies, allowing members to communicate directly with those they're trying to reach at other GAWDA companies.

The Membership Directory's easy-to-read format features pages that are color-coded. **Red** pages present **Distributor** listings and **blue** pages represent **Suppliers**. And — back by popular demand — this year's directory features a special section of distributor listings by **geographic location**.

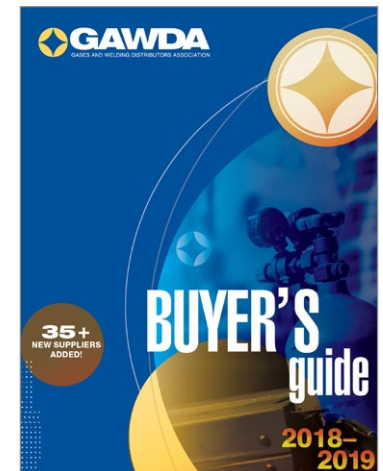
The **Buyers Guide** is a comprehensive listing of GAWDA supplier members. It's an excellent way to find new offerings to add to your business — or to look for new and additional sources of the supplies distributors need every day.

The Guide also serves as a helpful tool for wholesalers and suppliers who want to find new strategic partners as a way to build business for both parties.

MEMBERSHIP DIRECTORY	
Ad Space Reservation	Advertising Material
4/5/19	4/19/19
<p>Publishes 5/10/19</p>	<p>Contact information for all GAWDA member Distributors and Suppliers, organized alphabetically. Available in both print and electronic versions.</p>
<p>THIS PUBLICATION NOT CURRENTLY AVAILABLE ONLINE</p>	



MEMBERS ONLY BUYERS GUIDE	
Ad Space Reservation	Advertising Material
9/6/19	9/27/19
<p>Publishes 11/8/19</p>	<p>Supplier companies are listed alphabetically, geographically and by the category of product or service provided. Available in print and online. Links to advertiser websites from the online version. Full-color text and logo displays.</p>
<p>2018–2019 BUYERS GUIDE COMING SOON</p>	



ONLINE BUYER'S GUIDE

A self-service communication platform for members.

Think GAWDA before Google.

buyersguide.gawdamedia.com

KEY FEATURES

1. Category Listings
2. Events
3. Articles
4. Used Equipment
5. Job Postings

1. Category Listings

All active GAWDA Suppliers have a listing and equal opportunity to enhance their listing with a sponsorship to expand capabilities. Sponsorships last 1 year.

2. Events

Post industry events:

- Conventions
- Classes
- Celebrations

3. Articles

All articles live on the Online Buyers Guide for 1 year.

Great for:

- New products
- Enhanced offerings
- Providing detailed information on products or services

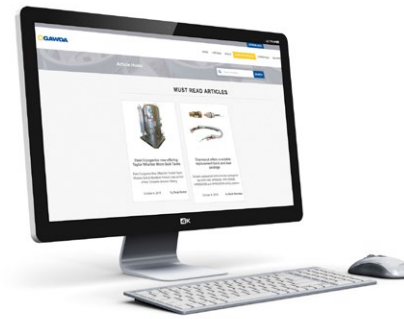
4. Used Equipment

Good for posting:

- Used fleet
- Used equipment
- Excess inventory

5. Job Postings

Post job opportunities exclusively to GAWDA members



SELF SERVICE ARTICLE PACKAGES

BASIC | \$75

Article posted on buyersguide.gawdamedia.com website for 1 year.

EXTENDED EXPOSURE \$300

Article posted on buyersguide.gawdamedia.com website for 1 year, announced in **GAWDA Connection** newsletter, and **GAWDA Media** social media platforms — LinkedIn, Facebook, Twitter, option for our editors to assist in writing and editing.

MAXIMUM EXPOSURE Full page ad rate of \$4,055

Article posted on buyersguide.gawdamedia.com website for 1 year, announced in **GAWDA Connection** newsletter, and on **GAWDA Media** social media platforms — LinkedIn, Facebook, Twitter, option for our editors to assist in writing and editing, full-page advertorial in upcoming quarterly issue of **Welding & Gases Today**.

PRINT RATES

PRINT DISPLAY RATES

	1x Rate	4x Rate	6x Rate	9x Rate	12x+ Rate
2 Page Spread	\$7,355	\$6,660	\$6,540	\$6,405	\$6,275
Advertorial: Full Page	\$4,135	\$3,645	\$3,480	\$3,395	\$3,330
Full Page	\$4,135	\$3,645	\$3,480	\$3,395	\$3,330
2/3 Page	\$3,315	\$2,835	\$2,685	\$2,635	\$2,645
1/2 Page	\$2,770	\$2,525	\$2,400	\$2,365	\$2,325
1/3 Page	\$2,130	\$1,845	\$1,765	\$1,740	\$1,715
1/4 Page	\$1,955	\$1,755	\$1,620	\$1,550	\$1,535

DISPLAY AD SIZES

Ad Size	Dimensions (Trim)	Live Area	Dimensions With Bleed*
2 Page Spread	16.5" x 11"	15.25" x 10"	16.75" x 11.25"
Full Page	8.25" x 11"	7" x 10"	8.5" x 11.25"
2/3 Page Vertical	4.5" x 10"	-	-
1/2 Page Island	4.5" x 7.5"	-	-
1/2 Page Horizontal	7" x 4.875"	-	-
1/2 Page Vertical	3.375" x 10"	-	-
1/3 Page Square	4.5" x 4.875"	-	-
1/3 Page Vertical	2.125" x 10"	-	-
1/3 Page Horizontal	7" x 3.425"	-	-
1/4 Page	3.375" x 4.875"	-	-

Select digital ads can be counted toward frequency to discount print rates. These include: Spotlight Ads, Newsletter Banner Ads, and Website Banner Ads.

ADVERTORIALS

TELL YOUR STORY IN YOUR OWN WORDS.

We will lay out the advertorial into a PDF suitable for hand-out, mailing, and posting on your website. See an example from Q2 2018 [here](#).

BUYERS GUIDE

TEXT AD WITH YOUR LOGO

- 30 Words **\$575**
- 60 Words **\$775**
- 90 Words **\$975**

Additional Categories **\$90** — good for Print and Online Buyers Guide. **YOUR TEXT AD AND LOGO APPEAR EACH TIME YOUR LISTING SHOWS UP THROUGHOUT THE BUYERS GUIDE.**

SPECIAL REQUESTS

For right-hand page, far forward, multiple page rates, assistance composing an advertorial or other special requests, consult your Relationship Manager.

Ad copy and imagery for bleed ads **MUST** remain within live area dimensions.

DIGITAL RATES

GAWDAMEDIA.COM						
	Pixels	1x Rate	4x Rate	6x Rate	9x Rate	12x+ Rate
Leaderboard & Footer	728 x 90	\$2,305	\$1,800	\$1,690	\$1,650	\$1,620
Sidebar Single	300 x 250	\$1,250	\$1,070	\$975	\$945	\$870
Sidebar Double	300 x 600	\$1,875	\$1,605	\$1,465	\$1,415	\$1,305

GAWDA CONNECTION NEWSLETTER						
	Pixels	1x Rate	4x Rate	6x Rate	9x Rate	12x+ Rate
1 Horizontal Spotlight Ad 24 available per year **Also includes logo and 40-word teaser at top of e-mail	600 X 300	\$2,250	--	--	--	--
2 Banner Ad 120 available per year	600 X 150	\$1,525	\$1,350	\$1,265	\$1,240	\$1,215

1 CONNECTION SPOTLIGHT ADS

Promote your company by being the exclusive presenting supplier of the newsletter! You have the opportunity to include a link to:

- A photo gallery
- Case study
- Success story
- Product promotion
- Sponsored content article – new
- Other content of your choice

This includes statistical reporting, including total opens of the newsletter and who clicks the ad.

Banner Image **Size: 600x300 pixels.**

Logo **Size: 200 pixels wide. One per issue.**

2 CONNECTION BANNER ADS

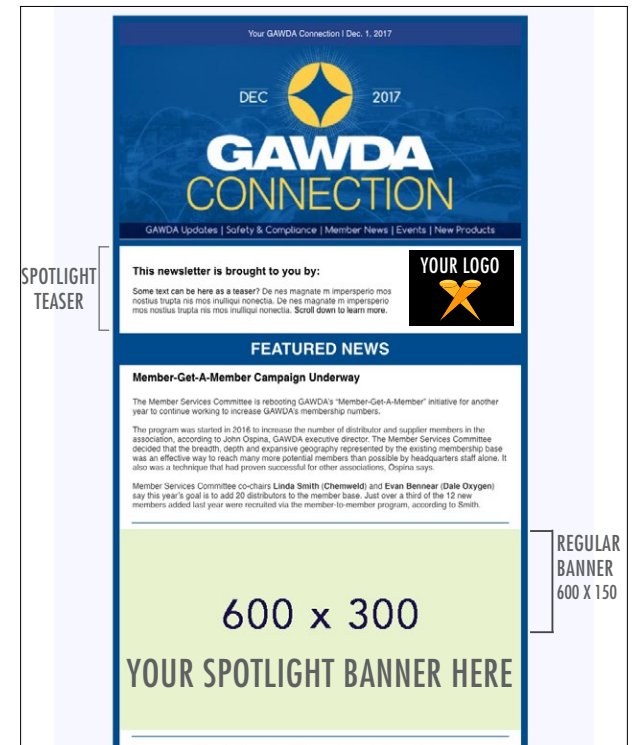
These Banner Ads show up in the GAWDA Connection. *This includes statistical reporting, including total opens of the newsletter and who clicks the ad.*

MEMBER NEWS BANNER ADS

These Banner Ads show up on the landing page, which is the most viewed information in the GAWDA Connection.

This includes statistical reporting of how many clicked on Member News.

**These are used as added value for advertising campaigns.*



CONNECTION STATS

INDUSTRY AVERAGE OPEN RATE IS **11%**

Our **Total** Open Rate is **60.49%**

Recipients: 4,480

Total Opens: 2,684

Average Stats from 1/1/18–11/1/18

GUIDELINES/ CONTACT

PRODUCTION

We strongly encourage our advertisers to submit their advertisements in digital form. If you do require our Creative Services Department to create your ad*, please discuss your needs with your sales representative.

DIGITAL FILES

NAME FILE: ADVERTISER_SIZE_GAWDA_PUBLICATION DATE

- Please send PDF files:
No Microsoft Word, Microsoft Publisher, PowerPoint or other word processing files will be accepted.
- Ads should be built to the exact print size and files preflighted.
- All images must be a minimum of 300 dpi.
- Colorspace must be CMYK. No RGB or Spot colors.
- Add 1/8" bleed when appropriate.
- All fonts must be embedded.
- Black type and large areas of black should be 1-color black.
- Minimum size type fonts: 6pt (black only).
- Minimum size reverse type fonts: 9pt.
- Provided logos must be high resolution, preferably 300 dpi and larger than 2".
- If any of the above requirements cannot be met, GAWDA MEDIA may require additional production time to recreate your ad.

*If you are supplying art/photos/logos for an ad that we are constructing, we accept tif and jpg files that are 300 dpi per inch (dpi) or at least 600 dpi (for line art).

SENDING FILES

Please notify your sales representative when e-mailing an ad. Larger files may need to be "zipped" and/or loaded to an ftp site or Dropbox.

PRESS RELEASES

Press releases should be emailed directly to Tim Hudson at TimH@gawdamedia.com.

Photographs taken with a digital camera and included with submitted materials must be high resolution (300 dpi) and suitable for publication.



GAWDA MEDIA

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Syracuse, NY 13204
315.445.2347
F: 315.422.1721
gawdamedia.com

ADVERTISING CONTACTS

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Hannah Gray

Relationship Manager
hannahg@gawdamedia.com
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- 1) Payment Terms: 2%-10, Net 30 days, Invoices over 30 days incur a service charge of 2% per month on outstanding balance.
- 2) Credit/Debit Cards Accepted: VISA, MC, AMEX, DISCOVER
- 3) Frequency discounts apply to insertions placed within the year. Charges will be adjusted based on total number placed and established rates.
- 4) The Publisher shall not be liable for any costs or damage due to delays in delivery cause by abnormal events.
- 5) Production costs may be added for any digital files needing corrections.
- 6) Company agrees to be bound by the agreements made and signed by an authorized agent as noted in the signature line.