

The Official Publication of the Gases and Welding Distributors Association

# WELDING & GASES TODAY



# 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 magazine journals (Welding and 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 every key individual in the Association membership.

2. GAWDA Media delivers relevant industry-specific information, forecasts, ITR Economics Report tips and training guidelines 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 members' attendance at the Regional Meetings and two Annual Conventions. This includes advance news of keynote speakers, detailed schedules, and Exhibitor Guides and fliers 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](#).



**STAY CONNECTED WITH US!**



Mark Raimy speaking the at the 2016 Annual Convention

# BUNDLE OPTIONS

## HOLE-IN-ONE PLAN | 12x RATE

### FREE ADD-ONS:

- **12** Categories in GAWDA's Print and Online Buyers Guide
- **4** Member News Banner Ads
- **3** GAWDA Connection Newsletter Banner Ads\*
- **Access To** New Product Announcements in the GAWDA Connection newsletter

**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
- **3** Member News Banner Ads
- **2** GAWDA Connection Newsletter Banner Ads\*
- **Access To** New Product Announcements in the GAWDA Connection newsletter

**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
- **2** Member News Banner Ads
- **Access To** New Product Announcements in the GAWDA Connection newsletter

**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
- **Access To** New Product Announcements in the GAWDA Connection newsletter

\* 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

12/7/17

### Advertising Material

12/19/17

**Publishes**  
**1/22/18**

### Cover Stories

Annual Industry Outlook issue  
Various segments (distributors and supplier businesses)  
look at emerging trends and business in the year ahead.

## 2ND QUARTER (SPRING ISSUE)

### Ad Space Reservation

3/15/18

### Advertising Material

4/4/18

**Publishes**  
**4/23/18**

### Cover Stories

ESOPs - Deciding to Become Employee-Owned  
Creating a Cohesive Culture After a Company Merger  
Spring Management Conference Preview

## 3RD QUARTER (SUMMER ISSUE)

### Ad Space Reservation

7/17/18

### Advertising Material

8/8/18

**Publishes**  
**8/27/18**

### Cover Stories

Annual Business Anniversaries Issue  
Youth in Welding | Finding and Recruiting Talent  
Annual Convention Preview

## 4TH QUARTER (FALL ISSUE)

### Ad Space Reservation

10/6/18

### Advertising Material

10/25/18

**Publishes**  
**11/17/18**

### Cover Stories

Winning in Sales, A-Z | Making a 'Can't Miss' Trade Show  
Exhibit | GAWDA Gives Back - 18 Years of Good Works  
Annual Convention Recap





# 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 just GAWDA's 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

3/1/18

#### Advertising Material

3/30/18

**Publishes**  
**4/23/18**

Contact information for all GAWDA member Distributors and Suppliers, organized alphabetically. Available in print — and debuting in the first quarter of 2018 — an electronic version.

**THIS PUBLICATION NOT CURRENTLY AVAILABLE ONLINE**



### MEMBERS ONLY BUYERS GUIDE

#### Ad Space Reservation

8/1/18

#### Advertising Material

8/29/18

**Publishes**  
**9/20/17**

Supplier companies are listed alphabetically, geographically and by the category of product or service provided. Available in print and online. Links to advertisers' websites from the online version. Full-color text and logo displays.



# PRINT RATES

## PRINT DISPLAY RATES

	1x Rate	4x Rate	6x Rate	9x Rate	12x+ Rate
2 Page Spread	\$7,210	\$6,530	\$6,410	\$6,280	\$6,150
Advertorial: Full Page	\$4,055	\$3,575	\$3,410	\$3,330	\$3,265
Full Page	\$4,055	\$3,575	\$3,410	\$3,330	\$3,265
2/3 Page	\$3,250	\$2,780	\$2,630	\$2,585	\$2,595
1/2 Page	\$2,715	\$2,475	\$2,350	\$2,320	\$2,280
1/3 Page	\$2,090	\$1,810	\$1,730	\$1,705	\$1,680
1/4 Page	\$1,915	\$1,720	\$1,590	\$1,520	\$1,505

## DISPLAY AD SIZES

Ad Size	Dimensions (Trim)	Live Area	Dimensions With Bleed*
2 Page Spread	16.5" x 11"	15.25" x 10"	<b>16.75" x 11.25"</b>
Full Page	8.25" x 11"	7" x 10"	<b>8.5" x 11.25"</b>
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 web-site. See an example from Q4 2017 [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

## WELDING & GASES TODAY ONLINE: 180 X 150 PIXELS

	1x Rate	4x Rate	6x Rate	9x Rate	12x+ Rate
Animated GIF	\$2,035	\$1,800	\$1,690	\$1,650	\$1,620
Static	\$1,250	\$1,070	\$975	\$945	\$870

## 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	300 x 600	\$2,250	--	--	--	--
2 Banner Ad 120 available per year	150 x 600	\$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: 550x200 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—NEW

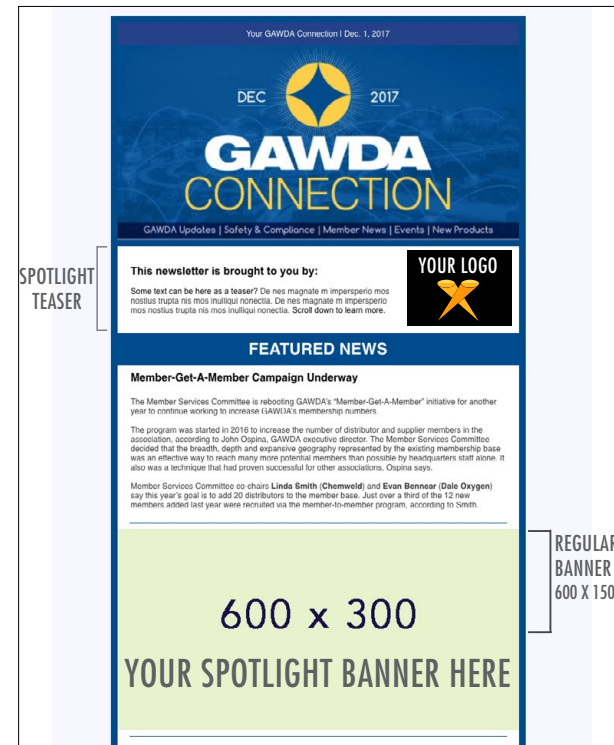
These Banner Ads show up on the landing page, which is the most viewed information in the GAWDA Connection.

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

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

### PRODUCT ANNOUNCEMENTS

These appear in the GAWDA Connection. **\$200 Include: 100 word write-up and one image of the new product.**



## CONNECTION STATS

INDUSTRY AVERAGE OPEN RATE IS **17.55%**

Our **Total** Open Rate is **57.09%**

Average Stats from 1/1/16- 10/15/16

**Recipients: 3,933.31**

**Total Opens: 2,245.79**

# 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@datakey.org.

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



## DATA KEY COMMUNICATIONS/

### GAWDA MEDIA

1415 W. Genesee St.

Syracuse, NY 13204

315.445.2347

F: 315.422.1721

[www.weldingandgasestoday.org](http://www.weldingandgasestoday.org)

## ADVERTISING CONTACTS

### Tim Hudson

Vice President - Sales

TimH@datakey.org

315.445.2347 x114

### Hannah Gray

Relationship Manager

HannahG@datakey.org

315.445.2347 x115

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 caused 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 below in the signature line.