



2021 MEDIA KIT



WHAT'S NEW FOR 2021



LOW COST – HIGH IMPACT VIDEOS

[PAGE 12](#)



TARGETED OUTSERTS

1 page, 2 page, 4 page or 8 page

[PAGE 6](#)



BELLY BAND

wrapped ad around
the magazine when shipped

[PAGE 6](#)



CUSTOMIZED 2021 CALENDARS

[PAGE 10](#)



ENHANCED E-READER

ads will now be linked directly to advertiser websites and more.

[PAGE 6](#)



PRODUCT SHOWCASE

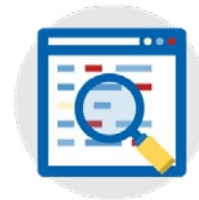
in the GAWDA Connection email
Newsletter.

[PAGE 11](#)



BUSINESS CARDS IN THE MEMBERSHIP DIRECTORY

[PAGE 7](#)



CLASSIFIED ADS

on the online GAWDA Buyers Guide

[PAGE 8](#)

BUNDLE OPTIONS



HALL OF FAME LEGACY 12x RATE

FREE ADD-ONS:

- Interview with an executive for the Q1 Forecast Article
- 4 GAWDA Connection Banners
- 4 business card ads in the 2021 GAWDA membership directory
- 4 product showcases
- Website ad on GAWDAMedia.com year-round 300 x 250

DISCOUNTS:

- 30% off additional Buyers Guide categories
- 30% off online buyers guide banner ads
- 20% Video creation (see page 12)

Bundle requires ½ page minimum



MVP SEASON 9x RATE

FREE ADD-ONS:

- Interview with an executive in Q1 Forecast Article
- 2 GAWDA Connection Banners
- 2 business cards in Membership Directory
- 3 product showcases
- Website ad on GAWDAMedia.com – 6 months

DISCOUNTS:

- 20% off additional Buyers Guide categories
- 20% off online buyers guide banner ads
- 15% Video creation (see page 12)

Bundle Requires ½ Page Minimum



ALL STAR LINEUP 6x RATE

FREE ADD-ONS:

- Interview with an executive in Q1 Forecast Article
- 1 business card in Membership Directory
- 1 free banner ad in the GAWDA Connection
- 2 product showcases
- Website ad on GAWDAMedia.com – 3 months

DISCOUNTS:

- 15% off additional Buyers Guide categories
- 15% off online buyers guide banner ads
- 10% Video creation (see page 12)

Bundle Requires 1/4 Page Minimum



TEAM PLAYER 4x RATE

FREE ADD-ONS:

- Interview with an executive in Q1 Forecast Article
- 1 business card in Membership Directory
- 2 product showcases
- Website ad on GAWDAMedia.com – 3 months

DISCOUNTS:

- 10% off additional Buyers Guide categories
- 10% off online buyers guide banner ads
- 5% Video creation (see page 12)

YOU CAN USE THESE PLACEMENTS TO GET UP TO THE 4X, 6X, 9X AND 12X BUNDLE OPTIONS:

- Magazine/Directory Print Ads
- Newsletter Spotlight Ads
- Newsletter Product Showcase Buys of 4x and up
- Buyers Guide Sponsorships
- Newsletter Banner Ads
- Website Ads on gawdamedia.com

PUBLICATION SCHEDULE

Editorial coverage subject to change



1ST QUARTER (WINTER ISSUE)

DEADLINES:

- Ad Space Reservation: 12/2/20
- Advertising Material: 12/14/20
- **Publishes: 1/15/21**
- Published in the 1/15 GAWDA Connection plus printed copies arrive to members around this time.

FEATURES:

- Cover Story: Annual Industry Outlook Issue – Distributor and Supplier members discussing emerging trends and expectations for their companies in the industry in 2021
- Introducing the GAWDA Board of Directors

[READ Q1 2020 NOW](#)



2ND QUARTER (SPRING ISSUE)

DEADLINES:

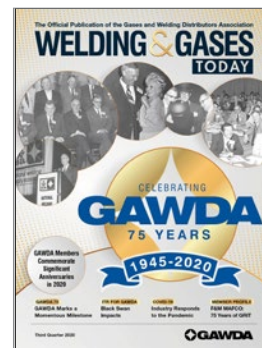
- Ad Space Reservation: 2/15/21
- Advertising Material: 2/24/21
- **Publishes: 3/22/21**
- Debuted in the SMC Preview Connection plus print copies at SMC and mailed to each member prior to SMC.

FEATURES:

- Cover Story: Spring Management Conference Preview
- SMC Speaker Articles

Bonus Distribution at SMC

[READ Q2 2020 NOW](#)



3RD QUARTER (SUMMER ISSUE)

DEADLINES:

- Ad Space Reservation: 5/31/21
- Advertising Material: 6/11/21
- **Publishes: 7/15/21**
- Published in the 7/15 Connection.

FEATURES:

- Cover Story: Celebrating Milestone Anniversaries
- Member Profile of a GAWDA Distributor Celebrating a Milestone Anniversary in 2021
- SMC Recap

[READ Q3 2020 NOW](#)



4TH QUARTER (FALL ISSUE)

DEADLINES:

- Ad Space Reservation: 8/19/21
- Advertising Material: 8/31/21
- **Publishes: 9/30/21**
- Published digitally in the 10/1 Connection.

FEATURES:

- Cover Story: 2021 GAWDA Annual Convention Preview
- Digital Marketing Strategies
- Reflection from GAWDA President on Year in Office

Bonus Distribution at AC

[READ Q4 2019 NOW](#)

MAGAZINE SPECS

The Official Publication of the Gases and Welding Distributors Association

WELDING & GASES TODAY

WGT CIRCULATION: 2,000 PRINTED +
436 AVERAGE UNIQUE E-READERS EACH ISSUE.

Welding and Gases Today is printed and mailed to 2,000 Owners, EVP's and VP's of 275 Distributorships and 230 supplier member companies. Q2 and Q4 have bonus distribution of 250 copies at the Spring Management Conference and Annual Convention.

PRINT 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"	<div>Special requests</div> <div>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.</div>	
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"		



ENHANCED E-READER FEATURES

- Advertisements are linked to website OR video embedded.
- Links help advertiser SEO
- Share stories directly from the E-Reader when your company is highlighted in the issue.

Average
E-Reader Views:
436

Average
Time Spent:
7:37

Total Time Spent reading each e-reader issue:
53.53 HOURS!

[READ WGT ON ISSUU](#)

AWARDS

- Best Newsletter or Trade Publication
Syracuse Press Club | 2020
- Bronze "AZBEE" Award of Excellence;
Magazine Redesign; American Society of
Business Publication Editors (ASPBE) | 2018
- Special Interest Print Media; Magazine
Syracuse Press Club | 2017

MAGAZINE RATES

PRINT AD RATES

	1x Rate	4x Rate	6x Rate	9x Rate	12x+ Rate
2 Page Spread	\$7,575	\$6,860	\$6,735	\$6,595	\$6,465
Advertorial: Full Page	\$4,260	\$3,755	\$3,585	\$3,495	\$3,430
Full Page	\$4,260	\$3,755	\$3,585	\$3,495	\$3,430
2/3 Page	\$3,415	\$2,920	\$2,765	\$2,745	\$2,725
1/2 Page	\$2,855	\$2,600	\$2,470	\$2,435	\$2,395
1/3 Page	\$2,195	\$1,900	\$1,820	\$1,790	\$1,765
1/4 Page	\$2,015	\$1,805	\$1,670	\$1,595	\$1,580
Belly Band	\$3000	ONE ADVERTISER PER ISSUE. ASK FOR AVAILABILITY.			

OUTSERTS

(must be run in conjunction with 1/2 page or larger inside the magazine.)

1 Sided	\$2,000
2 Sided	\$2,500
4 Pages	\$3,500
8 Pages (stitched)	\$4,500
Half Page on mailing address sheet.	\$2855
*One per issue ask for availability	

We help with ad creation for no additional cost other than ad placement



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](#).

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

SPECIAL PUBLICATIONS

MEMBERSHIP DIRECTORY



MEMBERSHIP DIRECTORY

DEADLINES:

- Ad Space Reservation – 5/3/21
- Advertising Material – 5/14/21
- **Publishes - 6/9/21**

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

- White Pages – Board of Directors, Committees, Past Presidents, and Regional Meeting Chairs.
- Red Pages – Contact info for 270+ welding & gas supply distributorships
- Blue Pages – Contact info for 230+ supplier companies
- Yellow Pages – Geographical list of distributor branches

PRICING:

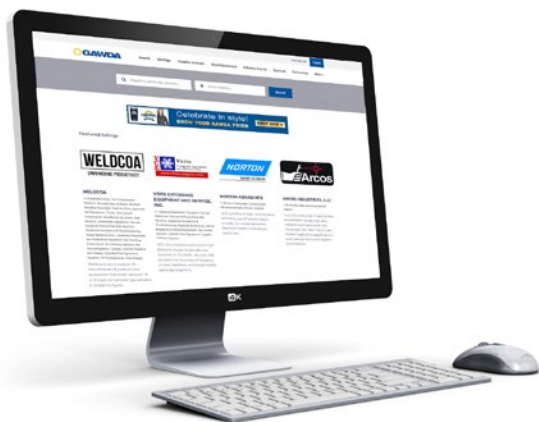
- Full Page \$3755
- Half Page \$2600
- Quarter Page \$1805
- Business Card \$650 *New*
- Distribution: each member company receives at least one copy of the printed membership directory and the digital PDF is sent to member companies upon request.

SPECIAL PUBLICATIONS

BUYERS GUIDE KEY FEATURES

A self-service communication platform for GAWDA Members.

buyersguide.gawdamedia.com



LISTINGS

All GAWDA supplier members have a listing. Listings are displayed in order of sponsorship status. Sponsorship details can be found on page 2.

CATEGORIES

List more categories to boost your listing views. Consider including a logo and description for branding on summary results pages while users are exploring categories.

ARTICLES

Articles are posted in the weekly newsletter as well as inside your company listing. The article will live on the online Buyers Guide for 1 year.

- Message from company leadership
- New Product Announcements
- Case Studies
- Catalog Release
- Milestone Celebrations
- General Promotion

CLASSIFIEDS

- Used equipment
- Storage space
- Offer Deals
- Excess Inventory
- Other

BANNER ADS

- Leaderboard (728 x 90): \$400/month
- Mobile Banner (320 x 100): \$250/month
- Square (250 x 250): \$250/month
- Sponsored Link: \$250/month

EVENTS

Post industry events:

- Classes
- Podcasts
- Training
- Webinars
- Product Demos (virtual or in person)

REPORTING

Each month you receive a report for listing traffic. **Summary stats** are how many times your listing summary was seen. Listing summary can be seen when a category is searched.

Detail stats are when someone clicks on your listing and views the content within the listing detail page.

What is listing summary?




	<p>In Supplier, Communication and Advertising GAWDA Media 1415 W. Genesee St., Syracuse, New York 13204 United States</p> <p>GAWDA Media publishes quarterly magazines, annual membership directory and buyers guide, and bi-monthly email newsletters. Submit news to editorial@gawdamedia.com or ask about advertising opportunities by emailing advertising@gawdamedia.com.</p>	<p>315-445-2347</p>
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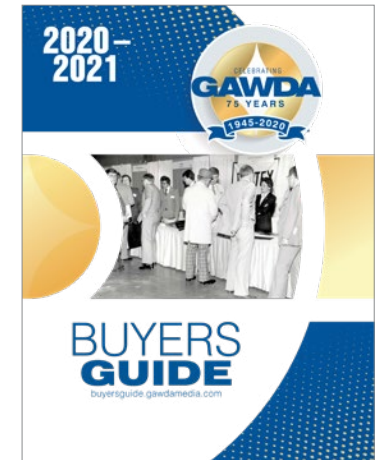
What is listing detail?

- Contact Info, Articles, Company Description, Photos, Videos, Catalogs, and more.

SPECIAL PUBLICATIONS

BUYERS GUIDE SPONSORSHIP PRICING/DETAILS

PLATINUM \$4135 \$345/month	GOLD \$2770 \$230/month	SILVER \$1955 \$163/month	BRONZE \$575 \$48/month	BASIC Complimentary with GAWDA Membership
PRINT				
Full Page Ad Full Page Company Profile 90 word description – show text ad and logo Logo on Thank you Platinum Sponsor Page - see page 5 of 2019 BG	Half Page Ad Logo + 60 word description Logo on Thank you Gold Sponsor Page - see page 5 of 2019 BG	Quarter Page Ad Logo + 30 word description Logo on Thank you Silver Sponsor Page - see page 5 of 2019 BG	Logo + 30 word de- scription Logo on Thank you Bronze Sponsor Page - see page 5 of 2019 BG	Company Name, Address, Website, Phone #, POC Email.
ONLINE LISTING				
10 Categories 20 pictures/videos Buying Group Badges Catalog	6 Categories Up to 15 pictures/ videos Buying Group Badges Catalog	4 Categories Up to 10 pictures/ videos Buying Group Badges Catalog	2 Categories Up to 5 pictures/ videos Catalog	1 Category
ACCESS TO THESE TABS ONLINE				
Supplier Articles (12) Events Classifieds 	Supplier Articles (9) Events Classifieds 	Supplier Articles (6) Events Classifieds 	Supplier Articles (3)	—
BONUS				
320 x 100 mobile banner for 3 months online buyers guide. (\$750 Value)	320 x 100 mobile banner for 2 months online buyers guide. (\$500 Value)	320 x 100 mobile ban- ner for 1 month online buyers guide. (\$250 Value)	—	—



[VIEW THE 2020 BUYERS GUIDE](#) 

ANNUAL Billing Only

for Buyers Guide Sponsorships.

Companies are displayed in order of their status (Platinum, Gold, Silver, Bronze, then Basic) at buyersguide.gawdamedia.com

DEADLINES:

- Ad Space Reservation – 10/11/21
- Advertising Material – 10/24/21
- **Publishes - 11/19/21**

ONLINE BUYERS GUIDE RATES

Leaderboard	\$400
Mobile Banner	\$250
Square Banner	\$250
Sponsored link	\$200
Skyscraper	\$200

SPECIAL PUBLICATIONS

CUSTOMIZED CALENDARS



CUSTOMIZED CALENDARS FOR 2021

Stay top of mind all-year-round!

Order before 11/1 to ensure your calendars arrive to customers before January

RATES*

Price	Quantity
\$4,305	500 = \$8.61/ea
\$4,540	750 = \$6.05/ea
\$4,795	1000 = \$4.80/ea
\$5,260	1500 = \$3.51/ea
\$5,805	2000 = \$2.90/ea
\$6,290	2500 = \$2.52/ea

*Cost does not include mailing.

8 1/2 x 11 or 9 x 12

Prints 4/4 on 80# cover
and 80# text, saddle stitch

Contact us for further details.

DIGITAL OFFERINGS

GAWDAMEDIA.COM, GAWDA CONNECTION

GAWDAMEDIA.COM

	Pixels	1 month	3 months	6 months	12 months
Leaderboard & Footer	728 x 90	\$1,200	\$2,800	\$4,200	\$6,480
Sidebar Single	300 x 250	\$430	\$1,200	\$2,250	\$4,000
Sidebar Double	300 x 600	\$645	\$1,655	\$3,015	\$5,375

GAWDA CONNECTION NEWSLETTER

	Pixels	1 banner	4 banners	6 banners	9 banners	12 banners
Horizontal Spotlight Ad* 24 available per year	600 X 300	\$2,300	* Also includes logo and 40-word teaser at top of e-mail			
Banner Ad 120 available per year	600 X 150	\$1,525	\$3,800	\$4,800	\$5,850	\$6,600
Product Showcase	300 X 150	\$1,000	\$2,600	\$3,000	\$3,600	\$4,200

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 a product showcase, statistical reporting - total opens and how many clicks.

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 a product showcase, statistical reporting - total opens and how many clicks.*

3 PRODUCT SHOWCASE

Show off a specific product or service in the new product showcase section of the GAWDA Connection

4 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.



[VIEW A GAWDA CONNECTION E-MAIL](#)

CONNECTION STATS

INDUSTRY AVERAGE OPEN RATE IS 11%

- **4,400+** Subscribers
- Avg open rate: **31.5%**
- Avg unique opens: **1,385**

Average Stats from 1/1/20 - 8/15/20

DIGITAL OFFERINGS

LOW COST – HIGH IMPACT VIDEOS

VIDEO PRODUCTION

We will assist you in the preparation and delivery of a short (2–3 Min) video message where you can deliver a new product announcement, significant marketing launch, or introduce someone/something to the Membership.

COST: \$1,500 PER VIDEO



HOW

GAWDA Media staff will provide a tool kit and instructions.

GAWDA Media staff will edit the raw footage into an appropriate length video (no more than 3 min)

- Package includes 2 rounds of edits (the initial video review plus final review). Additional editing billed separately.
- Raw footage can include video of someone at your company, new product images, video snips of the new product in action, and much more.
- Video will be archived on the GAWDA Media YouTube Channel and can be distributed in a number of ways by GAWDA Media and by your company.

DISTRIBUTION IDEAS:

- GAWDA Connection email newsletter
- GAWDA Media Social Media
- GAWDA Buyers Guide
- Media distribution list
- Your company social media
- Your company website
- Your company newsletter

DIGITAL OFFERINGS



WEBSITE DEVELOPMENT

Site designed for your industry and customer needs. Clear calls-to-action drive form fills, calls, emails, and chat. Built for mobile devices first, then desktop, for the best responsive experience. **\$400/month for 12 months.**



BRANDED CONTENT

We help you connect with your audience in unique ways that drive engagement & grow your business. 70% of consumers prefer learning about products through content.



SEARCH ENGINE OPTIMIZATION

Show up organically when your customers search for businesses like yours. Be seen as the trusted local authority, set apart from your competitors and bring your story to life with the metrics that matter most.



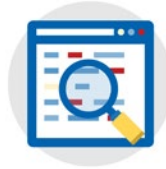
SEARCH MARKETING

Our proprietary technology optimizes based on conversions (not clicks). Our sponsorship with USA Today 10 Network ensures your campaign reaches where 98% consumers search with transparent results.



LISTINGS MANAGEMENT

Maintain 35+ of the most popular online directories from one dashboard. Change your photos, hours of operation, company description and more. Includes statistical reporting of click to call, website visits from each directory. Manage your reviews for each site from the same dashboard. **\$600/year**



KEYWORD TRACKING

One of the major benefits to a properly executed local campaign is a sharp increase in your local keyword ranking. Your Directory listings should be optimized for critical keywords that your potential customers are using in their searches. Use our proprietary Client Center hub to measure your performance.



REVIEWS

Manage your online reputation and make sure you look good in your customer's eyes. Use our proprietary Client Center hub to monitor reviews, respond to them in real time and stay on top of your online reputation.



GEO-FENCING

Powerful, efficient, and accurate way to target specific businesses specific businesses and get a leg up on your competition with mobile advertising.



SOCIAL MEDIA STRATEGY/SETUP

We help set up your social media presence and can help more people discover your business, engage with you, and choose you through an organic and paid social media advertising strategy.



SOCIAL ADS

Our smart optimization technology uses artificial intelligence (AI) to maximize leads (form fills, phone calls, website conversions) using machine learning to deliver the best results.



LEAD MANAGEMENT

Use our Client Center for easy review of campaign performance within a single dashboard. View leads via email or mobile. Play back phone calls and respond immediately to leads.



RETARGETING

Maximize your marketing by getting web visitors to return to your site over and over. Retargeted viewers are 70% more likely to convert than the average online adult.

Contact us for custom quote unless price is listed

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

1415 W. Genesee St.

Syracuse, NY 13204

315.445.2347

F: 315.422.1721

gawdamedia.com

ADVERTISING CONTACTS

Tim Hudson

Vice President – Sales

timh@gawdamedia.com

315.445.2347 x148

Hannah Gray

Sales & Marketing Manager

hannahg@gawdamedia.com

315.445.2347 x149

- 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 in the signature line.