

2022 MEDIA KIT



WHAT'S NEW FOR 2022



LISTINGS MANAGEMENT

Manage 54 of the most used online directory listings and reviews from one dashboard. (Facebook, Bing, Google Maps, etc.)

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SUPPLIER CATALOG DIGITAL LIBRARY

on the online GAWDA Buyers Guide

[PAGE 13](#)

FAVORITES FROM 2021



CUSTOMIZED 2022 CALENDARS

Order 2022 calendars before October 1st to ensure they are designed and printed by Dec 1 2021. *Ask for details.*



GAWDA TV

Commercials, Supplier Interviews, Segment Sponsors

[PAGE 11](#)



PRODUCT SHOWCASE

in the GAWDA Connection email newsletter.

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BUSINESS CARDS IN THE MEMBERSHIP DIRECTORY

[PAGE 7](#)

BUNDLE OPTIONS



HALL OF FAME LEGACY 12x RATE \$35k+

FREE ADD-ONS:

- Interview with an executive for the Q1 Forecast Article
- 4 GAWDA Connection Banners
- 4 business card ads in the 2022 GAWDA membership directory
- 4 product showcases
- Website ad on GAWDAmelia.com year round: 300 x 250

Bundle requires ½ page minimum



MVP SEASON 9x RATE \$25k-35k

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 GAWDAmelia.com – 6 months

Bundle Requires ½ Page Minimum



ALL STAR LINEUP 6x RATE \$15k-25k

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 GAWDAmelia.com – 3 months

Bundle Requires 1/4 Page Minimum



TEAM PLAYER 4x RATE \$8k-15k

FREE ADD-ONS:

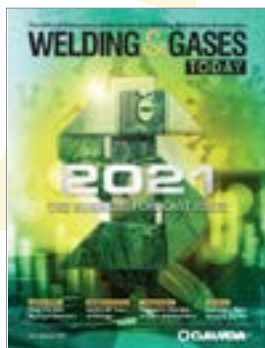
- Interview with an executive in Q1 Forecast Article
- 1 business card in Membership Directory
- 2 product showcases
- Website ad on GAWDAmelia.com – 3 months

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)

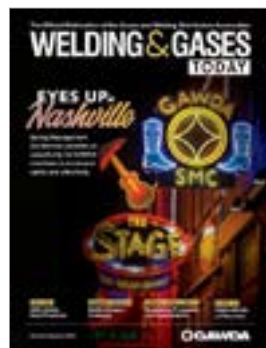
DEADLINES:

- Ad Space Reservation: 11/11/21
- Advertising Material: 11/22/21
- **Publishes: 12/30/21**
- 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 2022
- Introducing the GAWDA Board of Directors

[READ Q1 2021 NOW](#)



2ND QUARTER (SPRING ISSUE)

DEADLINES:

- Ad Space Reservation: 3/9/22
- Advertising Material: 3/21/22
- **Publishes: 4/1/22**
- 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 2021 NOW](#)



3RD QUARTER (SUMMER ISSUE)

DEADLINES:

- Ad Space Reservation: 6/13/22
- Advertising Material: 6/24/22
- **Publishes: 8/1/22**
- Published in the 7/15 Connection.

FEATURES:

- Cover Story: Celebrating Milestone Anniversaries
- Member Profile of a GAWDA Distributor Celebrating a Milestone Anniversary in 2022
- SMC Recap

[READ Q3 2021 NOW](#)



4TH QUARTER (FALL ISSUE)

DEADLINES:

- Ad Space Reservation: 8/15/22
- Advertising Material: 8/26/22
- **Publishes: 10/1/22**
- Published digitally in the 10/1 Connection.

FEATURES:

- Cover Story: 2022 GAWDA Annual Convention Preview
- Digital Marketing Strategies
- Reflection from GAWDA President on Year in Office

Bonus Distribution at AC

[READ Q4 2020](#)

MAGAZINE SPECS

The Official Publication of the Gases and Welding Distributors Association

WELDING & GASES TODAY

WGT CIRCULATION: 2,000 PRINTED +
818 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"	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.	
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:
818

Average
Time Spent:
7:57

Total Time Spent reading each e-reader issue:
108.39 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	\$7,955	\$7,205	\$7,090	\$6,925	\$6,790
Advertorial: Full Page	\$4,475	\$3,945	\$3,765	\$3,670	\$3,600
Full Page	\$4,475	\$3,945	\$3,765	\$3,670	\$3,600
2/3 Page	\$3,585	\$3,065	\$2,905	\$2,885	\$2,860
1/2 Page	\$2,995	\$2,730	\$2,595	\$2,560	\$2,515
1/3 Page	\$2,305	\$1,995	\$1,910	\$1,880	\$1,855
1/4 Page	\$2,115	\$1,895	\$1,755	\$1,675	\$1,660
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 – 5/3/22
- Advertising Material – 5/14/22
- **Publishes - 6/9/22**

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 **& logo** for 270+ welding & gas supply distributorships
- Blue Pages – Contact info for 230+ supplier companies
- Yellow Pages – Geographical list of distributor branches

PRICING:

- Full Page \$3945
- Half Page \$2730 (Horizontal/Vertical)
- Quarter Page \$1895

NEW Business Card \$675 | 3.375 x 2.3

- 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?



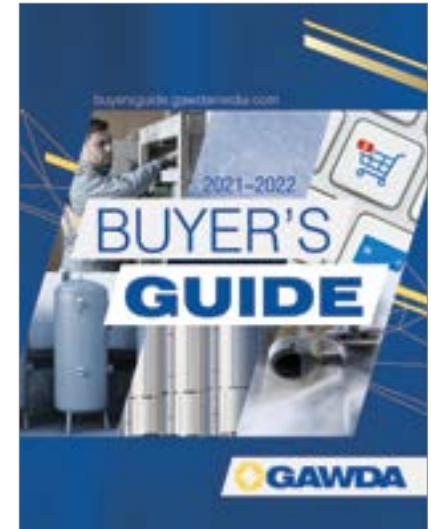
What is listing detail?

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

SPECIAL PUBLICATIONS

BUYERS GUIDE SPONSORSHIP PRICING/DETAILS

PLATINUM \$4475 \$373/month	GOLD \$2995 \$250/month	SILVER \$2115 \$177/month	BRONZE \$625 \$52/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 Sil- ver 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 Key Contacts - photos, phone, email	6 Categories Up to 15 pictures/vid- eos Buying Group Badges Catalog Key Contacts - photos, phone, email	4 Categories Up to 10 pictures/ videos Buying Group Badges Catalog Key Contacts - photos, phone, email	2 Categories Up to 5 pictures/videos Catalog Key Contacts - photos, phone, email	1 Category
ACCESS TO THESE TABS ONLINE				
Supplier Articles (12) Events Classifieds Discussions	Supplier Articles (9) Events Classifieds Discussions	Supplier Articles (6) Events Classifieds Discussions	Supplier Articles (3) Discussions	—
BONUS				
728 x 90 mobile banner for 3 months online buyers guide. (\$1200 Value)	320 x 100 mobile ban- ner for 2 months online buyers guide. (\$500 Value)	320 x 100 mobile ban- ner for 1 month online buyers guide. (\$250 Value)	—	—



[VIEW THE 2021 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

ONLINE BUYERS GUIDE RATES

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

*Upgrade to a flashing GIF for \$50

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	\$2,400	* 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	250 X 250	\$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. Posted for 1 month in the online Buyers Guide.

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%

- **4,500+** Subscribers
- Avg open rate: **38%**
- Avg unique opens: **1,555**

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

TWO GREAT WAYS TO ADVERTISE

3 MINUTE SUPPLIER INTERVIEW \$2500

PREMIER POSITION ONE PER EPISODE

Three minute all-eyes-on segment that gives the opportunity to discuss your business with our news anchor Adam.

He asks engaging questions to showcase your company in an authentic & high impact manner.

COMMERCIALS

15 SECOND \$750 | **30 SECOND \$1000**
or 5 for **\$3000** | or 5 for **\$4000**

OPTIONS INCLUDE:

- Video clip submitted to us
- Have the broadcaster show an image and read your commercial.
- 15 seconds: approximately 30-40 words
- 30 seconds: approximately 60-80 words

GREAT FOR:

- New Product Announcements
- Company Branding

A pack of 4 to 6 is recommended to campaign throughout a series of episodes.

Check Out All GAWDA TV Episodes Here!

Special Offer

Save 30% on your advertisement when you purchase a print ad in Welding and Gases Today!

WGT Q2 - Episodes 5-10

WGT Q3 - Episodes 11-16

WGT Q4 - 17-22

GAWDA TV GUIDE

New episodes released every 1st & 15th

Episode 17 Oct 1

AC Preview

Episode 18 Oct 15

AC Recap

Episode 19 Nov 1

TBD

Episode 20 Nov 15

Thanksgiving

Episode 21 Dec 1

TBD

Episode 22 Dec 15

Holidays

**Book your commercial spots for
Season 2 of GAWDA TV in 2022!**

*Spots are first come first served including
the order they appear in the episodes.*

LISTINGS MANAGEMENT

DIRECTORY LISTINGS AND REVIEW MANAGEMENT

DIRECTORY LISTINGS IN 38 BUSINESS DIRECTORIES

Getting your business listed across the internet is the best way to attract new customers and increase your revenue. No matter what you offer, potential customers are looking for it online. Are they finding you? Inaccurate listings lead to missed opportunities.

GET FOUND AND STAND OUT IN LOCAL SEARCH

- Get your business listed on 54 online directories and improve search results ranking with accurate and consistent business information
- Boost your online presence with listings on Google, Yahoo and Bing, plus other key industry-specific directories and navigation apps
- Get insights into how people engage with your business listings
- Keep your listings fresh by inputting new information into one database location that broadcasts automatically to all online Directories

REVIEW MANAGEMENT

Manage your online reputation and make sure you look good in your customer's eyes. Use the Dashboard Hub to monitor all reviews, respond to them in real time and stay on top of your online reputation.

ACCESS ALL REVIEWS FROM ALL PLATFORMS ON ONE PAGE

- Track total reviews and overall ranking
- View an evolution of your overall ranking over time
- Respond to reviews on multiple platforms (Google, Facebook, etc.) from one location



SUPPLIER CATALOG LIBRARY



ADD YOUR COMPANY CATALOG - \$500

Let us host your company catalog for 12 months. **No more file transfer sites, just one link with controlled access to select customers.** Includes stats at the end of the year of how many views, click throughs, and more on your catalog for the year.

EASY CLICK THROUGH PROFESIONAL CATALOG

YEARLY STATISTICS:

- Impressions
- Reads + Total Read Time
- Link Click Throughs
- Individual Page Statistics (Impressions, Reads, etc.)
- Devices Used To View Your Catalog (Desktop/Mobile)
- Where In The World Your Readers Are

