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VDTA SDTA

VACUUM & SEWING DEALERS
TRADE ASSOCIATION

MEDIA KIT



ABOUT US

We are the Vacuum and Sewing Dealers Trade Association! With a rich history of over 42 years working with independent retailers, supporting all areas of their business to be successful.



Our members are sewing, floorcare and central vac retailers all over the USA, Canada, and beyond. Supplier members are the industry best, and have products in sewing, quilting, fabric, notions, floorcare, home care, central vac, air purification, and several additional connected industries.

Our marketing reach at the association is two-fold. Direct to our association members, as well as the sewing and floorcare trade industry at-large. We have several opportunities to reach this audience, including dedicated eblasts, website placements, the annual Trade Show and Convention, and the SewVacology Members site. And, now....Inspire.

Inspire. is our NEW trade magazine with a digital first presentation! We have a hybrid approach to both target audience—as well as delivery.

Inspire. is designed to appeal to the independent retailer, as well as the consumer interested in becoming involved in the industry. Digital to all, and print to current members of the VDTA-SDTA.

We can help craft a unique marketing package that works for you and your business. Including advertisement, sponsorship, trade show, email and web. There is an avenue that fits your needs and can successfully reach your target audience.

Let's have some fun—and show everyone that this industry is truly the BEST!

Cindy Cummins

Executive Director
VDTA-SDTA

cindycummins@vdt.com



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ADVERTISING OPPORTUNITIES

The Vacuum and Sewing Dealers Trade Association can put your brand in front of independent retailer decision makers in the floorcare, homecare, sewing, quilting and creative-clean related industries.

3 WAYS TO ADVERTISE

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1 ADVERTISING OPPORTUNITIES INSPIRE AD RATES & SPECS

A. INSPIRE PUBLISHING CALENDAR

ISSUE	SPACE CLOSE	AD DUE	RELEASE
Oct. 2022	October 10	October 10	October 28
Dec. 2022	October 25	November 8	December 19
March 2023	February 1	February 15	March 31
June 2023	May 1	May 15	June 30
Sep. 2023	August 1	August 15	September 29
Dec. 2023	October 25	November 8	December 18

B. INSPIRE 2022-2023 AD RATES

TYPE/PREMIUM PLACEMENT	1X	# OF ISSUES	SUPPLIER DISCOUNT AMOUNT	SUBTOTAL
FULL PAGE	\$3000			
BACK COVER	\$3500			
INSIDE FRONT COVER	\$3300			
INSIDE BACK COVER	\$3200			
PAGE 1	\$3300			
2 PAGE SPREAD (PAGES 2&3)	\$6600			
Supplier Members Discount:	TOTAL			

1x = 5% 2x = 10% 4x = 15% Reserve space-sales@vdta.com

Note: Ad commitments must be reserved and prepaid to receive discount.

C. AD SPECS- FULL PAGE

Magazine Trim Size: 8 1/4" x 10 7/8"

Bleed: Extend bleed to 1/8" beyond trim on all sides.

File Delivery: Submit PDF-X1a Files

**Send all artwork
to sales@vdta.com**

1 ADVERTISING OPPORTUNITIES

MARKET ADS & BUYERS GUIDE

D. Inspire Publication: Market Ads

Six Per Page-\$500 each.

- **Company Logo**
- **50 word copy (max)**
- **1 image**
- **Website URL**

E. Inspire Publication: Buyers Guide

- **Basic listing- FREE**
- **Enhanced listing-\$500**
- **Full page ad-\$1500**
(includes enhanced listing)

Deadline for listing is October 10, 2022

Contact sales@vdta.com

Scan QR code to get listed now!



2 ADVERTISING OPPORTUNITIES THE INSIGHTS E-NEWSLETTER

A. BANNER AD NON-MEMBER \$600 / MEMBER \$450

This can be either all text (up to 70 words) or image with text (up to 40 words). There are two spots available for sale each week. The ad includes a link to the advertiser's website or social media.

- **IMAGE SIZE:** Submit artwork at 400px wide X 400px tall
- **HEADLINE COPY:** 15 words MAX
- **MAIN COPY:** 40–70 words

B. SUPPLIER MEMBER SPOTLIGHT MEMBER \$450

This is not an ad spot, but an opportunity to share your expertise with members on a subject that would be useful and informative for them. Should be 250 to 700 words, delivered in a Word or Google doc, which staff will help polish and edit. Can include a photo and link to website or blog.

- **IMAGE SIZE:** Submit artwork at 560px wide X 400px tall
- **HEADLINE COPY:** 30 characters MAX
- **MAIN COPY:** 250–700 words

C. SQUARE AD NON-MEMBER \$300 / MEMBER \$200

This is an image promoting a brand or event, with a single sentence tagline below. There are two spots available for sale each week. Ad includes a link to advertiser's website or event page.

- **IMAGE SIZE:** Submit artwork at 400px wide X 400px tall
- **HEADLINE COPY:** 30 characters MAX
- **MAIN COPY:** 30 words MAX

D. EBLAST NON-MEMBER \$1500 / MEMBER \$1250

Dedicated Sponsored Eblast to select list

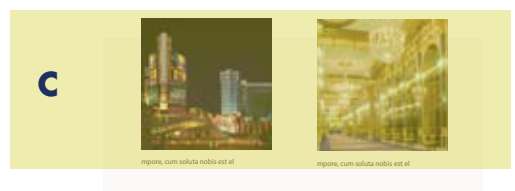
SUBMISSION DEADLINE

All ad or sponsored post materials should be submitted 14 days before the scheduled run date for the content.

- **All ads and eblasts must be paid in full before sent.**

ARTWORK + FILE SPECS

Specs sent from your sales executive with order confirmation, sales@vdt.com.



3 VDTA ADVERTISING OPPORTUNITIES VDTA.COM

A. SPONSOR COMPANY LOGO - HOME PAGE

Supplier Member Benefit.
• Your logo with link to your website

Size: 700 x 210 px
Cost: ~~\$500~~ **Value Free for Supplier Members**

B. SPONSORED POST - INSIGHTS

Supplier Member Benefit.
Includes:
• Post & Link on vdtacom
• Banner Ad in E-Newsletter

Size: 940 x 726 px
Cost: \$750 for Supplier members.

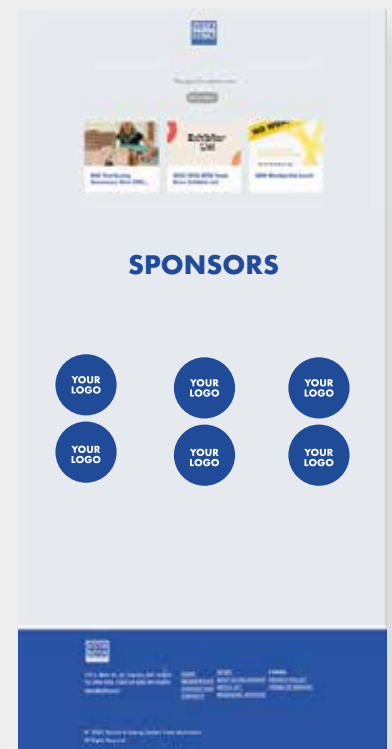
SUBMISSION DEADLINE

All ad or sponsored post materials should be submitted 14 days before the scheduled run date for the content.

• All Ads, posts, and eblasts must be paid in full before sent.

ARTWORK + FILE SPECS

Specs sent from your sales executive with order confirmation, sales@vdtacom.



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SUPPLIER MEMBERSHIP

WHY JOIN AS A SUPPLIER (ASSOCIATE) MEMBER OF VDTA-SDTA?

- Become involved as a key member supplier of the VDTA-SDTA
- Join an industry Advisory Council—applicable to your company
- Connect with independent “Create & Clean” retailers and the related audience
- Contribute “What’s New” and supplier related product content for association media. Digital and Print.
- Opportunity to offer retailer training program(s) or meeting on-site, during the VDTA-SDTA Trade Show and Convention
- Sponsor events and programs of VDTA-SDTA
- Supplier member logo w/link on VDTA.com Home Page
- Discounts on trade show, marketing (digital and print)

WHO QUALIFIES?

Any company that is supplying a good or service to a retailer or end user in the association’s industry. Subject to application submission and approval. Please visit vdtacom.com to join.

BASE ANNUAL SUPPLIER MEMBERSHIP: \$800 (JANUARY-DECEMBER)

Discounts:

- Supplier member discount for exhibit space
- Supplier member discount for ad space **Inspire**. NEW Quarterly magazine
- Supplier member post on INSIGHTS at VDTA.com
- Supplier member discount on dedicated “sponsored” eblasts to members & industry at-large



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