

MEDIA KIT



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**VDTA
SDTA**

VACUUM & SEWING DEALERS
TRADE ASSOCIATION

create + clean.

Inspire.

SEWVACOLOGY.

>The
collective.



ABOUT US

We are the Vacuum and Sewing Dealers Trade Association! With a rich history of over 43 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.

The marketing reach at the association is two-fold. Direct to our association members, as well as the sewing, creative, cleaning and floorcare trade industry at-large. We have several opportunities to reach this audience, including dedicated eblasts, website placements, the annual Create + Clean Expo (our trade show and convention), and the SewVacology Members site. And, now....Inspire.

Inspire. is our NEW trade magazine with a digital presentation! **Inspire.** is designed to appeal to the independent retailer, as well as the consumer interested in becoming involved in the industry.

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@vdta.com

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PROMOTIONAL 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 Create + Clean related industries.



4 WAYS TO PROMOTE

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1 PROMOTIONAL OPPORTUNITIES

INSPIRE MAGAZINE

Inspire. Magazine is the official publication of the Vacuum and Sewing Dealers Trade Association. Published quarterly as a digest, this **digital** magazine targets independent retailers, suppliers, manufacturers, educators and industry professionals. Inspire. is an important visual to reach those who Create and Clean in a modern world.

Link to digital issue: <https://issuu.com/inspire>.

A. INSPIRE PUBLISHING CALENDAR

ISSUE	RELEASE
Volume 2	November 2023
Volume 3	February 2024
Volume 4	May 2024
Volume 5	August 2024
Volume 6	November 2024
Volume 7	February 2025



B. INSPIRE 2023-2024 AD RATES

TYPE/PREMIUM PLACEMENT	1X	# OF ISSUES	SUPPLIER DISCOUNT AMOUNT	SUBTOTAL
FULL PAGE	\$1500			
INSIDE FRONT COVER	\$1650			
INSIDE BACK COVER	\$1600			
PAGE 1	\$1650			
2 PAGE SPREAD (PAGES 2&3)	\$3300			
Supplier Members Discount: 1x = 5% 2x = 10% 4x = 15%				TOTAL

Your digital advertisement includes live links (up to 2 per full page), QR code, and analytics reporting 90 days after magazine publication.

C. AD SPECS- FULL PAGE

- Magazine Trim Size:** 8 1/4" x 10 7/8" **File Delivery:** Submit PDF-X1a Files
- Bleed:** Extend bleed to 1/8" beyond trim on all sides.
- Reserve Space:** Send order form and all artwork to sales@vdta.com.
- Note:** Ad commitments must be reserved and prepaid to receive discount.

2 PROMOTIONAL OPPORTUNITIES INSPIRE EMAILS

SPOTLIGHT AD

COST: MEMBER: \$450
NON-MEMBER: \$800

Text-only (up to 70 words) or image with text (up to 40 words). There are two spots available each week. Ad includes a link to the advertiser's website or social media.

- **IMAGE SIZE:** 600px W X 600px H
- **HEADLINE COPY:** 15 words MAX
- **MAIN COPY:** 40-70 words

DEDICATED EBLAST

COST: MEMBER: \$1250
NON-MEMBER: \$2000

Select date for send to align with your marketing calendar. Ad includes a link to the advertiser's website or social media.

- **IMAGE SIZE:** 1000px W X 1000px H
- **HEADLINE COPY:** 15 words MAX
- **MAIN COPY:** 100 words

SUBMISSION DEADLINE

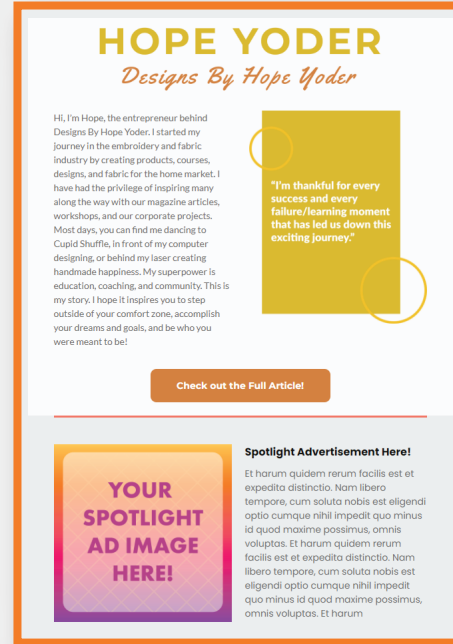
All ad or sponsored post materials should be submitted 14 days before the scheduled run date for the content.

- **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.

Sent weekly to over 7,000 industry subscribers and members of VDTA-SDTA!



3 PROMOTIONAL OPPORTUNITIES VDTA.COM

A. SPONSOR COMPANY LOGO - HOME PAGE

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

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

B. SPONSORED POST - INSIGHTS

MEMBER COST: \$750

Supplier Member Benefit.
• Post & Link on vdtacom

- **IMAGE SIZE:** 940px W X 726px H
- **HEADLINE COPY:** 15 words MAX
- **MAIN COPY:** 200 words

SUBMISSION DEADLINE

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

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

ARTWORK + FILE SPECS

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



Explore the power of your VDTA membership.

At VDTA-SDTA, we empower our members to thrive in this vibrant and ever-evolving industry by equipping them with the essential resources and thrilling prospects they need to unlock their full potential. Expand your network, build relationships & protect your business. Renew or become a VDTA-SDTA member today.

[Join VDTA-SDTA](#)

Inspire. A quarterly magazine for the create + clean industry, and association readers.

Our stories and articles are selected to inspire. We want to give you, the reader, an insider "pull back the curtain" view on the people, places, passions, and products that fuel this talented creative industry. This new publication has been a while in development, while we researched what is important and relevant to our audience.

We learned that retailers and suppliers crave inspiration, as do the resellers entering our industry. We are thrilled to launch Inspire. Be sure to let us know what you would like to see in future issues. If you would like to contribute, we'd love to hear your ideas.

[Read Now](#)

THANK YOU TO OUR SUPPLIER MEMBERS!

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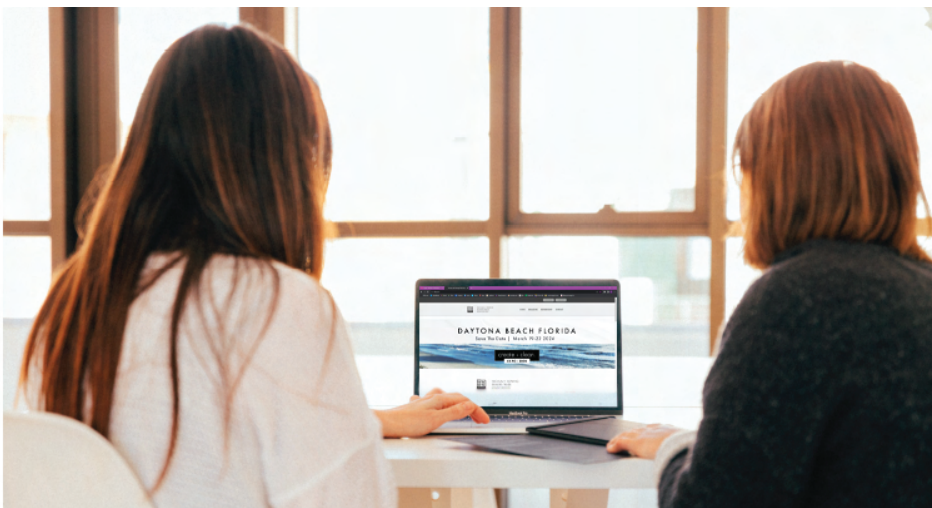
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4 PROMOTIONAL OPPORTUNITIES **CREATE + CLEAN EXPO**

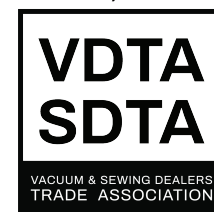
CREATE + CLEAN EXPO (VDTA-SDTA)



The annual trade show and convention of the Vacuum and Sewing Dealers Trade Association.

create + clean™
EXPO

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Visit VDTA.com or contact sales@vdt.com for exhibiting opportunities at this annual show.



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 vdta.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
- Supplier member logo and link from VDTA.com (\$500 Value!)



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Media and Membership Order Form

Please complete all information and email signed order form to sales@vdt.com.

INFORMATION

Company Name: _____

Contact: _____ Title: _____

Address: _____

City: _____ Province/State: _____ Postal Code: _____ Country: _____

Email: _____ Website: _____

Office Phone: _____ Cell Phone: _____

Contact for Billing:

Name: _____ Phone: _____

Email: _____

Signature: _____ Date: _____

PROMOTION OR MEMBERSHIP

Check all that apply, and fill in issue and/or date information.

- INSPIRE. AD:** Volume _____
- E-BLAST:** Send date _____
- VDTA.COM POST:** Post date _____
- SUPPLIER MEMBERSHIP:** \$800 Annually _____

You will receive your invoice(s) via email. Payment may be made through the link provided. All ads, eblasts, and posts must be paid in full before sent or posted.

Inspire. create + clean™

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create + clean™

Inspire.™

SEWVACOLOGY™

> *The*
collective™

VACUUM & SEWING DEALERS TRADE ASSOCIATION
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