HARDWARE Retailing

2012 FAST START PROGRAM

The Fast Start Program-Jan/Feb

The *Fast Start Program* is specifically designed to help manufacturers with budgets of all sizes to get a jump-start on their advertising and marketing campaigns.

- Perfect for advertisers that want to start 2012 with a powerful message.
- Spread, full and half page options available at three budget-pleasing prices.

Ad Closing: December 1, 2011

Here's what you need to know:

$7,900*—Spread
(Can include a display ad + advertorial to make up your spread.)

$5,250*—Full Page

$2,900*—Half Page

**All prices are net.*

"*Hardware Retailing* is the best way to keep our products in front of hardware retailers. Anytime we're looking to promote a new product, we're sure to include them in our media plan. They are a fantastic group to work with and we'll continue to partner with them to drive retail sales."

Amy Wright
Marketing Communications Director
Wastequip

Want to Know More about a Program?

Call Your Regional Sales Manager Today

NORTHEAST REGION
Lowell Huffman
p: 317-275-9422
p: 765-541-0785 (cell)
f: 317-275-9403
e: lhuffman@nrha.org

SOUTHEAST REGION
Nick O'Connor
p: 317-275-9409
p: 317-364-0360 (cell)
f: 317- 275-9403
e: noconnor@nrha.org

GREAT LAKES REGION
Tyler Shoup
p: 317-275-9443
p: 317-446-4736 (cell)
f: 317- 275-9403
e: tshoup@nrha.org

MIDWEST REGION
Tony Sarantakis
p: 847-934-9515
p: 847-431-3370 (cell)
f: 847-934-2494
e: tonytakis@aol.com

MIDWEST REGION
Chris Miller
p: 630-234-3272
f: 847-934-2494
e: cmiller7288@yahoo.com

WESTERN REGION
Karen Swaynie
p: 317-275-9437
p: 317-437-5923 (cell)
f: 317- 275-9403
e: kswaynie@nrha.org

CANADA
Beverly Allen
p: 416-480-3396
p: 647-880-4589
f: 416-489-6154
e: bev@hardlines.ca

Any ad program cancelled within 10 days of scheduled closing will be invoiced at 50 percent of agreed rate for that issue. The remaining contracted balance will be subject to a 20 percent cancellation fee.