HARDWARE Retailing

2012 MAY ISSUE COVERAGE

The May Issue

If there is one issue you have to be in, this one is it. Your ad in the May issue reaches more retail decision makers than any other publication in the industry!

The ideal program for advertisers wanting to blow out their advertising campaign surrounding the industry's biggest event.

Ad Closing: March 26, 2012

The National Hardware Show® and NRHA Rethink Retail Conference Advertising Package:

Full page **$6,332***
1/2 page **$3,910***
1/4 page **$2,206***

**All prices are net*

Additional coverage you get absolutely **FREE** with your advertisement:

- Product release in *Hardware Retailing*'s "Spring Product Preview."
- Bonus distribution at the National Hardware Show® and NRHA's Rethink Retail Conference.
- A show easel of your ad to display in your booth.
- Online product release and link to your company's website on NRHA.org.
- Product literature bound into the May issues distributed at the show.

Closing date: March 26, 2012
Product release copy and image for show copies due: March 9, 2012
Product literature for show copies due to printer: April 1, 2012.

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

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

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

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

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

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

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

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.