



New Product Maximizer

Making an impression is important. That is why *Hardware Retailing* has put together a program that will make a big splash with a small investment.

- Introduce your new, or current, products with a consistent message to our readers.
- Get up to six months of solid advertising coverage.
- Choose from two great price and size options that allow you to tailor how you want your brand to be promoted.



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

1 1/4 PAGE PROGRAM—\$7,950*

Four, 1/4 page, full-color display ads in *Hardware Retailing*. Two new-product press releases in the months when your ad isn't running. Or bypass the press releases and get fifth ad for no additional cost.

2 1/2 PAGE PROGRAM—\$12,950*

Four, 1/2 page, full-color display ads in *Hardware Retailing*. Two new-product press releases in the months when your ad isn't running. Or bypass the press releases and get fifth ad for no additional cost.

*All prices net.

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.