



**THE PRODUCT:** INDEPENDENT DEALER is published monthly and delivered via e-mail. Editorial focuses on two key areas: success in the Independent Dealer Channel and opportunities, in the broadest sense, for dealers to make their businesses stronger and more profitable. We provide regular coverage of dealer best practices and big wins in the marketplace, and highlight growth opportunities from emerging product categories, hot new vertical markets and ways to boost productivity and efficiency. Regular columnists include high profile industry consultants Tom Buxton, Marisa Pensa and Troy Harrison. The publication also provides plenty of opportunity for dealers themselves to sound off and dialog on issues that concern them.

**THE AUDIENCE:** The U.S. independent office products dealer community, including the leading dealer group members, wholesaler customers and dealer systems house users. Our circulation base consists of dealer lists provided by S. P. Richards, Essendant, ISG, AOPD, Office Partners, the WorkPlace Furnishings office furniture dealer group and similar organizations. The result: About as comprehensive a representation of the Independent Dealer Channel as you are likely to find.

**THE PITCH:** The resurgence of the independent dealer is a terrific story and the INDEPENDENT DEALER team is committed to telling it the way it deserves! We hope you will join regular advertisers like Avery, Clover, Domtar, ECI, Pentel and others, to support that effort and present your own products and services to a key audience in a compelling editorial environment they read and value.

# Advertising

## BE SEEN IN INDEPENDENT DEALER

- Enjoy top quality editorial on key dealer topics and outstanding graphics that not only boost readership but provide an attractive environment for your advertising.
- Reach top quality circulation built around dealer lists provided by the leading industry dealer groups and wholesalers.
- Benefit from an innovative online format that keeps production costs and advertising rates far lower than print media.
- Show your support for the independent dealer community.
- The Official Publication of NOPA.

## Rates

### Advertising Rates - Monthly cost per Advertisement

	Full Page	Half Page	Quarter Page	Feature Video
Series booking x 12	\$1,500	\$900	\$500	\$1,100
Series booking x 6	\$1,750	\$1,100	\$650	\$1,300
Single insertion	\$2,000	\$1,200	\$800	\$1,400

**ADD A VIDEO TO ANY ADVERT FOR \$250**

**Homepage Banners:** \$1,500 per month  
**Distribution Email Sponsorship:** \$3,500

**NEW FOR 2021**  
 ID Newsletter  
 sponsor opportunities

## Chris Turness

Head of Media Sales  
 Phone: 703 596 4302  
 Mobile: 01144 7872 684 746  
 Email: [chris@idealercentral.com](mailto:chris@idealercentral.com)

# 2021 Editorial Calendar & Deadlines

**Due to the current, uncertain situation with regard to COVID-19, we plan to publish combined issues for the first half of 2021 and hope to return to a monthly schedule again in July.**

## JAN/FEB 2021

Outlook 2021: What Will Be The New Normal?  
**Advertising Deadline:** January 22, 2021

## MARCH/APRIL

Annual Technology Update; Industry Week Preview  
**Advertising Deadline:** March 12, 2021

## MAY/JUNE

Your Furniture Business in the New Look Office; NeoCon Preview  
**Advertising Deadline:** May 21, 2021

## JULY

New Tech Accessories: Chargers, Cabling and Connections  
**Advertising Deadline:** July 9, 2021

## AUGUST

Making the Most of Your Online Presence  
**Advertising Deadline:** August 6, 2021

## SEPTEMBER

Building Back Your Breakroom Business  
**Advertising Deadline:** September 3, 2021

## OCTOBER

Selling the Education Market  
**Advertising Deadline:** October 1, 2021

## NOVEMBER

Custom Products & Ad Specialties  
**Advertising Deadline:** November 5, 2021

## DECEMBER

Jan/San Update  
**Advertising Deadline:** December 3, 2021

## Technical Details

### ARTWORK

Files should be supplied as press-quality PDF (or 300dpi RGB JPEGs) to size.

### SIZES

**Single page** 8.5" x 11"  
**Quarter page** 3.8" x 5.125"  
**Half page** 7.75" x 5.125"  
**Web Banner** 728 x 90 pixels

### SEND TO

**Kelly Hilleard** Operations & Production  
**Email:** [kelly.hilleard@opi.net](mailto:kelly.hilleard@opi.net)  
**Tel:** 01144 7717 201 821

