INDEPENDENT DEALER

The official publication of WSA

THE LEADING VOICE IN THE INDEPENDENT DEALER CHANNEL

Reaching a highly targeted, comprehensive audience of US independent office products dealers, ensuring maximum reach and relevance, *INDEPENDENT DEALER* focuses on the issues that matter. We share the IDC's success stories; promote best practices in different categories and verticals; relay real dealer voices sharing opinions and solutions that matter; and provide expert insights from top consultants like Tom Buxton, West McDonald, Marisa Pensa, Jennifer Stine and Troy Harrison. As the official publication of the Workplace Solutions Association, we also feature regular information and legislative updates from the IDC's trade body.

Advertise now to reach our focused, engaged and loyal audience that values our content and supports the brands that support them.

Advertising Rates – Issue cost per advertisement

	Full Page	Half Page	Quarter Page
Series booking x 8	$1,500	$900	$500
Series booking x 4	$1,750	$1,100	$650
Single insertion	$2,000	$1,200	$800

ADD A VIDEO TO ANY ADVERT FOR $250

Homepage Banners: $1,000 per month
Feature Video on Newsletter: $1,400 per month
Newsletter Sponsorship: $2,500
Direct Marketing Emails: $2,500

Technical Details

ARTWORK

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

Single page	7 7/8″ x 10 7/8″
Half page	6 1/2″ x 4 9/10″
Quarter page	3″ x 4 9/10″

PLEASE SEND ADS TO

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2027 Editorial Calendar & Deadlines

This year we plan to publish alternate combined issues and single month issues, please see the relevant advertising deadlines below:

FEBRUARY
Paper and Print Supplies
Advertising Deadline: January 18, 2027

MARCH/APRIL
Annual Technology Update
Advertising Deadline: March 1, 2027

MAY
Selling to Federal and Local Government
Advertising Deadline: April 15, 2027

JUNE/JULY
Furniture Focus
Advertising Deadline: May 31, 2027

AUGUST
Foodservice Update
Seen at NeoCon
Advertising Deadline: July 19, 2027

SEPT/OCT
New Market Opportunities
NAOPA Preview
Advertising Deadline: August 30, 2027

NOVEMBER
Jan/san Update
Advertising Deadline: October 18, 2027

DEC/JAN 2028
Looking Ahead to 2028
SPR Marketing Programs 2028
Advertising Deadline: November 29, 2027

