

Advertise in the 2006-2007 UFA Membership Directory and Buyers Guide!

The UFA Directory & Buyers Guide continues to serve as the reference book for the industry. Retailers tell us throughout the year how much they value and appreciate using the directory. The directory will be published after the National Show and distributed to all UFA members, current and new through 2007!

The Membership Directory & Buyers Guide is an excellent opportunity to promote your company!

Advertising in the directory serves as an excellent tool to maximize exposure and reach out to your target market. The Buyer's Guide section lists nearly 30 product categories, each with an alphabetical listing of the UFA member companies that manufacture products in that category. Select the product categories in the Buyers Guide section of the directory and your ad will be placed as close as possible to one of your listings. Every time retailers reach for the directory to find a specific product your company will be prominent. Prospective advertisers should return the ad insertion order form to the UFA office by the following dates:

Deadline to Reserve & Pay for Advertising Space:	June 5, 2006
Deadline for Artwork and Ad Sample:	June 19, 2006

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