

# MEDIA KIT '25



mobile-responsive  
website - updated daily  
1.51 million visits in 2024



- **Promote your brand**
- **Improve SEO**
- **Drive qualified traffic to your site**
- **All content focuses on metal products**
- **Packaged ad programs = great discounts!**



weekly  
email newsletter  
590,000 views in 2024

**Design  
and  
Build** **With** **Metal**.com

The Online Home of the Metal Construction Industry. <sup>SM</sup>

[DesignandBuildwithMetal.com](http://DesignandBuildwithMetal.com)





# YOUR MARKETING PARTNER

*...daily website updates  
...daily social media posts  
...weekly email newsletter*

Helping to promote your products and services to design and construction professionals - 24/7/365!

*A variety of advertising/content packages to meet your marketing goals*

With more than 1.51 million visits in 2024, 90% organic traffic and 80% of visits from the U.S. and Canada, DesignandBuildwithMetal.com is a great fit for your 2025 marketing plans.

DesignandBuildwithMetal.com’s content is devoted exclusively to metal roofing, metal walls, metal buildings and related products – making it a popular online destination for contractors, design professionals, and others who are seeking information. The curated content includes 2,700+ project case studies, thousands of news postings, featured articles, columns/blogs, product listings and an extensive supplier directory – all related to the metal construction industry.

Your ads and editorial content (all linked to your website) are strategically positioned on our site to be in front of visitors who are searching for information about your specific products and services. We handle all of the uploading.

In addition, our Weekly eMail Newsletter supports your website by delivering over 40,000 architects (40%), contractors (40%), manufacturers/suppliers (15%), plus building owners, homeowners, code officials, students, educators & developers (5%).

We are honored to have become a trusted source for metal construction product info since 2007. As you review this media kit, please keep in mind:



- There are 3 high-value advertising packages – See Page 3 for prices and views.
- We cover everyone – please be sure we’re on your company’s PR list.
- Advertiser content receives preferred treatment on our site, in the weekly newsletter and via posts on our social media accounts.



## Advertising info:

John Garvey, 847-752-8018  
[johng@designandbuildwithmetal.com](mailto:johng@designandbuildwithmetal.com)





# 3 OUTSTANDING ADVERTISING PACKAGES

## *Fantastic value For PREMIUM And PLUS Advertisers*

Includes...	Package Base	Package Plus	Package Premium	Notes... (see following pages for ad specs and examples)
<b>Website Program</b> 3 banner/tombstone spots in 1st Level sections 15 banner/tombstone spots in 2nd Level sections <i>see page 4</i>	Yes	Yes	Yes	Your banner and tombstone ads are placed in 18 sections, throughout our website, that are dedicated to your products, services and market niches. Sections are picked by us and approved by you. <b>(785,000 views/year)</b>
<b>Exclusive Editorial Treatment</b>	Yes	Yes	Yes	Preferential positioning and frequency of your editorial postings on our website and in the weekly email newsletter. <b>(supports and differentiates your brand)</b>
<b>Social Media Sharing</b>	Yes	Yes	Yes	We cover everyone, but only advertiser content is shared on our Facebook, X - formerly Twitter, Pinterest and LinkedIn accounts. <b>(supports and differentiates your brand)</b>
<b>Left-Column Skyscraper Ad</b> <i>see page 5</i>	--	--	<b>2 months</b>	Your extra-large ad - 4x the height of our tombstone ads - appears for an entire month on every page of our website. <b>(420,000 views/month)</b>
<b>Home Page Tombstone</b> <i>see page 6</i>	--	<b>All 12 months</b>	<b>All 12 months</b>	Your tombstone ad appears throughout the year on the most visited page on our website. <b>(460,000 views/year)</b>
<b>Page-Top Ads</b> <i>see page 6</i>	--	<b>2 months</b>	<b>4 months</b>	You receive month-long exposure at the top of every page of our website. Our most visible ad positions, up top. <b>(420,000 views/month)</b>
<b>Landing Page Tombstone Ad</b> <i>see page 7</i>	--	<b>All 5 sections</b>	<b>All 5 sections</b>	Your tombstone ad appears throughout the year. Special landing pages focus on 5 topics: Metal Roofing, Metal Walls, Metal Buildings, Residential and Sustainability. <b>(355,000 views/year)</b>
<b>Landing Page Feature Ad</b> <i>see page 7</i>	--	--	<b>6 months</b>	Your ad appears most prominently on one of our 5 landing pages for two full quarters. Target very specific audiences. <b>(36,000 views/half-year)</b>
<b>Newsletter Tombstone Ad</b> <i>see page 8</i>	--	--	<b>All 12 months</b>	Your tombstone ad appears each week throughout the year in our weekly email newsletter, emailed to our audience of 40,000+. <b>(590,000 views/year)</b>
<b>Solo Newsletter</b> <i>see page 9</i>	--	--	<b>Yes</b>	We build a special email newsletter dedicated exclusively to your company (per your instructions) and email it to our audience of 40,000+. <b>(12,000 average opens/ mailing)</b>
<b>Quarterly eMail Blasts</b> <i>see page 9</i>	--	<b>All 4 mailings</b>	<b>All 4 mailings</b>	Added exposure of your products and services to our d-base of 40,000-plus architects, contractors and related construction professionals - distributed 4 times throughout the year. <b>(49,000 views/year)</b>
<b>Annual net cost</b>	<b>6,950</b>	<b>12,900</b>	<b>24,300</b>	<b>ACH payments accepted.</b> <b>Ask about discounts for multiple divisions.</b>
<b>Average views</b>	<b>785,000 views</b>	<b>2,489,000 views</b>	<b>4,808,000 views</b>	

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# WEBSITE PROGRAM

## 18 Banner/Tombstone Ad Sets

(included in all packages)

Your Website Program includes...

- 3 banner/tombstone ads running in 1<sup>st</sup> Level sections (one click from the home page) and 15 in 2<sup>nd</sup> Level sections (two clicks from the home page). Our staff will pick sections that best fit with your products and services, subject to your final approval. Ads rotate randomly within each section to ensure all of your ads gain optimal viewing.
- **Preferential and enhanced editorial treatment** throughout our website, social media accounts, and in our weekly email newsletter. Advertisers' submitted editorial and many listings always appear in leadership positions.

Your Company's Banner Ad

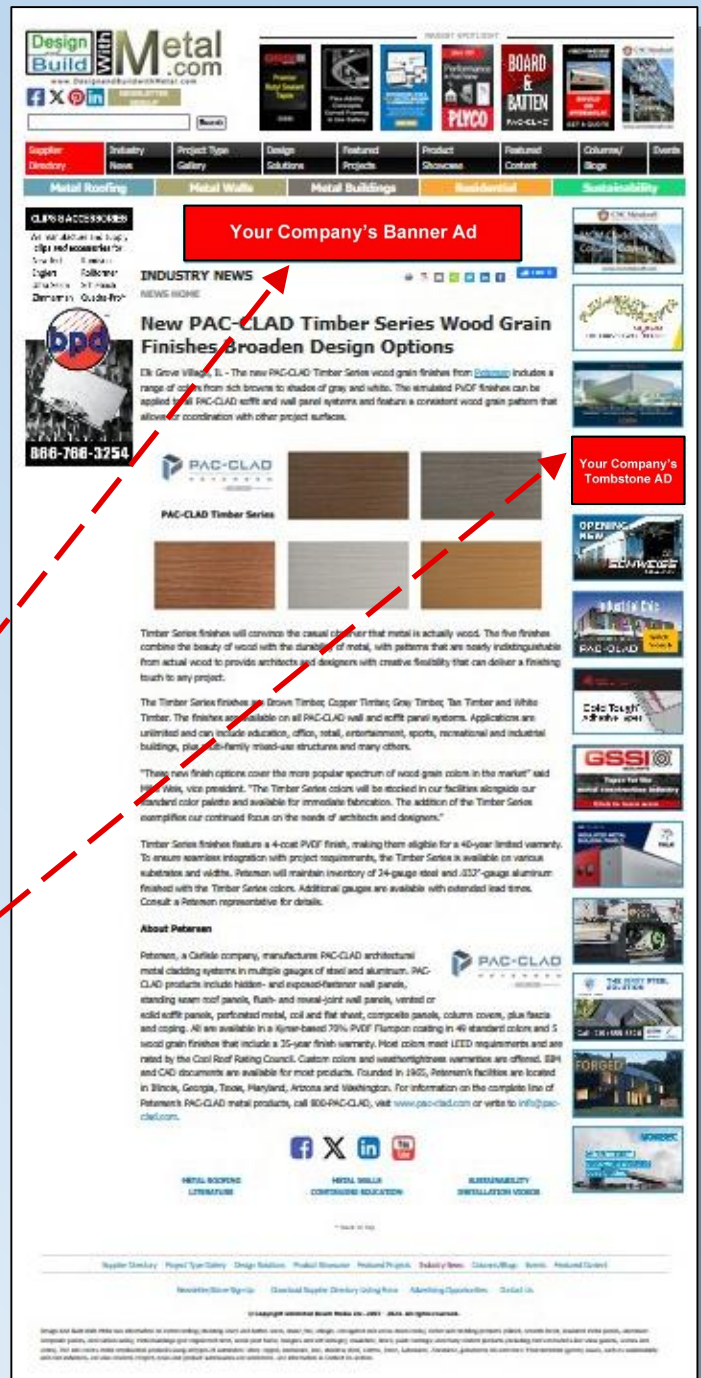
banner (above) and tombstone (right)

Your Company's Tombstone AD

**Banner size:** 574 pixels wide x 90 pixels high.  
**Tombstone size:** 191 pixels wide x 113 pixels high.

**Format:** JPEG or GIF (including animated GIF).  
**Changes:** Ads can be changed monthly.  
**Size:** Maximum file size is 250 kb.

**Display note:** Your banner and tombstone ads run as a set and rotate randomly within each selected section. When the banner is displayed, the tombstone is not...and vice versa.



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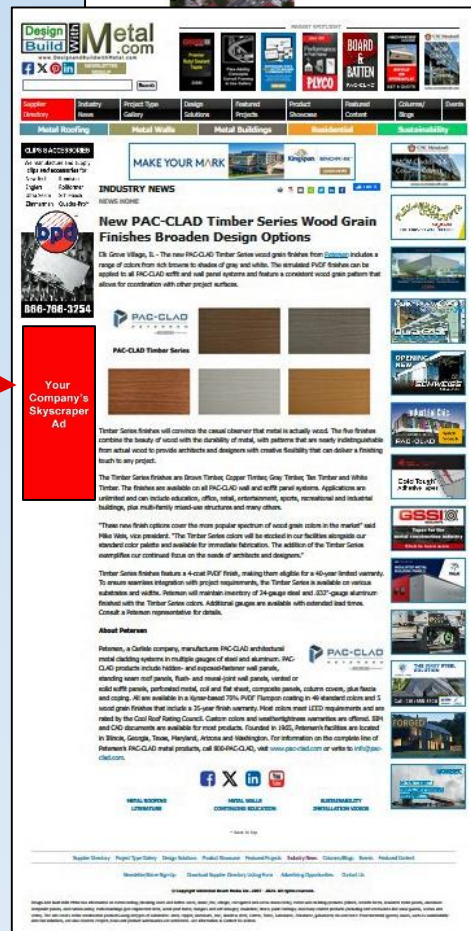
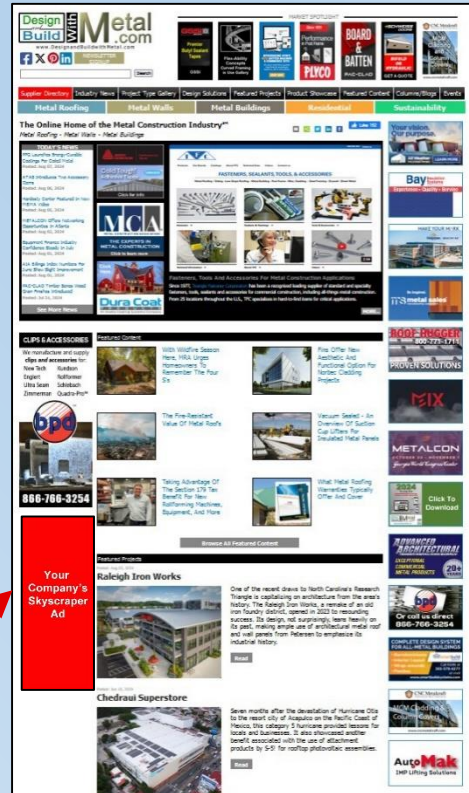


# SKYSCRAPER ADS

*In Left Column On Every Page Of Site*

(Premium package advertisers)

Your extra-large ad appears in the left column on every page of our website for a month at a time (420,000 views/month), two separate months of the year. Our largest ads make a strong impression. Available exclusively to Premium package advertisers. Due to a limited number of spots available, selection is first come, first served.



**Skyscraper size:** 187 pixels wide x 450 pixels high.

**Format:** JPEG or GIF (including animated GIF).

**Changes:** One ad per month.

**Size:** Maximum file size is 400 kb.

**Display note:** Maximum number of Skyscraper Ads is two per month. Each ad will share equal time in the top position.

## Advertising info:

John Garvey, 847-752-8018

[john@gdesignandbuildwithmetal.com](mailto:john@gdesignandbuildwithmetal.com)



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# PAGE-TOP ADS

(Plus and Premium package advertisers)

Your marketing message is visible at the top of every page of our website for a month at a time (420,000 views/month). Great visibility for brand promotion and our highest referral-generating ads.

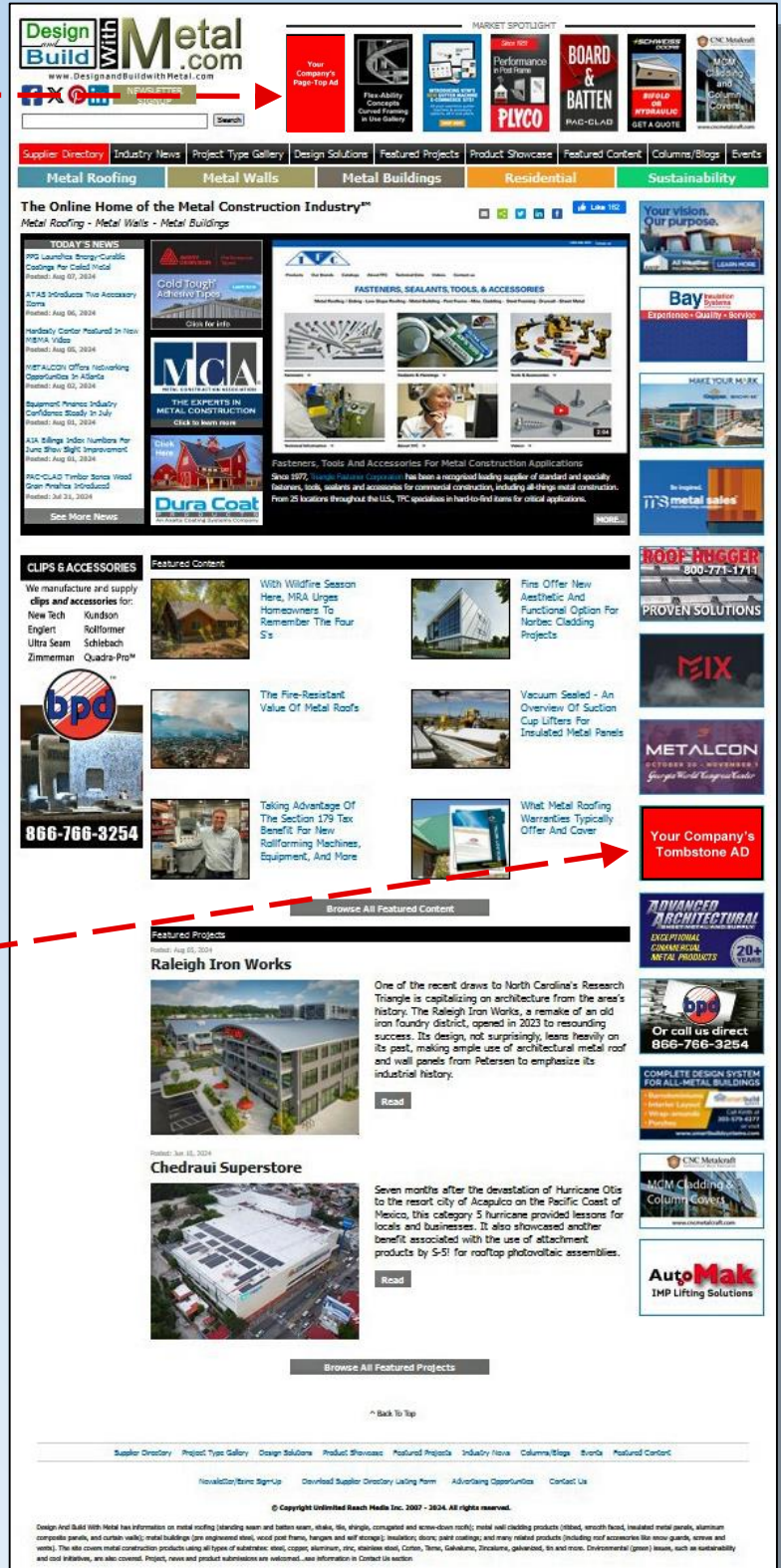
Due to a limited number of spots available, selection is first come, first served.

**Page-Top Ad size:** 90 pixels wide x 150 pixels high.

**Format:** JPEG or GIF (including animated GIF).

**Changes:** One ad per month.

**Size:** Maximum file size is 250 kb.



# HOME PAGE TOMBSTONE AD

(Plus and Premium package advertisers)

Our most-viewed page (460,000 views/year) gives your ad maximum exposure all year long. Great visibility and traffic for brand promotion and strong referral generation. Ads rotate randomly on the home page to ensure your ad gains optimal viewing.

See tombstone specs on page 4.

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# QUARTERLY LANDING PAGE FEATURE AD(S)

(Premium package advertisers)

Stand out for 6 months (two quarters) on the main navigation page for your products!

Your marketing message is centrally located, in an enlarged ad size, on one of our specialized Landing Pages (listed below) for a full month (36,000 views/half-year). Due to a limited number of spots available, selection is first come, first served.

Landing Page Feature Ad size: 171 pixels wide x 438 pixels high.

Format: JPEG or GIF (including animated GIF).

Changes: One ad per month.

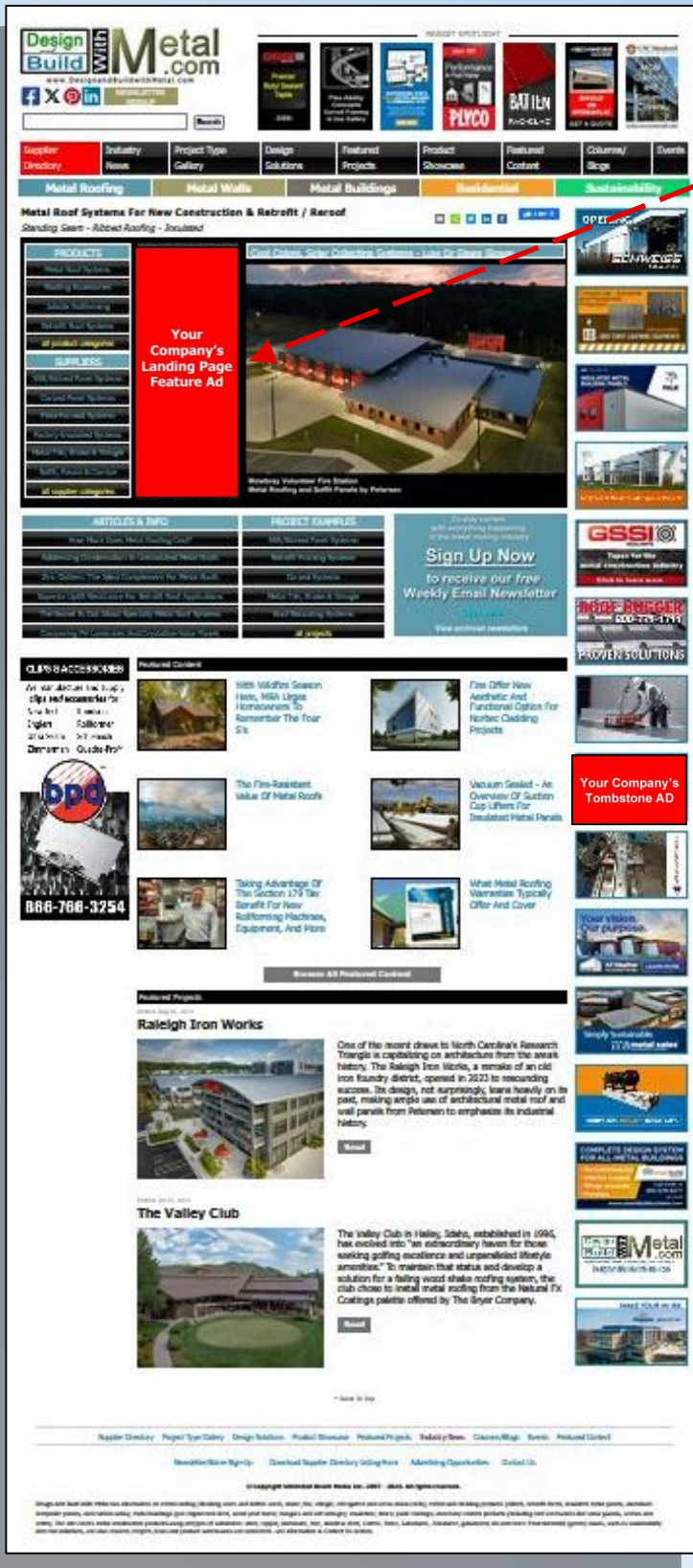
Size: Maximum file size is 400 kb.

# LANDING PAGE TOMBSTONE ADS

(Plus and Premium package advertisers)

Designed to guide visitors to specific content groups on our website, Landing Pages cover [Metal Roofing](#), [Metal Walls](#), [Metal Buildings](#), [Residential](#) and [Sustainability](#). Your tombstone ad is positioned in front of buyers searching for info (355,000 views/year). Ads rotate randomly on the landing pages to ensure your ads gain optimal viewing.

See tombstone specs on page 4.



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# WEEKLY NEWSLETTER TOMBSTONE AD

(Premium package advertisers)

Distributed to 40,000-plus architects, contractors, manufacturers/suppliers and other related professionals, our weekly email newsletter covers industry news, project case studies, advice columns and more. Your tombstone ad appears alongside this well-read content throughout the year. Ads rotate weekly in the newsletter to ensure your ad gains optimal viewing (590,000+ opens in 2024).

Due to a limited number of spots available, selection is first come, first served.

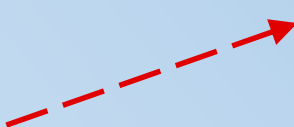
**Tombstone size:** 191 pixels wide x 113 pixels high.

**Format:** JPEG or GIF (including animated GIF).

**Changes:** Ads can be changed monthly.

**Size:** Maximum file size is 250 kb.

[Click here to see Weekly Newsletter archive.](#)




Your Company's Tombstone AD

Commercial, Industrial and Residential Projects  
**1** EAST COAST LIGHTING EQUIPMENT  
See products

No Matter the Elements, Tedy® looks new for decades.  
[Learn More](#)

July 12, 2024 / Weekly News Update



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**DesignandBuildwithMetal.com**  
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website updated daily  
weekly newsletters

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**TRA SNOW & SUN**

Create Visual Interest  
**PAC-CLAD**

**Featured Content / Notices**

Norbec Introduces Aesthetics-Enhancing Wall Fins

Boucherville, Quebec — Developed to provide aesthetic enhancement to any project, especially those featuring the company's thermally efficient insulated metal wall systems, **Norbec** has recently introduced a line of Architectural Elements / Fins. In a newly posted Featured Content article, the company describes the benefits and design opportunities that come with these versatile products. [More](#)



**ROLLFORMING EQUIPMENT**  
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**Bay Insulation Systems**  
Experience Quality + Service.  
[www.BayInsulation.com](http://www.BayInsulation.com)

**OPENING NEW DOORS**  
**SCHWEISS DOORS**

**Featured Project / Know your Insulated Panels**

Growing Company Chooses IMPs For New Warehouse

Federal Way, WA — Smith Brothers Farms, a Northwest regional food supplier, experienced booming growth during the COVID-19 pandemic when thousands of consumers were using grocery delivery services. Four years later, sales continue to rise for the fourth-generation business and the company is growing its physical footprint to keep up with demand. The insulated metal panels chosen for a new facility in Federal Way are from **European Insulated Metal Panels North America**. [More](#)



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**ALPOIC**  
Your Project Deserves a Warranty

**AutoCeil**  
OSHA COMPLIANT THROUGH FALL PROTECTION  
[Watch it Work >>>](#)

**Industry News**

METALCON Announces Program Lineup For Atlanta

Newton, MA — **METALCON** announces its program lineup for this year's annual conference and trade show, scheduled from Wednesday, Oct. 30 to Friday, Nov. 1 at the **Georgia World Congress**.



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# SOLO CUSTOM NEWSLETTER

(Premium package advertisers and also available to purchase separately)

Your company's message is delivered to our email list via a special newsletter. Our professional designer will coordinate the production process, using your materials, with links directing potential buyers to all the appropriate areas on your website and social media accounts.

**Details:** Our designer will contact you to coordinate a newsletter completely devoted to your company, delivered to our Newsletter list of 40,000-plus.



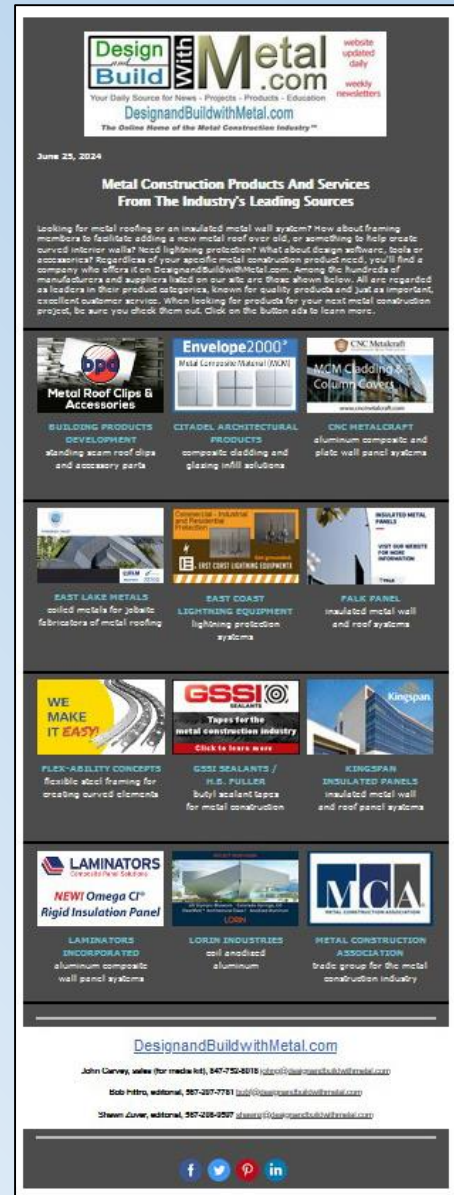
# QUARTERLY EMAIL BLAST TOMBSTONE AD

(Plus and Premium package advertisers)

Your company will receive enhanced exposure in four email pieces, distributed every three months throughout the year, to our complete mailing list of construction and design professionals.

**Details:** Your current newsletter, home page or landing page tombstone ad will run in a special email promotion that is delivered to our list of 40,000-plus architects, contractors and related construction professionals.

**Delivery dates:** March, June, September, December.



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# ARE YOU READY TO EXPAND YOUR BUSINESS IN 2025?



Thanks for reviewing this media kit.

If you have questions or would like to schedule a walk-through call with John Garvey to review our website, weekly newsletter and related products, please contact John today...

Call John Garvey - (847) 752-8018  
Call or Text - (847) 533-6266  
email - [johng@designandbuildwithmetal.com](mailto:johng@designandbuildwithmetal.com)



...or, if you know which advertising package you'd like, please text or email John and an electronic contract will be sent to you.



We look forward to hearing from you!

**John Garvey, sales director**  
**Bob Fittro, editorial/content director**  
**Shawn Zuver, editorial/content director**

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