

Design and Build With Metal .com

The Online Home of the Metal Construction Industry.SM

DesignandBuildwithMetal.com

weekly
email newsletter



mobile-responsive
website - updated daily



2022

Media Kit

NEW Features in Plus and Premium Advertising Packages!



Your Marketing Partner

...website/email/social media
...24/7/365



Proudly celebrating 15 years of promoting the use of
metal construction products online in 2022

Ask John Garvey about 15th Anniversary celebration discounts.

DesignandBuildwithMetal.com has shown tremendous growth in traffic and stature since launching in 2007. In 2021, we recorded over 1.2 million visits with 92% organic traffic and 75% of our visitors coming from the U.S. and Canada.

On our website, visitors find focused editorial devoted exclusively to metal roofing, metal walls, metal buildings and related offerings. These products are highlighted in 2,500-plus project case studies, and thousands of news postings, columns and other featured articles – all relevant to the metal construction industry.

A [weekly email newsletter](#) supports our website by delivering updates to over 36,000 architects, contractors, manufacturers/suppliers, building owners and home owners.

As always, we feel privileged and proud to be a trusted source for metal construction product info...and in 2022, we continue to innovate by offering...



- Three outstanding advertising packages **with even greater value** for Premium and Plus advertisers. (See next page with details of the improved offerings for 2022)
- An aggressive emphasis on social media promotion for advertisers' editorial submissions & marketing materials, with updates each business day.



**John Garvey can provide details on
special 15th Anniversary discounts
for upgrades to PREMIUM and PLUS Programs!**

Advertising info:

John Garvey, 847-752-8018

johng@designandbuildwithmetal.com



3 Outstanding Advertising Packages

Greater Value For PREMIUM And PLUS Advertisers

Includes...	Package Base	Package Plus	Package Premium	Notes... (see following pages for ad specs and examples)
Website Program 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 and market niches. Sections are picked by us and approved by you.
Exclusive Editorial Treatment	Yes	Yes	Yes	Preferential positioning and frequency of your editorial postings on our website and in the weekly email newsletter.
Social Media Sharing	Yes	Yes	Yes	We cover everyone, but only advertiser content is shared on our Facebook, Twitter, Pinterest and LinkedIn accounts.
Left-Column Skyscraper Ad <i>see page 5</i>	--	--	2 months	Your extra-large ad (4x the height of our tombstone ads) appears for an entire month on every page of our website.
Home Page Tombstone <i>see page 6</i>	--	All 12 months	All 12 months	Your tombstone ad appears throughout the year on the most visited page on our website.
Page-Top Ads <i>see page 6</i>	--	2 months	4 months	You receive month-long exposure at the top of every page of our website. Limited opportunities - spots available on first come, first served basis.
Landing Page Tombstone Ad <i>see page 7</i>	--	All 5 sections	All 5 sections	Your tombstone ad appears throughout the year. Special landing pages focus on 5 topics: Metal Roofing, Metal Walls, Metal Buildings, Residential and Sustainability.
Landing Page Feature Ad* <i>see page 7</i>	--	1* month	3* months	Your ad appears on one of our 5 landing pages for a full month. Limited opportunities - spots available on first come, first served basis.
Newsletter Tombstone Ad <i>see page 8</i>	--	--	All 12 months	Your tombstone ad appears each week throughout the year in our weekly email newsletter. Ad can be changed once per month.
Newsletter Banner Ad* <i>see page 8</i>	--	--	1* month	Your large banner ad appears for an entire month. Only one large ad runs per month.
Solo Newsletter <i>see page 9</i>	--	--	Yes	We build a special email newsletter dedicated exclusively to your company (per your instructions) and email it to our dbase of 36,000.
Quarterly eMail Blasts <i>see page 9</i>	--	All 4 mailings	All 4 mailings	Added exposure of your products and services to our d-base of 36,000-plus architects, contractors and related construction professionals - distributed 4 times throughout the year.
Annual net cost	6,000	11,500	22,000	ACH payments accepted. Credit cards accepted with 3% additional fee. Ask about discounts for multiple divisions. * Program enhancement for 2022

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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 1st Level sections (one click from the home page) and 15 2nd 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 much-enhanced editorial treatment** throughout our website, social media accounts, and in our weekly email newsletter.

Your Company's Banner Ad

banner (above) and
tombstone (right)

**Your Company's
Tombstone AD**

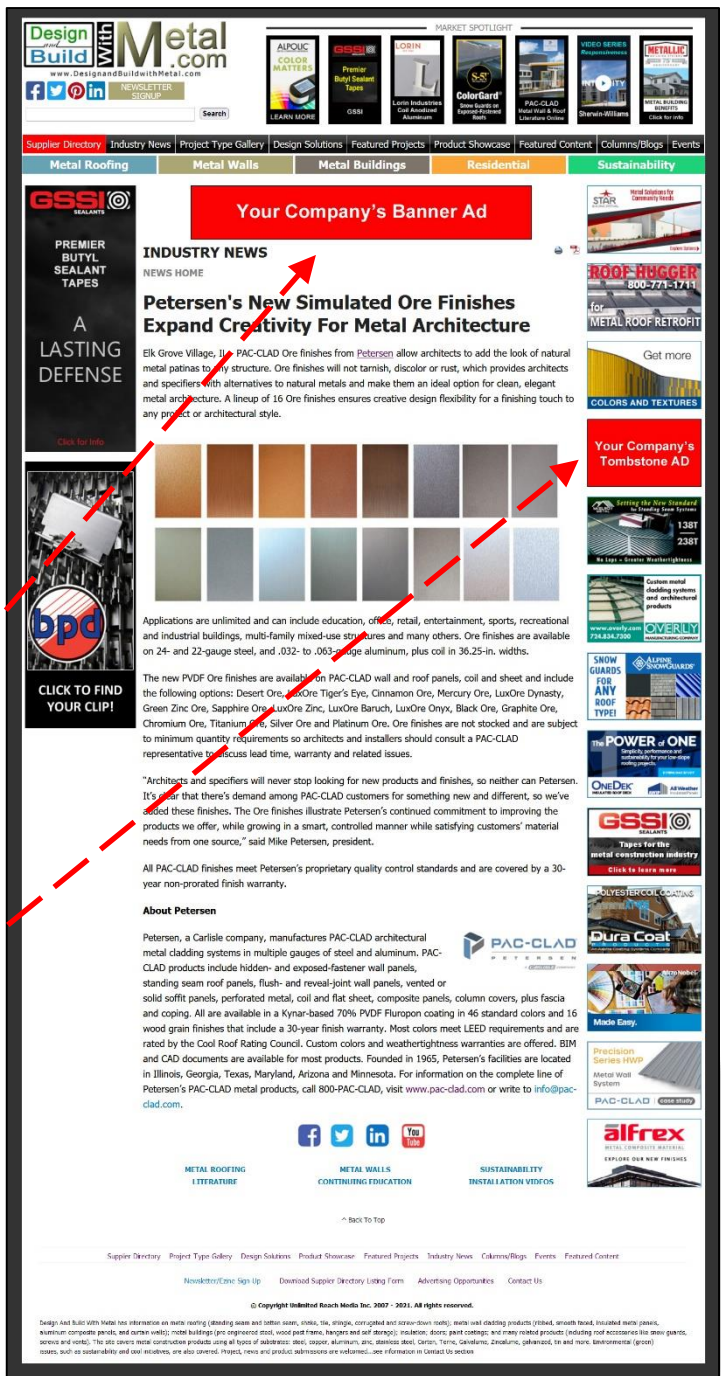
Banner size: 574 pixels wide x 90 pixels high.
Tombstone size: 191 pixels wide x 113 pixels high.

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 (435,000 views/month), two separate months of the year. This is the most visible advertising opportunity on our website and it is available exclusively to Premium package advertisers. Due to a limited number of spots available, selection is first come, first served.



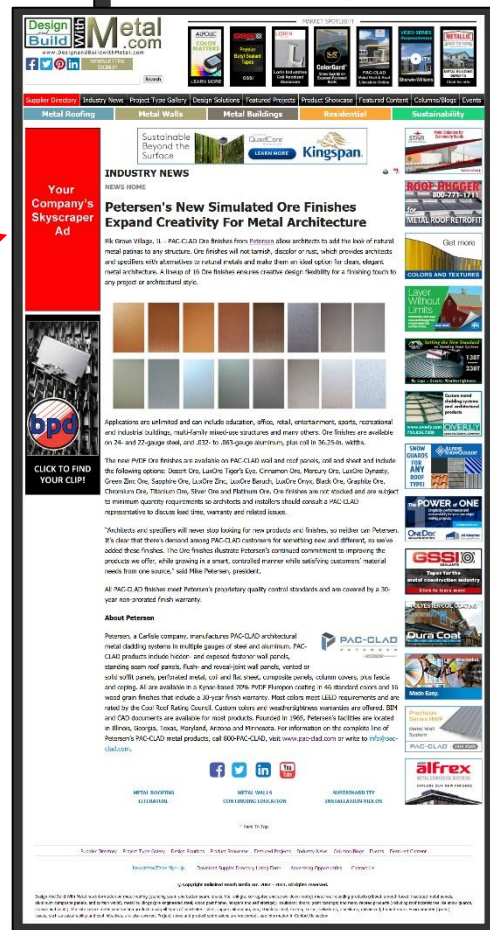
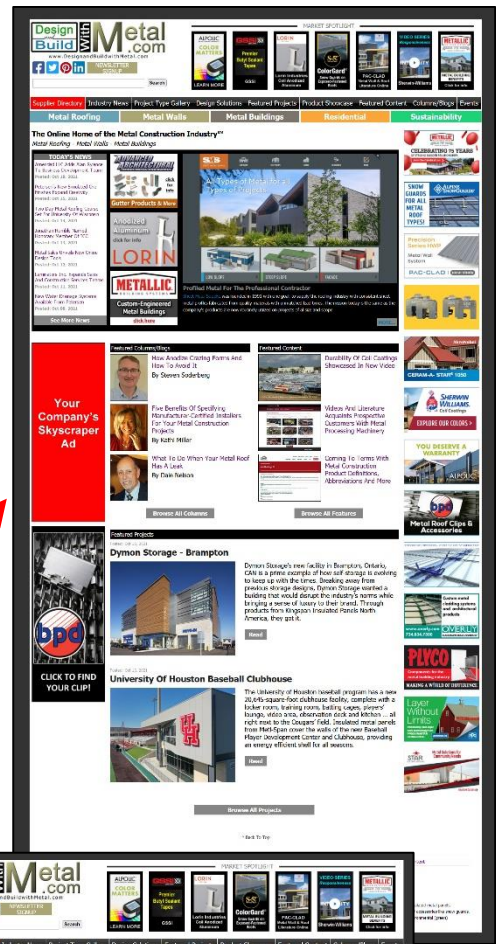
Skyscraper size: 187 pixels wide x 450 pixels high.

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.



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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 (435,000 views/month). This is a fantastic way to promote your products and services. 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.

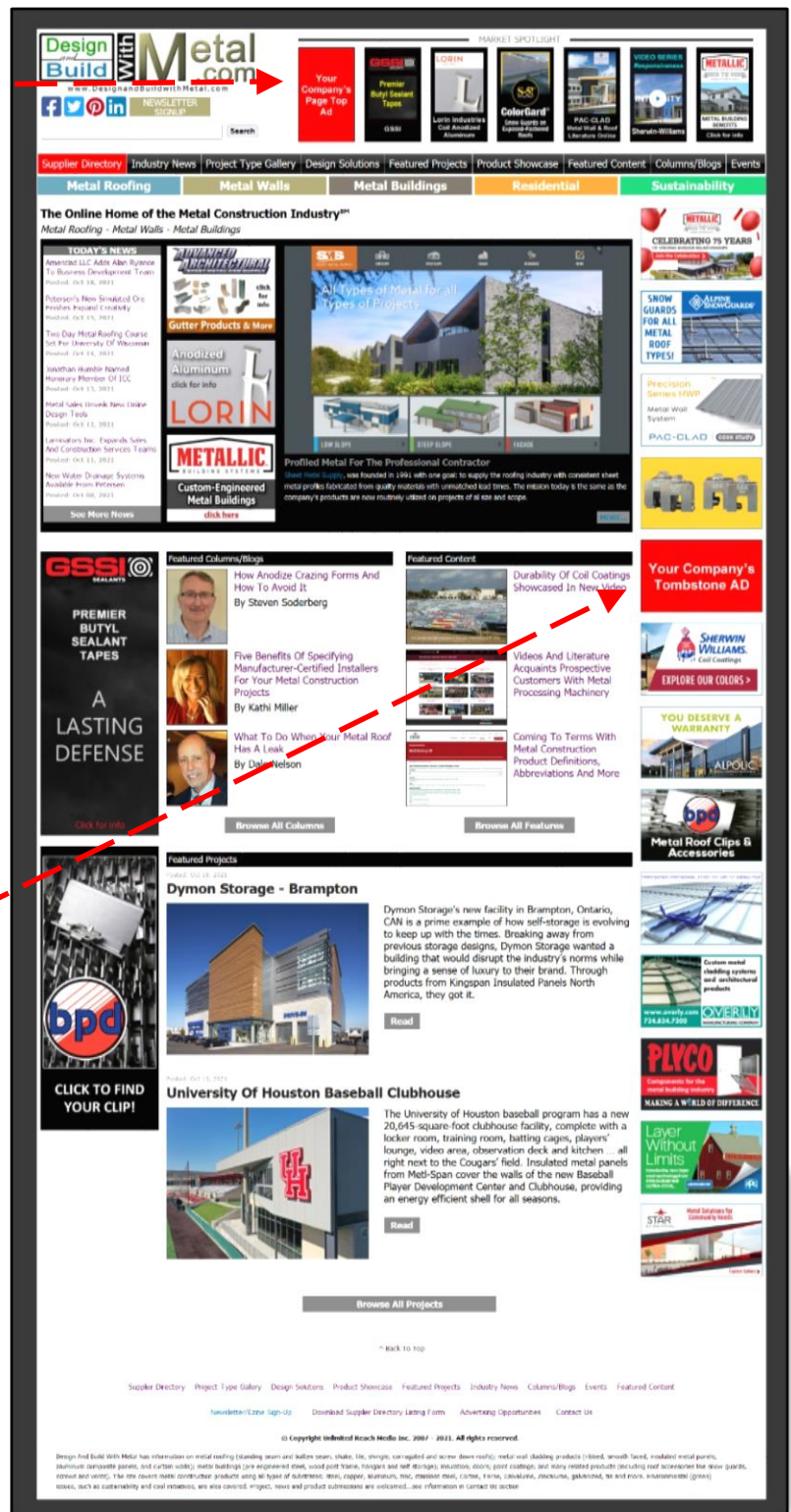
Size: Maximum file size is 250 kb.

Home Page Tombstone Ad

(Plus and Premium package advertisers)

Our most-viewed single page (500,000 views/year), gives your ad maximum exposure all year long. Ads rotate randomly on the home page to ensure your ad gains optimal viewing.

See tombstone specs on page 4.



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Landing Page Feature Ad(s)

(Plus and Premium package advertisers)

NEW For 2022! Your marketing message is centrally located, in an enlarged ad size, on one of our specialized Landing Pages (listed below) for a full month. 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.

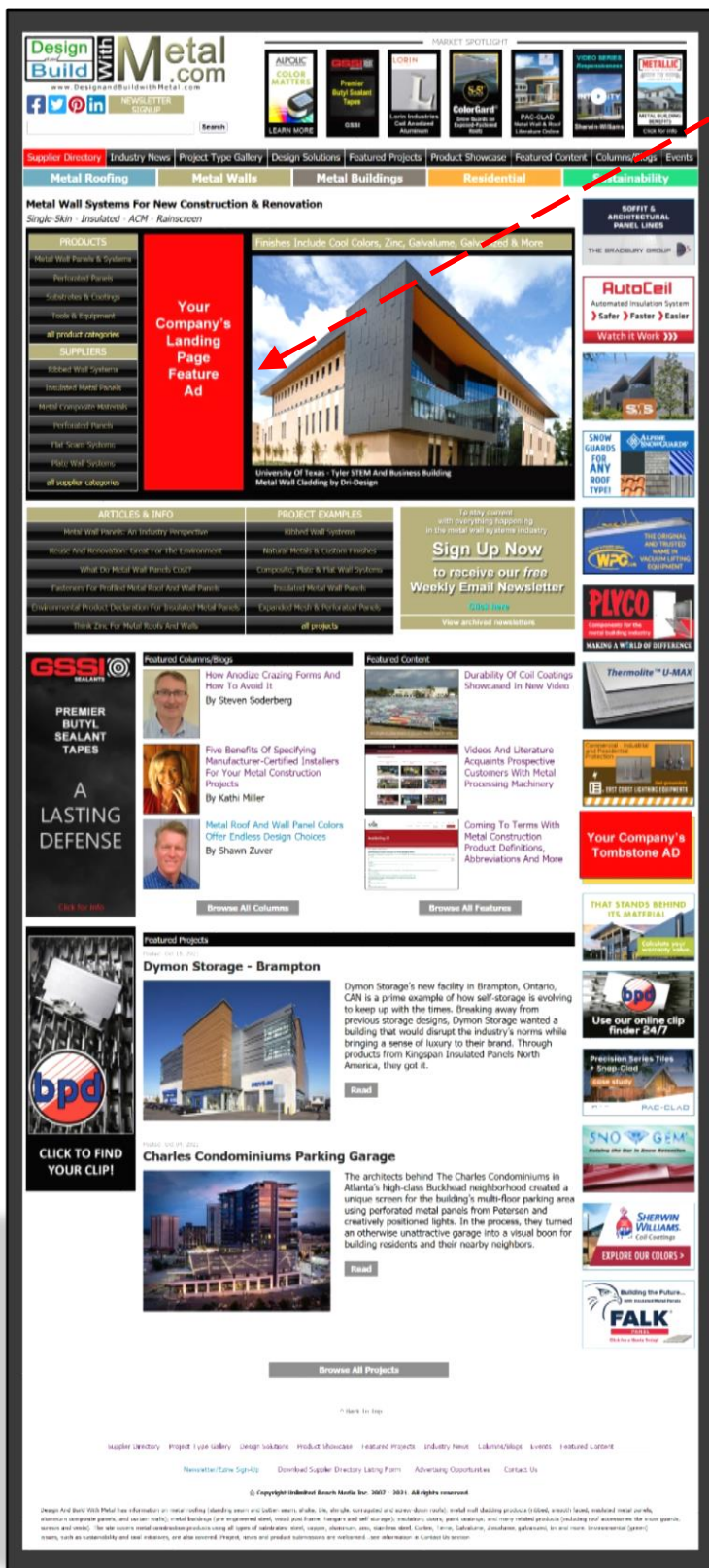
Size: Maximum file size is 400 kb.

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 (275,000 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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Newsletter Tombstone Ad

(Premium package advertisers)

Distributed to 36,000-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.

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](#) or on image to see Weekly Newsletter archive.

Newsletter Banner Ad

(Premium package advertisers)

NEW for 2022! Running the full width of our weekly email newsletter, a Newsletter Banner Ad runs for an entire month. Limited spots available.

Newsletter Banner size: 696 pixels wide x 109 pixels high.

Format: JPEG or GIF (including animated GIF).

Changes: One ad per month.

Size: Maximum file size is 400 kb.

Your Company's Tombstone Ad

ROOF HUGGER

800-771-1711

RoofHugger.com

GSSI SEALANTS

Tapes for the metal construction industry

Click to learn more

October 8, 2021 / Weekly News Update

Design and Build with Metal.com

website updated daily

weekly newsletters

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Featured Project / Petersen

Perforated Metal Provides Pop For Parking Garage

Atlanta, GA — The architects behind The Charles Condominiums in Atlanta's high-class Buckhead neighborhood created a unique screen for the building's multi-floor parking area using perforated metal panels from Petersen and creatively positioned lights. In the process, they turned an otherwise unattractive garage into a visual boon for building residents and their nearby neighbors. [More](#)




Your Company's Newsletter Banner Ad

Industry News

MCA White Paper Delves Into Custom Color Matching

Chicago, IL — The [Metal Construction Association](#) (MCA) has published a white paper available for download on its website. The paper, "Custom Coil Samples," discusses the elements that go into creating a color match and why there are limitations on the size of that match. [More](#)



Sheffield Metals International

COMPLETE ENGINEERED METAL ROOFING SYSTEMS

Engineered Metal Surfaces for High Rise Facades

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YOU DESERVE A WARRANTY





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page 8



Solo Custom Newsletter

(Premium package advertisers)

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 36,000-plus. Only two available per month.

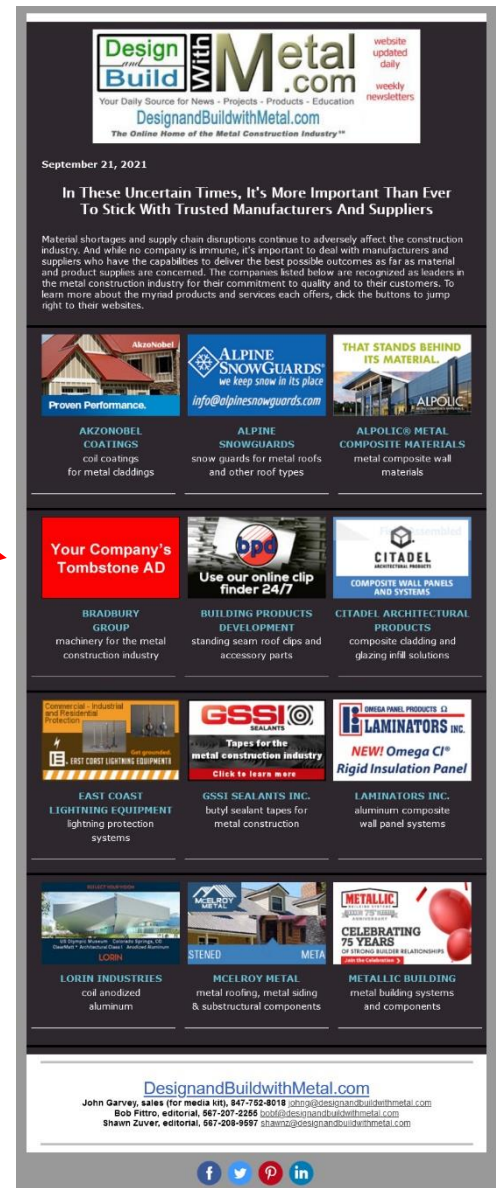
Quarterly eMail Blast Tombstone Ad

(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 36,000-plus architects, contractors and related construction professionals.

Delivery dates: March, June, September, December.



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Let's Get Started!



Thanks for checking out this media kit.

Please let us know if you have any questions or if you'd like to schedule a walk-through call with John Garvey to review our website, newsletter and related products. To reach John...

Call - (847) 752-8018
Call or Text - (847) 533-6266
email - 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 hope to hear from you soon!

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



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