

MEDIA KIT

2026



mobile-responsive
website - updated daily
1.64 million visits in 2025



Highlights For 2026

- **HUGE** Price Drop for Premium Programs
- **ALL-NEW** Super-Sized Landing Page Highlight Ads
- **GREAT** Additions to Premium and Plus Advertising Packages
- **FANTASTIC** Advertiser Coverage via Social Media and E-Newsletter

weekly
email newsletter
699,000 views in 2025



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DesignandBuildwithMetal.com





YOUR MARKETING PARTNER

*Providing...daily website updates
...daily social media posts
...weekly email newsletter
...custom solo newsletters*

Since 2007 we've helped to promote your products and services to design and construction professionals.

And major improvements are coming for 2026!

Advertising/Content Packages on DesignandBuildwithMetal.com are now even better...

- **Premium Package Advertisers** now receive **several additional product placements**, bringing the total number of anticipated views (based on the past year's statistics) to nearly 8 million. Meanwhile, **the cost of the Premium Package has been reduced by 18%!** (details on page 3)
- **Plus Package Advertisers** will also receive **additional product placements** in 2026, increasing the anticipated views to just over 4 million. (details on page 3)
- **Landing Page Highlight Ads are all-new for 2026!** These super-sized ads (details on page 7) are a great way to place your marketing message in front of visitors to one of five specialized pages.

We're honored to serve the industry and are proud of our stats, like these...

- 1.64 million-plus website visits in 2025.
- 88% organic website traffic, with 82% from the U.S. and Canada.
- Content devoted exclusively to metal roofing, metal walls, metal buildings and related products.
- More than 2,800 project case studies, 1,300-plus supplier directory listings, thousands of news postings, and hundreds of featured articles, columns/blogs and product descriptions are spotlighted on our website.
- Weekly eMail Newsletter circulation of 40,000-plus: architects (40%), contractors (40%), manufacturers/suppliers (15%), building owners, homeowners, code officials, students, educators and developers (5%).



As always, 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. As you review this media kit, please keep in mind:

- 3 high-value advertising packages, and add-ons, are offered – See Page 3 for prices and views.
- Advertiser content receives preferred treatment on our site, in the weekly newsletter and via posts on our social media accounts.



Advertising info:

John Garvey, 847-533-6266

johng@designandbuildwithmetal.com

3 OUTSTANDING ADVERTISING PACKAGES

Exciting New Add-ons and Premium Pkg. Cost Drop = Fantastic Value For 2026!

Premium Package advertisers receive a huge price drop of nearly one-fifth off the 2025 cost, along with the increased value of several additional ads shown in red on the chart. Along with preferred editorial and social media privileges, this package offers a **dominant marketing presence**. (Premium Package offers a **39% discount** vs. buying each product separately.)

Plus Package advertisers also receive additional ad placements shown in red on the chart. Coupled with preferred editorial and social media treatment, the value of this **high-visibility program** is greatly enhanced. (Plus Package offers a **29% discount** vs. buying each product separately.)

Base Package advertisers continue to receive a **solid minimum value** with exclusive editorial treatment and social media coverage, as well as the ability to add on additional advertising products to their program.

Includes...	(minimum) Package Base	(high visibility) Package Plus	(dominate) Package Premium	Notes... (see following pages for ad specs and examples)
Exclusive Editorial Treatment	Yes	Yes	Yes	Preferential positioning and frequency of your editorial postings on our website and in the weekly email newsletter. (supports and differentiates your brand)
Social Media Sharing	Yes	Yes	Yes	We cover everyone, but only advertiser content is shared on our Facebook, X - formerly Twitter, Pinterest and LinkedIn accounts. (supports and differentiates your brand)
Website Program NEW - Added 1st Level ad section placements for Plus and Premium Packages! Each advertising package includes banner/tombstone spots in both 1st Level and 2nd Level website sections add-on 1st Level ads for \$300 each <i>...see page 4</i>	3 1st level 15 2nd level <i>\$7,200 value</i>	5 1st level 15 2nd level <i>\$7,800 value</i>	8 1st level 15 2nd level <i>\$8,700 value</i>	Your banner and tombstone ads are placed in sections throughout our website that are dedicated to your products, services and market niches. Sections are picked by us and approved by you. NEW for 2026...Added 1st Level ad section placements for Plus and Premium Packages! (844,000 Base Views/Year, 1,087,000 Plus Views/Year, 1,450,000 Premium Views/Year)
Left-Column Skyscraper Ad add-on for \$1,000 each <i>...see page 5</i>	--	1 month <i>\$1,000 value</i>	2 months <i>\$2,000 value</i>	Your extra-large ad - 4x the height of tombstone ads - appears for an entire month on every page of our website. NEW for 2026...1 Skyscraper added to Plus Package! (556,000 views/month)
Home Page Tombstone add to Base package for \$3,000 <i>...see page 6</i>	--	All 12 months <i>\$3,000 value</i>	All 12 months <i>\$3,000 value</i>	Your tombstone ad appears throughout the year on the most visited page on our website. (578,000 views/year)
Page-Top Ads add-on for \$1,000 each <i>...see page 6</i>	--	2 months <i>\$2,000 value</i>	6 months <i>\$6,000 value</i>	You receive month-long exposure at the top of every page of our website. Our most visible ad positions. NEW for 2026...Added months for Premium Packages! (556,000 views/month)
Landing Page Tombstone Ad add-on for \$500 per landing page <i>...see page 7</i>	--	All 5 pages <i>\$2,500 value</i>	All 5 pages <i>\$2,500 value</i>	Your tombstone ad appears throughout the year. Special landing pages focus on 5 topics: Metal Roofing, Metal Walls, Metal Buildings, Residential and Sustainability. (599,000 views/year)
Landing Page Highlight Ad add-on for \$1,000 each <i>...see page 7</i>	--	1 month <i>\$1,000 value</i>	6 months <i>\$6,000 value</i>	ALL-NEW for 2026! Your super-sized advertising message - the largest ad offered on our site - appears in the most prominent spot on one of our 5 landing pages for one full month, allowing you to target very specific audiences. (up to 21,000 views/month)
Newsletter Tombstone Ad add-on for \$3,000 <i>...see page 8</i>	--	--	All 12 months <i>\$3,000 value</i>	Your tombstone ad appears each week throughout the year in our weekly email newsletter, emailed to our audience of 40,000+. (699,000 views/year)
Solo Newsletter add-on for \$3,000 (limit 3) <i>...see page 9</i>	--	--	--	We build a special email newsletter dedicated exclusively to your company (per your instructions) and email it to our audience of 40,000+. (12,700 average opens/mailling)
Quarterly eMail Blasts add-on all 4 for \$1,600 <i>...see page 9</i>	--	All 4 mailings <i>\$1,600 value</i>	All 4 mailings <i>\$1,600 value</i>	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. (51,000 views/year)
Annual net cost	\$7,200	\$13,400 <i>\$18,900 value</i>	\$19,900 <i>\$32,800 value</i>	ACH payments accepted. Ask about discounts for multiple divisions.
Average views	844,000	4,004,000	7,951,000	

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WEBSITE PROGRAM

Numerous Banner/Tombstone Ad Sets

(included in all packages - number of 1st Level sections depends on the package chosen)

Your Website Program includes...

- **Multiple banner/tombstone ads** running in 1st Level sections (one click from the home page) and 15 in 2nd Level sections (two clicks from the home page). 1st Level sections placements: 3 for Base Programs, 5 for Plus Programs, and 8 for Premium Programs. 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.

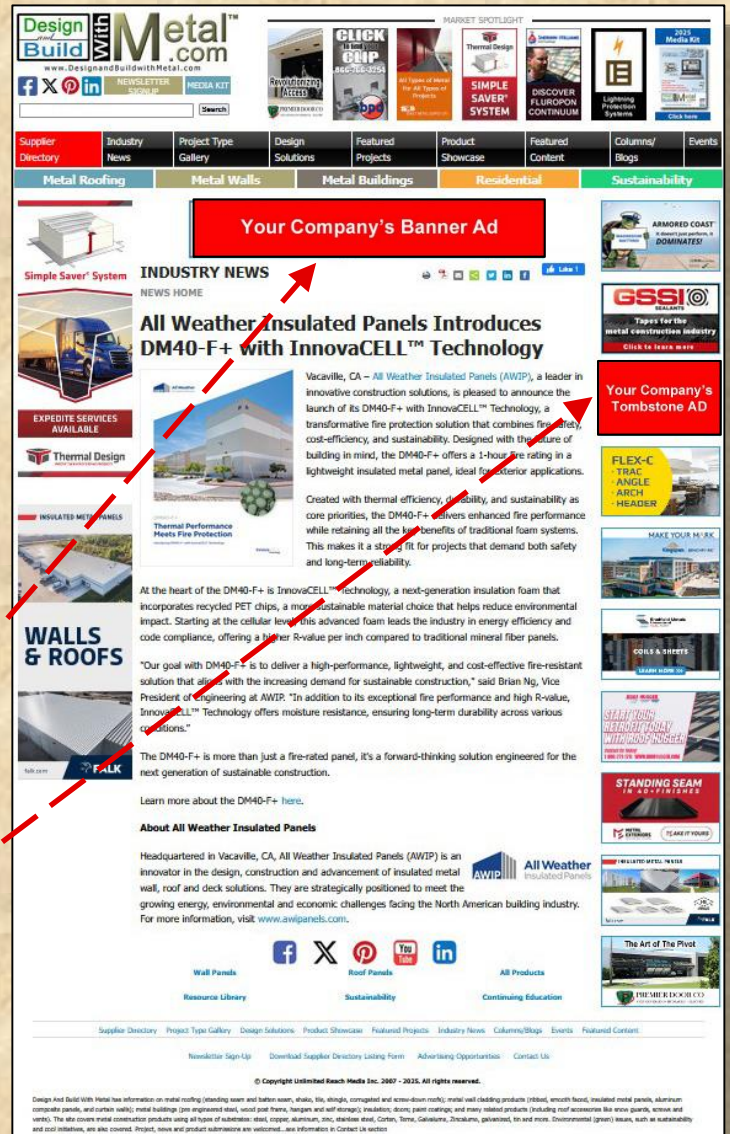
Tombstone size: 191 pixels wide x 113 pixels high.

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 Ad(s)

Left Column, Every Page Of Site
(Premium and Plus package advertisers)

Your extra-large ad appears in the left column on every page of our website for a month at a time (556,000 views/month). Two separate months of the year for Premium packages and one per year for Plus packages. These large ads make a strong impression. Due to a limited number of spots available, selection is first come, first served.

**Your
Company's
Skyscraper
Ad**

**Your
Company's
Skyscraper
Ad**

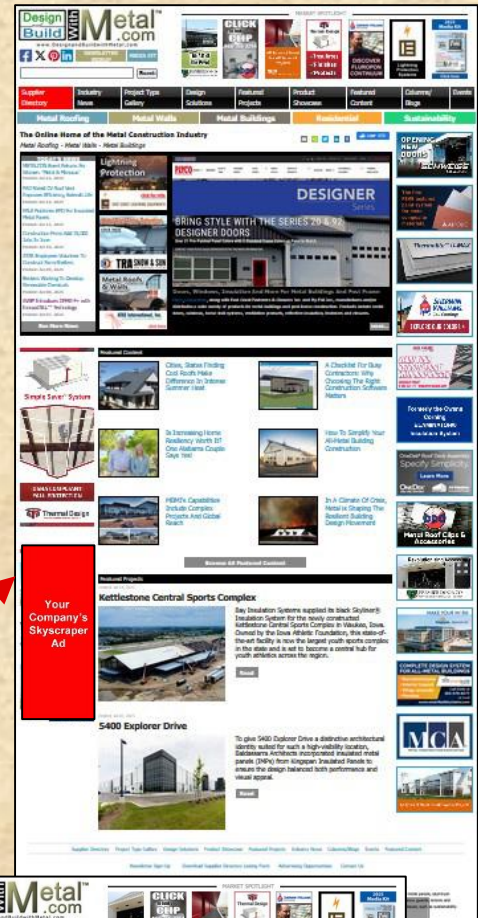
Skyscraper size: 187 pixels wide x 450 pixels high.

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

(Premium and Plus package advertisers)

Your marketing message is visible at the top of every page of our website for a month at a time (556,000 views/month). Six ads for Premium packages and two ads for Plus packages. Great visibility for brand promotion and our highest referral-generating ads.

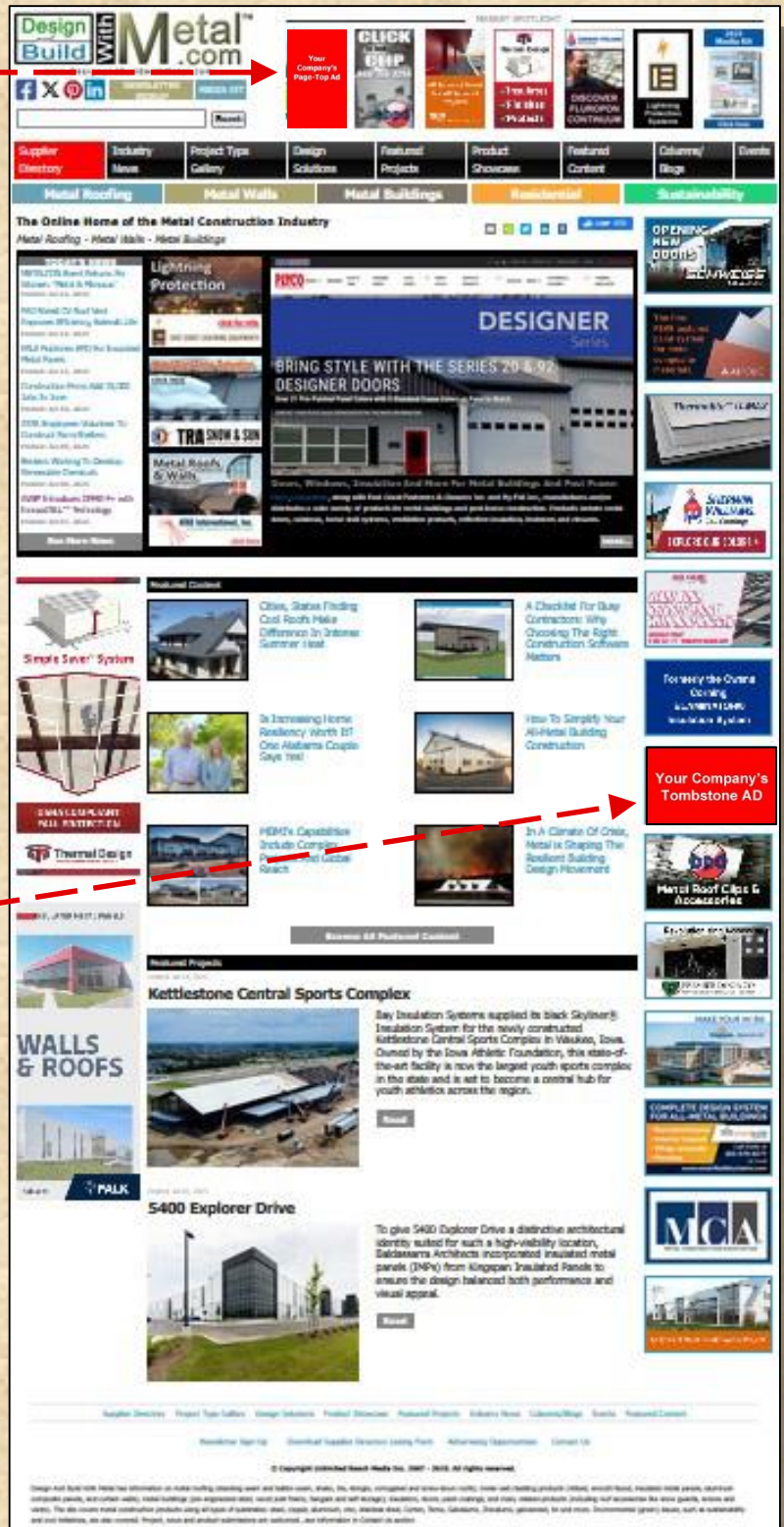
Due to a limited number of spots available, selection is first come, first served.

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

(Premium and Plus package advertisers)

Our most-viewed page (556,000 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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MONTHLY LANDING PAGE HIGHLIGHT Ad(s)

(Premium and Plus package advertisers)

NEW For 2026! Your marketing message has the dominant position, in a super-sized format (the largest ad we offer) on one of our specialized Landing Pages (listed below) for a full month (up to 21,000 views/month). Six months for Premium packages and one month for Plus packages. Due to a limited number of spots available, selection is first come, first served.

Landing Page Feature Ad size: 546 pixels wide x 400 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

(Premium and Plus 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 (599,000 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 amongst this well-read content throughout the year. Ads rotate weekly in the newsletter to ensure your ad gains optimal viewing (699,000 opens in 2025).

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

METAL-OVER-METAL
RETROFITS

GSSI
SEALANTS
Tapes for the
metal construction industry
Click to learn more

July 18, 2025 / Weekly News Update

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and
Build

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daily
weekly
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Metal Roof Clips & Accessories

Sheffield Metals
METAL ROOFING
ACCESSORIES & COMPONENTS
LEARN MORE 30

Industry News
Petersen Launches PAC-Shield CV Roof Venting System

Elk Grove Village, IL —
Petersen expands its PAC-CLAD line of architectural metal cladding systems with the launch of its new PAC-Shield CV roof venting system. It is designed to improve energy efficiency, prevent ice dams, extend the lifespan of a roof and control moisture in steep-slope roof systems. [More](#)

CITADEL
COMPOSITE WALL PANELS AND SYSTEMS

EFFICIENT IMP
INSTALLATION
WPG

OPENING
NEW
DOORS
SCHWEISS
DOORS

Featured Project / Bay Insulation Systems
Black Skyliner® Insulation Chosen For Iowa Facility

Waukee, IA — Bay Insulation Systems supplied its black Skyliner® Insulation System for the newly constructed Kettlestone Central Sports Complex in Waukee. Owned by the Iowa Athletic Foundation, this state-of-the-art facility is now the largest youth sports complex in the state and is set to become a central hub for youth athletics across the region. [More](#)

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SOLO CUSTOM NEWSLETTER

(available as an add-on to your program package)

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

(Premium and Plus 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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WE'D LIKE TO HELP YOU MAKE 2026 A GREAT SUCCESS FOR YOUR COMPANY!



We hope you're as excited as we are about the new offerings described in this media kit for 2026, especially the exceptional value-added enhancements to the Premium and Plus program packages.

To schedule a walk-through call with John Garvey – or if you just have questions about our website, weekly newsletter and related products - please contact John today...

Call or Text John Garvey - (847) 533-6266
email - johng@designandbuildwithmetal.com



And 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, business director

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