

# 2024

## Media Kit

**Drive qualified traffic to your site**  
**Promote your brand – Improve SEO**

weekly  
email newsletter



mobile-responsive  
website - updated daily



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

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





# Your Marketing Partner

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

Connecting your company with design and construction professionals year-round!

***Pick the advertising/content package that best suits your marketing goals***

Delivering more than 1.41 million visits in 2023, with 92% organic traffic and 77% of visits from the U.S. and Canada, be sure to make DesignandBuildwithMetal.com part of your marketing plans for 2024.

Visitors find content devoted exclusively to metal roofing, metal walls, metal buildings and related products on DesignandBuildwithMetal.com. Visitors can browse over 2,700 project case studies, thousands of news postings, featured articles, columns/blogs, product listings and a complete supplier directory – all related to the metal construction industry.

We're built so you can blanket areas of the website with your ads and editorial content (all linked to your website) while site visitors are on the hunt for information about your specific products and services. We take care of all the uploading.

In addition, our Weekly eMail Newsletter supports your website by delivering over 39,000 architects (40%), contractors (40%), manufacturers/suppliers (15%), plus building owners, homeowners, code officials, students, educators & developers (5%).

We feel privileged and proud to be a trusted source for metal construction product info since 2007... and in 2024, we offer:

- **Three popular, high-value advertising packages** – See Page 3 for prices and views.

- **Custom Programs**, if you see a more effective mix for your company.

- **Continuing, aggressive emphasis on social media promotion** for advertisers' editorial and marketing materials. Updates each business day.



**Reserve your Program by November 30  
for a 3% early bird discount!**

## 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>(795,000 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 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 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>(415,000 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>(465,000 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>(415,000 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>(290,000 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>(14,500 views/quarter)</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 39,000+. <b>(488,000+ views/year)</b>
<b>Solo Newsletter</b> <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 audience 39,000+. <b>(8,000 - 10,000 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 39,000-plus architects, contractors and related construction professionals - distributed 4 times throughout the year. <b>(44,000+ views/year)</b>
<b>Annual net cost</b>	<b>6,750</b>	<b>12,500</b>	<b>23,600</b>	<b>ACH payments accepted.</b> <b>Ask about discounts for multiple divisions.</b>
<b>Average views</b>	<b>795,000 views</b>	<b>2,424,000 views</b>	<b>4,595,000 views</b>	<b>3% Discount for orders confirmed by 11/30/23</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 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 much-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**

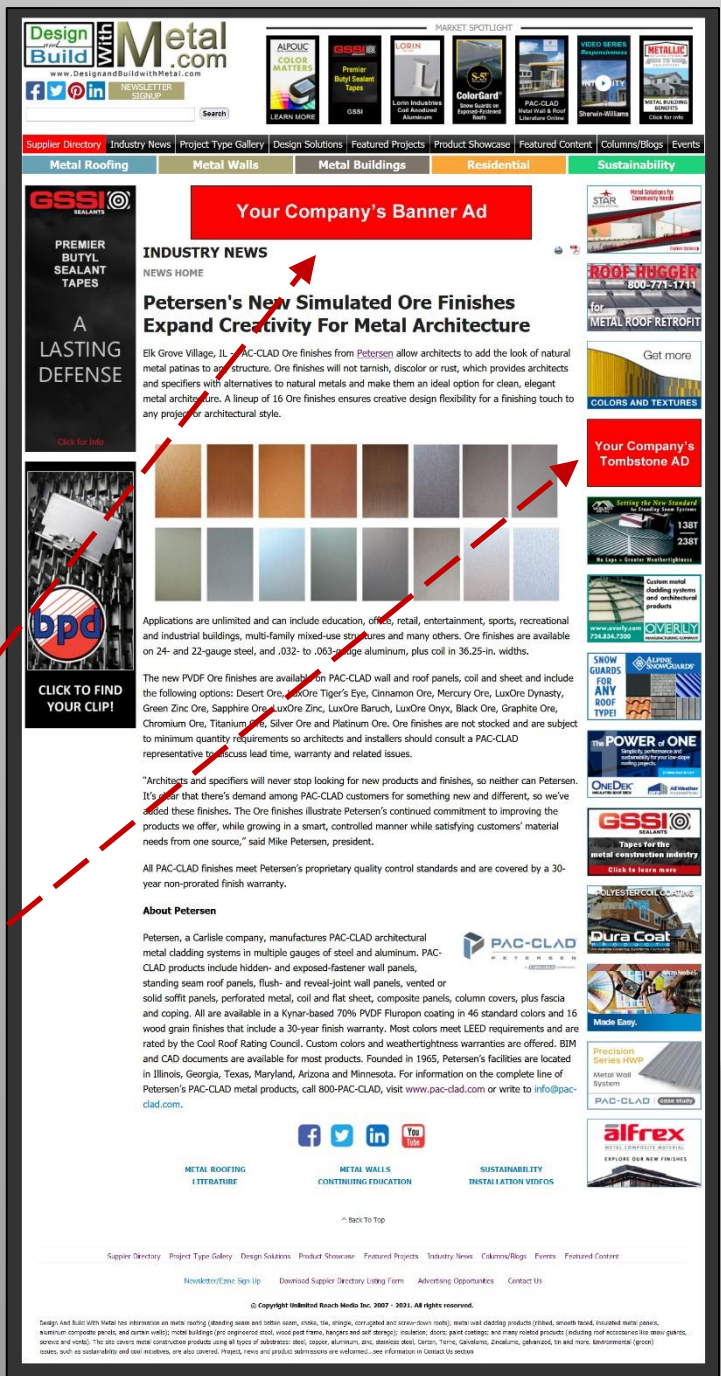
**Banner size:** 574 pixels wide x 90 pixels high.  
**Tombstone size:** 191 pixels wide x 113 pixels high.

**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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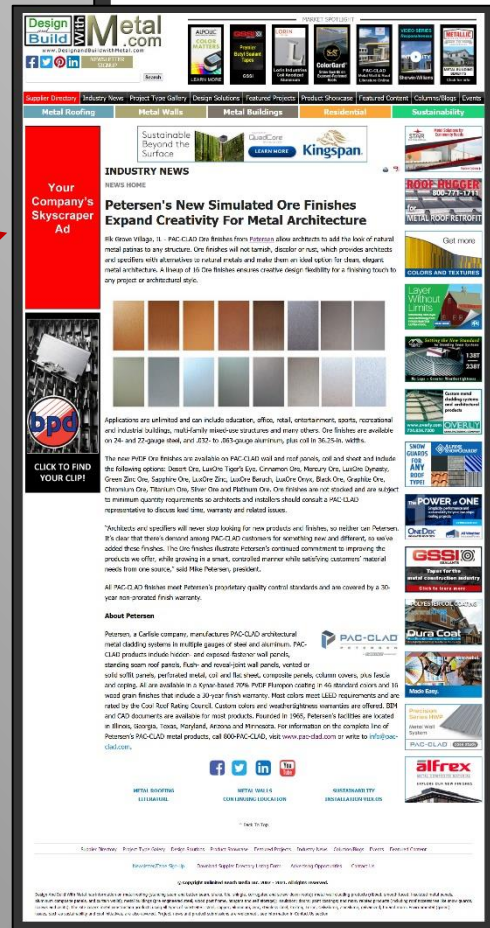
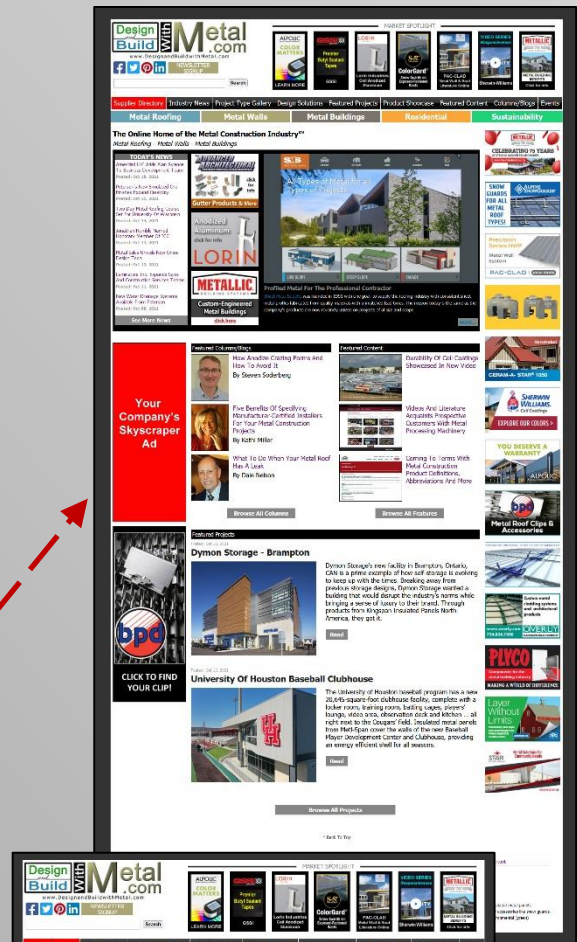
[johng@designandbuildwithmetal.com](mailto:johng@designandbuildwithmetal.com)

# 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 (415,000 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.

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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 (415,000 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.

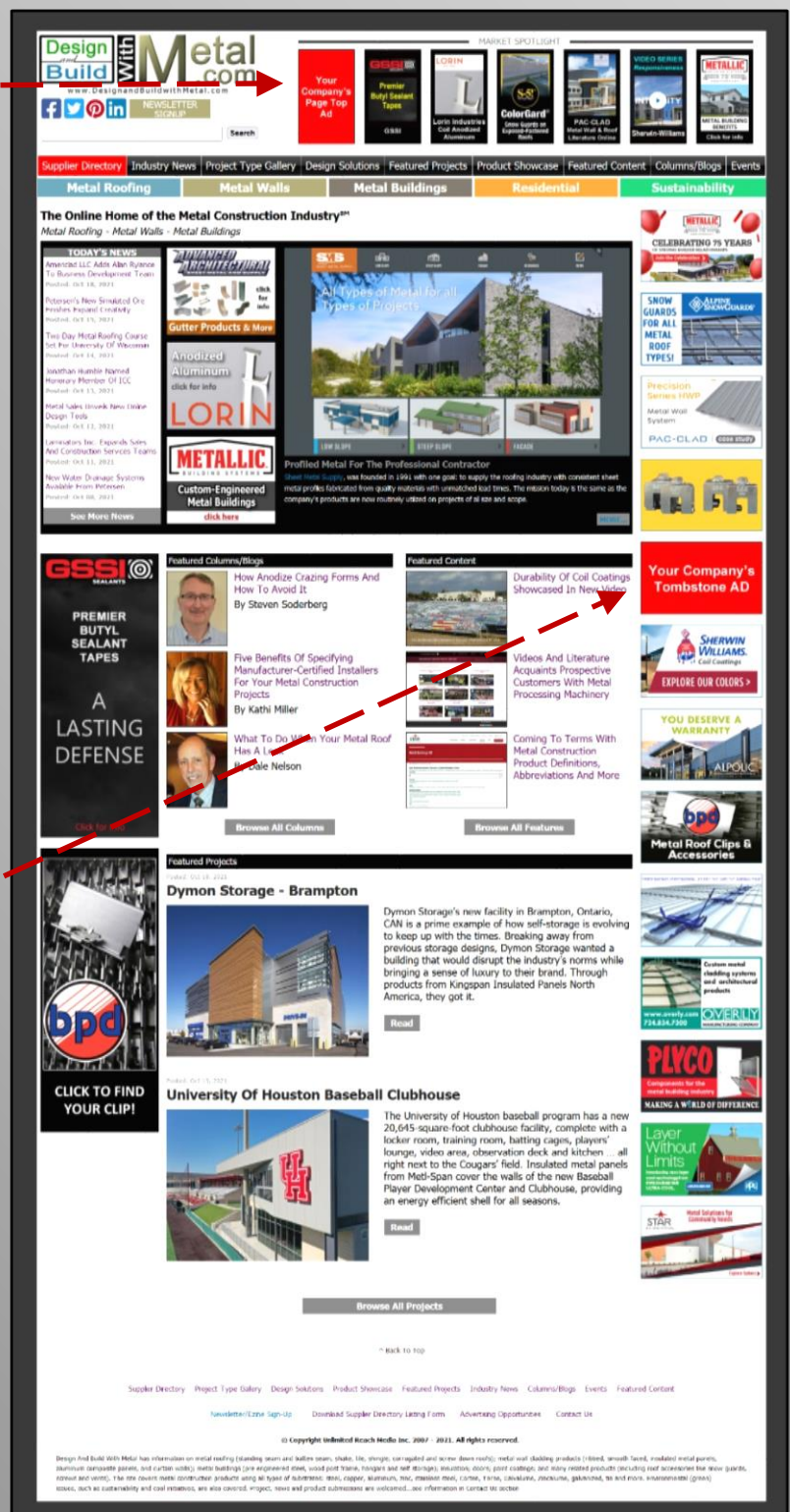
**Size:** Maximum file size is 250 kb.

## Home Page Tombstone Ad

(Plus and Premium package advertisers)

Our most-viewed page (465,000 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. 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.

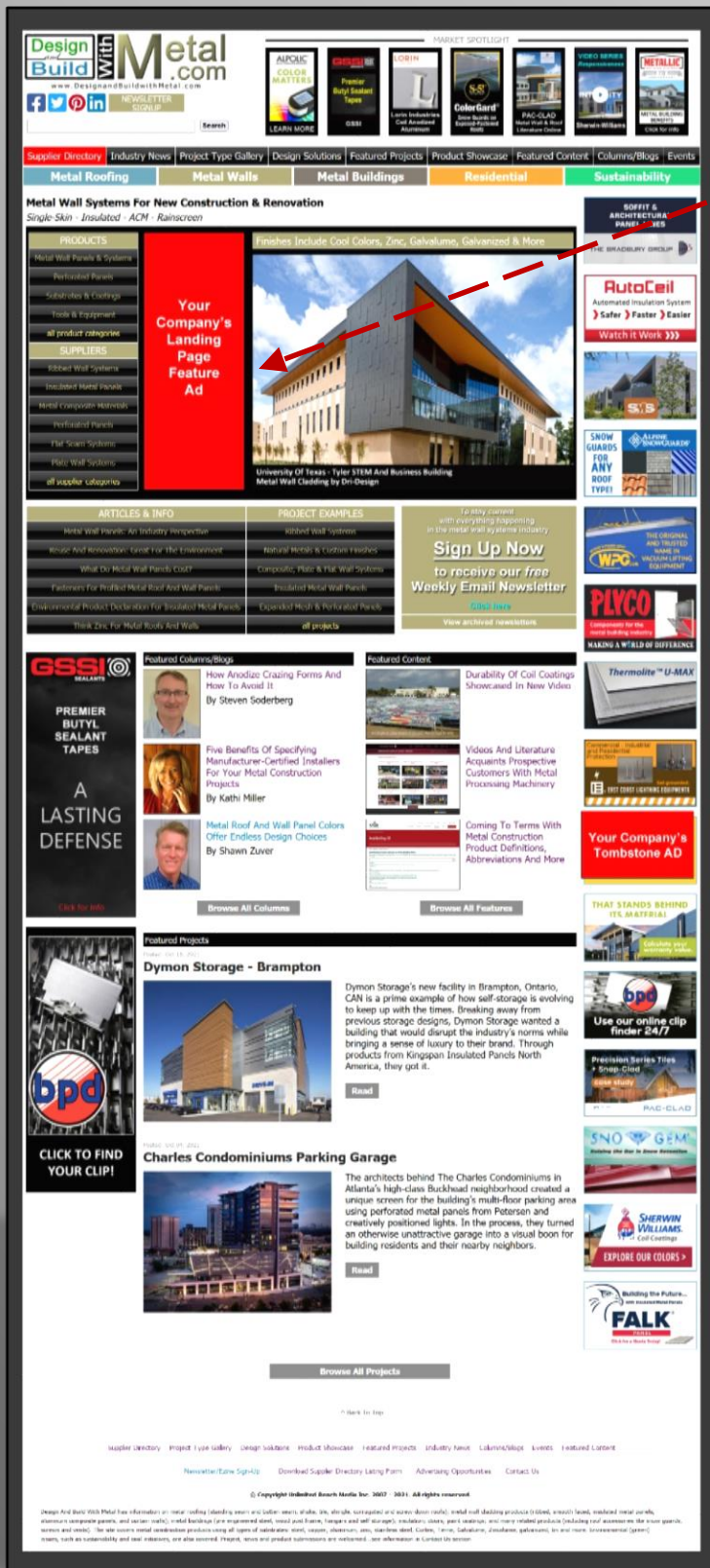
Size: Maximum file size is 400 kb.

# 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 (290,000 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 39,000-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.

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

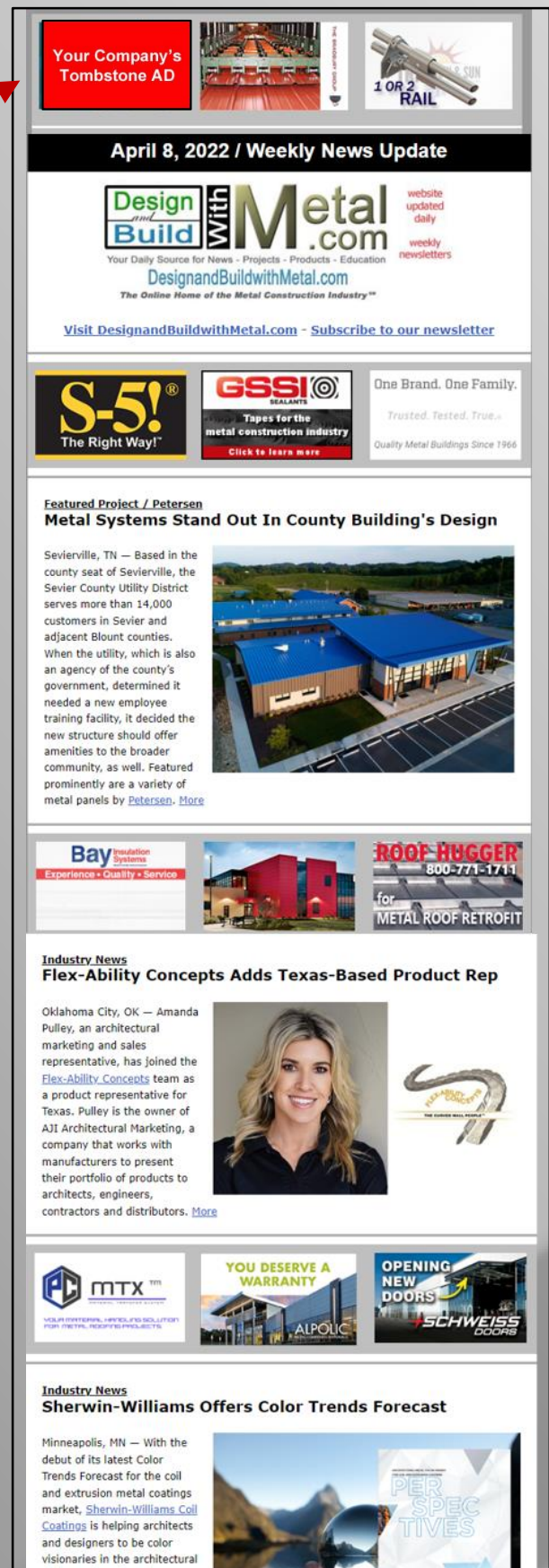
**Tombstone size:** 191 pixels wide x 113 pixels high.

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

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

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

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



Your Company's Tombstone AD

April 8, 2022 / Weekly News Update

Design and Build with Metal.com  
Your Daily Source for News - Projects - Products - Education  
DesignandBuildwithMetal.com  
The Online Home of the Metal Construction Industry™

Visit DesignandBuildwithMetal.com - Subscribe to our newsletter

S-5! The Right Way!

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

One Brand. One Family.  
Trusted. Tested. True.™  
Quality Metal Buildings Since 1966

Featured Project / Petersen  
**Metal Systems Stand Out In County Building's Design**

Sevierville, TN — Based in the county seat of Sevierville, the Sevier County Utility District serves more than 14,000 customers in Sevier and adjacent Blount counties. When the utility, which is also an agency of the county's government, determined it needed a new employee training facility, it decided the new structure should offer amenities to the broader community, as well. Featured prominently are a variety of metal panels by Petersen. [More](#)

Bay Insulation Systems  
Experience • Quality • Service

ROOF HUGGER  
800-771-1711  
for METAL ROOF RETROFIT

Industry News  
**Flex-Ability Concepts Adds Texas-Based Product Rep**

Oklahoma City, OK — Amanda Pulley, an architectural marketing and sales representative, has joined the Flex-Ability Concepts team as a product representative for Texas. Pulley is the owner of AJI Architectural Marketing, a company that works with manufacturers to present their portfolio of products to architects, engineers, contractors and distributors. [More](#)

MTX™  
YOUR METAL, YOUR SOLUTIONS  
FOR METAL BUILDING PROJECTS

YOU DESERVE A WARRANTY  
ALPOLIC

OPENING NEW DOORS  
SCHWEISS DOORS

Industry News  
**Sherwin-Williams Offers Color Trends Forecast**

Minneapolis, MN — With the debut of its latest Color Trends Forecast for the coil and extrusion metal coatings market, Sherwin-Williams Coil Coatings is helping architects and designers to be color visionaries in the architectural market. [More](#)

PER SPEC TIVES

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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 39,000-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 39,000-plus architects, contractors and related construction professionals.

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



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# Let's Get Started!



Thank you 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. Let's talk ASAP so you have the most options to choose from...

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



**Don't forget – 3% discount for orders signed by November 30.**

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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