

# Design and Build With Metal .com

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

## DesignandBuildwithMetal.com



mobile-responsive website - updated daily



weekly  
email newsletter



# 2020 Media Kit

## New Pricing, Greater Value!





# The Internet Is Evolving ...And So Are We

Since launching in 2007, DesignandBuildwithMetal.com has shown consistent and steady growth in traffic and stature. In 2019, we will have over 1.2 million visits, our highest total to date. Our traffic is over 90% organic, with 73% coming from the U.S. and Canada.

Currently on our website, visitors will find focused editorial devoted exclusively to metal roofing, metal walls, metal buildings and related offerings. These products are highlighted in more than 2,300 project case studies, and thousands more news postings, columns and other featured articles – all relevant to the metal construction industry.

Our website is supported by a weekly email newsletter that delivers updates to over 30,000 architects, contractors, manufacturers/suppliers, building owners and home owners.

We're proud to have become a trusted source for metal construction product info...and in 2020 we'll be taking things to the next level by offering...

- A simplified buying process with three advertising packages (see next page to compare)
- An increased emphasis on social media promotion for advertisers' editorial submissions and marketing materials
- A more effective link process to guide visitors/buyers to advertiser information and resources



- A streamlined website to improve navigation and increase advertiser visibility

**All Of This – and more – at a NEW, LOWER PRICE!**

## Advertising info:

John Garvey, 847-752-8018

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



# 3 High-Value Advertising Packages To Fit Any Marketing Budget

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 (3x as many as offered in previous years) throughout our website. The ad sections are picked by our experienced editors and approved by you.
<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>Social Media Sharing</b>	Yes	Yes	Yes	Your editorial is shared on all of our social media channels. Non-advertiser materials are not.
<b>Home Page Tombstone</b> <i>see page 5</i>	--	--	Yes	Your tombstone ad appears throughout the year on the most visited page on our website.
<b>Page-Top Ads</b> <i>see page 5</i>	--	1 month	3 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.
<b>Landing Page Ads</b> <i>see page 5</i>	--	2 sections	All sections	Your tombstone ad appears throughout the year. Special landing pages focus on 5 topics: Metal Roofing, Metal Walls, Metal Buildings, Residential and Sustainability.
<b>Newsletter Tombstone Ad</b> <i>see page 6</i>	--	--	Yes	Your tombstone ad appears each week throughout the year in our email newsletter. Ad can be changed once per month.
<b>Newsletter Spotlight</b> <i>see page 6</i>	--	--	1 month	Promote your video, literature or online resources for one full month in our email newsletter.
<b>Solo Newsletter</b> <i>see page 7</i>	--	--	Yes	A special email newsletter dedicated to your company, coordinated with our professional design assistance.
<b>Quarterly eMail Blasts</b> <i>see page 7</i>	--	Yes	Yes	Added exposure of your products and services to our database of 30,000 architects, contractors and related construction professionals - distributed 4 times throughout the year.
<b>Net cost</b>	<b>6,000</b>	<b>11,500</b>	<b>22,000</b>	<b>Special incentives...</b> <ul style="list-style-type: none"> <li>• 2% discount for prepay</li> <li>• Multi-division discount:                2 companies = 2% savings                3 companies = 3% savings                and so forth             </li> </ul>
<b>Value of the total program (2019 rates)</b>	<b>8,800</b>	<b>15,000</b>	<b>35,230</b>	
<b>% savings</b>	<b>31.8%</b>	<b>23.3%</b>	<b>37.5%</b>	

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# Website Program

## 18 Banner/Tombstone Ad Sets

(New for 2020! - 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.

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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# Home Page

## Tombstone Ad

(premium package advertisers)

Our home page is on track to receive over 600,000 visits in 2019, giving 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.

## Page-Top Ad

(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. 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.

**Details:** Send a link to your video, literature or specific website content and we'll take care of the rest.

**Changes:** One ad, video or website content selection per month.

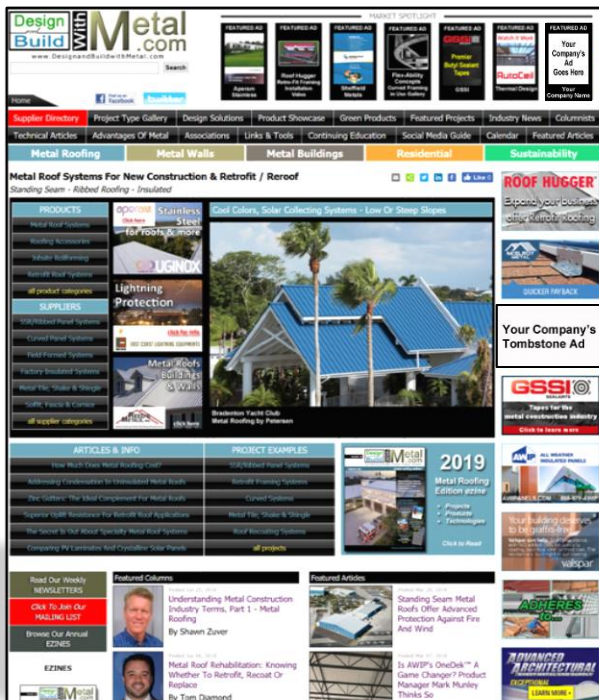
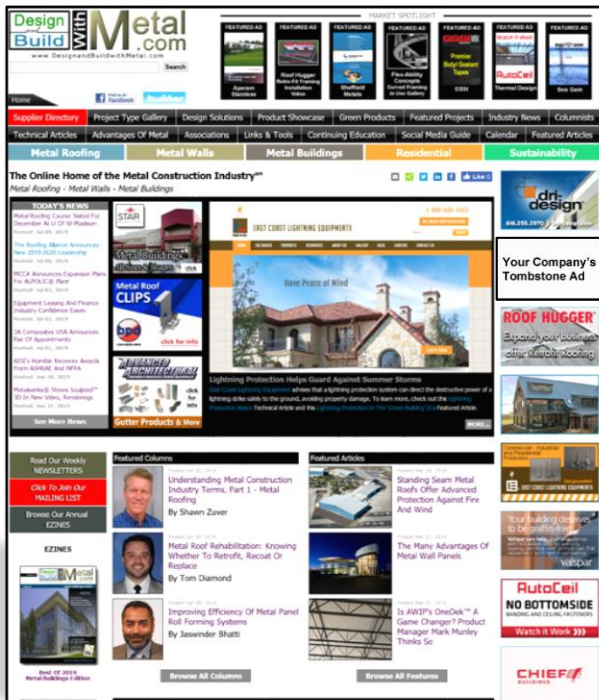
## Landing Page

## 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. Ads rotate randomly on the landing pages to ensure your ads gain optimal viewing.

See tombstone specs on page 4.



## Advertising info:

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



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





# Newsletter

## Tombstone Ad

(premium package advertisers)

Distributed to 30,000-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.

Your Company's  
Tombstone Ad

**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.

# Newsletter

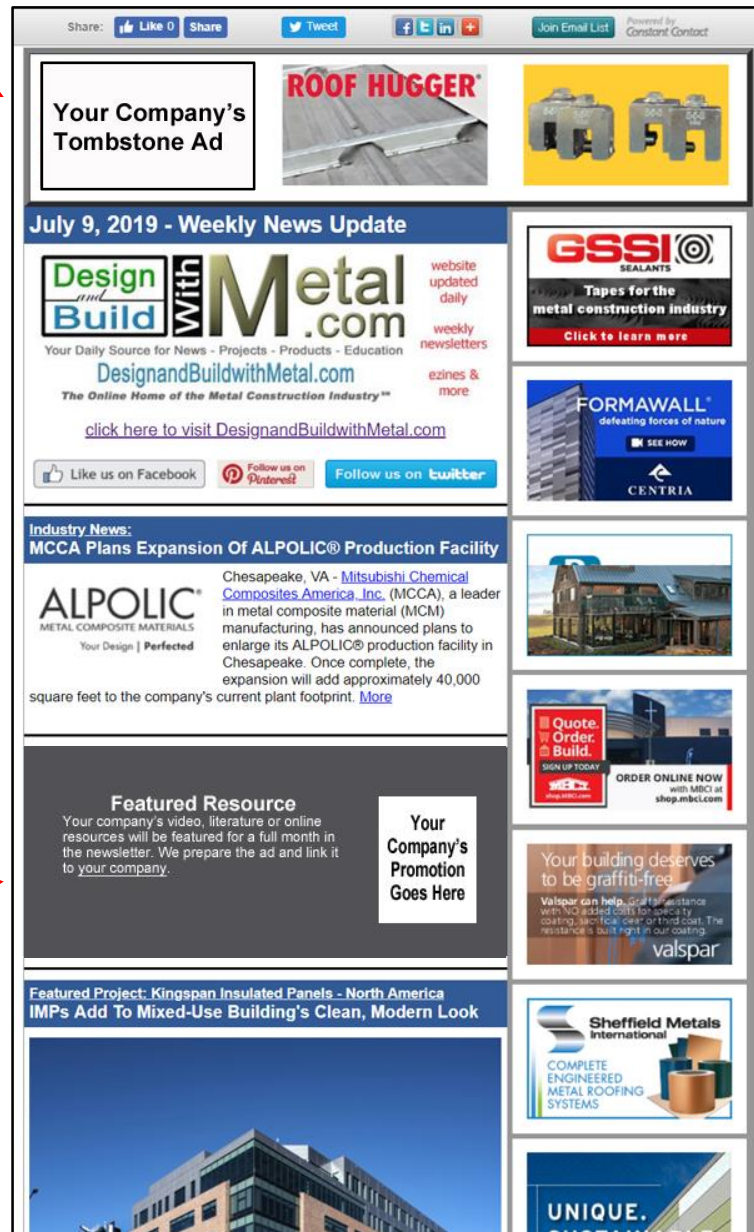
## Spotlight

(premium package advertisers)

An excellent opportunity to call attention to a video, literature or other online resources to our weekly email newsletter audience for an entire month. Newsletter Spotlights rotate weekly to ensure your message gains optimal viewing.

**Details:** Send a link to your video, brochure or online resources and we'll take care of the rest.

**Changes:** One video, brochure or website content selection per month.



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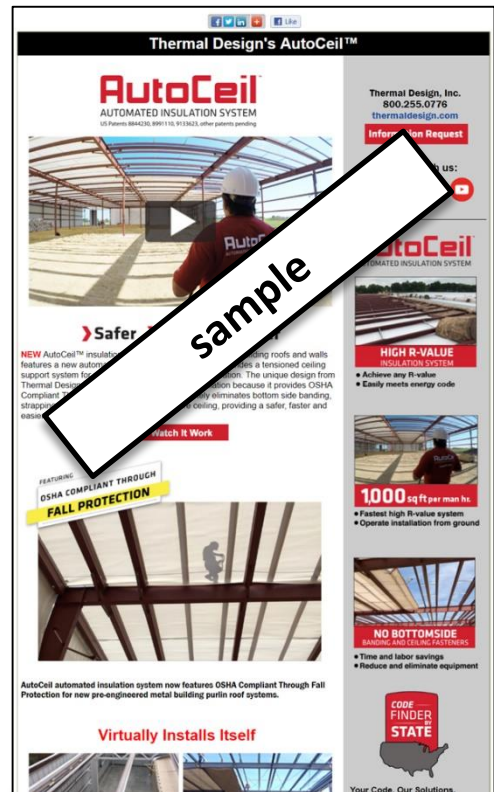


# Solo Custom Newsletter

(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 30,000+. Only two available per month.



# Quarterly eMail Blast

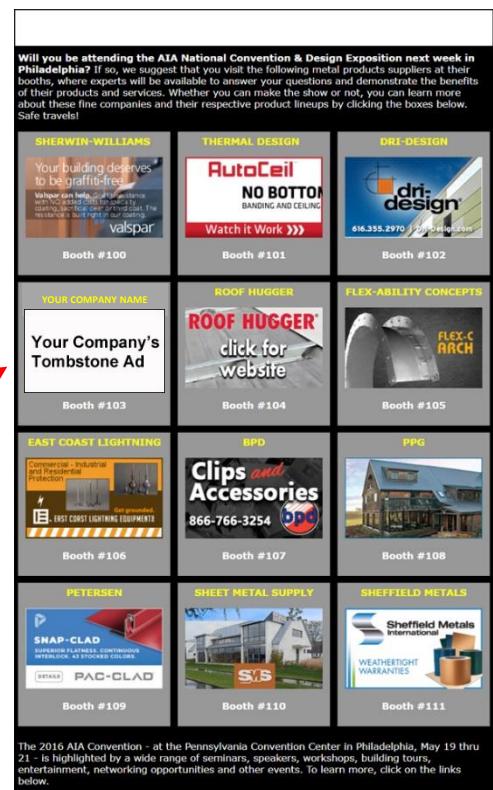
(plus and premium package advertisers)

Your Company's Tombstone Ad

New For 2020! 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 home page or landing page tombstone ad will run in a special email promotion that is delivered to our list of architects, contractors and related construction professionals.

**Delivery dates:** January, April, July, October.



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# Ready To Get Started?

We know your time is a precious commodity, so thanks for reviewing 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

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.

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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