

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

2021 Media Kit

**Added Features in Plus and
Premium Advertising Packages!**





Your Marketing Partner ...24/7/365

Since launching in 2007, DesignandBuildwithMetal.com has shown consistent and steady growth in traffic and stature. In 2020, we will have over 1.2 million visits. Our traffic is 92% organic, with 74% coming from the U.S. and Canada.

2020 has been a challenging year, full of obstacles and interruptions to the normal course of business. Will 2021 be different? Will trade shows resume? Will in-person sales calls once again become the norm? Regardless, DesignandBuildwithMetal.com remains your unwavering, reliable marketing partner – never shutting down, never interrupted and always delivering your marketing message to your customers and prospects throughout the U.S. and Canada...and beyond.

On our website, visitors find focused editorial devoted exclusively to metal roofing, metal walls, metal buildings and related offerings. These products are highlighted in more than 2,400 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 33,000 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 2021, we continue to innovate by offering...



- Three outstanding advertising packages with even greater value for Premium and Plus advertisers. (see next page to compare)

- Continued emphasis on social media promotion for advertisers' editorial submissions and marketing materials.

- Improvement to key editorial sections in early 2021 to drive more traffic to advertisers' websites.



All Of This – and more – at the SAME LOW PRICE!

Advertising info:

John Garvey, 847-752-8018

johng@designandbuildwithmetal.com



3 Economical And Effective Advertising Packages To Fit Any Marketing Budget

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	Your editorial is shared on our Facebook, Twitter and LinkedIn accounts. Non-advertiser materials are not.
Left-Column Skyscraper Ad* <i>see page 5</i>	--	--	2 months	NEW FOR 2021! 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 Ads <i>see page 6</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.
Newsletter Tombstone Ad <i>see page 7</i>	--	--	All 12 months	Your tombstone ad appears each week throughout the year in our email newsletter. Ad can be changed once per month.
Newsletter Spotlight <i>see page 7</i>	--	1* month	--	Promote your video, literature or online resources for one full month in our email newsletter.
Solo Newsletter <i>see page 8</i>	--	--	Yes	A special email newsletter dedicated to your company, coordinated with our professional design assistance.
Quarterly eMail Blasts <i>see page 8</i>	--	All 4 mailings	All 4 mailings	Added exposure of your products and services to our d-base of 33,000-plus architects, contractors and related construction professionals - distributed 4 times throughout the year.
Annual net cost	6,000	11,500	22,000	<i>Ask about discounts for prepaid programs. Ask about discounts for multiple divisions. * Program enhancement for 2021</i>

Advertising info:

John Garvey, 847-752-8018
johng@designandbuildwithmetal.com



Website Program

18 Banner/Tombstone Ad Sets

(included in all packages)

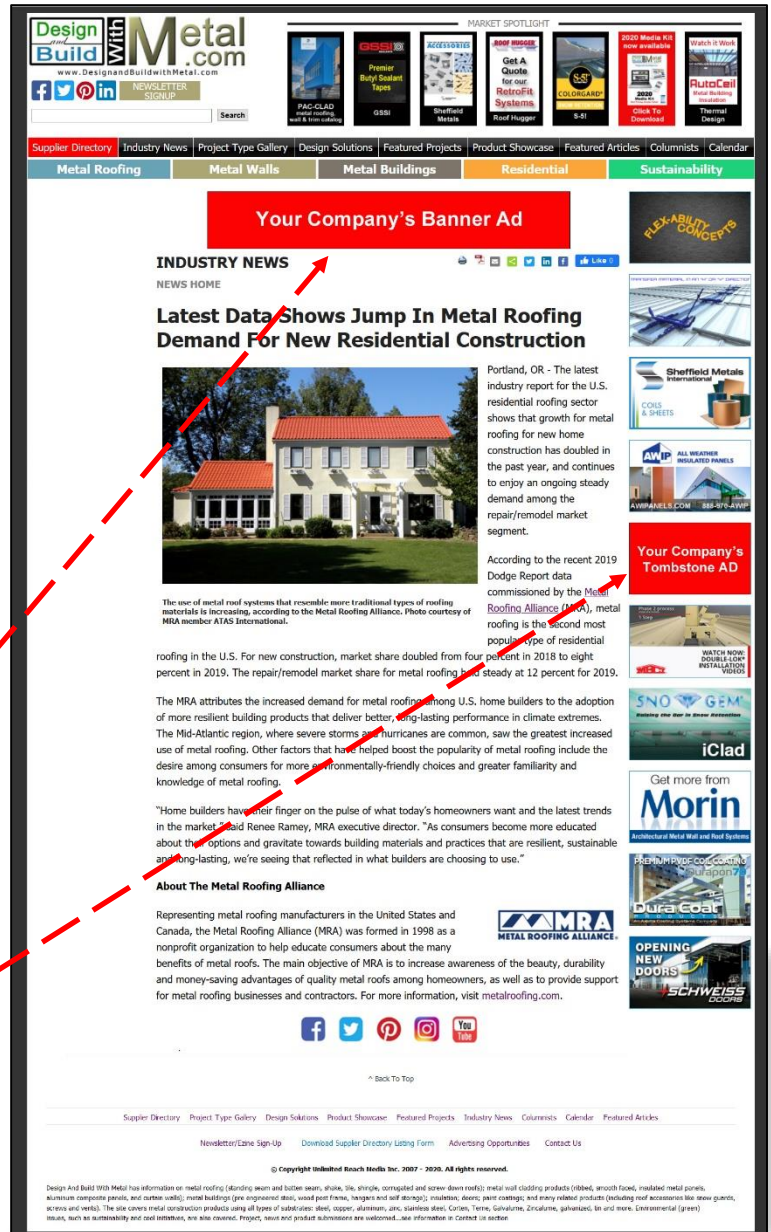
Your Website Program includes...

- 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.

Advertising info:

John Garvey, 847-752-8018

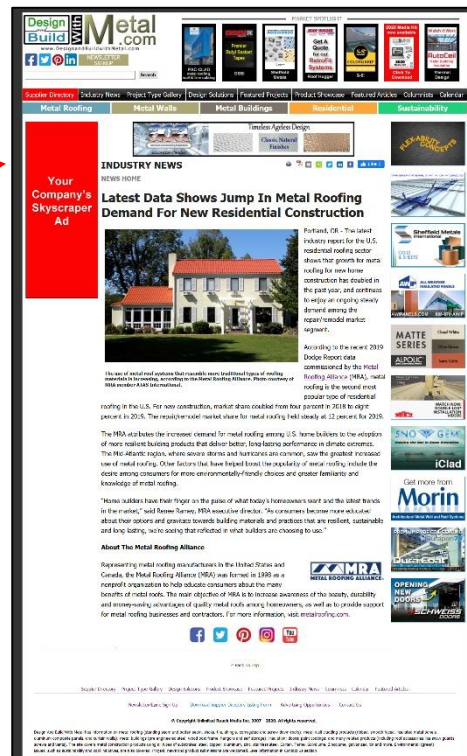
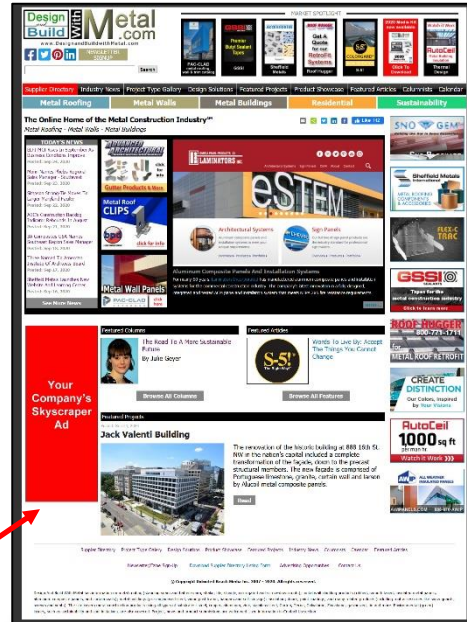
johng@designandbuildwithmetal.com

Skyscraper Ad

In Left Column On Every Page Of Site

(New for 2021! – 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), three 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.

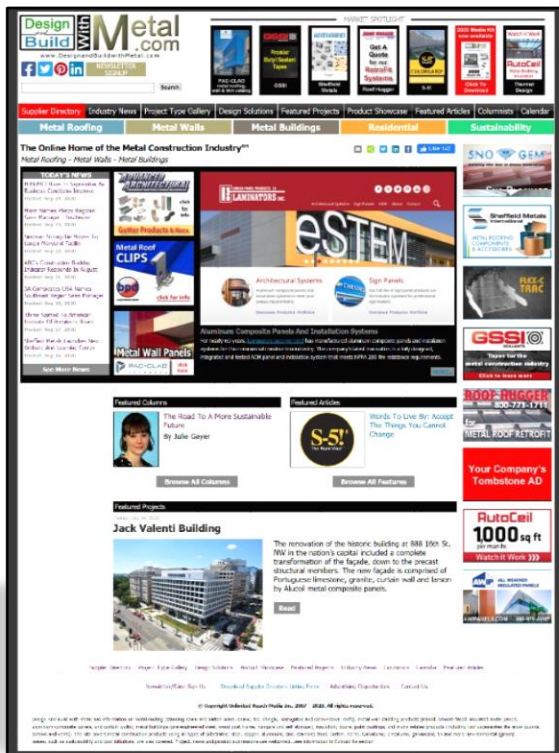
Size: Maximum file size is 400 kb.

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

Advertising info:

John Garvey, 847-752-8018

johng@designandbuildwithmetal.com



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.

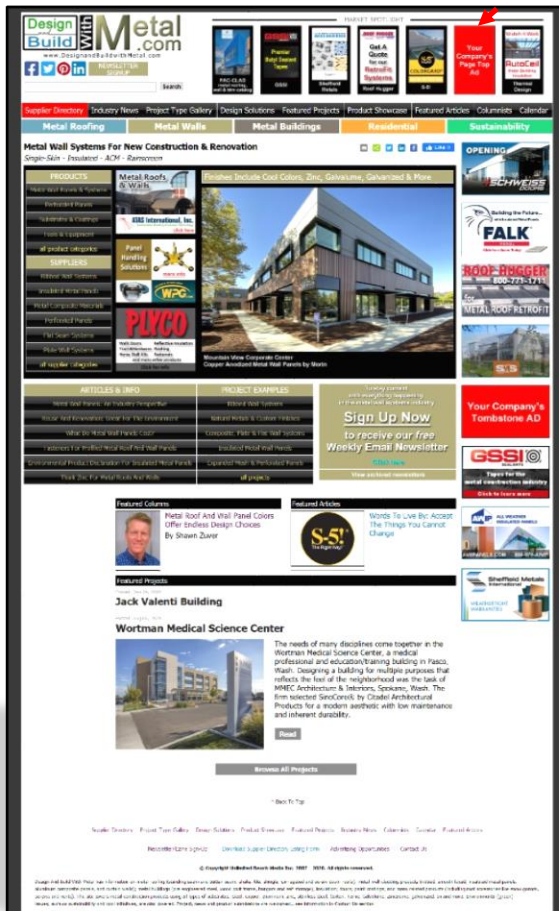
Page-Top Ad

(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 (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.

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 (275,000 views/year). Ads rotate randomly on the landing pages to ensure your ads gain optimal viewing.

See tombstone specs on page 4.

Advertising info:

John Garvey, 847-752-8018

john@gdesignandbuildwithmetal.com



Your Daily Source for News - Projects - Products - Education

DesignandBuildwithMetal.com



Newsletter

Tombstone Ad

(Premium package advertisers)

Distributed to 33,000-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.

Newsletter

Spotlight

(Plus package advertisers)

An excellent opportunity to call attention to a video, literature or other online resources to our weekly email newsletter audience (33,000-plus recipients) 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.

The screenshot shows a newsletter layout for 'Design and Build with Metal'. At the top left is a red box for 'Your Company's Tombstone AD'. Next to it is a black box with 'EXCEPTIONAL PRODUCTS FOR EXCEPTIONAL PROJECTS'. To the right is a 'ROOF HUGGER' ad with the phone number 800-771-1711 and 'PROVEN SOLUTIONS'. Below these is a 'September 18, 2020 - Weekly News Update' section featuring the 'Design and Build with Metal' logo, the website 'DesignandBuildwithMetal.com', and social media icons for Facebook, Twitter, Pinterest, and LinkedIn. A 'TESTED.' ad is on the right. Below the newsletter header is a 'Featured Project: Schweiss Doors' section with a photo of a modern house and a description of a bifold garage door. To the right is a 'GSSI' ad for tapes for the metal construction industry. Below the featured project is a 'Houston, TX' news item about a vanishing garage door. To the right is a 'PANELCLAD' ad for panelized cladding systems. Below the news item is a 'Featured Content' section with a box for 'Your Company's Promotion Goes Here'. To the right is a 'SNO GEM' ad for snow retention. Below the promotion box is an 'Industry News' section about Sheffield Metals International. To the right is a 'SHERWIN WILLIAMS' ad for coil coatings. Below the industry news is an 'AutoCeil' ad for no bottomside banding and ceiling fasteners. The bottom right corner features a 'STAR BUILDING SYSTEMS' ad celebrating 90 years.

Advertising info:

John Garvey, 847-752-8018

johng@designandbuildwithmetal.com



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 33,000-plus. Only two available per month.



Quarterly eMail Blast

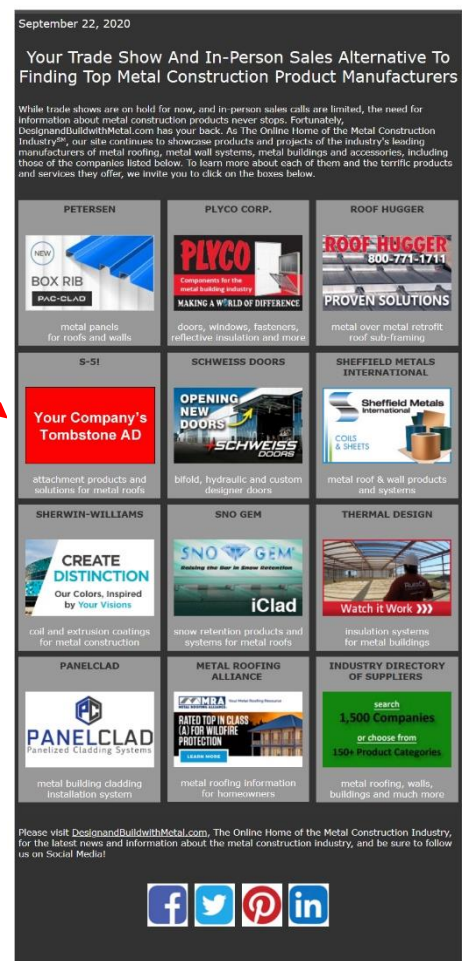
(Plus and Premium package advertisers)

Your Company's Tombstone AD

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 33,000-plus architects, contractors and related construction professionals.

Delivery dates: March, June, September, December.



Advertising info:

John Garvey, 847-752-8018

johng@designandbuildwithmetal.com





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 - 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



Advertising info:

John Garvey, 847-752-8018

johng@designandbuildwithmetal.com



Your Daily Source for News - Projects - Products - Education

DesignandBuildwithMetal.com

