

Celebrating the 20th Anniversary
of DesignandBuildwithMetal.com

2027 MEDIA KIT

20 Years = 20% Discounts!

- **Broader Exposure via 20%-plus traffic increase in the past year***
- **Signed orders by 10/20/26 receive a special early bird discount...**

PLUS

5 extra Second Level Ad Sections = 20 total



mobile-responsive
website
updated daily
2 million visits
in 2026*



weekly
email newsletter
772,000 views in 2026



**based on visits, 8/1/25 – 7/31/26*

**Design
and
Build** **With Metal.com**

Your Daily Source for News - Projects - Products - Education

DesignandBuildwithMetal.com





YOUR MARKETING PARTNER

Celebrating 20 Years and offering

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

We launched DesignandBuildwithMetal.com 20 years ago to help Manufacturers and Suppliers market their metal construction products and services to construction professionals.

We target Contractors, Architects and key Metal Construction Industry Executives at the Manufacturing and Supply level of the industry. These Construction Professionals arrive in research or buy mode to seek content strictly devoted to metal roofing, metal walls, metal buildings/framing and related products.

Together, we've built a resource for construction professionals when they are online and on the hunt for metal construction products. Thank you very much for your consideration and support!

Join the 20th Anniversary Celebration and call, text or email me to learn specifics about how your company can receive a 20% discount in 2027.

Additionally, there's a 3% discount plus five extra ad sections for orders signed by 10/20/26.

We're honored to serve the industry and are proud of our tremendous reach – please compare:

- **2 million-plus** website visits/year.
- **91%** organic website traffic, with **83%** from the U.S. and Canada.
- 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 **41,000-plus**: contractors (40%), architects (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 info about your specific products and services. We handle all of the uploading.

Please be sure to send your projects, articles and news. Advertiser content receives preferred treatment on our site, in the weekly newsletter and via posts on our social media accounts – always appearing in a Leadership Position.



I'm excited to work with you in 2027!

John Garvey, sales director
call/text: (847) 533-6266

johng@designandbuildwithmetal.com

Advertising info:

John Garvey, 847-533-6266

johng@designandbuildwithmetal.com



WE'D LIKE TO HELP YOU GROW YOUR BUSINESS BY DRIVING EVEN MORE TRAFFIC TO YOUR WEBSITE IN 2027!

Last year, we revamped the PLUS and PREMIUM Programs, increasing their average view totals by millions. This year, traffic growth has risen considerably, driving projected totals up again. Please check out the average view totals for our most popular Programs at the bottom of Page 4. Note, too, that we show three popular Programs, but if you see a better mix for you, we can build a Customized Program to meet your specific goals.

Whether you are a long-time customer, or a company thinking about getting more involved here, please call, text or email me – or send me a good time when we can talk about how to optimize results for your DesignandBuildwithMetal.com Program. However you want to connect, you'll know all your options and exact costs with special discounts applied.

Orders placed by October 20 receive 3% off and an extra 5 second-level ad sections for your Program. Call me to learn how to trigger additional 20% discounts for your Program in 2027.

More aggressive DesignandBuildwithMetal.com Programs can sell out. We can always accommodate more Advertisers, but I can take the best care of you the sooner we talk. I am excited to have this Celebration Discount to use to help us say Thank You to as many customers and companies as we can. – John

Call or Text John Garvey - (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 look forward to hearing from you!

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



Advertising info:

John Garvey, 847-533-6266
johng@designandbuildwithmetal.com



CHOOSE FROM 3 GREAT AD PACKAGES

Select The Option That Best Fits Your Marketing Plan

Premium Package. 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. Coupled with preferred editorial and social media treatment, the ads in this package add up to a **high-visibility program**. (Plus Package offers a **29% discount** vs. buying each product separately.)

Base Package. This is a **solid minimum value** with exclusive editorial treatment and social media coverage, as well as the ability to add on additional advertising products.

20th Anniversary Bonuses!

Signed orders by 10/20/26 receive 20 Second Level Ad Sections!...and a 3% Discount!

Also, ask John Garvey about available 20% Discounts for your 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, Pinterest and LinkedIn accounts. (supports and differentiates your brand)
Website Program Each advertising package includes banner/tombstone spots in both 1st Level and 2nd Level website sections add-on 1st Level ads for \$310 each add on 2nd Level ads for \$200 each ...see page 5	3 1st level 15 2nd level \$7,450 value	5 1st level 15 2nd level \$8,070 value	8 1st level 15 2nd level \$9,000 value	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 2027...orders signed by 10/20/26 receive 20 ad placements on the 2nd Level! (1,011,000 Base Views/Year, 1,305,000 Plus Views/Year, 1,746,000 Premium Views/Year)
Left-Column Skyscraper Ad add-on for \$1,050 each ...see page 6	--	1 month \$1,050 value	2 months \$2,100 value	Your extra-large ad - 4x the height of tombstone ads - appears for an entire month on every page of our website. (622,000 views/month)
Home Page Tombstone Ad add to Base package for \$3,100 ...see page 7	--	All 12 months \$3,100 value	All 12 months \$3,100 value	Your tombstone ad appears throughout the year on the most visited page on our website. (727,000 views/year)
Page-Top Ads add-on for \$1,050 each ...see page 7	--	2 months \$2,100 value	6 months \$6,300 value	You receive month-long exposure at the top of every page of our website. Our most visible ad positions. (622,000 views/month)
Landing Page Tombstone Ad add-on for \$520 per landing page...see page 8	--	All 5 pages \$2,600 value	All 5 pages \$2,600 value	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 \$1,050 each ...see page 8	--	1 month \$1,050 value	6 months \$6,300 value	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 \$3,100 ...see page 9	--	--	All 12 months \$3,100 value	Your tombstone ad appears each week throughout the year in our weekly email newsletter, emailed to our audience of 41,000+. (772,000 views/year)
Solo Newsletter add-on for \$3,100 (limit 3) ...see page 10	--	--	--	We build a special email newsletter dedicated exclusively to your company (per your instructions) and email it to our audience of 41,000+. (12,250 average opens/mailling)
Quarterly eMail Blasts add-on all 4 for \$1,650 ...see page 10	--	All 4 mailings \$1,650 value	All 4 mailings \$1,650 value	Added exposure of your products and services to our d-base of 41,000-plus architects, contractors and related construction professionals - distributed 4 times throughout the year. (52,000 views/year)
Annual net cost	\$7,450	\$13,800 \$19,620 value	\$20,500 \$34,150 value	ACH payments accepted. Ask about discounts for multiple divisions.
Average views	1,011,000	4,562,000	8,971,000	3% Discount for orders confirmed by 10/20/26

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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.

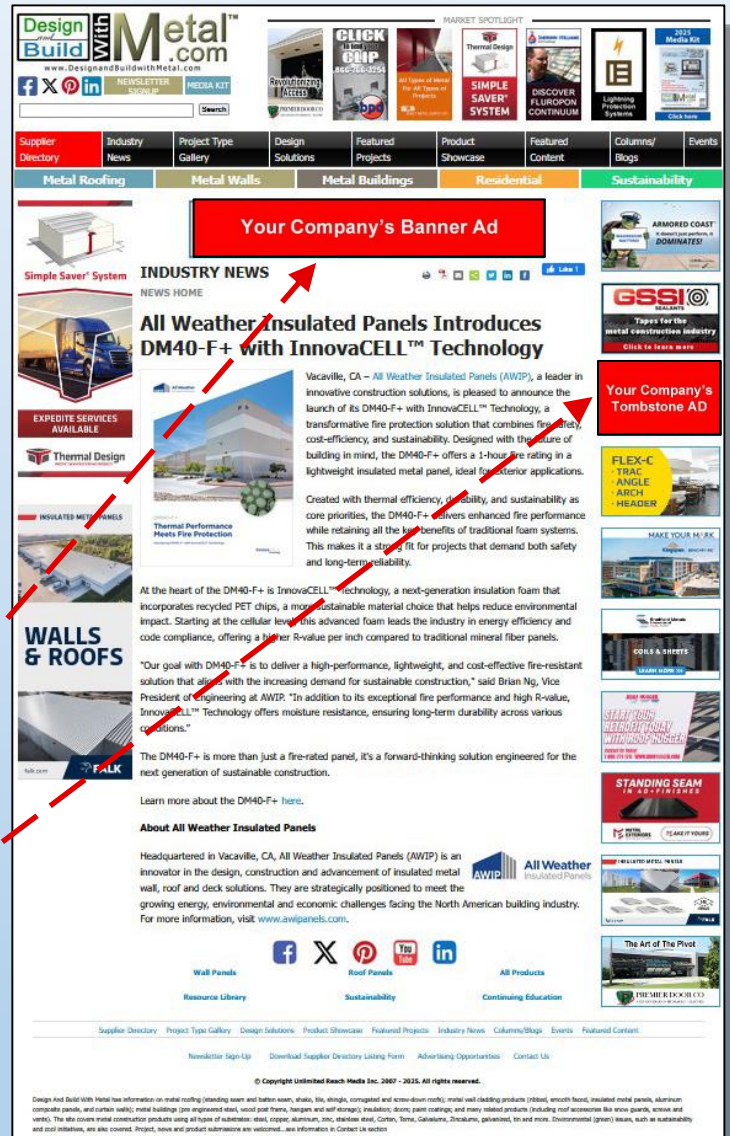
Tombstone size: 191 pixels wide x 113 pixels high.

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.



20th Anniversary Bonus!
Sign your insertion order by 10/20/26
to receive 20 Second Level Ad
Sections!...and grab a 3% Discount!

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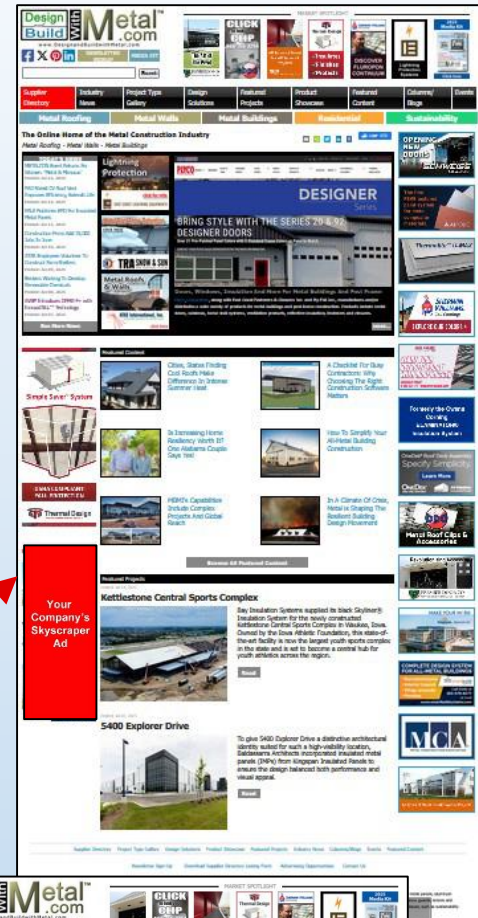
johng@designandbuildwithmetal.com

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 (622,000 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.



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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johng@designandbuildwithmetal.com

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 (622,000 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.

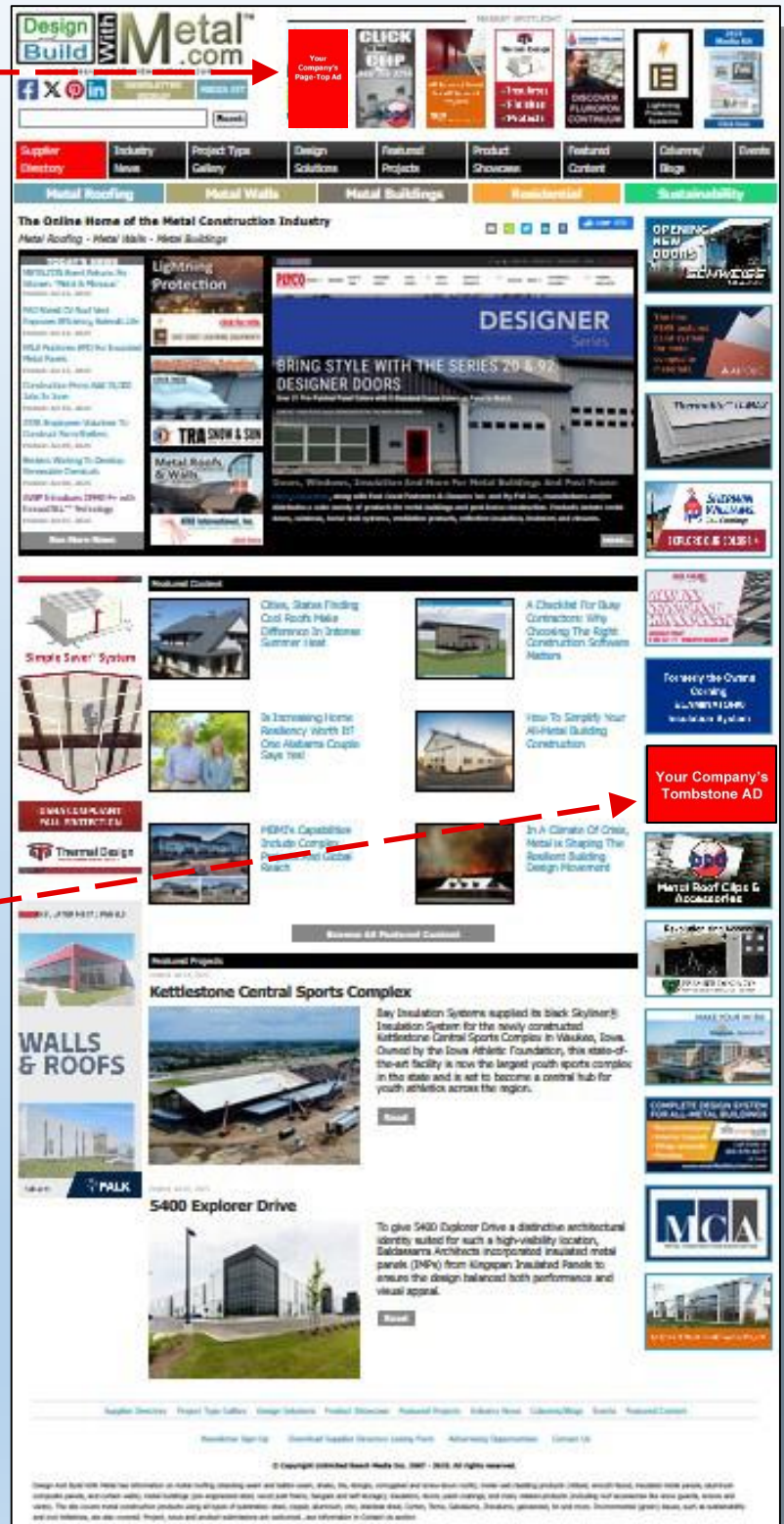
Size: Maximum file size is 250 kb.

HOME PAGE TOMBSTONE AD

(Premium and Plus package advertisers)

Our most-viewed page (727,000 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 5.



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MONTHLY LANDING PAGE HIGHLIGHT Ad(s)

(Premium and Plus package advertisers)

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.

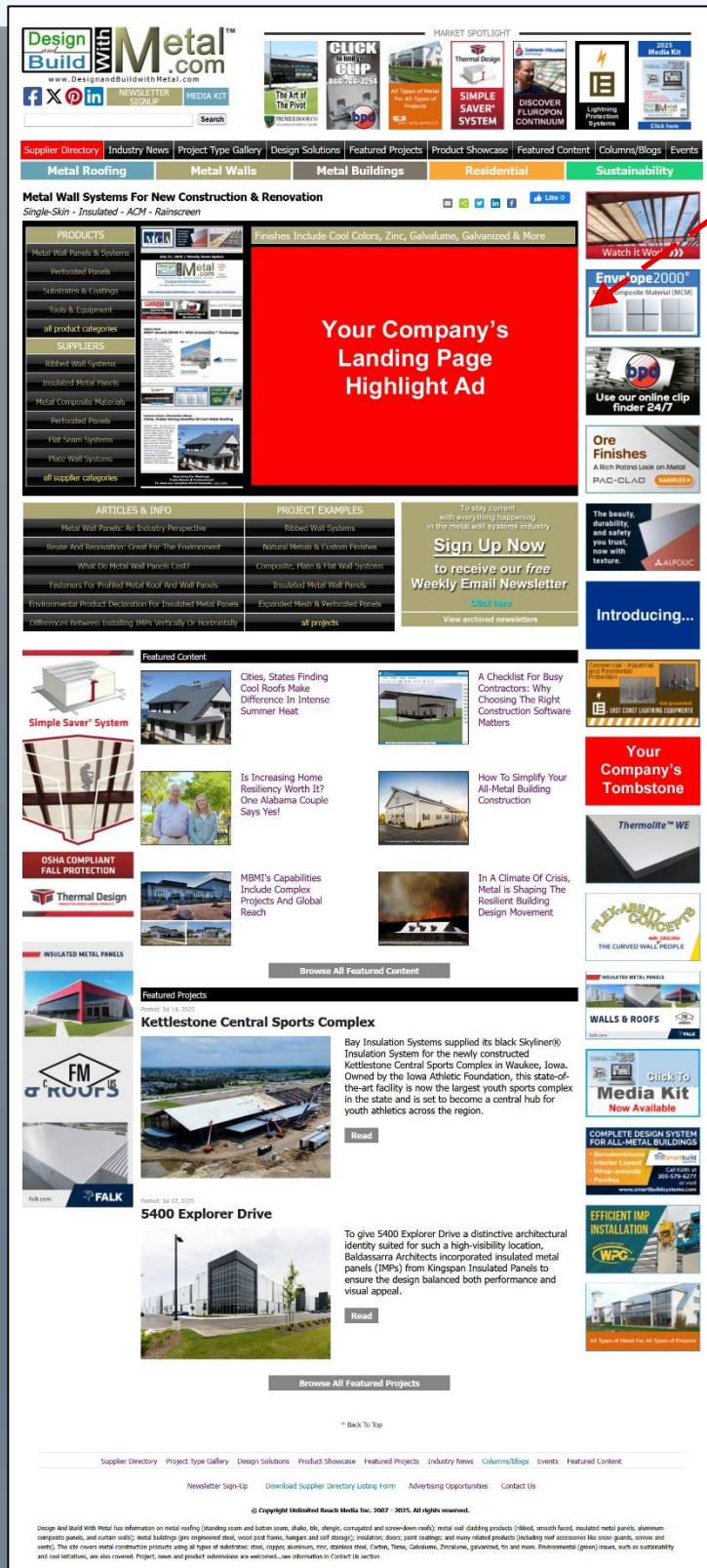
Size: Maximum file size is 400 kb.

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 5.



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WEEKLY NEWSLETTER TOMBSTONE AD

(Premium package advertisers)

Distributed to 41,000-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 (722,000 opens in 2026).

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.



July 18, 2025 / Weekly News Update



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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](#)



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 41,000-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 41,000-plus architects, contractors and related construction professionals.

Delivery dates: March, June, September, December.



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