



ROOFERS[®]
= COFFEE SHOP =

2022 MEDIA KIT

“Where The Industry Meets”

www.RoofersCoffeeShop.com



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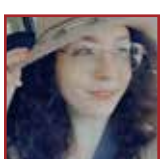
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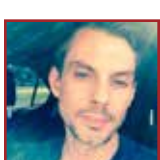
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Welcome to RoofersCoffeeShop®

Your interest in advertising on RoofersCoffeeShop® (RCS) will open doors for your business to the very heart of the roofing industry. We believe in supporting roofing contractors of all types and sizes along with the many businesses that contribute to the roofing trade. The strength of the industry lies in the knowledge of the professionals and their ability to network, gain ongoing education and communicate effectively. To that end, we are committed to helping promote the growth of this industry by providing digital-based networking, business opportunities, training and education for all roofing professionals.

RoofersCoffeeShop is committed to being a roofing advocate, putting information, education and communication avenues at the contractors' fingertips while promoting the positive growth, education and success of the roofing industry overall. Advertisers on the site will find excellent opportunities for sharing information about their services and products while being a part of the ongoing conversation that has given RoofersCoffeeShop the reputation as the place *Where The Industry Meets!*

We are the leading online resource for contractor and industry information. Our mission is to provide contractors with valuable tools and networking opportunities that deliver every resource they could ever want. Training, trading, talking, researching and purchasing are a part of everyday business on the Coffee Shop and our advertisers are a part of that conversation.

About Us

RoofersCoffeeShop was established in 2002 by Vickie Sharples, with a little help from her friend Heidi Ellsworth. It was a support site for Roofers Exchange, a newspaper focused on classified ads. Working together they named the new site RoofersCoffeeShop. This represents a space similar to how many contractors in the past used coffee shops or diners early in the morning to meet with fellow contractors and crews. While there, they were able to exchange advice, tell stories and talk business. By naming the website RoofersCoffeeShop, it gives the roofing community a sense of past comfort and a doorway into new technologies that are essential to a strong business in today's world.

Today the RCS team, led by Heidi Ellsworth, is proud of where the Coffee Shop has come and everything it has to offer the overall industry. The Coffee Shop is breaking new ground in digital marketing for the roofing industry. It is comprised of a community of roofing professionals who share ideas, tell stories, conduct research, sell items, find items and get help. Advertisers are able to connect with roofing contractors across the country, not only selling but learning about key issues and trends through the site's tools such as the forum and classified advertising. It is the premier networking site in the industry, helping contractors find information, materials, services, tools, labor and training all in one place. RoofersCoffeeShop has become the place to celebrate the roofing industry and the great people who work in roofing. From the rooftop to the boardroom, RoofersCoffeeShop is for all roofing professionals!

Reach Your Audience



RoofersCoffeeShop is an incredible asset to our company's marketing arsenal. They have the contractor engagement that will make your marketing campaign ignite! I like to think of RoofersCoffeeShop as my Keurig coffee machine, sure I could make coffee the traditional way (traditional marketing print ads etc) but why when I have a faster, better and frankly more convenient way to talk to my customers with real time analytics and data I can bring to my C-board. Did I mention the RoofersCoffeeShop team consists of incredible women and men with endless creativity to apply to your goals for your online programs? If you are in the construction industry (not just roofing), you should be on this platform. Time to plug in the Keurig folks!

— Magan Jenkins, Gibraltar

WEBSITE

187,000 unique visitors per year

77% average rate of new visitors per month

2+ average pages per session

526,000 page views per year

2+ average minutes per session

up to **22,000** visitors per month

SOCIAL MEDIA



50,000+ active social media followers

23,000 e-mail subscribers

15,500 YouTube views

PODCASTS



550,000 impressions

25,000 clicks

9,674 plays

WEBINARS



4,500 registrations last year

844,970 impressions

23,700 clicks

USER PLATFORMS



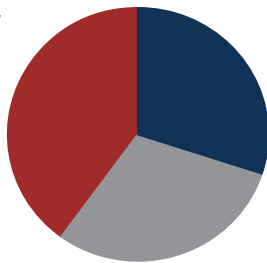
94,536 desktop

86,321 mobile **4,101** tablet



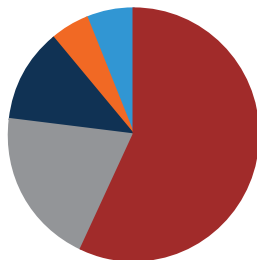
USER PROFILES

30% Commercial Only
30% Residential Only
40% Both



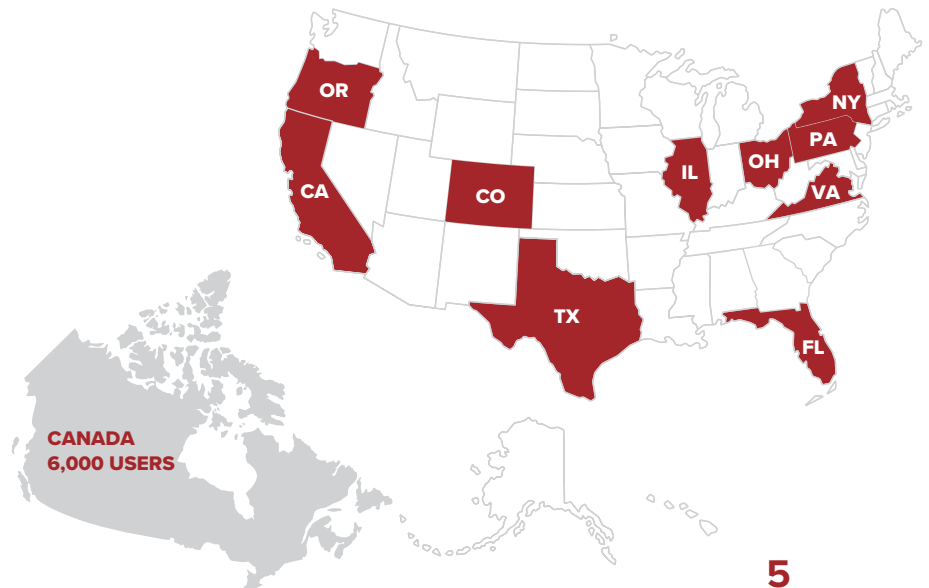
HOW WE'RE FOUND

57% Organic Search
20% Direct
12% Social
5% Referral
6% Email



TOP 10 STATES

1. TX 2. FL 3. CA 4. PA 5. VA 6. IL 7. NY 8. OH 9. OR 10. CO



Advertising Opportunities

THE BEST PACKAGE

- Rotating billboard ad on home page
- Rotating banner on every interior page
- Landing pages with lead generation form
- Monthly Facebook promote
- Article / News / PR posts
- Directory with listing & logo
- Week in Roofing e-news premier position
- Classified advertising (4 per year)
- Content creation (strategy, writing & graphic design)
- Promotions, offers, contests & events
- RLW partner pages content
- Promo codes for contractors
- LinkedIn and Twitter posts for all articles
- Launch initiative
- RCS Podcast

THE STANDARD PACKAGE - DIRECTORY

- No-word-limit description area with basic formatting
- Logo
- Links to all your social media
- Keyword searchable
- Backlinks
- SEO enabled
- Feedback forms

THE BETTER PACKAGE

- Sidebar internal rotating ad
- Landing pages with lead generation form
- Social media posts
- Article / News / PR posts
- Directory with listing & logo
- Week in Roofing ad
- Classified advertising (2 per year)
- Content creation (strategy, writing & graphic design)
- Promotions, offers, contests & events
- RLW partner pages content
- Promo codes for contractors
- LinkedIn and Twitter posts for all articles
- Launch initiative
- RCS Podcast

THE GOOD PACKAGE

- Directory with listing & logo
- Article / News / PR posts - 1 per month
- Landing pages with lead generation form
- Social media posts as available
- Promotions, offers, contests & events
- RLW partner pages content
- Promo codes for contractors
- LinkedIn and Twitter posts for all articles
- Launch initiative

Custom Packages:
Ask us about creating a custom advertising program to meet your marketing goals.

Full Analytics Dashboard:
Includes content, ads, clicks, leads and social media.

Launch Initiative:
Initial launch strategy with welcome blog and directory design.

Service	The Good	The Better	The Best
Billboard Ad – Home Page			■
Banner Internal Rotating Ad			■
Week in Roofing (sponsored content)			■
Monthly Facebook Promote			■
Internal Rotating Sidebar Ad		■	
Week in Roofing (ad)		■	
Content Support (strategy, writing and graphic design)		■	■
Classified Advertising		■	■
RCS Podcast		■	■
Landing Page	■	■	■
Social Media Posts & LinkedIn and Twitter posts for articles	■	■	■
Article / News / PR Post	■	■	■
Interactive Directory with Logo and Ongoing Updates	■	■	■
Promotions, Offers, Contests & Events	■	■	■
Promo Codes for Contractors	■	■	■
RLW Partner Pages - eBooks, videos, webinars, podcasts	■	■	■
Launch Initiative	■	■	■
Forum Questions Posted by RCS	■	■	■
Images & Videos for Hosted Gallery	■	■	■
Buy Online, Spanish, Canada Posts	■	■	■

Additional Advertising Opportunities

ASKAROOFER™

RoofersCoffeeShop launched AskARoofer, a website for home and building owners, in 2021. This site answers questions for owners to help them get the best roof possible. We also connect R-Club roofing companies with interested homeowners to create connections that have not been available before. Manufacturers will have a chance to advertise and provide content to help educate and inform owners on the best options and installation practices for their homes and buildings. Custom advertising is available in conjunction with RoofersCoffeeShop advertising plans.

RLW - READ LISTEN WATCH

RoofersCoffeeShop excels at engagement with roofing contractors. Throughout the site and all our digital mediums, RCS is engaging the roofing industry. Our roofers have shared that they want to learn when and how they want to; whether that is Reading blogs and eBooks late at night, Listening to podcasts during the morning drive, and/or Watching videos or webinars over morning coffee at their desk. We are shaking up the way contractors learn. Running once a month, be sure to schedule your RLW early. It includes a live webinar, podcast, transcript and original articles.

WEBINAR

As part of the RLW initiative, advertisers can record a webinar that is shared on the site and owned by the advertiser.

PODCAST

As part of our RLW initiative, advertisers can record a podcast with RCS that will be shared on the Partner or Roofing Road Trips Podcast pages.

MEGA MENU NAVIGATION ADS

RCS features mega menus for our navigation and you can be part of the thousands of views our mega menus get every day. Just pick one – Classifieds, Directory, Forum & News, Information RLW or R-Club.

CURTAIN ADS

Every section on the Coffee Shop can feature a curtain ad that draws attention to your company. Roll over, click, and a longer, stronger message appears which entices customers to click to find out more.

POLL ADS

The RCS home page poll can be sponsored so that once a visitor answers and sees the results, your message will be presented. It's shown each time they return to the page until a new poll is posted.

PAGE SPONSORSHIPS

Looking to brand in specific areas? Page sponsorship is for you. Pick a page and make it your own with a banner ad and your logo.

CONTRACTOR QUIZ

Everyone likes a quiz and now you can develop your own quiz to share with roofing contractors. Not only is it fun and educational but it also generates leads.

SURVEY

At RoofersCoffeeShop, we want to know what the industry is seeing and experiencing as they continue to roof and protect buildings across the nation. Surveys on RCS are a way to engage roofing contractors and really understand trends and opinions.

FORUM SPONSORSHIP

With over 500,000 forum pages, the RCS Forum has a long history. If you are interested in sponsoring a forum, it is a great way to engage contractors and provides a source of data and information.

FACEBOOK PROMOTE

Roofing contractors love Facebook and over 17,000 of them follow RoofersCoffeeShop. Promote your next product, service or initiative out to the masses.

SPONSOR A CONTRACTOR FOR R-CLUB

Do you have a contractor program and want to give them a little something special? This is a good way to treat your contractors to the gift that keeps on giving, R-Club.

ONLINE FOCUS GROUPS - CoffeeChat

RoofersCoffeeShop will organize, moderate and reward a panel of roofing contractors to gather information about market trends, product feedback, thought leadership and so much more. Custom quotes available to fit your research needs.

CONTENT CREATION

Content is king and when it comes to roofing, RoofersCoffeeShop is proud to have some of the best writers and multi-media producers in the industry. If you need articles, white papers, eBooks, podcasts, video or any other type of content, just ask. We will work with you to meet your goals and create the content you need for all your marketing needs.

Additional opportunities are only available to Good, Better, Best and Custom advertisers.

The RoofersCoffeeShop team has worked with us to take our marketing efforts to a new level and helped us share the knowledge that we have in insurance with the roofing industry. It is not just about advertising, it is about what we can give back while helping roofing companies. The new eBook, Top Ten Endorsements to Avoid in Your Insurance Policy, that RCS created helps us give back, build our brand and generate interest in working with our company.

— Ashley Pietsch, Integrity Insurance

“It’s nice to come home after a long day on the roof and be able to look through some actual quality content, instead of competitive trash talking like on most social media outlets, I find you guys have a lot of professionalism going on behind the scenes and I like to think of roofing as a great high-end trade to be a part of, thanks guys

— Roofing Contractor out of Canada

Part of a Community

RCS INFLUENCERS

What “influencer” means: Authority, Mentor, Guide, Expert, Consultant. That’s the group we have put together in our RCS Influencers. Our Influencers have expertise in different areas of operation of a contractor’s business. With their opinions, tips and advice a reader can learn useful information to grow their business.

CLASSIFIED PROMO CODES

As part of your partnership with RoofersCoffeeShop, we offer custom promo codes for you to share with your contractors. The promo codes provide \$25.00 off the next classified ad they place on the RCS website.

WEEK IN ROOFING

Every week, RCS shares what happened on the site with a clever and fun e-newsletter. Sent to over 20,000 readers, this is an e-news people look forward to receiving every week.

LOOK UP

When someone looks up and sees a contractor installing a roof, we want them to remember that the contractor is providing our homes and buildings the ultimate protection. We have given away thousands of bumper stickers that say: “When you see a roofer, look up to them.”

ROOFING RESPECT

The campaign is in honor and admiration of our hard-working men and women in the roofing industry and it is the Coffee Shop’s way of saying Thank You! Ask us how you can leverage this campaign through co-branding opportunities.

RCS CARES

How many free roofs have roofers, distributors and manufacturers given away? A lot. We want to highlight all the opportunities and ways to get involved with amazing charities. It is one of the best ways to promote your company’s culture.

EN ESPAÑOL

RoofersCoffeeShop is doing its best to represent the entire roofing industry and that means becoming a resource for our Spanish-speaking roofers and featuring a dedicated En Español section; our entire site is translatable at the push of a button. Advertisers can also send multi-language ads at no additional cost.

CANADA

RoofersCoffeeShop in Canada is not new for Canadian contractors who have been frequenting our website since its inception. To make Canada feel more at home on the Coffee Shop we have implemented great Canadian benefits including French translation with a click of a button, Canadian province categories in our classified sections and Canadian trade associations on our associations directory.

SOCIAL MEDIA

With over 50,000 followers, RoofersCoffeeShop has a welcoming presence on Facebook, Instagram, LinkedIn, YouTube, TikTok and Twitter. It is fun, it is informing and it is a community.

Part of a Community

AWARD WINNING

RoofersCoffeeShop was recognized among the crème de la crème in the publishing industry as the winner of the 2021 Folio: Eddie Award category for B2B Social Media/Online Community and as the winner of the 2019 Folio: Eddie Award for Website B2B Building & Construction with an honorable mention in the B2B Social Media/Online Community category. In 2017, RCS received an honorable mention for B2B Website/Online Community in the Construction & Manufacturing category.

In 2021, our Read, Listen, Watch series was voted the top product in METALCON's technology category and received the top honor of a People's Choice Award. To be recognized nationally is a great honor but the greatest joy is interacting everyday with the RoofersCoffeeShop community!

R-CLUB

The most exclusive roofers club in the world! Maybe the only roofers club in the world! RCS is proud to announce a new way to join in some roofing fun. Join a community built just for roofers, find the things you need, learn a little and socialize with the people who understand you most. It includes a fully interactive online directory to help boost your SEO, monthly Coffee Breaks with peers and access to answer home and building owner questions from our sister site, AskARoofer. We are kindred spirits, the brother and sisterhood, the place the industry meets!

SCHOLARSHIPS AND AWARDS

Sharing the success of the roofing industry is one of our favorite things to do. We also want roofing contractors and future roofing professionals to know how to get more involved. Our awards and scholarship pages share what is happening and how to apply to receive money for school or recognition for your company.

ROOF CUTS

Capturing futuristic ideas for the industry through brief video interviews with roofing influencers.

EVENTS

If you want to know what is going on in the roofing industry, RCS events will keep you informed. If you want to publicize your event, the Coffee Shop is the place to do it. With thousands of impressions of our events page every month, it is the place to be seen.

FORUM

Since 2002, roofing contractors have been sharing ideas, concerns, solutions and a brother and sisterhood of support and mentoring for each other. The RCS Forum is one of the best places to learn about what is going on in the roofing industry and how best to interact with the professionals who call roofing home.

COFFEE CONVERSATIONS

Join RoofersCoffeeShop as we open up conversations about what is top of mind for roofing contractors and the overall roofing industry right now! By joining or sponsoring a Coffee Conversation, you are part of a relevant and engaging conversation with industry leaders. These live events are every 2nd and 4th Thursday of every month at 7a.m. PT, September through May.

COFFEE CAST sponsored by HOVER

RoofersCoffeeShop continues to provide inspirational stories for the roofing industry through its Coffee Cast contractor series of videos.

Roofers Coffee Shop is one of the few sites that I truly read all the articles and check everything out. It is always relevant to what is current, it is motivating with the picture contests and it is intriguing with new and interesting articles and pictures.

— Roofing Contractor out of Littleton, Colorado

Editorial Opportunities

Month	Editorial	Influencer Question
January	Material Shortages	How are you dealing with and what is your advice concerning material shortages?
February	Protecting Your Business	What are some mistakes you wish you never made?
March	Family Business	What is your advice for running and growing a family business?
April	Employees	How do you deal with toxic employees?
May	Client Relations	How do you fire a client that is bad for your business?
June	Collections	What advice do you have for staying on top of collections?
July	Mergers and Acquisitions	What are you seeing with M&A and what should roofing companies be aware of?
August	Emerging Technology	What emerging technologies are changing the roofing industry?
September	Generational Knowledge	How are you bridging the growing generational knowledge and skill gap?
October	Buying Groups	What are you seeing and how should roofing companies be involved with buying groups?
November	Recruitment and Retainment	How important is culture in recruitment and retainment?
December	Charitable Giving	How can Cause Marketing transform your business?

These are ongoing editorial opportunities for advertisers in the Good, Better and Best programs. RLW – Read Listen Watch sponsorship opportunities are also available for the above topics. Content is due on the first of each month for the upcoming month's articles.

Pricing

Package	Price
The Best Program***	\$3,500 per month
The Better Program**	\$2,000 per month
The Good Program*	\$750 per month
Standard Directory	\$50 per month/ \$500 per year
Survey	\$4,500
RLW Package	\$3,500
Lunch and Learn	\$2,500
Podcast	\$1,500
Poll Ad	\$1,000 per month
AskARoofers Ads (run of site)	\$2,500 per month

*** Minimum 12-month commitment

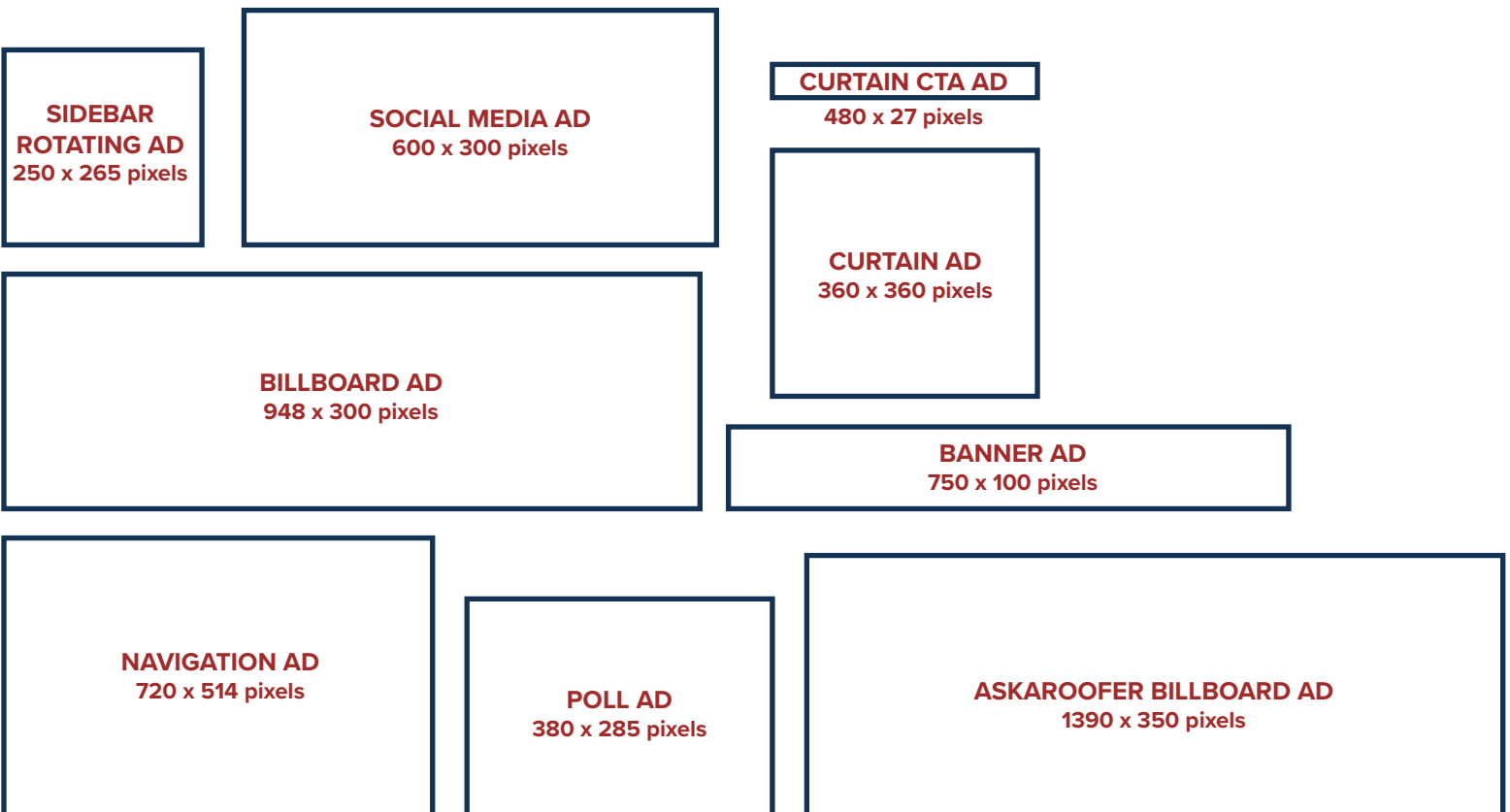
** Minimum 6-month commitment

* Minimum 3-month commitment

Package	Price
Coffee Conversations Sponsorship	\$3,000
Mega Menu Navigation Ads	\$2,000 per month
Curtain Ads ***	\$3,000 per month
Page Sponsorships	\$1,000 per month
Custom Quiz	\$3,000 per quiz
Forum Sponsorship	\$250 per month
Facebook Promote	\$1,000 per month
Sponsor a Contractor for the R-Club	Custom Quote
White Paper	\$3,000
eBook	\$2,000
Article (300-500 words)	\$250
Long Article (500-1000 words)	\$500
Video Case Study	\$2,500
CoffeeChat	Custom Quote

Advertising Specifications

Please submit .swf, .jpg, .png or .gif files only. All files should be RGB color, 72 dpi and under 250KB.





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