



MEET 23

 **ROOFERS**[®]
= COFFEE SHOP =

 **METAL**[™]
= COFFEE SHOP =

 **ASK**
A Roofer

"Where The Industries Meet"

TABLE OF CONTENTS

3

ABOUT US

4

OUR BRANDS

5

REACH YOUR
AUDIENCE

6-8

STATS

9

ADVERTISING
OPPORTUNITIES

10

R-CLUB

11

MULTIMEDIA

12

RESEARCH
OPPORTUNITIES

13

CONTENT
CREATION

14-15

DISPLAY AD
OPPORTUNITIES

16

PART OF A
COMMUNITY

17

AWARD
WINNING

18

EDITORIAL
OPPORTUNITIES

19

PRICING
AD SPECS

20

THE COFFEE
SHOP CREW

US ABOUT



Welcome to the Coffee Shop!

These virtual Coffee Shop communities serve up information for contractors and property owners every day. Focused on improving businesses and sharing important information, our sites have created online communities that are making a difference. As an advertiser on RoofersCoffeeShop®, MetalCoffeeShop™ and/or AskARoofer™ doors will open for your business to the very heart of each industry. We believe in supporting contractors of all types and sizes along with the many businesses that contribute to the trades and that happens hourly on the Coffee Shops.

The Coffee Shop sites are breaking new ground in digital marketing. They are comprised of a community of contracting professionals who share ideas, tell stories, conduct research, sell items, find items and get help. Advertisers are able to connect with contractors across the country, not only selling but also learning about key issues and trends through the site's tools which include podcasts, social media, eNews, forums and classified advertising.

Advertisers on all our sites will find excellent opportunities for sharing information about their services and products while being a part of the ongoing conversation that has given the Coffee Shop platform the reputation as the place *Where The Industries Meet!* 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 included in that conversation.



WE ARE OUR

RoofersCoffeeShop®

RoofersCoffeeShop was established in 2002. It was a support site for Roofers Exchange, a newspaper focused on classified ads. It was named RoofersCoffeeShop to represent 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. For over twenty years RoofersCoffeeShop has delivered information, education and networking to the roofing industry bringing contractors and suppliers together every day. As a multiple award-winning platform it continues to deliver excellence to the roofing community.

MetalCoffeeShop™

MetalCoffeeShop launched in 2022 sponsored by Sherwin-Williams Coil Coatings. A spinoff of RoofersCoffeeShop®, this newest Coffee Shop delivers the same industry-leading content, education and information wholly focused on metal construction creating a unique online community for metal professionals overall. This site focuses on all things metal including roofing, walls, gutters, HVAC and so much more. MetalCoffeeShop is committed to being an advocate and supporter of the metal construction industry. The site supplies consistent information, education and networking avenues for all metal construction professionals. With a focus on providing education for the growth and success of metal construction companies, the site connects suppliers with contractors through thought leadership for ongoing business success.

AskARoofer™

AskARoofer is where home and building owners can research, learn and ask professional roofing contractors questions to help them purchase, install and maintain the best roof possible. Manufacturers, distributors and service providers are encouraged to engage with homeowners on this unique site by sharing content about innovative products and services, advice and tips, along with promotions and photos of beautiful, sustainable roofs. Roofing contractors connect with homeowners by answering their questions and creating an experience that is educational while building relationships. Roofing manufacturers can put their products and roofing systems in the middle of that conversation through advertising, content and informational directories.





WEBSITE



190,000
unique visitors
per year

2+
average minutes
per session

529,000
page views
per year

2+
average pages
per session

77%
average rate of new
visitors per month

22,000
visitors per
month



PODCASTS

600,000
impressions

30,000
clicks

18,400
plays



WEBINARS

4,700
registrations last year

900,000
impressions

24,200
clicks

SOCIAL MEDIA



50,000+
active social
media followers

21,100
views

23,000
email subscribers

500+
YouTube
subscribers

USER PLATFORMS

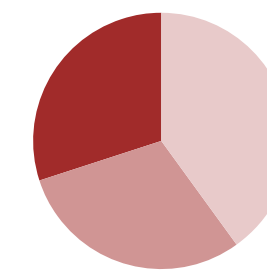


107,190
desktop

81,750
mobile

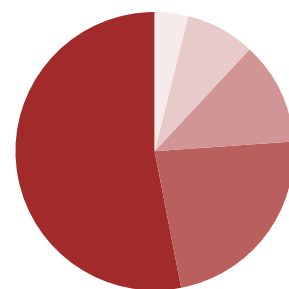
3,160
tablet

USER PROFILES



30% mostly residential
30% mostly commercial
40% both

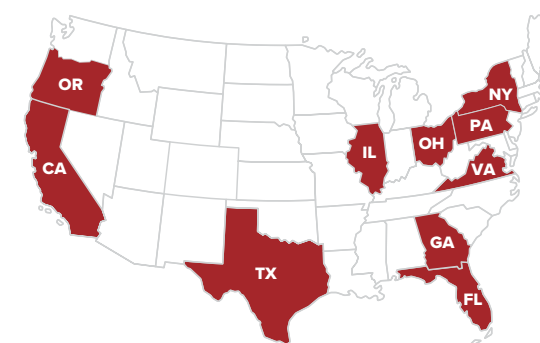
HOW WE ARE FOUND



53% organic search
23% direct
12% social
8% referral
4% email

TOP 10 STATES

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



BY COUNTRY



80% USA



6% CANADA
(11,700 users)



2% UK
(4,400 users)

STATS



WEBSITE



35,230
unique visitors per year

55,500
page views per year

94%
average rate of new
visitors per month

2+
average minutes per session

2+
average pages per session

4,000
visitors per month

SOCIAL MEDIA



1,000+
active social media followers

USER PLATFORMS

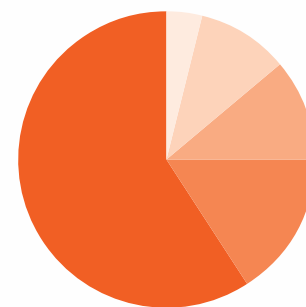


20,900
desktop

13,500
mobile

980
tablet

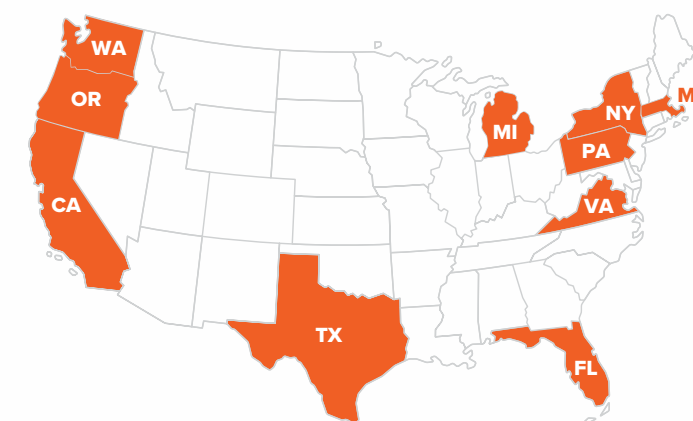
HOW WE ARE FOUND



- 59% organic search
- 16% direct
- 11% social
- 10% referral
- 4% email

TOP 10 STATES

1. CA 2. TX 3. FL 4. NY 5. VA 6. WA 7. MA 8. MI 9. OR 10. PA



BY COUNTRY



86% USA



5% CANADA



2% UNITED KINGDOM



1% AUSTRALIA

STATS



Launched May 2022



STATS

WEBSITE



1,324
unique visitors since May 2022 launch

16,000
page views since May 2022 launch

500+
visitors per month

SOCIAL MEDIA



100
active social media followers

USER PLATFORMS

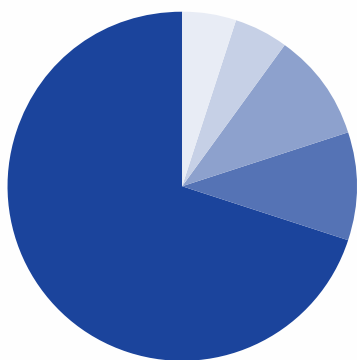


491
desktop

81
mobile

5
tablet

HOW WE ARE FOUND



70% direct

10% referral

10% email

5% organic search

5% social

ADVERTISING OPPORTUNITIES

SERVICE	THE GOOD	THE BETTER	THE BEST	AAR
Billboard Ad – Home Page			■	■
Banner Internal Rotating Ad			■	■
Week in Roofing (sponsored content)			■	■
Social Media Promote			■	■
Internal Rotating Sidebar Ad		■		■
Weekly eNews (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	■	■	■	

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 eNews 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 & 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

ASKAROOFER (AAR)

- Home page billboard ad
- Banner ad
- Sidebar ad
- AskARoofer Podcast
- Innovative product profile
- Social media promote
- Weekly eNews spotlight
- Good Program on RoofersCoffeeShop
- Published articles & press release
- Social media posts for all articles

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



R-Club Information

RoofersCoffeeShop invites roofing companies to join a community built just for roofers, where they find the things they need, learn a little and socialize with the people who understand them most. It includes a fully interactive online directory to help boost their SEO and branding, includes access to AskARoofer where they can answer questions and engage with owners, provides discounts on classified advertising, delivers consulting benefits and a monthly Coffee Break with roofing company peers and industry experts. We are kindred spirits, the brother and sisterhood of roofing, and on the Coffee Shops, it is the place where we all meet!

Roofing companies can join the R-Club for only \$50 per month with full access for all employees with accounts, discounts, perks and so much more. Ten percent of the membership fee is donated to one of seven industry-related charities.

Advertisers can also sponsor contractors for an R-Club membership. 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. Along with all of the R-Club benefits you can also offer promo codes for a free classified ad.



MULTIMEDIA

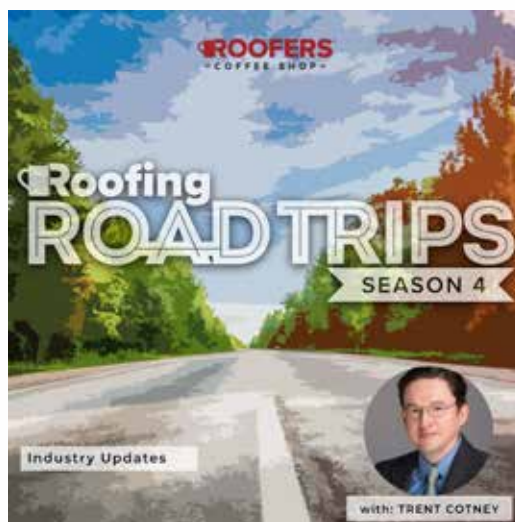
It all starts with RLW – Read Listen Watch

The Coffee Shops excel at engagement with contractors. They 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.



RLW Webinar

The RLW webinars run once a month. It is a ten-question format where we interview your subject matter experts live. The webinar is then turned into video, podcast, transcript and articles so that our audience can ingest it how they like. Be sure to schedule your RLW early as they sell out every year and are first come first served.



Roofing Road Trips

As part of our RLW initiative, advertisers can record a Roofing Road Trips podcast with RCS that will be shared on all podcast channels and on the Roofing Road Trips podcast pages and your directory. Closing in on 20,000 downloads, Roofing Road Trips is the premier podcast in the roofing industry.



Stories from the Roof

We all like to hear each other's stories and Stories from the Roof celebrates roofing professionals' stories. Sponsors will receive recognition at the beginning and end of the podcast along with a 30-second commercial in the middle. Production of the commercial is included in the price of sponsorship. Connect your brand with real roofing contractors and even suggest some of your own contractors for this great opportunity.



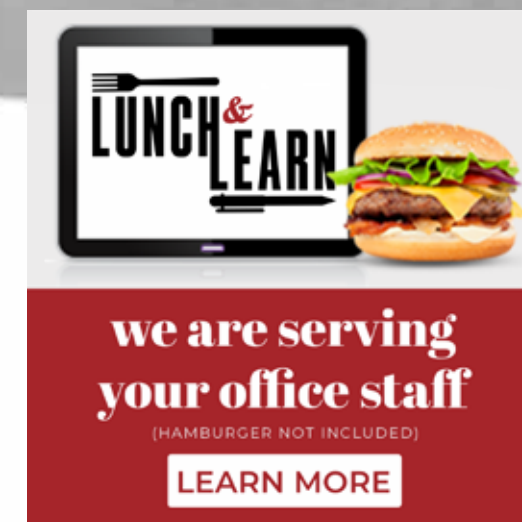
AskARoofer Podcast

Home and building owners have questions when it comes to roofing and they get answered on AskARoofer. This newly launched podcast interviews industry experts about the questions and topics that are being discussed every day on AskARoofer.com. Offering a 30-second commercial in the middle of each episode, this is a unique way to get in front of not only your contractors but property owners too.



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 the second and fourth Thursday of every month at 7 a.m. PT, September through May.



Lunch & Learn

Become part of the Coffee Shop's Lunch & Learn series of educational webinars! These 30-minute pre-recorded webinars were designed with roofing contractors' office support teams in mind and provide the perfect learning opportunity for contractors to gain insight into new products, industry trends, emerging technologies, helpful installation tips, resources for their businesses and more!

RESEARCH OPPORTUNITIES

COFFEECHAT ONLINE FOCUS GROUP

The Coffee Shop will organize, moderate and reward a panel of roofing contractors to gather information about market trends, product feedback, thought leadership and so much more.



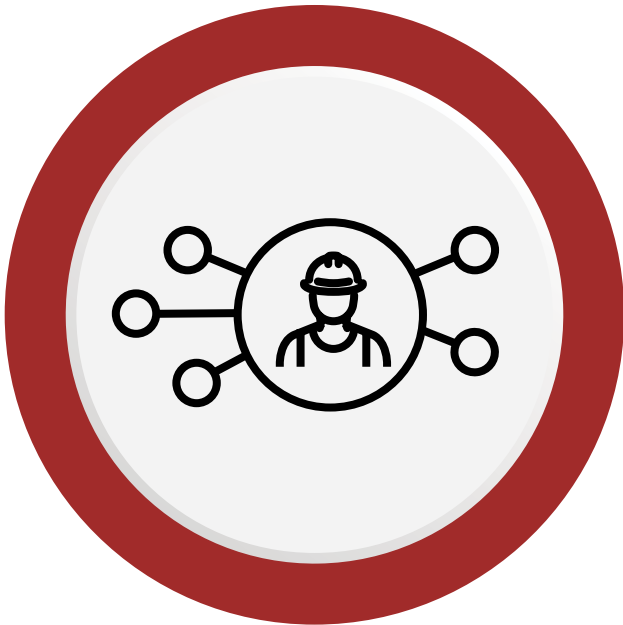
POLL ADS

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. Gain insights and data while delivering a fun experience.



CONTRACTOR QUIZ

Everyone likes a fun quiz and now you can create your own to share with roofing contractors. Not only is it engaging and educational but it also generates leads. It is a great way to gain insights and data while delivering a fun experience.



EMAIL SURVEY

One of the few times that the Coffee Shop sends individual emails, survey emails promote your survey to our email list of nearly 20,000 contractors. One email that links directly to your survey, it couldn't be easier.

The Coffee Shop wants to know what is happening in the industry every day and we know our advertisers do too. Learning what contractors are seeing and experiencing and what contractors think about issues, products and trends is critical for strong sales and marketing. There are many ways to gain this knowledge and we bring unique ways of conducting this research.



CONTRACTOR PANEL

Known for groundbreaking contractor panels, the Coffee Shop can put together contractor panels for your live or virtual events. Pick the demographics and topic and we will work to obtain a panel that can answer your questions virtually or in person.

CONTENT CREATION

Content is king and the Coffee Shop is proud to have some of the best writers and multimedia producers in the industry. If you need articles, white papers, eBooks, podcasts, display ads, videos 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.

WRITING

The Coffee Shop writers know the industries that you are a part of and can help you create content that works for your market.

VIDEO PRODUCTION

The Coffee Shop also does video. There is no better way to get in front of today's audience than with video.

WEBINAR

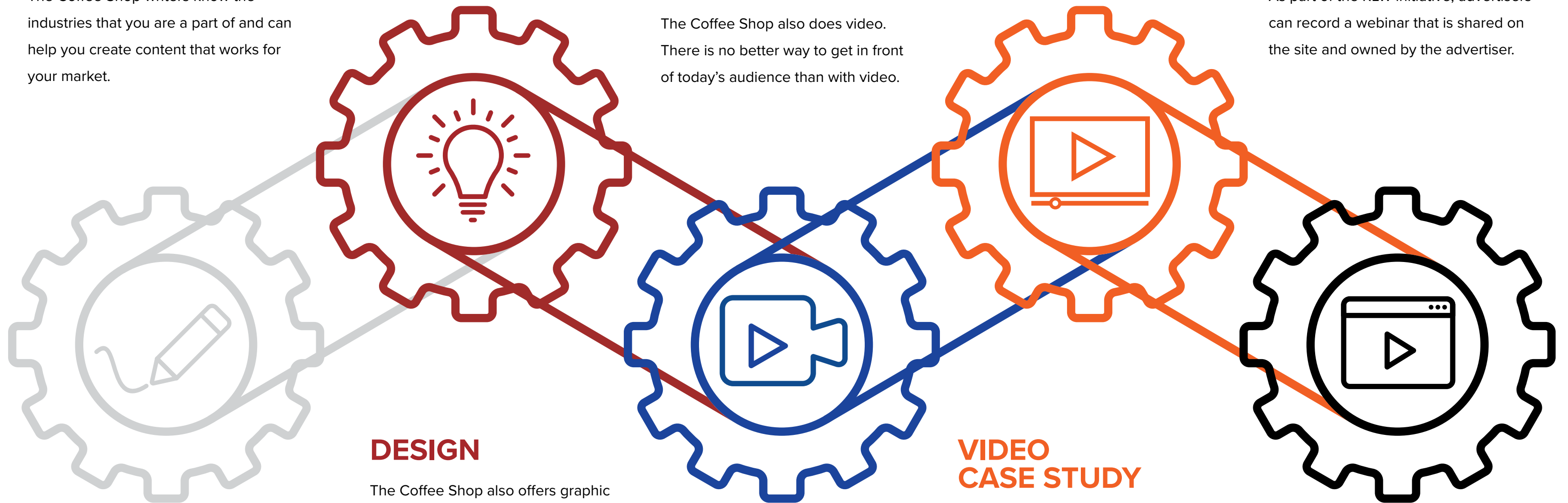
As part of the RLW initiative, advertisers can record a webinar that is shared on the site and owned by the advertiser.

DESIGN

The Coffee Shop also offers graphic design. Need an ad? Maybe graphics for an article or promotion? We can help.

VIDEO CASE STUDY

There's nothing more powerful than hearing how a product or service has helped someone – especially when it's expressed in their own words.

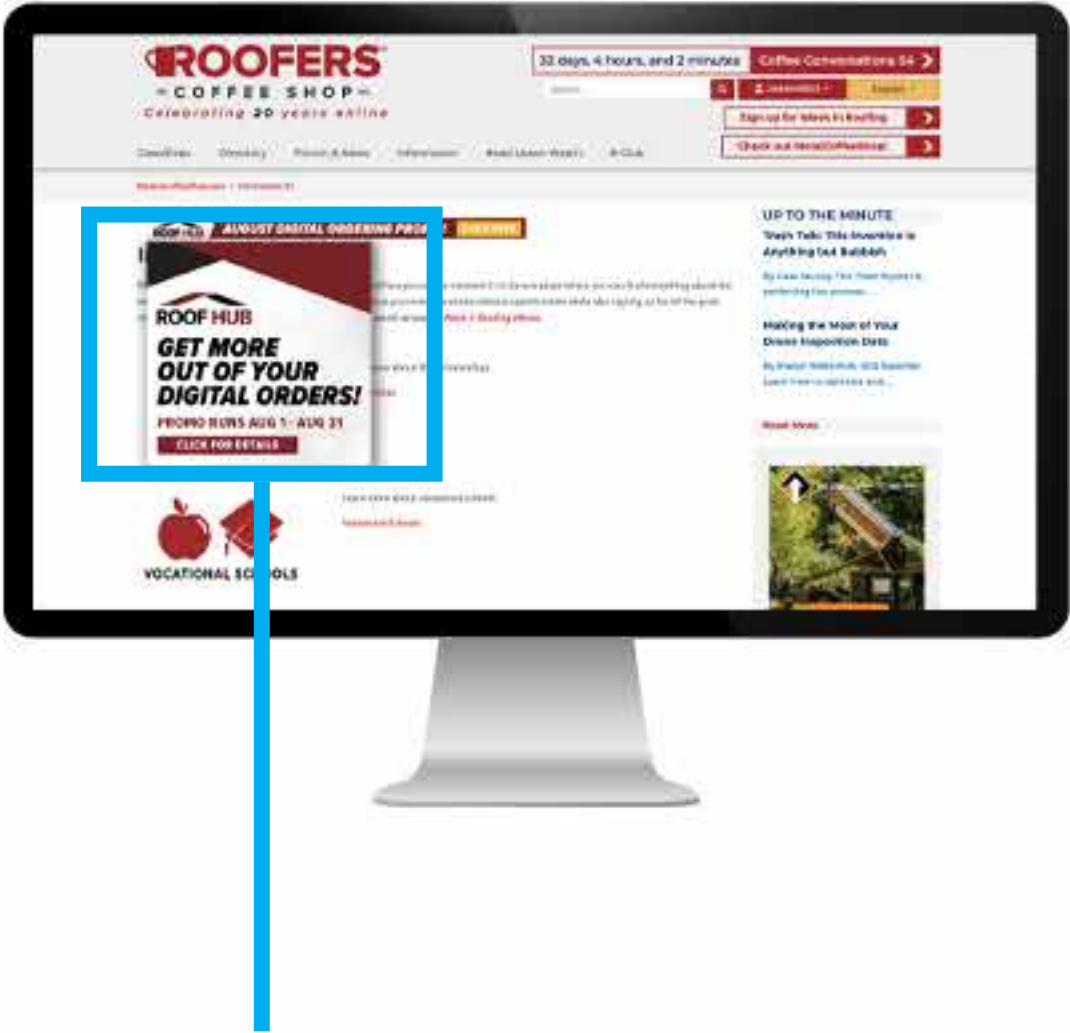


DISPLAY ADVERTISING OPPORTUNITIES



NAVIGATION ADS

RCS features navigational ads that receive hundreds of views every day. Just pick one – Classifieds, Directory, Forum & News, Information, RLW or R-Club and your ad will see a tremendous number of impressions.



CURTAIN ADS

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



PAGE SPONSORSHIP

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.

DISPLAY ADVERTISING OPPORTUNITIES



FORUM SPONSOR

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.



HOME PAGE TAKEOVER

Brand new to the Coffee Shop is the Home Page Takeover. For a day, brand your company or initiative surrounding the home page of a Coffee Shop site.



PINNED SIDEBAR

Pinning your sidebar ad eliminates the randomization and ensures that your message appears first on internal site pages.



SOCIAL MEDIA PROMOTE AND ENEWS

Roofing contractors love social media and more than 30,000 follow us on Facebook and LinkedIn. Choose your preferred platform and we will promote your product, service or initiative to our followers and to carefully targeted audiences as well. Your content will also be featured in our eNews.

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.

WEEKLY ENEWS

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

SOCIAL MEDIA

With over 50,000 followers, RoofersCoffeeShop has a welcoming presence on Facebook, Instagram, LinkedIn, YouTube, TikTok and Twitter.

LOOK UP

We have given away thousands of bumper stickers that say: “Next time 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!”



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.

CANADA

RoofersCoffeeShop in Canada is not new for Canadian contractors who have been frequenting our website since its inception.

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.

FORUM

Since 2002, roofing contractors have been sharing ideas, concerns, solutions and a brother and sisterhood of support and mentoring for each other.

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.

AWARD WINNING



2021 Folio: EDDIE AND OZZIE

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

METALCON: TOP PRODUCTS

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!

MRCA: INNOVATION AWARD

In 2022, Coffee Conversations was recognized with the Innovation Award from Midwest Roofing Contractors Association for the programs impact for the roofing community during COVID.

EDITORIAL OPPORTUNITIES



MONTH	TOPIC	
January	Material Shortages	A new year and how to plan.
February	Goal Setting	How to use it in your business.
March	Family Business	How to hire and fire in a family business.
April	Employees	How do you build a strong company culture?
May	Customers	How to win over a customer you want to fire or should you?
June	Know Your Numbers	How are you reading the bottom line?
July	Industry Consolidation	Are you ready to sell? What do you need to be doing?
August	Technology	What is in your Tech Stack?
September	Generational Companies	How are you being inclusive of the next generation?
October	Contractor Networks	Why or why not to be part of a contractor network.
November	Recruitment	What are the best platforms/practices for recruitment?
December	Charitable Giving	How does giving back impact your company culture?

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

RCS & MCS PACKAGE	PRICE
The Best Program***	\$4,000 per month
The Better Program**	\$2,500 per month
The Good Program*	\$1,000 per month
DIRECTORY ONLY	PRICE
Standard Directory	\$750 per year
ADDITIONAL OPPORTUNITIES	PRICE
AskARoofer (run of site, podcast and social media)	\$3,000 per month
Social Media Promote / Weekly eNews	\$1,500 per promote
SPECIAL AD PLACEMENTS	
Curtain Ad	\$3,000 per month
Navigational Ad	\$2,500 per month
Poll Ad	\$1,000 per month
Pinned Sidebar Ad	addt'l \$500 added to Better Program price
SITE SPONSORSHIPS	
Home Page Takeover	\$5,000 per day
Page Sponsorship	\$1,000 per month
Forum Sponsorship	\$500 per month
MULTIMEDIA	
RLW	\$4,000 per RLW
Coffee Conversations	\$3,500 per CC
Lunch & Learn	\$3,000 per L&L
Video Case Study	\$3,000 per video
Roofing Road Trips Podcast	\$2,000 per Podcast
Stories from the Roof Podcast	\$750 per Podcast
EDITORIAL CONTENT	
White Paper	\$3,000 per paper
eBook	\$2,500 per eBook
Article (300-500 words)	\$500 per article
Article (500-1000 words)	\$750 per article
RESEARCH OPPORTUNITIES	
Custom Quiz	\$5,000 per quiz
CoffeeChat	\$3,000 per chat
Survey Email Send	\$2,500 per email

*** Minimum 12-month commitment , ** Minimum 6-month commitment, * Minimum 3-month commitment
Must be in Good, Better or Best Program in order to add additional advertising opportunities.

ADVERTISING SPECIFICATIONS

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

SIDEBAR ROTATING AD
250 x 265 pixels

SOCIAL MEDIA AD
600 x 300 pixels

CURTAIN CTA AD
480 x 27 pixels

CURTAIN AD
360 x 360 pixels

BILLBOARD AD
948 x 300 pixels

BANNER AD
750 x 100 pixels

NAVIGATION AD
720 x 514 pixels

POLL AD
380 x 285 pixels

THE COFFEE SHOP CREW



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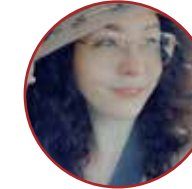
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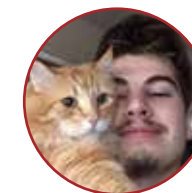
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Thank you.



"Where The Industries Meet"