

MEDIA KIT 24

ROOFERS[®]
= COFFEE SHOP =

METAL[™]
= COFFEE SHOP =

COATINGS[™]
= COFFEE SHOP =

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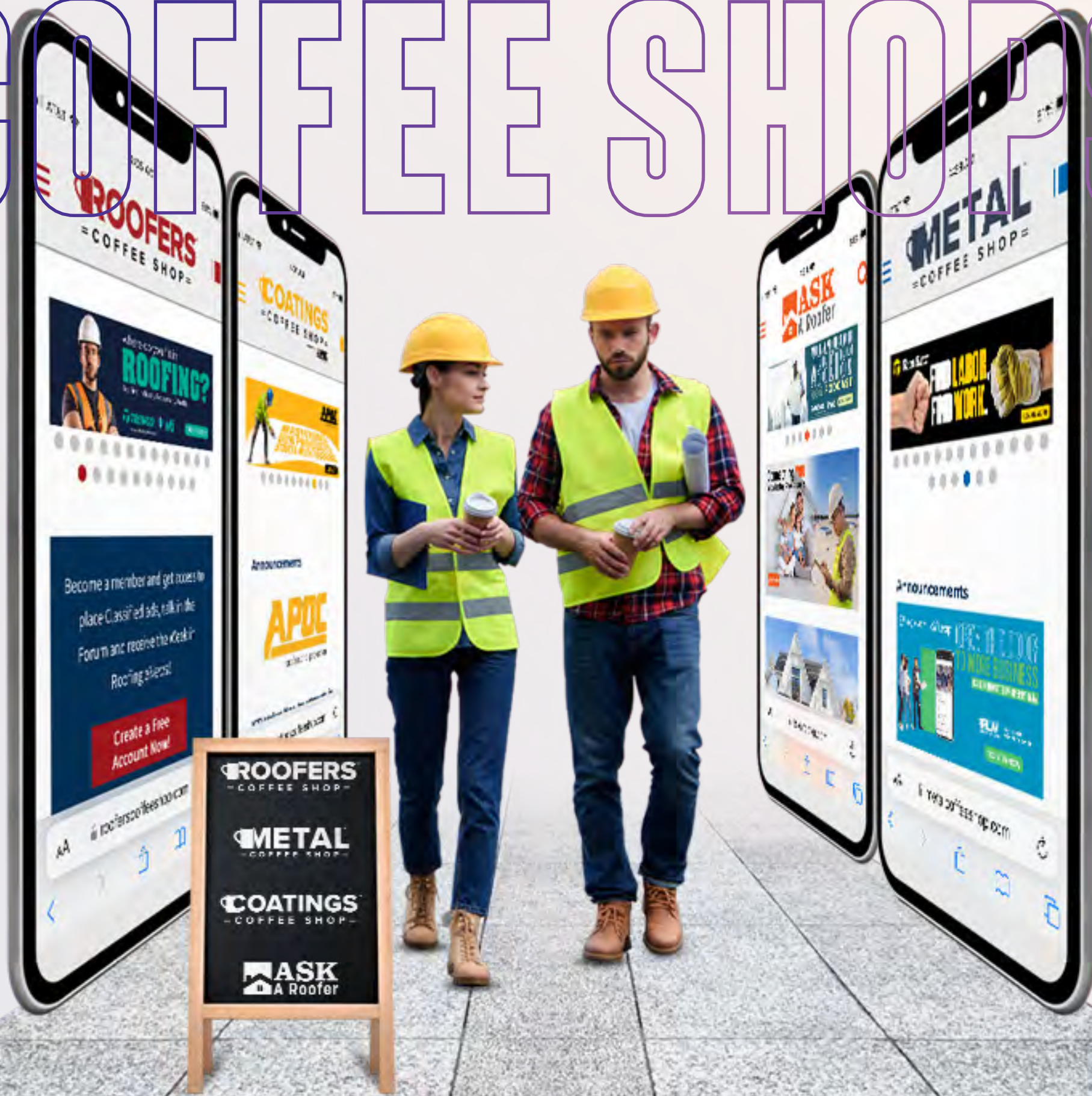
WELCOME TO THE COFFEE SHOPS

ABOUT US

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™, CoatingsCoffeeShop™ and/or AskARoofertm 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, online focus groups, 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 Shops and our advertisers are included in those conversations.





OUR BRANDS



RoofersCoffeeShop®

RoofersCoffeeShop was established in 2002. It was a support site for Roofers Exchange, a national 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 and is sponsored by Sherwin-Williams Coil Coatings. A spinoff of RoofersCoffeeShop®, this 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, rollforming, 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.



CoatingsCoffeeShop™

CoatingsCoffeeShop, sponsored by APOC, launched in 2023. A sister site to the other Coffee Shops, CoatingsCoffeeShop is committed to delivering the education, training, news and information that helps contractors find success in the coatings industry. This unique online community focuses on all things related to coatings including roofing, construction, infrastructure and below-grade applications. CoatingsCoffeeShop connects the industry suppliers, manufacturers and associations with coating contractors to ensure the continued success of the contractor as well as the continued growth of this innovative and sustainable construction solution.



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.

REACH YOUR AUDIENCE



STATS



WEBSITE

285,000
unique visitors per year

530,000
page views per year

2+
average minutes per session

2+
average pages per session

23,700
visitors per month

PODCASTS

600,000
impressions

80,546
clicks

18,400
plays

WEBINARS

4,700
registrations last year

817,000
impressions

91,000
clicks

20,600
YouTube views

SOCIAL MEDIA

50,000+
social media followers

700+
YouTube subscribers

20,600
YouTube views

266,068
YouTube impressions

2.1%
YouTube click thru rate

EMAIL

23,000
email subscribers

USER PLATFORMS

175,000
desktop

106,000
mobile

4,300
tablet

USER PROFILES

30%
mostly residential

30%
mostly commercial

40%
both

TOP 10 STATES

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

HOW WE ARE FOUND

- 51%** organic search
- 25%** direct
- 10%** social
- 12%** referral
- 2%** email

BY COUNTRY

- 80%** USA
- 6%** CANADA
- 2%** GERMANY
- 1.5%** UK

STATS

WEBSITE

20,000
unique visitors per year

50,000
page views per year

2+
average minutes per session

2+
average pages per session

4,000
visitors per month

PODCASTS

27,938
impressions

10,066
clicks

166
plays

WEBINARS

500
registrations last year

119,000
impressions

16,700
clicks

1,000
YouTube views



SOCIAL MEDIA

1,000 +
social media followers

EMAIL

4,500
email subscribers

USER PLATFORMS

10,000
desktop

8,500
mobile

1,550
tablet

TOP 10 STATES

- | | |
|--------------|---------------|
| 1. CA | 6. GA |
| 2. TX | 7. NC |
| 3. VA | 8. WA |
| 4. NY | 9. IL |
| 5. FL | 10. OH |

HOW WE ARE FOUND

13% organic search	10% referral
20% direct	3% email
8.5% social	47% other (paid search)

BY COUNTRY

88%
USA

3%
CANADA

1%
UK

1%
GERMANY

2%
AUSTRALIA

STATS

WEBSITE

1,000
unique visitors since July
2023 launch

3+
average minutes per session

2+
average pages per session

500
visitors per month

SOCIAL MEDIA

100
social media followers

USER PLATFORMS

72
desktop

26
mobile

2
tablet

HOW WE ARE FOUND

9%
organic search

74%
direct

7%
social

10%
referral

BY COUNTRY

90%
USA

5%
CANADA



LAUNCHED IN JULY 2023

STATS

WEBSITE

48,000
unique visitors per year

81,100
page views per year

2+
average minutes per session

2+
average pages per session

5,300
visitors per month

PODCASTS

10,000
impressions

74,256
clicks

400
plays

WEBINARS

4,000
YouTube views



SOCIAL MEDIA

2,100
social media followers

USER PLATFORMS

25,400
desktop

21,200
mobile

1,200
tablet

TOP 10 STATES

1. **CA** 6. **IL**

2. **FL** 7. **GA**

3. **TX** 8. **WA**

4. **VA** 9. **OH**

5. **NY** 10. **MI**

HOW WE ARE FOUND

63%
organic search

15%
direct

6%
social

10%
referral

1%
email

6%
other (paid search)

BY COUNTRY

87%
USA

4.5%
CANADA

2%
UK

1%
AUSTRALIA

R-CLUB

RoofersCoffeeShop invites roofing companies to join a community built just for roofers, where they find the things they need, learn a little and network 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.



ASKAROOFER

RoofersCoffeeShop is proud to host AskARoofer.com where homeowners and building owners can research, learn and ask professional roofing contractors questions to help them purchase and install 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.

ASKAROOFER (AAR)

- Home page billboard ad
- Banner ad
- Sidebar ad
- Social media promote (monthly)
- Content support (strategy, writing & graphic design)
- AskARoofer podcast
- Innovative product profile
- Social media promote
- Good program on RoofersCoffeeShop
- Published articles & press release
- Social media posts for all articles
- Strategy meetings: monthly
- Full analytics dashboard



MILLIMED



FUEL UP WITH CONTENT



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 intake it how they like. Be sure to schedule your RLW early as they sell out every year and are first come first served.

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.

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!

Roofing Road Trips

The Roofing Road Trips podcast celebrates the roofing industry. As one of the longest-running and most propagated podcasts in the industry, episodes are shared on all podcast platforms, on the Roofing Road Trips podcast page on RCS and on your directory. Closing in on 20,000 downloads, Roofing Road Trips is the premier podcast in the roofing industry.

Weekly Blend

By sponsoring the Coffee Shop Weekly Blend you are getting in front of contractors weekly with what is happening across the industry and on all the Coffee Shop sites.

CoffeeCast

Once again Coffee Shop productions brings you a video series that explores key trends, topics and systems in micro-burst videos that tell a story in an easy to access playlist. Tell your story through this unique opportunity.

MetalCast™

This insightful podcast showcases amazing metal professionals and focuses on topics that are hot in the metal construction industry. Listen to learn about the issues and topics that matter to your metal business and to gain insights into new trends, products, solutions, technologies and more!

Coffee Conversations®

As an award winning show, be sure to join RoofersCoffeeShop as we open up conversations about what is top of mind for roofing contractors and the overall roofing industry right now! As a sponsor of 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.

MetalTalk™

MetalCoffeeShop is providing a new way to learn that follows our popular RLW format! Webinars are presented live and recorded. They are then turned into on-demand video, podcast, transcript and articles. Every MetalTalk is about what is important to metal professionals to help them solve problems and grow their business.

AskARoofers Podcast

Home and building owners have questions when it comes to roofing and they get answered on AskARoofers. This podcast interviews industry experts about the questions and topics that are being discussed every day on AskARoofers.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.

RESEARCH OPPORTUNITIES

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.

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. This one-hour online focus group is recorded and available for shared research and information for your company.

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.

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 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.

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.

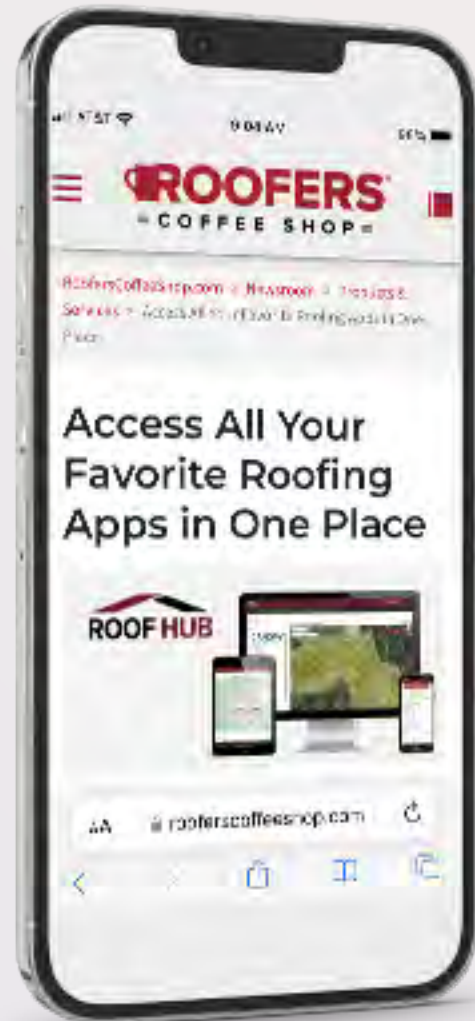
TRENDS REPORT

Sponsor a Coffee Shop Trends Report to get your name branded on the leading edge and access to all answers for the survey including some of your own.



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, 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.



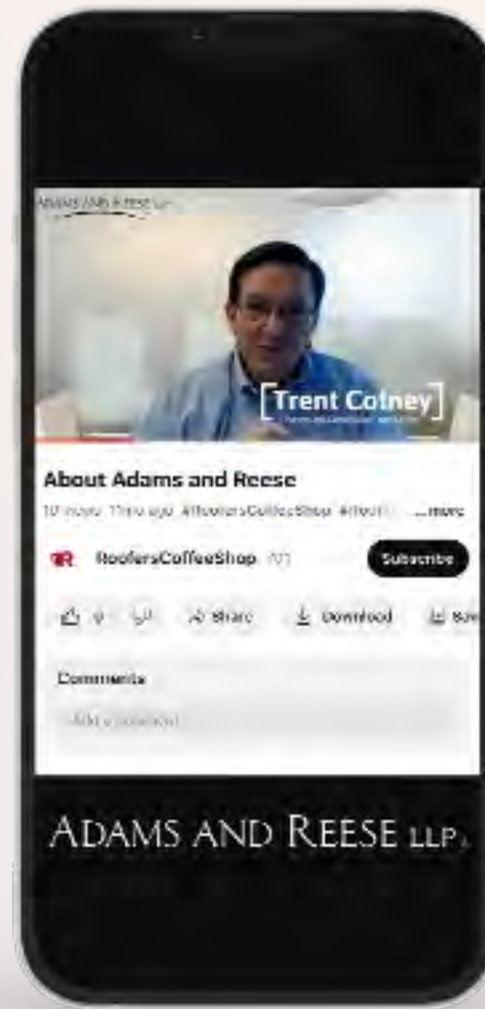
DESIGN

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



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 offers creative video production. There is no better way to get in front of today's audience than with video.

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.



WEBINAR

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

DISPLAY ADVERTISING OPPORTUNITIES



BILLBOARD ADS

As part of the Best program, your billboard ad is featured at the top of the home page in our home page ad slider. Display your message on the home page for maximum reach and engagement.



BANNER ADS

Also part of the Best program, rotating banner ads are located at the bottom of each internal website page to keep your message in front of visitors as they browse other pages. Each page load displays a new banner ad.



SIDEBAR ADS

When you choose the Better program, you receive a rotating sidebar ad that appears on the right side of internal site pages. Six ads appear on each page and randomly rotate with each page load.

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

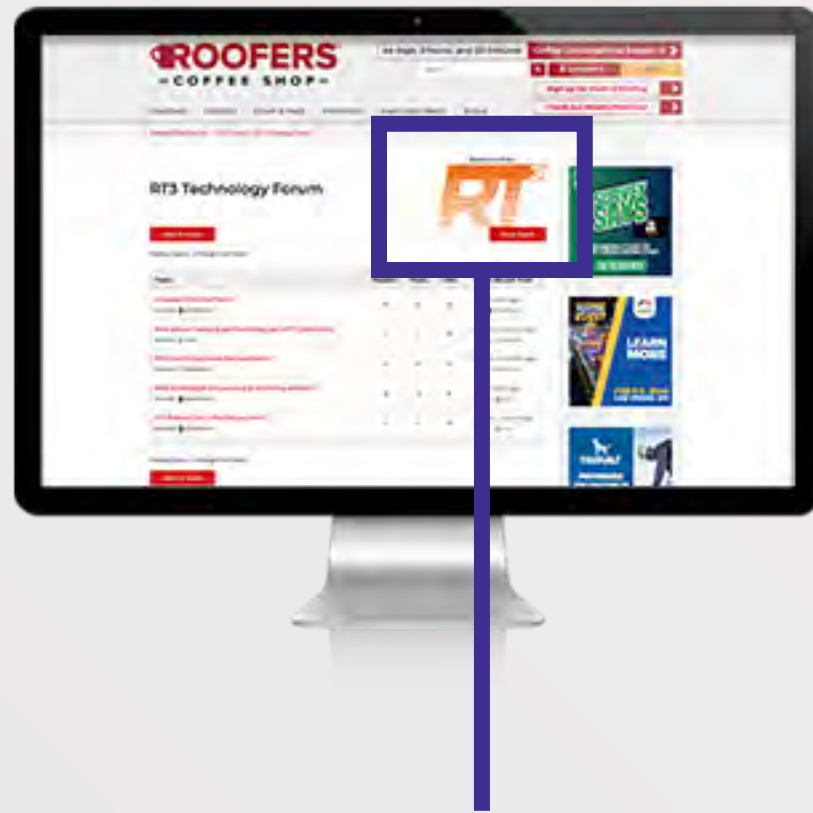
Every section on the Coffee Shop can feature a curtain ad that draws attention to your company. Mouse over or click and a longer, stronger message appears which entices customers to click to find out more.



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

An exciting option for 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 by navigation.



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.

CANADA

RoofersCoffeeShop in Canada is not new for Canadian contractors who have been frequenting our website since its inception. With 10% of our viewership Canadian, we are focused on celebrating the roofing industry in Canada. We are also proud to offer all sites in French.

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. The industry finds out what is happening on the Coffee Shop.

LOOK UP

We have given away thousands of bumper stickers that say: "Next time you see a roofer, look up to them." You can share this with your company and your contractors.



EN ESPAÑOL

RoofersCoffeeShop is doing its best to represent the entire roofing industry and that means becoming a resource for our Spanish-speaking roofers. With a rapidly growing bilingual or fully Spanish-speaking audience, we are committed to a dedicated Espanol section, plus our entire site is translatable at the push of a button.

SOCIAL MEDIA

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

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.

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!" Get window clings for your community to share the respect.

PART OF A COMMUNITY

AWARD WINNING



FOLIO: EDDIE AND OZZIE AWARDS

The Eddie & Ozzie Awards is the most prestigious recognition program in the publishing community, recognizing excellence in editorial content and design across print and digital media around the globe. RoofersCoffeeShop was recognized in the following categories:

WINNER:

2022 - B2B Social Media/Online Community

2021 - B2B Social Media/Online Community

2019 - Website B2B Building & Construction

FINALIST:

2023 - AskARoofers website relaunch

2020 - B2B Social Media/Online Community

HONORABLE MENTION:

2019 - B2B Social Media/Online Community

2017 - B2B Website Construction & Manufacturing

METALCON: TOP PRODUCTS

In 2021 and 2022, 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.

TOP WOMEN IN MEDIA: 2021

Each year, an elite group of women who have made a lasting impact on their brands, organizations and markets are recognized for spotlighting the diversity and progress within the media industry. RoofersCoffeeShop President Heidi J. Ellsworth was named in Folio: and AdMonsters' 2021 class of Top Women in Media as a Changemaker.

ADVERTISING OPPORTUNITIES

SERVICE	THE STANDARD	THE GOOD	THE BETTER	THE BEST	AAR
Billboard Ad - Home Page				■	■
Banner Internal Rotating Ad				■	■
Weekly eNews (monthly sponsored content)				■	
Social Media Promote (monthly)				■	■
Internal Rotating Sidebar Ad			■		■
Weekly eNews Ad Rotation			■		
Content Support (strategy, writing and graphic design)			■	■	■
Classified Advertising			■	■	
RCS Podcast			■	■	
AAR Podcast					■
Landing Page		■	■	■	
Social Media Posts & LinkedIn and Twitter posts for articles		■	■	■	■
Article / news / PR post		■	■	■	■
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 & International Posts		■	■	■	
Strategy Meetings		■	■	■	■
Custom Packages (We can create a custom ad program)		■	■	■	
Full Analytics Dashboard (Includes content, ads, clicks, leads and social media)		■	■	■	■

THE BEST PACKAGE

- Rotating billboard ad on home page
- Rotating banner on every interior page
- Week in Roofing eNews premier position
- Social media promote (monthly)
- Content support (strategy, writing & graphic design)
- Classified advertising (4 per year)
- RCS podcast
- Landing pages with lead generation form
- LinkedIn & Twitter posts for all articles
- Article / news / PR posts
- Directory with listing & logo
- Promotions, offers, contests & events
- Promo codes for contractors
- RLW partner pages content
- Launch initiative
- Forum questions posted by RCS
- Images & videos for hosted gallery
- Buy online, spanish, Canada & international posts
- Strategy meetings: monthly
- Custom packages available
- Full analytics dashboard

THE BETTER PACKAGE

- Sidebar internal rotating ad
- Weekly eNews ad rotation
- Content support (strategy, writing & graphic design)
- Classified advertising (4 per year)
- RCS podcast
- Landing pages with lead generation form
- LinkedIn & Twitter posts for all articles
- Article / news / PR posts
- Directory with listing & logo
- Promotions, offers, contests & events
- Promo codes for contractors
- RLW partner pages content
- Launch initiative
- Forum questions posted by RCS
- Images & videos for hosted gallery
- Buy online, spanish, Canada & international posts
- Strategy meetings: bi-monthly
- Custom packages available
- Full analytics dashboard

THE GOOD PACKAGE

- Landing pages with lead generation form
- LinkedIn & Twitter posts for all articles
- Article / news / PR posts
- Directory with listing & logo
- Promotions, offers, contests & events
- Promo codes for contractors
- RLW partner pages content
- Launch initiative
- Forum questions posted by RCS
- Images & videos for hosted gallery
- Buy online, spanish, Canada & international posts
- Strategy meetings: quarterly
- Custom packages available
- Full analytics dashboard
- Custom packages available
- Full analytics dashboard

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
- Social media promote (monthly)
- Content support (strategy, writing & graphic design)
- AskARoofer podcast
- Innovative product profile
- Social media promote
- Good program on RoofersCoffeeShop
- Published articles & press release
- Social media posts for all articles
- Strategy meetings: monthly
- Full analytics dashboard

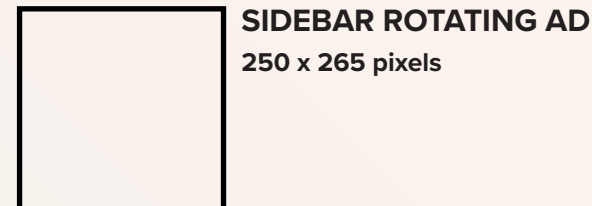
PRICING

RCS, MCS & CCS 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
AAR	PRICE
AskARoofer (run of site, podcast and social media)	\$3,000 per month
ADDITIONAL OPPORTUNITIES	PRICE
SOCIAL MEDIA	
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, MetalTalk, CoatingsTalk	\$4,000 per
Coffee Conversations	\$3,500 per CC
Lunch & Learn	\$3,000 per L&L
CoffeeCast	\$4,000 per CoffeeCast
Video Case Study	\$3,000 per video
Roofing Road Trips, MetalCast, CoatingsCast	\$2,000 per podcast
Stories from the Roof Podcast	\$1,000 per podcast
Weekly Blend Sponsorship	\$500 per episode
EDITORIAL CONTENT	
eBook	\$2,500 per eBook
Article (300-500 words)	\$500 per article
Article (500-1000 words)	\$750 per article
Press Release Creation and Distribution	\$1,000 per PR, industry only distribution
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.
 Multi-site discount - one site as priced above, add 2nd site - 50% discount, 3rd site - 75% discount.

ADVERTISING SPECIFICATIONS

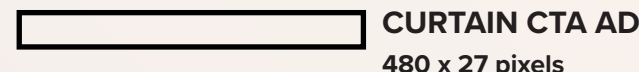
Please submit .jpg, .png or .gif files only. All files should be RGB color, 72 dpi and under 250KB.



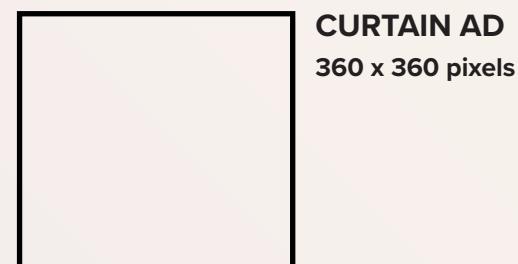
SIDEBAR ROTATING AD
250 x 265 pixels



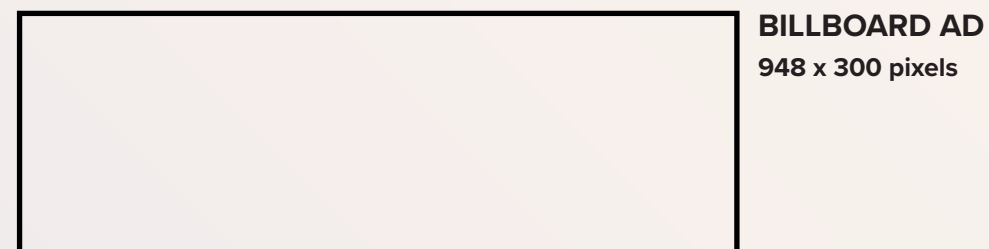
SOCIAL MEDIA AD
600 x 300 pixels



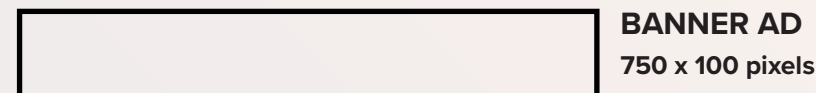
CURTAIN CTA AD
480 x 27 pixels



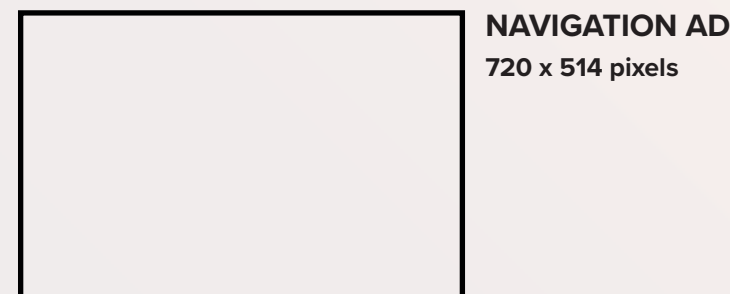
CURTAIN AD
360 x 360 pixels



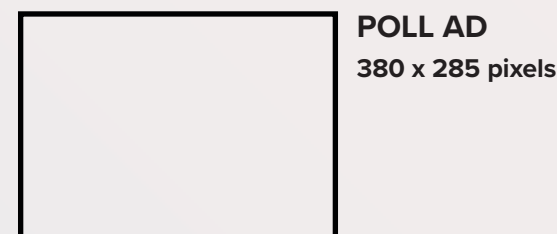
BILLBOARD AD
948 x 300 pixels



BANNER AD
750 x 100 pixels



NAVIGATION AD
720 x 514 pixels



POLL AD
380 x 285 pixels



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THANK YOU.



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