



MEDIA KIT 2021



MENU

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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®, OutdoorCoffeeShop™ 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.

The Coffee Shops 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 solutions 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 sites' 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 Shops 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.





RoofersCoffeeShop was established in 2002 as 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.





WEBSITE

301,800

unique visitors per year

602,200

page views per year

2+

average minutes per session

2+

average pages per session

25,150

visitors per month



PODCASTS

1,700,525

impressions

270,500

clicks

18,400

plays



WEBINARS

4,900

registrations

1,450,000

impressions

119,000

clicks



SOCIAL MEDIA

51,700+

social media followers

1,360+

YouTube subscribers

123,000

YouTube views

645,100

YouTube impressions

2.1%

YouTube click thru rate



EMAIL

23,000

email subscribers



USER PLATFORMS

62%

desktop

37%

mobile

1%

tablet



USER PROFILES

30%

mostly residential

30%

mostly commercial

40%

both



TOP 10 STATES

1. **VA**

2. **CA**

3. **TX**

4. **FL**

5. **WA**

6. **NY**

7. **IL**

8. **OR**

9. **CO**

10. **OH**



HOW WE ARE FOUND

35%

organic search

28%

direct

7%

social

14%

referral

4%

email

12%

other



BY COUNTRY

85%

USA

5%

CANADA

2%

UK

8%

others

July 1, 2024 - June 30, 2025



This dedicated section of the website initially launched in 2018 for Spanish-speaking members of the roofing industry to help provide relevant content, build community and highlight this network of roofing professionals. In 2024, it was elevated to top-level navigation and enhanced with more robust content offerings to meet the needs of the Spanish-speaking roofing community. The enhancements include a new podcast, La Voz de Ruferos, that features discussions about topics that are important to this growing audience. Almuerzo y Aprendizaje is the new educational series that provides educational opportunities in 30-minute on-demand videos that include a discussion guide and a quiz that upon completion will issue a certificate to the individual. The dedicated section is a great resource to showcase your content, including podcasts, articles, project profiles and much more, all in Spanish.

Website Content

- 2,257,000 Impressions
- 117,250 Views
- 605 Clicks

Podcasts

- 60,225 Impressions
- 10,750 Clicks
- 225 Plays





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. This site focuses on all things metal including buildings, 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.





WEBSITE

78,500

unique visitors per year

138,250

page views per year

2+

average minutes per session

2+

average pages per session

6,550

visitors per month



PODCASTS

142,000

impressions

25,000

clicks

1,150

plays



WEBINARS

750

registrations

732,000

impressions

44,500

clicks



SOCIAL MEDIA

6,000+

social media followers

300+

YouTube subscribers

80,000

YouTube views

187,000

YouTube impressions

3%

YouTube click thru rate



EMAIL

6,500

email subscribers



USER PLATFORMS

32%

desktop

63%

mobile

5%

tablet



TOP 10 STATES

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



HOW WE ARE FOUND

20%

organic search

20%

direct

12%

social

8%

referral

10%

email

30%

other



BY COUNTRY

87%

USA

5%

CANADA

2%

UK

6%

others



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.





WEBSITE

63,400

unique visitors per year

95,500

page views per year

2+

average minutes per session

2+

average pages per session

5,400

visitors per month



PODCASTS

62,570

impressions

15,500

clicks

500

plays



WEBINARS

1,000

registrations

365,000

impressions

33,000

clicks



SOCIAL MEDIA

2,800+

social media followers

100

YouTube subscribers

46,100

YouTube views

145,200

YouTube impressions

3.6%

YouTube click thru rate



EMAIL

5,800

email subscribers



USER PLATFORMS

82%

desktop

17%

mobile

1%

tablet



TOP 10 STATES

1. **CA**

6. **FL**

2. **VA**

7. **IA**

3. **TX**

8. **GA**

4. **NY**

9. **IL**

5. **WA**

10. **PA**



HOW WE ARE FOUND

10%

organic search

2%

referral

30%

direct

1%

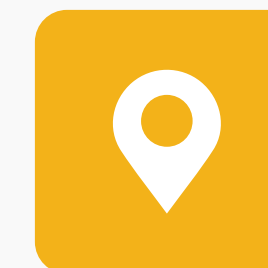
email

8%

social

49%

other



BY COUNTRY

90%

USA

6%

CANADA

4%

others

July 1, 2024 - June 30, 2025



OutdoorCoffeeShop is a community and resource hub for professionals in the outdoor space to share ideas, tell stories, research, find learning opportunities and offer help. OutdoorCoffeeShop, in collaboration with Heritage Family of Companies, is the latest online community for contractors specializing in hardscape, pool and water features, decking and flooring, landscaping and outdoor living. Like the other Coffee Shops, this one delivers award-winning content, education and information with a focus on outdoor living that will build professionalism and networking opportunities.





AskARoofer is where home and building owners can research, learn and ask professional roofing contractors questions to help make the best decisions regarding their roofs. Manufacturers, distributors and service providers are encouraged to engage with home and building owners 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 property owners 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

113,250

unique visitors per year

225,000

page views per year

2+

average minutes per session

2+

average pages per session

9,500

visitors per month



PODCASTS

357,750

impressions

30,500

clicks

950

plays



SOCIAL MEDIA

4,000

social media followers

55+

YouTube subscribers

25,200

YouTube views

114,000

YouTube impressions

1%

YouTube click thru rate



USER PLATFORMS

67%

desktop

31%

mobile

2%

tablet



TOP 10 STATES

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



HOW WE ARE FOUND

38%

organic search

2%

referral

14%

direct

1%

email

5%

social

40%

other



BY COUNTRY

90%

USA

6%

CANADA

4%

others

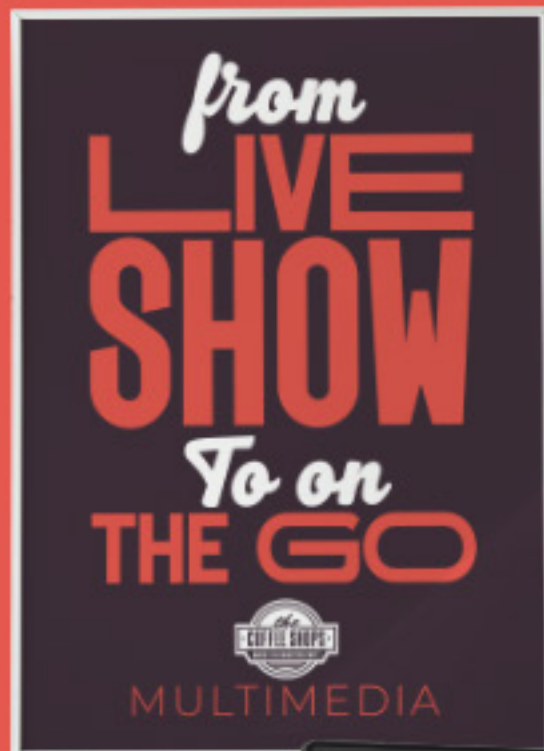


RoofersCoffeeShop invites roofing companies to join a community built just for roofers, where they find the things they need, learn a little and network with the people who understand them most. It includes a fully interactive online directory to help boost their SEO and branding, includes access to AskARoofers where they can answer questions and engage with property 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.







COFFEE CONVERSATIONS

As an award-winning show, you'll want to join us 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 live webinar, you are part of a relevant and engaging conversation with industry leaders.

RLW READ • LISTEN • WATCH

The RLW webinars run once a month and follow a ten-question format where we interview your subject matter experts live. The webinar is then turned into video, podcast, transcript and article formats 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.

THE WEEKLY BLEND

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

LUNCH & LEARN

These 30-minute pre-recorded webinars were designed with roofing contractors' office 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 RCS Roofing Road Trips podcast page and on your directory.

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.

CoffeeCast

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.

THE COFFEE SHOPS CONTRACTOR OUTLOOK

Contractor Outlook newscast features industry experts discussing important topics including the economy, politics, weather, business and much more! Monthly episodes talk about what is happening in our industry and help contractors better forecast and plan for success.





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.



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!



CoatingsCoffeeShop is providing a new way to learn that is just for you! Our contractors have shared that they want to learn when and how they want to; whether that is Reading articles and eBooks late at night, Listening to podcasts during the morning drive, Watching videos over morning coffee at the desk or any of the three during the midnight hours.



This lively podcast features leading coatings professionals talking about topics that are relevant in the coatings industry. Tune in to gain insights into new trends, products, solutions, technologies and more that matter most to your coatings business!



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



AskARoofer Minisodes is a dynamic and engaging podcast series designed specifically for homeowners and building owners to learn more about the ins and outs of roofing. Each episode delivers concise, comprehensive insights into the world of roofing, tackling a wide array of topics from maintenance tips and material choices to innovative technologies and sustainability practices,.



La Voz de los Ruferos is a podcast designed for Hispanic, Latino and Spanish-speaking professionals in the construction industry. We bring you expert insights, best practices and the latest trends in tools, materials and techniques.



Almuerzo y Aprendizaje is the new educational series for Hispanic, Latino and Spanish-speaking professionals that provides educational opportunities in 30-minute on-demand videos that include a discussion guide and a quiz that upon completion will issue a certificate to the individual.



Delivering powerful industry education following the popular Read, Listen, Watch format, Outdoor Talks are live events that are recorded, transcribed and posted online for on-demand consumption.



This lively podcast features leading outdoor professionals talking about topics that are relevant in the outdoor space. From design trends and construction techniques to business strategies and emerging technologies, each episode delivers real-world insights and inspiration.



RESEARCH OPPORTUNITIES

The Coffee Shops 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 along with 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 Shops will organize, moderate and reward a panel of 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.

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.

POLL ADS

The Coffee Shops home pages feature polls that 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.

EMAIL SURVEY

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

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.

CONTRACTOR PANEL

Known for groundbreaking contractor panels, The Coffee Shops 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 Shops are 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.

WRITING

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

DESIGN

The Coffee Shops offer 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.

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 & SPECS

BILLBOARD ADS 948 x 300 Pixels

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.

SOCIAL MEDIA PROMOTE AND ENEWS 600 x 300 Pixels

Roofing contractors love social media and more than 50,000 follow us. Choose Facebook or LinkedIn 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.

BANNER ADS 750 x 100 Pixels

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.

NAVIGATION ADS 720 x 514 Pixels

The Coffee Shops feature navigational ads that receive hundreds of views every day. Just pick one – Classifieds, Directory, Read Listen Watch, News & Community or R-Club and your ad will see a tremendous number of impressions.

SIDEBAR ADS 250 x 265 Pixels

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. You can also choose to have your ad appear in a premium position for an additional cost.

CURTAIN ADS 480 x 27 Pixels (CTA) 360 x 360 Pixels

Every section on The Coffee Shops' sites 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.



the GOOD PROGRAM

The Good program is a great way to get started with The Coffee Shops and position your company as a thought leader in the industry. With a full, interactive directory and the ability to share your articles, news, events and more, your brand can be front and center. Plus, being in a program opens the door to add on additional a la carte opportunities including podcasts, webinars, social media promotes and more.

the BETTER PROGRAM

Ready to take your brand to the next level? The Better program offers all the benefits of the good program AND gives you content development support from our editorial and graphic design teams with one original article each month and custom ad creation. In addition, you receive a run-of-site sidebar ad that also rotates through our eNews, plus a podcast each quarter that is promoted on social media.

the BEST PROGRAM

Maximize your impact by signing up for the Best program. Enjoy everything that comes with Good and Better and amplify it with billboard and banner ads, monthly boosted social media promotes and eNews inclusion, six promoted podcasts per year, live multimedia opportunities at industry events, minimum of two articles per month and a monthly YouTube short. The Best program offers the best value for your advertising investment.



ADVERTISING OPPORTUNITIES

| SERVICE | THE STANDARD | THE GOOD | THE BETTER | THE BEST | AAR | EN ESPAÑOL |
|--|--------------|----------|------------|----------|-----|------------|
| Billboard Ad - Home Page | | | | 👤 | 👤 | |
| Banner Internal Rotating Ad | | | | 👤 | 👤 | 👤 |
| Weekly eNews (monthly sponsored content) | | | | 👤 | | |
| Social Media Promote (monthly) | | | | 👤 | 👤 | |
| Social Media Short | | | | 👤 | | |
| Internal Rotating Sidebar Ad | | | 👤 | | 👤 | 👤 |
| Weekly eNews Ad Rotation | | | 👤 | | | |
| Content Support (strategy, writing and graphic design) | | | 👤 | 👤 | 👤 | |
| Classified Advertising | | | 👤 | 👤 | | |
| Podcast (Best - 1 every two months, Better - 1 per quarter) | | | 👤 | 👤 | | 👤 |
| AAR Podcast | | | | | 👤 | |
| Directory With Logo and Ongoing Updates | 👤 | 👤 | 👤 | 👤 | | |
| Landing Page | | 👤 | 👤 | 👤 | | |
| Social Media Posts for articles | | 👤 | 👤 | 👤 | 👤 | |
| Articles, news, press releases | | 👤 | 👤 | 👤 | 👤 | 👤 |
| Promotions, Offers, Contests & Events | | 👤 | 👤 | 👤 | | |
| RLW Partner Pages - eBooks, videos, webinars, podcasts | | 👤 | 👤 | 👤 | | |
| Images & Videos for Hosted Gallery | | 👤 | 👤 | 👤 | | |
| Buy Online, Spanish, Canada & International Posts | | 👤 | 👤 | 👤 | | |
| Strategy Meetings | | 👤 | 👤 | 👤 | 👤 | |
| Full Analytics Dashboard (Includes content, ads, clicks, leads and social media) | | 👤 | 👤 | 👤 | 👤 | |
| Promo Codes for Contractors | | 👤 | 👤 | 👤 | | |
| Launch Initiative | | 👤 | 👤 | 👤 | 👤 | |

THE BEST PACKAGE

- 👤 Rotating billboard ad on home page
- 👤 Rotating banner on every interior page
- 👤 Weekly eNews
- 👤 Social media promote (monthly)
- 👤 Social media short
- 👤 Content support (strategy, writing & graphic design)
- 👤 Classified advertising (4 per year)
- 👤 Podcast (6 per year)
- 👤 Landing pages with lead generation form
- 👤 LinkedIn & X posts for all articles
- 👤 Article writing (12 per year)
- 👤 Directory with listing & logo
- 👤 Promotions, offers, contests & events
- 👤 Promo codes for contractors
- 👤 RLW partner pages content
- 👤 Launch initiative
- 👤 Forum questions posted
- 👤 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)
- 👤 Podcast (1 per quarter)
- 👤 Landing pages with lead generation form
- 👤 LinkedIn & X posts for all articles
- 👤 Article writing (6 per year)
- 👤 Directory with listing & logo
- 👤 Promotions, offers, contests & events
- 👤 Promo codes for contractors
- 👤 RLW partner pages content
- 👤 Launch initiative
- 👤 Forum questions posted
- 👤 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 & X 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
- 👤 Images & videos for hosted gallery
- 👤 Buy online, Spanish, Canada & international posts
- 👤 Strategy meetings: quarterly
- 👤 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 and Minisode podcast
- 👤 Social media promote
- 👤 Good program on RoofersCoffeeShop
- 👤 Published articles & press release
- 👤 Social media posts for all articles
- 👤 Strategy meetings: monthly
- 👤 Full analytics dashboard

EN ESPAÑOL

- 👤 Sidebar ad
- 👤 Banner Ad
- 👤 Articles
- 👤 Quarterly podcast
- 👤 Customer content contributions
- 👤 Translation support

PRICING

| RCS, MCS, CCS & OCS PACKAGE | | PRICE |
|---|--|--|
| The Best Program*** | | \$4,000 per month |
| The Better Program** | | \$2,500 per month |
| The Good Program* | | \$1,000 per month |
| AAR | | PRICE |
| AskARoofer (run of site, podcast and social media) | | \$3,000 per month |
| RCS EN ESPAÑOL | | PRICE |
| RCS En Español (run of site) | | \$2,500 per month |
| DIRECTORY ONLY | | PRICE |
| Standard Directory | | \$1,000 per year |
| ADDITIONAL OPPORTUNITIES | | PRICE |
| SPECIAL AD PLACEMENTS | | |
| Priority Ad Position (#1-3 on home page) | | \$3,000 per month |
| Navigational Ad | | \$2,500 per month |
| Article Mid-Page Ad | | \$1,000 per month |
| Pinned Sidebar Ad | | \$500 per month in addition to program price |
| À LA CARTE | | |
| Social Media Promote / Weekly eNews | | \$1,500 per promote |
| Home Page Takeover | | \$5,000 per day |
| PODCASTS | | |
| Roofing Road Trips, MetalCast, CoatingsCast, From The Ground Up | | \$2,500 per episode |
| Podcast Commercial | | \$1,500 per episode |
| MULTIMEDIA (Add \$500 Rescheduling Fee) | | |
| RLW, MetalTalk, CoatingsTalk, OutdoorTalk | | \$4,000 per webinar |
| Coffee Conversations | | \$4,000 per webinar |
| Lunch & Learn | | \$3,500 per webinar |
| Almuerzo Y Aprendizaje (Lunch & Learn) | | \$3,500 per webinar |
| CoffeeCast | | \$5,000 per series |
| Video Case Study | | \$3,000 per video |
| Live RLW (On Location) | | \$12,000 per webinar |
| Live Soundstage (On Location) | | \$12,000 per event |
| Online Video Production | | \$5,000 per video |
| Webinar - not broadcast | | \$3,000 per webinar |
| Social Media Short | | \$500 per short |
| Onsite Video Production | | \$12,000 per video |

| EDITORIAL CONTENT | |
|---|---------------------|
| eBook | \$3,500 per book |
| Article (less than 500 words) | \$750 per article |
| Article (more than 500 words) | \$1,000 per article |
| Press Release Creation and Distribution | \$1,500 per PR |
| Spanish Content | quote |
| RESEARCH OPPORTUNITES | |
| Custom Quiz | \$10,000 per quiz |
| CoffeeChat | \$3,500 per chat |
| Survey Email Send | \$2,500 per survey |
| Trends Report | \$7,500 per report |
| SPONSORSHIPS | |
| Page | \$1,000 per month |
| Weekly Blend | \$1,000 per episode |
| Soundstage Sponsorship National Show | \$6,000 per show |
| Soundstage Sponsorship Regional Show | \$3,000 per show |
| Photo Contest | \$5,000 per quarter |

*** 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. | Multisite discounts: RCS as priced above, add MCS at 25% discount, add CCS at 50% discount.

thank you
PLEASE COME
AGAIN

