MEDIA KIT 27

the COFFEE SHOPS
WHERE THE INDUSTRIES MEET
TheCoffeeShops.online

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WHY THE COFFEE SHOPS

For 25 years, The Coffee Shops™ have been where the industries meet. Since launching RoofersCoffeeShop® in 2002, we have grown into a family of award-winning digital communities serving roofing, metal construction, protective surfaces, outdoor living and property owners. Today, RoofersCoffeeShop®, MetalCoffeeShop®, CoatingsCoffeeShop®, OutdoorCoffeeShop™ and AskARoofer™ connect contractors, manufacturers, distributors, consultants, architects, associations and property owners across North America and around the world.

Inspired by the conversations that once happened in neighborhood coffee shops before the workday began, we continue that tradition online. Every day, professionals come to The Coffee Shops to learn, discover new products, solve business challenges and build relationships that move the industry forward. Through original journalism, podcasts, webinars, videos, research, live event coverage and social media, we create conversations that matter.

Our partners gain far more than advertising. We become an extension of their marketing team through integrated multimedia marketing programs designed to educate customers, launch products, build thought leadership and strengthen brands. Every article, podcast, webinar, video and live event works together to improve SEO, increase AI discoverability and create meaningful connections with decision makers.

As we celebrate our 25th anniversary in 2027, our mission remains unchanged. We believe strong industries are built through education, innovation and relationships. The Coffee Shops bring people together, helping our partners grow stronger brands while supporting the industries we proudly serve.

ROOFERS®
COFFEE SHOP

RoofersCoffeeShop® is the flagship community that launched The Coffee Shops 25 years ago. Built for roofing contractors and the companies that support them, it has become the industry's daily destination for business insight, technical education, association news, workforce development and product innovation. Contractors visit RoofersCoffeeShop every day to stay informed, solve business challenges and discover the people, products and ideas shaping the future of roofing.

Original content is at the heart of everything we do. Our journalism, podcasts, Coffee Conversations, webinars, videos, research and live event coverage create conversations that educate, inspire and connect the roofing industry. Our on-location reporting from major trade shows and association events extends the value of every event while keeping professionals engaged throughout the year.

For our partners, RoofersCoffeeShop delivers more than visibility. We develop integrated multimedia marketing programs that build thought leadership, educate customers and create lasting relationships with roofing professionals. Every campaign is supported by original content that strengthens SEO, increases AI discoverability and keeps your company visible where contractors search for information and solutions.

RoofersCoffeeShop is more than a website. It is a thriving community where conversations become relationships, relationships build trust and trust helps businesses grow.

More than impressions, these audience insights showcase engagement, meaningful connections and the business impact of the RoofersCoffeeShop community.

WEBSITE

348,250
unique visitors per year

643,500
page views per year

2+
average minutes per session

2+
average pages per session

30,150
visitors per month

PODCASTS

1,970,305
impressions

283,100
clicks

20,750
plays

WEBINARS

4,900
registrations

1,890,695
impressions

182,105
clicks

SOCIAL MEDIA

55,000+
social media followers

1,750+
YouTube subscribers

383,000
YouTube views

787,700
YouTube impressions

2.2%
YouTube click thru rate

EMAIL

23,000
email subscribers

USER PLATFORMS

70%
desktop

28%
mobile

1%
tablet

1%
smart tv

USER PROFILES

30%
mostly residential

30%
mostly commercial

40%
both

TOP 10 STATES

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

HOW WE ARE FOUND

23% organic search
7% referral
43% direct
7% email
9% social
11% other

BY COUNTRY

72%
USA

4%
CANADA

3%
UK

21%
others

July 1, 2025 - June 30, 2026

ROOFERS®
COFFEE SHOP
En Español

RCS En Español reflects The Coffee Shops' commitment to serving the Latino roofing community with original, authentic content created specifically for Spanish-speaking professionals. Rather than relying on translation, our content creation team continues to build a dedicated community where contractors, crews, business owners and manufacturers connect through education, industry news and meaningful conversations in their preferred language.

Originally launched in 2018 and expanded into a dedicated platform in 2024, RCS En Español has become one of the industry's leading Spanish-language resources. Original articles, podcasts, videos, project profiles and educational programs are created by native Spanish-speaking content creators who understand the culture, language and experiences of the audience they serve. With a strong understanding of the construction market and particularly roofing, the content and community are original and pertinent, helping Latino businesses and professionals find success.

Programming includes La Voz de los Ruferos podcast, featuring conversations that matter to Latino roofing professionals and Almuerzo y Aprendizaje, a growing library of educational programs designed to support workforce development and professional growth.

For marketing partners, RCS En Español creates authentic connections with one of roofing's fastest-growing audiences. Involvement with En Espanol by manufacturers, distributors and service providers shows commitment and inclusivity for the growing Hispanic market. Original Spanish-language content, professional translation and bilingual marketing programs help companies communicate effectively while strengthening SEO and AI discoverability in both English and Spanish.

These audience insights reflect the power of authentic bilingual content, meaningful connections and a rapidly growing community shaping the future of roofing.

WEBSITE

27,252
unique visitors per year

38,844
page views per year

2+
average minutes per session

2+
average pages per session

2,355
visitors per month

PODCASTS

204,615
impressions

19,200
clicks

475
plays

WEBINARS

104,725
impressions

9,350
clicks

SOCIAL MEDIA

1,000+
social media followers

13,000
YouTube views

42,800
YouTube impressions

1.3%
YouTube click thru rate

USER PLATFORMS

86%
desktop

13%
mobile

1%
tablet

TOP 10 STATES

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

HOW WE ARE FOUND

5%
organic search

4%
referral

14%
direct

74%
other

3%
social

BY COUNTRY

90%
USA

10%
CANADA

July 1, 2025 - June 30, 2026

ROOFERS®
COFFEE SHOP
Global

RoofersCoffeeShop Global extends The Coffee Shops community beyond North America, bringing together roofing professionals from around the world to share ideas, celebrate craftsmanship and advance the industry together. Through original content, international partnerships and multilingual communication, we connect people, businesses and associations across borders.

Our global commitment includes dedicated regional websites including RoofersCoffeeShop.ca, RoofersCoffeeShop.uk, along with the RoofersCoffeeShop Global microsite developed in partnership with the International Federation for the Roofing Trades (IFD). Together, these platforms deliver original content, professional translation and localized resources in multiple languages, ensuring professionals can learn and connect in the language that serves them best.

The Global microsite features original articles, podcasts, Coffee Conversations, videos and live event coverage from around the world. International trade shows and workforce initiatives join technical innovation and regional best practices to celebrate the pride, craftsmanship and community that define roofing everywhere.

Roofing speaks many languages, but great relationships are universal. RoofersCoffeeShop Global brings the world together through education, innovation and community.

Website Content

- 11,780 Unique visitors per year
- 12,305 Page views per year
- 3+ Average minutes per session
- 2+ Average pages per session
- 1,200 Visitors per month

January 1, 2026 - June 30, 2026

METAL®
COFFEE SHOP

MetalCoffeeShop® is the digital community for the metal construction industry. It brings together the professionals who design, manufacture, fabricate, specify, install and maintain metal building systems. From contractors, erectors and general contractors to architects, engineers, fabricators, roll formers, sheet metal shops and manufacturers, MetalCoffeeShop connects every segment of the industry through education, innovation and meaningful relationships.

From metal buildings and structural systems to metal roofing, wall panels, siding, architectural metal, HVAC, gutters, fabrication and roll forming, MetalCoffeeShop delivers the information professionals need to build stronger businesses. Original articles, podcasts, webinars, Coffee Conversations, videos, project profiles, technical resources and live event coverage keep our community informed while showcasing the latest products, technologies and best practices.

Education is the center of everything we do. As demand for metal construction continues to grow because of its durability, sustainability, resilience and design flexibility, so does the need for workforce development, technical training and industry collaboration. Through partnerships with leading associations, manufacturers and industry organizations, our content reaches professionals across the entire metal construction market.

For our partners, MetalCoffeeShop creates a focused environment where technical education becomes marketing. Every integrated multimedia marketing program helps build thought leadership, strengthen SEO, improve AI discoverability and connect your company with the professionals specifying, purchasing and installing metal systems every day.

MetalCoffeeShop is more than a website. It is the community where the metal construction industry comes together to learn, build relationships and shape the future of metal construction.

These audience insights highlight the value of marketing programs that reach a focused metal construction audience where relationships, education and industry influence drive results.

WEBSITE

105,615
unique visitors per year

154,225
page views per year

2+
average minutes per session

2+
average pages per session

9,275
visitors per month

PODCASTS

271,650
impressions

53,650
clicks

1,835
plays

WEBINARS

750
registrations

778,770
impressions

56,350
clicks

SOCIAL MEDIA

6,900+
social media followers

400+
YouTube subscribers

122,600
YouTube views

181,000
YouTube impressions

3%
YouTube click thru rate

EMAIL

7,415
email subscribers

USER PLATFORMS

57%
desktop

40%
mobile

3%
tablet

TOP 10 REGIONS

1. **CA**
2. **VA**
3. **TX**
4. **GERMANY**
5. **WA**
6. **FL**
7. **NY**
8. **JAPAN**
9. **IL**
10. **NC**

HOW WE ARE FOUND

13% organic search
3% referral
22% direct
27% email
6% social
29% other

BY COUNTRY

67%
USA

2%
CANADA

2%
UK

29%
others

July 1, 2025 - June 30, 2026

COATINGS®
COFFEE SHOP

CoatingsCoffeeShop® is the digital home for protective surface professionals. It serves the contractors and specialists who protect, restore and enhance the built environment through advanced coating technologies. From roof coatings and spray foam to waterproofing, parking garages, sports surfaces, industrial coatings, marine applications, pools, concrete and restoration, CoatingsCoffeeShop brings together the professionals who protect the surfaces we walk on, drive on and depend on every day.

As coating technologies continue to evolve, so does the demand for education, technical training and trusted industry resources. CoatingsCoffeeShop delivers original articles, podcasts, webinars, Coffee Conversations, videos, project profiles, product information and live event coverage designed specifically for this specialized market.

Our team actively participates in the industry's leading events, including World of Concrete, the International Roofing Expo, the American Sports Builders Association Technical Meeting, parking structure conferences and many other specialty meetings. These conversations continue long after the events end through multimedia content that educates professionals and strengthens industry connections.

For our partners, CoatingsCoffeeShop provides direct access to professionals seeking practical, application-specific solutions. Every integrated marketing program builds awareness, supports product education, strengthens SEO and AI discoverability and positions your company as a trusted resource within one of construction's fastest-growing specialty markets. It is an opportunity to get in front of contractors who understand coatings and are often looking for new coating opportunities. No matter what the surface, manufacturers can share their offerings for protective success.

CoatingsCoffeeShop is where protective surface professionals connect, learn, share ideas and advance the future of the coatings industry.

These audience insights highlight how focused multimedia programs build brand awareness, strengthen thought leadership and connect with coatings industry decision-makers.

WEBSITE

72,875
unique visitors per year

106,550
page views per year

2+
average minutes per session

2+
average pages per session

6,175
visitors per month

PODCASTS

213,785
impressions

49,550
clicks

1,275
plays

WEBINARS

1,000
registrations

671,650
impressions

53,465
clicks

SOCIAL MEDIA

3,615+
social media followers

202
YouTube subscribers

151,300
YouTube views

272,700
YouTube impressions

4.9%
YouTube click thru rate

EMAIL

6,490
email subscribers

USER PLATFORMS

80%
desktop

18%
mobile

2%
tablet

TOP 10 STATES

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

HOW WE ARE FOUND

8%
organic search

40%
direct

8%
social

2%
referral

3%
email

39%
other

BY COUNTRY

80%
USA

2%
CANADA

18%
others

July 1, 2025 - June 30, 2026

OUTDOOR™ COFFEE SHOP

OutdoorCoffeeShop™ is the digital community for the outdoor living construction industry. It serves the contractors, builders, designers and specialty professionals who create outdoor spaces where families gather, businesses welcome customers and communities come together. From pools and spas to outdoor kitchens, landscaping, fencing, decking, lighting, pergolas, pavers and outdoor structures, OutdoorCoffeeShop celebrates the professionals transforming outdoor environments.

As investment in outdoor living continues to grow, so does the need for education, innovation and collaboration. OutdoorCoffeeShop delivers original articles, podcasts, webinars, Coffee Conversations, videos, project profiles, product information and live event coverage that inspire ideas, share best practices and help professionals build stronger businesses.

Working closely with manufacturers, associations and industry experts, we create conversations that highlight emerging trends, new products, installation techniques and business strategies that are distinct to outdoor construction. Every piece of original content helps professionals stay informed while strengthening relationships throughout the outdoor living community.

For our partners, OutdoorCoffeeShop creates opportunities to connect with the professionals influencing outdoor living projects from concept through completion. Integrated multimedia marketing programs build brand awareness, educate customers and improve SEO and AI discoverability while positioning your company within one of construction's fastest-growing markets.

OutdoorCoffeeShop is where creativity, craftsmanship and innovation come together to build stronger businesses and more inspiring outdoor spaces.

These audience insights highlight the value of engaging with decision-makers who are influencing the future of outdoor living and design.

WEBSITE

24,100
unique visitors per year

47,275
page views per year

1+
average minutes per session

2+
average pages per session

3,310
visitors per month

PODCASTS

130,340
impressions

36,395
clicks

305
plays

WEBINARS

6,250
impressions

910
clicks

SOCIAL MEDIA

1,000+
social media followers

25,800
YouTube views

36,300
YouTube impressions

3.1%
YouTube click thru rate

USER PLATFORMS

74%
desktop

24%
mobile

2%
tablet

TOP 10 REGIONS

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

HOW WE ARE FOUND

5%
organic search

3%
referral

22%
direct

2%
email

18%
social

50%
other

BY COUNTRY

87%
USA

1%
CANADA

12%
others

October 1, 2025 - June 30, 2026

ASK A Roofer

Every roofing project begins with a question. AskARoofer™ is the community where homeowners and commercial property owners find trusted answers before making one of their most important investments. By connecting property owners with experienced roofing professionals, AskARoofer builds confidence, encourages informed decisions and creates stronger relationships throughout the roofing journey.

More than a consumer website, AskARoofer is a trusted educational resource. Visitors explore roofing systems, maintenance, repair, sustainability, energy efficiency and product options through original articles, podcasts, videos, Q&A's and expert advice. Every resource is designed to educate rather than sell, helping property owners understand their options before choosing a contractor.

For our partners, AskARoofer provides a unique opportunity to influence buying decisions before the sales conversation begins. Educational content helps explain product benefits, maintenance practices, energy performance and system selection in a way that builds confidence and brand preference. Instead of interrupting the customer journey, your company becomes part of it.

As AI and online search continue to shape how consumers research products and services, original educational content has never been more valuable. AskARoofer strengthens SEO, increases AI discoverability and connects your brand with property owners looking for credible information from industry experts.

AskARoofer is where roofing decisions begin because better decisions start with better information.

Through trusted educational content, these audience insights reflect AskARoofer's ability to influence purchasing decisions and build property owner confidence.

WEBSITE

112,250
unique visitors per year

205,100
page views per year

2+
average minutes per session

2+
average pages per session

9,350
visitors per month

PODCASTS

164,225
impressions

33,750
clicks

3,000
plays

SOCIAL MEDIA

4,650+
social media followers

28,400
YouTube views

61,000
YouTube impressions

2.1%
YouTube click thru rate

USER PLATFORMS

72%
desktop

26%
mobile

2%
tablet

TOP 10 STATES

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

HOW WE ARE FOUND

32% organic search
28% direct
4% social
2% referral
2% email
32% other

BY COUNTRY

76%
USA

3%
CANADA

21%
others

July 1, 2025 - June 30, 2026

R-CLUB

R-Club® is the contractor growth community within The Coffee Shops. Designed exclusively for roofing professionals, it helps contractors strengthen their digital presence, expand their professional network and build lasting relationships with manufacturers, distributors and service providers invested in their success.

Today's contractors need more than a company website to stand out. Search engines and AI-powered search reward businesses with strong third-party authority and consistent original content. Through The Coffee Shops' contractor directories, along with published articles, project profiles, company news and educational content, R-Club members strengthen SEO, improve AI discoverability and establish credibility in the industry that continues to grow over time.

The R-Club has created a community that delivers ongoing advice, training and education. Industry experts and influencers address today's challenges including estimating training, workforce development and business financials. Through free training along with partner benefits and discounts, the R-Club is a one-of-a-kind online community for networking and camaraderie with deeper access to the RoofersCoffeeShop ecosystem.

For our partners, R-Club creates opportunities that extend far beyond advertising. It provides direct access to one of the industry's most engaged contractor communities through education, exclusive programs, content collaboration, networking and ongoing conversations. These relationships create valuable market insight while helping manufacturers become trusted business partners instead of simply suppliers.

R-Club is where contractors grow their businesses and marketing partners build meaningful relationships. Together they create a stronger roofing industry built on education, trust and shared success as part of the industry's leading online community.

MULTIMEDIA EXPERIENCES

Every multimedia program at The Coffee Shops is designed to educate, inform and create lasting value. A live event becomes a podcast. A podcast becomes an article. An article becomes social media content. Every conversation continues working long after it is recorded, strengthening SEO, increasing AI discoverability and building relationships that help our marketing partners grow.

COMMUNITIES CREATE CONVERSATIONS.

CONVERSATIONS BUILD RELATIONSHIPS.

RELATIONSHIPS GROW BUSINESSES.

COFFEE CONVERSATIONS

Coffee Conversations bring industry leaders together to discuss the topics shaping construction today. Live, interactive webinars educate professionals while creating thought leadership, original content and lasting connections between our marketing partners and the industries they serve.

ROOFING ROAD TRIPS

One of roofing's longest-running podcasts, Roofing Road Trips shares the stories, innovations and leaders moving the industry forward. Every episode builds thought leadership, extends your reach across multiple platforms and creates meaningful conversations that strengthen your brand and reputation. Roofing Road Trips have expanded globally into the United Kingdom, Canada and more.

RLW READ LISTEN WATCH

Read Listen Watch webinars transform expert interviews into a complete multimedia experience. Every webinar becomes a video, podcast and article, giving your audience multiple ways to engage while creating original content that continues building visibility long after the event.

STORIES FROM THE ROOF

Stories from the Roof podcasts celebrate the people who make the roofing industry extraordinary. Through authentic storytelling, sponsors align their brands with craftsmanship, leadership and community while supporting conversations that inspire the next generation of roofing professionals.

WEEKLY BLEND

The Weekly Blend connects the industry to what is happening on The Coffee Shops and their industry events. It is the trusted weekly industry update that features news, interviews, events and important conversations. It provides consistent visibility for Coffee Shop partners and Weekly Blend sponsors.

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.

LUNCH & LEARN

Coffee Shop Lunch & Learns deliver practical education in a convenient 30-minute format. These recorded sessions help contractors learn about products, installation methods and business solutions while providing marketing partners with valuable educational content that supports sales, training and long-term digital visibility. Offering quizzes and certificates of completion, these Lunch & Learns deliver education for all construction professionals.

THE COFFEE SHOPS CONTRACTOR OUTLOOK

Contractor Outlook helps professionals prepare for what's next. Industry experts discuss economic trends, legislation, weather, technology and market conditions, providing valuable insight while positioning your company alongside the conversations shaping tomorrow's business decisions.

MetalTalk explores the innovations, technologies and people shaping metal construction. Every episode positions your company within the industry's most important conversations while building thought leadership through original multimedia content.

MetalCast highlights the leaders, projects and innovations advancing metal construction. Episodes educate professionals, strengthen industry relationships and extend your message across podcast channels and YouTube, articles, social media and AI-friendly content.

CoatingsTalk delivers practical education for protective surface professionals. Industry experts share real-world knowledge that helps contractors succeed while positioning your company as a trusted resource for one of construction's fastest-growing specialty markets.

CoatingsCast connects professionals with the ideas and technologies transforming the coatings industry. Every episode helps educate contractors, build brand authority and create original content that continues working long after publication. Promoted over all podcast channels, YouTube and social media, this podcast delivers long-lasting exposure.

The AskARoofer Podcast answers the questions property owners ask before choosing a roofing contractor. In a way that reaches far beyond the online presence, these podcasts help build trust with homeowners and commercial property owners at the beginning of the buying journey.

Short, informative and easy to share, AskARoofer Minisodes deliver practical roofing advice in a format designed for today's consumers. These episodes strengthen brand awareness while supporting SEO, AI discoverability and ongoing consumer education.

Hosted entirely in Spanish, La Voz de los Ruferos creates authentic conversations for Hispanic and Latino roofing professionals. It provides marketing partners with meaningful opportunities to educate, connect and build lasting relationships through culturally relevant content.

Almuerzo y Aprendizaje combines professional education with practical training in Spanish. Complete with learning guides and certificates, these programs help contractors develop new skills while helping manufacturers educate one of roofing's fastest-growing audiences.

OutdoorTalk explores the trends, products and ideas shaping outdoor living in a webinar format. Through engaging conversations with industry leaders, marketing partners build awareness while connecting with professionals designing and building today's outdoor environments.

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.

MARKET INTELLIGENCE & CONTRACTOR INSIGHTS

The best marketing decisions begin by listening. Through decades of trusted relationships with contractors and industry professionals, The Coffee Shops help our marketing partners gather meaningful insights that drive product development, marketing strategy and business growth. We don't simply collect data. We deliver the voice of the industry.

COFFEECHAT ONLINE FOCUS GROUP

Hear directly from the contractors using your products every day. Professionally moderated focus groups uncover customer perceptions, test new ideas and provide honest feedback that helps shape smarter products, stronger marketing and better business decisions.

POLL SPONSORSHIP

A single question can reveal an important industry trend. Sponsored polls engage thousands of professionals while generating real-time market insight. Your brand receives visibility while collecting valuable data to support future marketing, product development and content strategy.

CONTRACTOR QUIZ

Turn learning into engagement. Custom quizzes educate contractors while collecting valuable market insight and qualified leads. Whether introducing a product or reinforcing technical knowledge, quizzes create memorable experiences that strengthen both education and brand awareness.

COFFEE SHOPS TRENDS REPORT

Become the exclusive partner of one of the industry's most respected research initiatives. Gain valuable market intelligence, custom research opportunities and year-round visibility while positioning your company as a leader committed to understanding the future of the industry.

EMAIL SURVEY

Reach one of the industry's most engaged professional communities with targeted surveys delivered directly through The Coffee Shops. Measure customer sentiment, identify trends and gather actionable intelligence that supports strategic planning and informed business decisions.

CONTRACTOR PANEL

Bring experienced contractors directly into your planning process. We recruit and moderate professional panels that provide honest perspectives on products, services, challenges and opportunities, helping your team make decisions with confidence. As a sponsor of these panels, partners are actively engaged in the conversations of the industry.

PREMIUM CONTENT CREATION

Great content should never live in one place. Every production created by The Coffee Shops becomes a multimedia marketing asset shared across websites, social media, podcasts, articles, video platforms and AI-powered search. One investment creates lasting value across every marketing channel.

WRITING

Words matter, and the right message can make all the difference. We create compelling, industry-focused content that informs, engages, and drives action. From feature articles and sponsored content and product spotlights, our team delivers clear, professional writing tailored to your audience.

VIDEO CASE STUDIES

Nothing builds credibility like customer success. Professionally produced case studies showcase real contractors, real projects and real results, creating authentic stories that strengthen trust, support sales and generate lasting multimedia content.

ONLINE VIDEO PRODUCTION

Whether demonstrating products, interviewing experts or telling your company story, our production team creates engaging video content designed for today's digital audience. Every production extends your visibility while strengthening SEO and AI discoverability.

WEBINAR PRODUCTION

Already have the presenter? We'll produce the experience. From technical production through post-production editing, we create polished webinars that educate customers and provide valuable content your team can use throughout the year.

DESIGN

Great design does more than look good, it gets results. Our graphic design services help construction and roofing brands stand out with creativity that captures attention and communicates value. We create professional, industry-focused designs that strengthen your message, elevate your brand and drive engagement across every channel.

SOCIAL MEDIA SHORTS

Capture attention quickly with professionally produced short-form videos designed for today's social platforms. Perfect for product launches, event promotion and educational highlights, these videos extend the reach of every marketing campaign.

ON LOCATION LIVE

Bring your story directly to the industry. From trade shows and manufacturing facilities to customer job sites and live demonstrations, our team captures authentic moments that become articles, podcasts, interviews, videos and social media content long after the event ends.

PODCAST PRODUCTION

Launch your own podcast with a professional production team handling planning, recording, editing and promotion. Every episode becomes original content that builds thought leadership, strengthens relationships and reaches audiences across multiple listening platforms.

DIGITAL ADVERTISING

Digital advertising works much like traditional highway billboard advertising. Drivers don't stop at every billboard, but they remember the brands they see repeatedly. The same is true online. Strong digital advertising builds familiarity that reinforces your message and guides audiences toward the content that influences purchasing decisions.

BILLBOARD ADS
948 x 300 Pixels

Own the industry's first impression. Positioned on the homepage, Billboard Ads deliver premium visibility for product launches, company announcements and brand awareness campaigns while driving visitors into your broader multimedia marketing program. Priority placement is available.

BANNER ADS
750 x 100 Pixels

Keep your company visible on every page as professionals browse articles, directories, educational resources and videos. Banner Ads reinforce your message throughout the customer journey while supporting long-term brand recognition.

SIDEBAR ADS
250 x 265 Pixels

Appear alongside the original content professionals rely on every day. Sidebar Ads place your brand where contractors are actively learning, researching products and making business decisions.

SOCIAL MEDIA PROMOTION & ENEWS
1080 x 1080 Pixels

Extend every campaign beyond the website. Social media and eNews promotional ads amplify your initiatives and events, keeping your brand visible across The Coffee Shops communities while strengthening SEO and AI discoverability.

NAVIGATION ADS
720 x 514 Pixels

Own one of the industry's busiest destinations. Navigation Ads place your company within high-traffic sections where visitors actively search for products, services, news and educational resources.

CONTENT COMPANION ADS
750 x 200 Pixels

Positioned within articles, Content Companion Ads place your brand in front of professionals when they are actively learning and making business decisions. Unlike traditional display advertising, this placement becomes part of the content experience, reinforcing brand awareness and guiding readers to additional articles, videos, podcasts, products or landing pages.

LEVELS OF PARTNERSHIP

Every company has different goals. That's why The Coffee Shops offer partnership levels designed to meet your business where it is today while supporting future growth. Whether your objective is building digital authority, increasing thought leadership, leading industry conversations or lead generation. Every program is built around one goal—helping your business grow. Every program starts with a Coffee Shop directory that is the heart of success on the sites and the all-important element for AI discoverability.

STANDARD DIRECTORY
Build Your Digital Authority

Start out with a digital foundation with a Coffee Shop Directory. A directory presence is essential for strong search results, strengthening credibility, improving SEO and critical for increasing AI searches.

GOOD
Expand Your Presence

Increase visibility with the ability to share all of your content through the Coffee Shop channels. The combination of directory and ongoing article publication is key to gaining contractor attention. Through online postings of events, promotions, articles, video and partner original content that is then shared on social media, the Good program keeps your company active in industry conversations and builds lasting brand recognition.

BETTER
Build Thought Leadership

As visibility is obtained it is then a matter of building content that creates industry buzz. Position your company as an industry expert through articles, podcasts, educational programs and strategic content that helps customers learn while strengthening your reputation. The Coffee Shop helps you create the content and gain the exposure that leads to success.

BEST
Lead the Conversation

Our most comprehensive relationship-driven marketing program combines premium visibility, original multimedia content, live events, podcasts, social media and strategic planning to maximize awareness, influence and long-term business growth. Offering the best opportunities for lead generation, thought leadership and exceptional branding.

ASKAROOFER PACKAGE
Connect With Owners

Connect with homeowners and commercial property owners before they choose a contractor. Display ads, podcasts, articles and educational content build trust while influencing buying decisions early in the customer journey.

MICROSITE PACKAGE
(En Español, Canada, U.K. and Global)

Create a branded destination within The Coffee Shops ecosystem featuring display advertising, original content, multimedia resources, podcasts and ongoing updates that strengthen SEO, AI discoverability and long-term digital authority.

ADVERTISING OPPORTUNITIES

SERVICE	THE STANDARD	THE GOOD	THE BETTER	THE BEST	AAR	MICROSITE
Directory With Logo and Ongoing Updates	●	●	●	●	●	●
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					●	
Landing Page		●	●	●		
Social Media Posts for articles		●	●	●	●	
Articles, news, press releases submissions		●	●	●	●	●
Promotions, Offers, Contests & Events		●	●	●		
RLW Partner Pages - eBooks, videos, webinars, podcasts		●	●	●		
Images & Videos for Hosted Gallery		●	●	●		
Buy Online, Spanish, Canada & Global Posts		●	●	●		
Strategy Meetings		●	●	●	●	
Full Analytics Dashboard (Includes content, ads, clicks, leads and social media)		●	●	●	●	
Promo Codes for Contractors		●	●	●		
Launch Initiative		●	●	●	●	

THE BEST PACKAGE

- Directory with listing & logo
- 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)
- 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

- Directory with listing & logo
- 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)
- 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

- Directory with listing & logo
- Landing pages with lead generation form
- LinkedIn & X posts for all articles
- Article / news / PR posts
- 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
- Published articles & press release
- Social media posts for all articles
- Strategy meetings: monthly
- Full analytics dashboard

MICROSITE

- Sidebar ad
- Banner Ad
- Articles
- Quarterly podcast
- Customer content contributions
- Translation support (RCS En Español)

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
MICROSITE	**PRICE**
RCS En Español, RCS Canada, RCS United Kingdom, RCS Global (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)	$2,500 per month
Navigational Ad	$2,500 per month
Content Companion Ad	$1,000 per month
Pinned Sidebar Ad (The Better Program)	$500 per month in addition to program price
À LA CARTE	
Social Media Promote / Weekly eNews	$2,000 per promote
Home Page Takeover	$5,000 per day
PODCASTS	
Roofing Road Trips, MetalCast, CoatingsCast, From The Ground Up	$2,500 per episode
Stories from the Roof, Contractor Outlook, La Voz De Los Ruferos (The Roofers Voice)	$2,500 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	$7,000 per series
Video Case Study	$5,000 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 Original Production	$750 per short
Custom Podcast Production	$10,000 up front ($1,500 per episode)
Onsite Video Production	$12,000 per video

EDITORIAL CONTENT	
eBook	$5,000 per book
Article (less than 500 words)	$1,000 per article
Article (more than 500 words)	$1,250 per article
Press Release Creation and Distribution	$2,000 per PR
Spanish Content	quote
RESEARCH OPPORTUNITES	
Custom Quiz	$10,000 per quiz
CoffeeChat	$4,000 per chat
Survey Email Send	$3,000 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	$4,000 per show
Photo Contest	$5,000 per quarter

For more infomation please contact
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*** 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.

THANK YOU

PLEASE COME AGAIN

the COFFEE SHOPS

WHERE THE INDUSTRIES MEET®

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