

# Run-of-Site Advertising

If you want the maximum number of web impressions in the minimum amount of time, captured from advertising positions across the [www.period-homes.com](http://www.period-homes.com) or [www.traditional-building.com](http://www.traditional-building.com) web sites, advertise your billboard, banner, rectangle or tower advertising “run-of-site.” This online advertising approach gives you great branding and click thru results and can be customized to your budget and time frame.

[www.period-homes.com](http://www.period-homes.com) and [www.traditional-building.com](http://www.traditional-building.com) deliver a combined 231,334 visitor sessions per month, average. Important monthly average numbers are:

Monthly Numbers	PH	TB
Unique visitors	38,886	85,521
Visitor sessions	69,043	162,291
Page views	118,391	411,601
Length of time spent	8 minutes	11 minutes
Yearly click thrus	300,611	914,532

*The maximum number of web impressions in the minimum amount of time*

## Who visits [www.period-homes.com](http://www.period-homes.com)?

- 93% do not subscribe to the magazine
- 87% are trade professionals: architects, custom builders, interior designers, historic renovation specialists
- 65% have an annual volume of \$1 million or more
- 91% use [www.period-homes.com](http://www.period-homes.com) to locate supplier web sites

## Who visits [www.traditional-building.com](http://www.traditional-building.com)?

- 75% do not subscribe to the magazine
- 81% are trade professionals: architects, building owners, general contractors, facilities managers
- 70% have an annual volume of \$500,000 or more
- 92% use [www.traditional-building.com](http://www.traditional-building.com) to find supplier web sites

Run-of-Site Advertising rates: \$50 per 1,000 impressions

## Online Advertising Guidelines

All ad measurements are in pixels. Either gif, jpg or flash\* format at 72dpi.

*\*flash ads subject to approval.*



**Tower**  
160 x 600



**Billboard**  
150 x 300



**Rectangle**  
180 x 150



**Banner**  
728 x 90



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