

Product Category and Super Category Sponsorships

When busy traditional building professionals visit www.traditional-building.com and www.period-homes.com they are typically looking for something specific. Often, they can't find it anywhere else. That's why advertising on the product category and super category pages makes sense: your online message appears where architects, contractors, building owners, facilities managers and interior designers are searching for your product type.

www.traditional-building.com and www.period-homes.com are vertical search engines for traditional building and period products for both residential and commercial/institutional applications. Visitors get right to what they seek, without pages and pages of unvetted information irrelevant to their needs. Like *Traditional Building* and *Period Homes* magazines, the web sites organize, find and deliver information on appropriate products for historic and traditional buildings, describe what these products do, who makes them and how to contact the supplier. This saves your customers and prospects time and helps them make the right product choices.

Position your 160 x 600 tower advertising where the buyers are. Dominate your product listings page and/or your super category listings page with a 4-color advertisement and an enhanced listing, at the top of the page, depending upon the length and terms of your advertising contract. Get click thru (sales leads) to your web site and improve your site's search engine ranking. Build your brand recognition with traditional building market professionals who visit our sites regularly or who find us through the search engines.

Product Category Sponsorship

Advertising rates	www.period-homes.com	www.traditional-building.com
6 months	\$700	\$1,100
12 months	\$1,200	\$1,900

Super Product Category Sponsorship

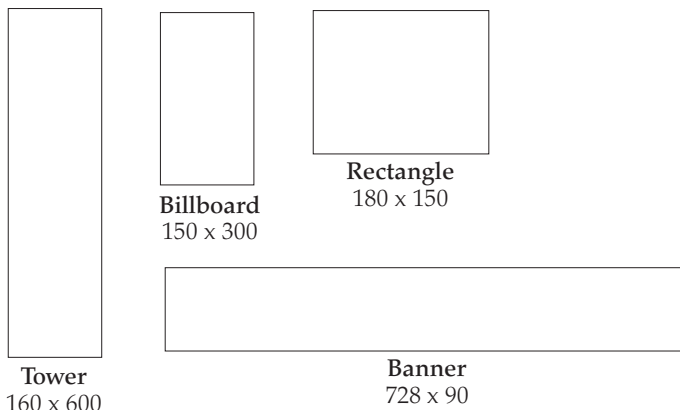
Advertising rates	www.period-homes.com	www.traditional-building.com
6 months	\$1,000	\$1,600
12 months	\$1,800	\$2,900

Online Advertising Guidelines

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

*flash ads subject to approval.

Your online message appears where architects, contractors, building owners, facilities managers and interior designers are searching for YOUR product type



Restore Media, LLC, is publisher of *Clem Labine's Traditional Building*, *Clem Labine's Period Homes*, and Tradweb. Producer of the Traditional Building Exhibition and Conference.

45 Main Street, Suite 705, Brooklyn, NY 11201 (718)636-0788 Fax: (718)636-0750

1054 31st Street, NW, Washington, DC 20007 (202)339-0744 Fax: (202)339-0749