

# Online Advertising Opportunities 2010

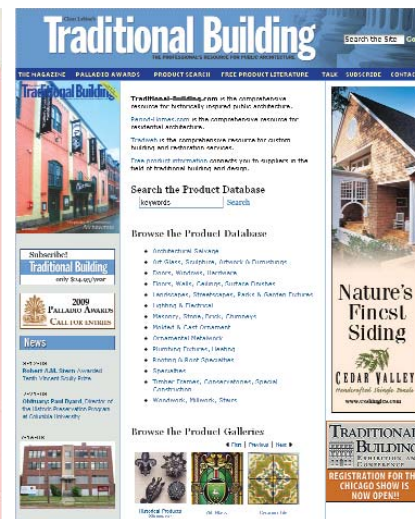
## Traditional Building and Period Homes

Monthly Numbers*	PH	TB
Unique visitors	43,298	89,812
Visitor sessions	90,331	187,610
Page views	174,590	439,979
Length of time spent	7 min	8 min
Yearly Click Thru	178,260	637,649

\*Averages 7/08-7/09



www.period-homes.com



www.traditional-building.com

When you advertise in *Period Homes* and on the web site, [www.period-homes.com](http://www.period-homes.com), you double your reach to residential architects, custom builders, interior designers, developers and building owners with coverage of 119,100\* professionals in the period restoration, renovation and residential custom building market. When you advertise in *Traditional Building* and on the web site, [www.traditional-building.com](http://www.traditional-building.com), you triple your reach to commercial/public/institutional architects, general contractors, building owners and facilities managers with coverage of 207,280\* professionals in the historic restoration, renovation and traditional building market.

[www.period-homes.com](http://www.period-homes.com) and [www.traditional-building.com](http://www.traditional-building.com) are vertical search engines which help professionals find traditional building materials quickly. Visitors find product suppliers either by key word search or listed in one of 14 super categories from architectural salvage to doors/windows/hardware to ornamental metalwork. Each "super category" has a product sub-category (wood windows, for example, or door hardware) which has links from our site to yours. Over 1.2 million visitors click thru to supplier web sites per year. These are valuable sales leads from professionals who "need it now!"

### Googleicious

[www.period-homes.com](http://www.period-homes.com) and [www.traditional-building.com](http://www.traditional-building.com) are popular with search engines; half of the monthly visitors arrive on the sites from search engines, the other half are regular users/shoppers. So your web audience reach is broad and diverse, from repeat customers and prospects to new, hard-to-reach-elsewhere buyers who know what building product type they seek, but not a brand. Your advertising on [www.period-homes.com](http://www.period-homes.com) and [www.traditional-building.com](http://www.traditional-building.com) helps build your brand AND it drives qualified traffic to your web site. You can position your online advertising next to relevant product category listings (product category or super category sponsorships), on well trafficked pages not specific to your product type (such as the home page), or both.

### You Choose

For Product Category and Super Category sponsorships you are charged a flat advertising rate for 6 or 12 months. For Run-of-Site online advertising you are guaranteed a minimum number of impressions and charged on a cost-per-thousand basis in one-month increments as your budget allows. Your advertising results are measured by an independent tracking service and information on our web site's overall performance is available to you.

You can target your advertising for delivery to a zip code, state or region (good for dealer support in a regional rollout) and/or select other target criteria like advertising delivery at a special time of day. You can also take advantage of web "cookie" technology which allows for ad delivery to buyers based on their prior interest in products or web content.

### Outward Bound

**Product E-Newsletters; E-Blasts; Product of the Month Reports: sponsorships available.**

*Period Homes* and *Traditional Building* maintain a fresh, opt-in e-mail database of over 42,000 professionals who receive bi-weekly, e-newsletters; e-blasts and Product of the Month reports from their trusted *Period Homes* and *Traditional Building* editors. This information is reliable, convenient and visually exciting for period product buyers and specifiers. Product E-Newsletters link readers directly to supplier web sites and deliver thousands of click thru (sales leads). These E-Media products are available to sponsors, product exclusive, for a sponsor fee. E-newsletter; e-blast or e-Product of the Month sponsorships help brand your company with this online audience AND drive traffic to your web site.



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.  
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## Web Ed

**Online Education:** *Period Homes* and *Traditional Building* Web Seminars, co-produced with the Traditional Building Exhibition and Conference

In collaboration with the Traditional Building Exhibition and Conference, *Period Homes* and *Traditional Building* deliver AIA Continuing Education accredited seminars LIVE to builders, architects, planners and developers via the internet in a form that is useful and convenient for busy professionals who need both the market focused information and the CEUs.

*Period Homes* and *Traditional Building* provide a turn key program for the visitor and the sponsor, including content development and speaker selection, an aggressive attendance promotion blitz, the web seminar moderator, attendee registration data and reporting. As the education underwriter, sponsors get brand recognition from the year-long attendance promotion, the live web seminar itself, and the archived version of the same which resides on [www.period-homes.com](http://www.period-homes.com); [www.traditional-building.com](http://www.traditional-building.com); [www.traditionalbuildingshow.com](http://www.traditionalbuildingshow.com) and on the sponsor's web site too. Go to [www.period-homes.com](http://www.period-homes.com) or [www.traditional-building.com](http://www.traditional-building.com) and click on "Webinars" for a closer look at this effective educational medium.

## Online Advertising Options and Rates 2010

**Product Category Sponsorship:** Position your 160x600 tower advertising where your buyers are searching for your specific period product type (ie wood windows). "Dominate" your product listings page with a 4-color advertisement and an enhanced listing, at the top of the page, depending on the length and terms of your online advertising contract. Get click thrus (sales leads) to your web site and improve your site's search engine ranking. Build your brand recognition with the traditional building market professionals who visit our site regularly or find us through the search engine.

Advertising Rates:	<a href="http://www.period-homes.com">www.period-homes.com</a>	<a href="http://www.traditional-building.com">www.traditional-building.com</a>
6 months	\$700	\$1,100
12 months	\$1,200	\$1,800

**Super Product Category Sponsorship:** Position your 160x600 tower advertisement on the "Super Category" product page, the introductory page to your product category type (ie Doors/Windows/Hardware).

Advertising Rates:	<a href="http://www.period-homes.com">www.period-homes.com</a>	<a href="http://www.traditional-building.com">www.traditional-building.com</a>
6 months	\$1,000	\$1,600
12 months	\$1,800	\$2,800

**Run-of-Site Advertising:** If you want the maximum number of web impressions in the minimum amount of time, generated from positions across both the *Period Homes* and *Traditional Building* sites, advertise your billboard, banner, rectangle or tower advertising "run of site." This approach gives you great branding and click thru results and can be customized to your budget and time frame.

**Advertising Rates:** \$50 per 1,000 impressions

**Print Advertisers:** \$25 per 1,000 impressions

**Text Ads:** Advertising copy can contain up to 140 characters; 25 characters for the title, 80 characters for the message and 35 characters for the web address (no photos).

**Text Ad Rates:** \$25 per 1,000 impressions

**Period Homes and Traditional Building Product E-Newsletters:** Sponsor an outbound email newsletter delivered to 42,000 opt-in architects, builders, renovators, interior designers and developers who want updates on period products hand picked by the editors of *Period Homes* and *Traditional Building*. This proactive online advertising approach helps build your brand and generates click thrus to your web site. *Period Homes* and *Traditional Building* Product e-newsletters are published biweekly, 24x per year.

**Sponsorship Rate:** \$3,000 (exclusive to you)

**Period Homes and Traditional Building Special Product Reports:** Sponsor the popular, search engine friendly "Product of the Month Report" which includes your tower advertisement adjacent to an article about your product category.

**Sponsor Rates:** \$1,800 each

[www.traditional-building.com](http://www.traditional-building.com) and [www.period-homes.com](http://www.period-homes.com) delivered 7,374,820 ad impressions to online advertisers 7/08-7/09

**Web Seminars:** Underwrite *Period Homes* or *Traditional Building* developed, AIA approved, continuing education, web delivered live seminars for architects, developers, designers, builders and renovators. Sponsorship is turn key and includes content development, speaker selection, integrated attendance promotion, registration management and reporting. Webinars are live first, then archived for longer shelf life. Sponsor one or a series.

**Sponsor Rates:** \$10,500 per webinar

\*The total audience for the *Period Homes* web site and magazine is 119,100

\*The total audience for the *Traditional Building* web site and the magazine is 207,280