

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 or 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 and www.traditional-building.com deliver a combined 277,941 visitor sessions per month, average. Important monthly average numbers are:

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

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

Who visits 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 to locate supplier web sites

Who visits 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 to find supplier web sites

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

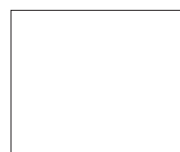
Online Advertising Guidelines

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

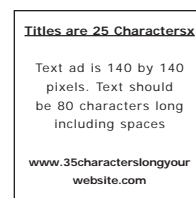
*flash ads subject to approval.



Tower
160 x 600



Rectangle
180 x 150



Text Ads
140 x 140



Banner
728 x 90



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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