

2009 Online Advertising Opportunities

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Who Visits www.traditional-building.com?



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

Online Advertising Opportunities 2009

Traditional Building and Period Homes

Monthly Numbers*	PH	TB
Unique visitors	38,886	85,521
Visitor sessions	69,043	162,291
Page views	119,391	411,601
Length of time spent	8 min	11 min
Yearly Click Thrus	300,611	914,532

*Averages 7/07-7/08



www.period-homes.com

www.traditional-building.com

When you advertise in *Period Homes* and on the web site, www.period-homes.com, you double your reach to residential architects, custom builders, interior designers, developers and building owners with coverage of 112,043* 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, you triple your reach to commercial/public/institutional architects, general contractors, building owners and facilities managers with coverage of 210,291* professionals in the historic restoration, renovation and traditional building market.

www.period-homes.com and 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 and 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 and 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.



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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 40,000 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 thrus (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.

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 format 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; www.traditional-building.com; www.traditionalbuildingshow.com and on the sponsor's web site too. Go to www.period-homes.com or www.traditional-building.com and click on "Webinars" for a closer look at this effective educational medium.

Online Advertising Options and Rates 2009

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

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

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

Period Homes and Traditional Building Product E-Newsletters: Sponsor an outbound email newsletter delivered to 40,000 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)

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

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 and www.period-homes.com delivered 9,112,234 ad impressions to online advertisers 7/07-7/08

*The total audience for the *Period Homes* web site and magazine is 112,043

*The total audience for the *Traditional Building* web site and the magazine is 210,291

2009 Tradweb

Tradweb is the searchable database for custom building and restoration/renovation service providers. Go to www.tradwebdirectory.com and you will find over 15,000 listings for professionals in the traditional building business including restoration/renovation contractors, preservation architects, plaster specialists, stain glass artisans, masons, painting studios, metal workers and more.

If you are looking for an historic building restoration and renovation team, www.tradwebdirectory.com is where to find it. Search by professional type or zip code to call up listings with complete contact information on individuals and firms who specialize in traditional building.

If you want to be listed on Tradweb, email dhenao@restoremedia.com

If you want to reach www.tradwebdirectory.com visitors call Sean Aalai (202)339-0744, ext.107, saalai@restoremedia.com



Monthly Numbers*

Tradweb

Unique visitors	6,373
Visitor sessions	60,570
Page views	191,484
Yearly Click Thrus	63, 694

*Averages 7/07-7/08

Rates* for 28 major product categories:

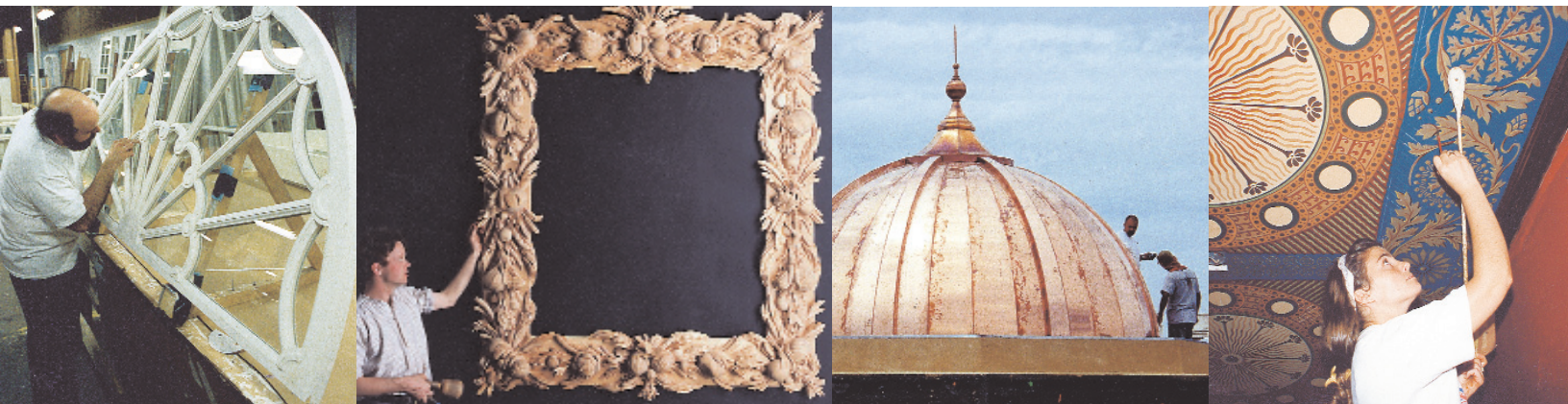
non-exclusive	exclusive
\$495	\$995

Rates* for the 1000 individual product categories:

non-exclusive	exclusive
\$295	\$595

*Yearly Rates

*If you are looking for an historic building restoration and renovation team,
www.tradwebdirectory.com is where to find it*



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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 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?

- 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



Billboard
150 x 300



Rectangle
180 x 150



Banner
728 x 90



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2009 Run-of-Site Advertising Rates

Rate	# of Impressions
\$ 500	10,000
750	15,000
1,000	20,000
1,250	25,000
1,500	30,000
1,750	35,000
2,000	40,000
2,250	45,000
2,500	50,000
2,750	55,000
3,000	60,000
3,250	65,000
3,500	70,000
3,750	75,000
4,000	80,000
4,250	85,000
4,500	90,000
4,750	95,000
5,000	100,000

(Cost: \$50 per 1,000 impressions)



www.period-homes.com



www.traditional-building.com

Value Added

\$2,500 invested earns 50,000 impressions
PLUS free **Product Category Sponsorship** for 6 months

\$3,750 invested earns 75,000 impressions
PLUS free **Super Product Category Sponsorship** for 6 months



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Product Category and Super Product Category Sponsorships

Position your 160 x 600 tower advertisement where your buyers are. Dominate your Product Listings page and/or your Super Product Category listings page with a 4-color advertisement (see examples below) and an enhanced listing.

Product Category

Super Product Category

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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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

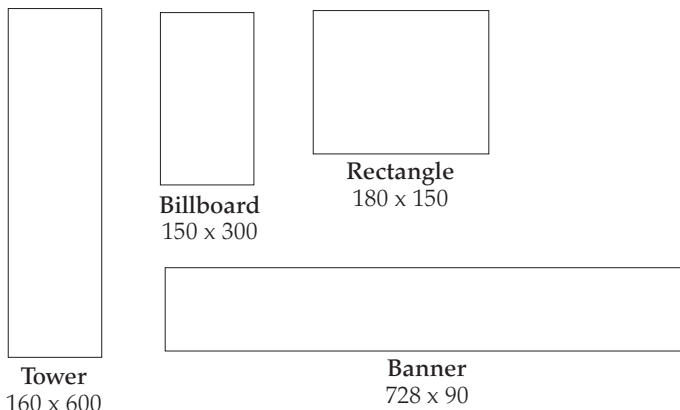
Advertising rates	www.period-homes.com	www.traditional-building.com
6 months	\$1,000	\$1,600
12 months	\$1,800	\$2,900

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



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Product E-Newsletters

Capitalize on the *Period Homes* and *Traditional Building* reader's insatiable appetite for period product information and supplier sourcing. Sponsor one or a series of product e-newsletters, e-mailed biweekly to 40,000 opt-in subscribers. Sponsor benefits include:

- Drive qualified, product-info-hungry readers to your web site
- Branding, via useful, timely editorial content
- Augment your monthly advertising leads with biweekly, sales leads
- Use the web, proactively, by reaching out to new prospective buyers/specifiers

Period Homes and *Traditional Building* magazines deliver comprehensive information on historically inspired and period style building products every month. Now, this visually exciting magazine content is also available, twice a month, via PERIOD HOMES PRODUCTS and TRADITIONAL BUILDING PRODUCTS E-Newsletters, e-mailed to custom builders, historic renovation contractors, architects, building owners, facilities managers, developers and interior designers who seek more information on "hard-to-find" historical products for both residential and commercial applications.

Product E-Newsletters are produced by the magazine editors; each e-newsletter presents a complementary variety of product types, including the sponsor's own product photography and caption. Web links are provided to direct readers to the sponsor web site. Sponsorship is exclusive.

Exclusive Sponsor rate: \$3,000 per e-newsletter

Mail dates: PH: The first Tuesday of each month

TB: The third Tuesday of each month

Advertising Specs: Sponsorship artwork, logos and links to web sites should be no wider than 165 pixels. Gif or jpg format at 72dpi.

Sponsor one or a series of product e-newsletters, e-mailed biweekly to 40,000 opt-in subscribers



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2009 Web Seminars

Generate hundreds of sales leads while offering valuable industry knowledge to an attentive audience of traditional building buyers and specifiers.

In collaboration with the Traditional Building Exhibition and Conference, *Period Homes* and *Traditional Building* deliver AIA Continuing Education accredited web seminars live to architects, building owners, facilities managers and general contractors via the internet in a format which is useful and convenient for busy professionals who need both the market focused information and the CEUs.

Period Homes and *Traditional Building* provide a turnkey web seminar program for the visitor and the sponsor, including:

- Content development
- Speaker selection
- The web seminar moderator
- Attendance promotion-blitz
- Attendee registration data and reporting

As the education underwriter, sponsors achieve brand recognition from the attendance promotion, the live webinar itself and the archived version of the same which resides at www.period-homes.com; www.traditional-building.com and on the sponsor's web site too. Go to the www.period-homes.com or www.traditional-building.com home page and click on "webinars" for a closer look at this effective educational medium.

Sponsor Promotion Blitz

Here are all the ways which sponsors get brand visibility and quality sales leads:

- Full tabloid page print advertisements with sponsor recognition in *Period Homes* and/or *Traditional Building*
- Before and after e-mail series to 40,000 professionals (attendees) with sponsor branding and links
- Prominent web leader board advertising with sponsor logo on all Restore Media web sites
- Sponsor logo and links branding on the live web seminar itself
- Sponsor company speaker teamed with accredited faculty speaker, where appropriate
- Sponsor logo and links on webinar archive version

Sponsorship rate: \$10,500 per webinar

The screenshot shows a webpage for 'Three Great Window Webinars'. At the top, it says 'webinars' and 'Free! Advance Registration Required'. The main title is 'Three Great Window Webinars'. Below this, there are three sections, each for a different webinar. Each section includes a small image of a window or interior, a title, a brief description, the speaker's name and credentials, and a 'Sign up now!' button. The webinars are: 1. 'Windows and Historic Preservation Projects' by John Sandor, Architectural Historian, U.S. National Park Service. 2. 'The Dos and Don'ts of Traditional Windows' by Stephen Morrison, AIA, LEED AP, CNU, New Urban Guild. 3. 'The Science of Wooden Windows - October 9 at 2:00 p.m. ET' by Sandra R. F. Vietham, AIA, Sandra Vietham, Architect, LLC and Ben Wallace, Wood Scientist, Marvin Windows and Doors.

Generate hundreds of sales leads while offering valuable industry knowledge



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Web Seminar Topics

Style and Design

- Evolution of American Housing Styles
- New-Old Housing Design
- Interior Design, Historical Styles
- Period Color Schemes
- Restoring the Period Kitchen
- Adding Period Hardware to the Traditional Home
- Regional and Metropolitan Architectural Styles,
Especially Residential
- Sympathetic Additions
- Historic Design Details
- New-Old Building Materials and Finishes
- Lighting Historic Interiors
- Palladian Design
- Classical Design
- Incorporating Hardwood Floors into Restoration Projects
- Restoring a Victorian Home
- Restoring an Arts and Crafts Home
- Modern Repairs for Traditional Porches
- Gardens and Landscapes for Historic Homes

Millwork

- Restoring Historic Windows, a Basic Guide
- A Sensitive Approach to Historic Window Replacement
- Historic Interior Millwork and Molding Styles
- Repairing Wood Windows
- Window Performance in Historic Buildings
- Specifying Wood Windows for Historic Renovation Projects

Plaster

- Plaster Restoration
- Historic Plaster

Masonry

- Basics of Masonry Restoration
- Restoring Marble and Limestone
- Restoring Terra Cotta
- Repairing Brickwork
- Conserving Masonry-Clad Steel-Frame Buildings

Practice and Applied Science

- Measuring Existing Conditions
- Preserving Antique Wood
- Crafts Training
- Preservation Basics
- Point by Point Through Project Estimating
- Measuring the Quality of Restoration and Renovation:
a Checklist
- Educational Programs
- Evaluation and Repair of Façade Systems
- Using Lasers to Clean Architectural Materials
- Forensic Investigation of Historic Buildings

Operations

- Upgrading HVAC Systems
- Financial Benefits of Cyclical Maintenance
- The Low-Cost, Low-Maintenance Mirage
- Weaving New Systems into Historic Structures

Painting

- The Basics of Painting and Repainting
- Historic Paint Colors, Exterior
- Caring for Historic Wood and Painted Finishes
- Paint Conservation, Removal, and Preparation:
a Master Class

Sustainable Building and Development

- Melding Sustainable Architecture and Urbanism
- Evaluating Energy Performance in Historic Buildings
- Energy Design Meets Urban Design
- Window Restoration: Embodied Energy and
Efficient Performance
- What to Make of LEED and Historic Preservation

Business and Economics

- Historic Districts: the Business, Economics, and Politics
of Tax (and Other Financial) Incentives: Federal,
State, Local
- Restoration and Economic Development
- How to Get the Federal Historic Tax Credit



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Who visits www.traditional-building.com?

Monthly numbers	TB
Unique visitors	85,521
Visitor sessions	162,291
Page views	411,601
Length of time spent	11 min
Yearly click thrus	914,532

**averages 7/07-7/08*

Based on a survey of www.traditional-building.com visitors:

- 30% are architects
- 13% are building owners, developers and facilities managers
- 12% are general contractors and specialty contractors
- 11% are restoration/renovation contractors
- 7% are interior designers
- 20% are home owners
- 32% do restoration/renovation on historic buildings
- 22% do adaptive reuse on historic buildings
- 15% build additions to old buildings
- 12% do period inspired new construction
- 8% do maintenance and repair work on historic buildings

Web visitors work on these building types:

Houses	Restaurants
Office buildings	Government buildings
Churches	Hotels
Retail buildings	Museums
Schools	

Web visitors specialize in historic work:

- 41% of survey respondents say traditional building accounts for half or more of their work
- 52% of survey respondents do an annual construction volume of \$1 million or more
- 75% do an annual volume of \$500,000 or more

When asked "why do you use www.traditional-building.com?" the following answers were written in by website users/visitors:

- *Good resources for restoration suppliers relevant to my business, well organized*
- *Help in narrowing my search for traditional materials*
- *It's a good source for hard-to-find products*
- *Easy and convenient*
- *It is the central repository for restoration products*
- *Well organized and easy to link to manufacturers web sites*
- *Materials research*
- *Looking for specialty items which match existing building*
- *Locate historical product manufacturers*
- *Because of the focus on traditional materials and methods*
- *The suppliers listed are the products we need and use*
- *Complete web site for the restoration/renovation industry*
- *Condensed and restoration related makes searches faster*
- *Reliability of sources*
- *Product research*
- *Research products, great resource for cream of the crop suppliers*
- *To get reliable information on products*
- *Can find almost any vendor or traditional product in one place*
- *To look at web seminars*
- *To seek unbiased opinions about suppliers and materials*
- *Quick reference, ability to go deeper for technical info*
- *Don't use the web site that much, prefer the Traditional Building magazine which is gone over with a fine tooth comb*



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