

# Special Product Reports

Online and E-Newsletters

The Special Product Reports on [www.traditional-building.com](http://www.traditional-building.com) and [www.period-homes.com](http://www.period-homes.com) are among the most visited pages on the sites, particularly by readers who find this information via the search engines. Special Product Reports are easily accessible from the home page; each month features a 1,000 word buyer's guide on how to select, install and maintain an historically inspired building material. Products covered in these reports, 2007-2008 include: historic millwork; fine metalwork; hand carved stone; ceramic tile; terra cotta; tin ceilings; wood windows and period style doors. For a complete list go to [www.traditional-building.com](http://www.traditional-building.com), scroll down and click on "Product of the Month Report (previous reports)."

Special Product Reports are written by the *Period Homes* and *Traditional Building* editors. As the sponsor of this section your advertising is positioned adjacent to relevant content (a Product Report on your product type). Here is how sponsors benefit:

- Reach over 100,000 professional buyers and specifiers
- Position your company as the expert in the field
- Get year long exposure via "previous Product Reports" which are archived on our web sites
- Drive traffic and buyers to your web site with links
- Deploy your Special Product Report as an e-mail to 40,000 opt in subscribers, to extend your reach

**Sponsorship rate:** \$1,800 for website position. \$3,000 exclusive sponsor rate for Special Product Report E-Newsletter.

**Date published:** Online Product Report, first of each month. Special Product Report E-Newsletter mails second Tuesday each month

**Ad Material Due:** 2 weeks prior to publish date

The screenshot shows a magazine page from 'Period Homes' with the article 'Master Glass'. The article discusses conservatory manufacturers and features a photograph of a conservatory. The text includes a byline for Lynne Lavelle and a photo credit for Tanglewood Conservatories, Ltd.

## 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

The screenshot shows a 'Special Product Report' for 'Wood Windows: Replicas for Historic Buildings'. It includes a title, a date of 2008, a sponsor 'MARVIN', and several sections of text: 'VISUAL IMPORTANCE', 'THE REPAIR OPTION', and 'MATERIAL'. It also features a photograph of a window and a small sidebar titled 'Building Green'.



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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