

E NEWSLETTER SPONSORSHIP OPPORTUNITIES 2007

Generate Sales Leads

Leverage Useful, Trusted Content to Build Your Brand Awareness. Link Buyers to Your Web Site!

Custom email E Newsletters deliver useful, timely content to professionals and enthusiasts who read monthly magazines but who read email daily, even hourly. These readers are already online researching products and suppliers.

You can sponsor E Newsletters and put your marketing message in front of buyers, with frequency and cost efficiency.



Choose one, or both E Newsletters to sponsor

■ **Old House Journal's "Old House Savvy"**... monthly tips, techniques, advice and sources, every month a different topic:
 JANUARY: Windows and Doors
 FEBRUARY: Paint
 MARCH: Flooring
 APRIL: Roofing/Siding
 MAY: Interior Decorating and Design
 JUNE: Bathrooms and Plumbing

■ **Old House Journal's Traditional Products**... new products compendium featuring the best from *OHJ's Traditional Products* magazine, once a month

Sponsorship description:

Your company message will be featured on the right column of the newsletter. Promote multiple offerings from your product line or choose to focus on just one, based on the category of the newsletter mailing. With one click, readers will be immediately directed to your company website.

E Newsletter sponsorship cost \$3000 per distribution to 20,000 opt-in readers. Our subscribers have chosen to receive these newsletters. Restore Media does not spam!!!

Call your *Old House Journal* Representative to reserve your exclusive sponsorship:

Mail Order

East—Isabel Iriarte 202 339 0744 x124
 West—Danielle Small 202 339 0744 x123

National Accounts

East—Bob Fox 914 777 1898
 Mid West—Jim Powers 847 424 1850
 West—Jim Fuhrer 503 227 1381

Internet Advertising Manager

Greg Greene 202 339 0744 x 121

Your interactive advertising will be combined with your print advertising to determine your frequency discount across all Restore Media products.

IN PRINT: *Clem Labine's Traditional Building and Period Homes, Old House Journal, the Restoration Directory, Traditional Products, New Old House* and *Preservation Sourcebook*

INTERACTIVE: *Traditional-Building.com; Period-homes.com; Tradwebdirectory.com; Oldhousejournal.com* and *NewOldHousemag.com*

