

OldHouseJournal.com

OLDHOUSEJOURNAL.COM OFFERS EFFECTIVE ONLINE ADVERTISING WITH REACH AND FREQUENCY.

RUN OF SITE BANNER PROGRAM:

The most successful way to reach the website visitor with the broadest possible exposure for your advertising message is run of site banner advertising. Multiple banner positions appear on most pages of the website. These positions are advertising opportunities providing you with a full reach to the affluent, old-house enthusiasts who regularly visit OldHouseJournal.com. Additional targeted opportunities are available to fit your ROS purchase. Each option below can help you micro target to your exact marketing needs.

GEO-TARGETING

Target your advertising banner impression to display only to visitors of the website within a registered geographic area. Choose State, City, or designated marketing areas. We can get as specific as a zip code for you.

SPONSORSHIPS

Ensure that your advertising messages are delivered in the most appropriate editorial contextual positioning by sponsoring specific category content.

COMPANION POSITIONS

Every designated advertising banner on the website page can display at the same time with your banner. A profound way to have your company stand out on the page.

ADVERTISING RATE

Rate is \$42, net cost-per-thousand impressions. Impressions are defined as the display of an ad unit on a page requested by a visitor to OldHouseJournal.com.

Banner dimensions follow IAB size specs.



KEY WORD SITE-WIDE SEARCH

Target the individual topic of each visitor that uses our site-wide search. You may purchase a term or terms that will display your company banner or premier listing each time a term is ordered in our site-wide search. Keyword searches are inexpensive, yet targeted, also with limited banner opportunities. Inquire about the best way to attract the visitor that is looking for your specific product or service.

PERFORMANCE REPORTING

With all OldHouseJournal.com advertising you receive performance reporting. Monitor your banner advertising with results e-mailed to you weekly or monthly. Your report includes: impressions delivered and number of click thrus delivered to your website.

CONTACT YOUR OLD HOUSE JOURNAL REPRESENTATIVE:

MAIL ORDER

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