



2021-2022 Marketing Planner

About CountertopResource.com

CountertopResource.com is the most comprehensive online source for news and information related to countertop fabrication. Since the web portal's development in 2012, the tremendous response has led to new features and increasingly relevant, original material. The site is updated daily and covers all aspects of countertop businesses, encompassing information on all surfacing materials. *It recently went through the first half of a major overhaul. In the first phase, it received an immense server upgrade, improving its speed and making room for both its vast archives and all of the features currently in the works. Additionally, it has had several cosmetic upgrades. Phase two of the site improvement plan is currently underway, and it will include a sleeker, more user-friendly and eye-catching look, increased usability and further development of features to increase the value for its growing audience of those working directly in or are allied with the professional countertop industry.*

CountertopResource.com is a great way to reach the countertop industry, and it offers several options to leverage marketing for the best exposure for products and services.

Over the years, the site has gathered numerous contacts, among which are the most influential people in the industry. The outreach programs available allow clients to reach this hardy potential customer base in a variety of ways, including video features, banner advertising, direct email marketing and the monthly newsletter - *The Countertop Industry Insider*. It also offers opportunities to provide and sponsor article content.

Video Features

With the website averaging around 12,000 views per month, having content on CountertopResource.com is a great way to get seen. Sold on a first-come, first-served basis, our latest offering is the **Featured Video**, which is located near the top of the home page. It will also be included in our monthly e-newsletter that has more than 14,000 opt-in contacts and growing. Our audience wants to see the latest products, and featured videos are a growing way to offer insight into these products. Video features are offered by week with discounts for multiple weeks. While the website doesn't host the videos, it does allow for embed codes to be used so the video can be watched on the site and rack up stats on the hosting platform of your choice, such as YouTube, Vimeo, etc. Featured videos will remain pinned to the home page for an amount of time equal to the paid run time, after which they will be available on the site in our archives in perpetuity.

Term/Pricing*

Featured Videos*	1 week	2 weeks	3 weeks	1 month
Price	\$525	\$950	\$1,275	\$1,500

*Videos must be provided with an embed code and 100-word description suitable for posting to website

Banner Ads

All banner ads are run-of-site, meaning no matter what page on our site our audience visits, the banners will be consistently seen to better brand your products and drive traffic to your site. Sold on a first-come, first-served basis, a variety of banner ad sizes and locations can meet any need. Additionally, the number of rotations for all banner ads are limited to three or less, with 10 second rotations! These policies maximize value for advertisers and ensures all banner ads get seen.

Leaderboard – This is prime real estate on the website as this large ad appears at the top of every page. The size and location are sure to get your ad noticed, and with only three rotations, give you a big return on your investment.

Top Right Large Box – Second in visibility only to the Leaderboard, these large box/banners are highly visible and are limited to two rotations.

Skyscrapers – These large vertical banners are highly visible, flowing down the right side of every page and are limited to two rotations.

Bottom Boxes– These sizable ads at the bottom of every page are both economical and large; they also have no rotations.

Button – Small boxes on the right side of every page have no rotations, meaning the ad will always be visible.

Bottom Banner – The most economical option, these large horizontal ads are at the bottom of every page with no rotations.

Size/Pricing*

Position - Size (in pixels)	1 month	3 months	6 months	9 months	1 year
Leaderboard – 728 x 90	\$500	\$1425	\$2700	\$3825	\$4800
Top Box – 300 x 250	\$450	\$1285	\$2400	\$3360	\$4200
Skyscraper – 160 x 600	\$400	\$1150	\$2100	\$2900	\$3600
Bottom Box – 300 x 250	\$225	\$600	\$1050	\$1350	\$1500
Button – 120 x 120	\$200	\$550	\$950	\$1250	\$1400
Bottom Banner – 728 x 90	\$125	\$300	\$525	\$675	\$750

**Pricing assumes banner ads are supplied ready to post without flash or other complex animation.*

Direct Email Marketing

Direct Email Marketing, or the “email blast,” is a very useful method to get messages out directly to potential customers. CountertopResource.com’s email database is the largest of its kind, and continues to grow and be refined on a monthly basis. With a contact list of more than 10,000 opt-in industry professionals, this direct email marketing connects you with those interested in your offerings. A variety of promotions are suitable for this form of communication, including special offers, new product launches, trade show attendance and more. With extremely competitive pricing, you get a lot of value for a very reasonable investment.

Frequency/Pricing*

Full List	1 to 3	4 to 6	7 to 9	10 or more
Price per email*	\$850	\$775	\$725	\$700

**Price assumes advertiser will submit HTML files ready to use. An additional creative fee of \$350 will be applied if email blast submissions require more than one hour of preparation, corrections, changes, etc.*

Newsletter Sponsorship

In addition to the CountertopResource.com online information portal, we also put out a monthly electronic newsletter, *The Countertop Industry Insider*. This publication is distributed at the end of each month to our full list of opt-in email contacts (approximately 14,000) and contains relevant news, product information, articles, upcoming events and more, all specifically dedicated to countertop industry professionals. All sponsors have their logo linked to their website included. They are also eligible for inclusion of one relevant item of their choice in the sponsored issue, with a link to additional information on their website. **Sponsorship is \$425 per month, with a 5 percent discount for a full year of sponsorship.**

Sponsoring our newsletter lets the industry know you are part of the process of keeping them informed, and your information is more likely to be read as part of a larger grouping of news, according to market research.

Content Sponsorship

One of our main goals at CountertopResource.com is to provide the countertop industry with the best information available to help them stay aware of industry trends, learn about new products and processes, and improve their businesses. As such, we are very careful about the information we include on the website and in our newsletter. But, where appropriate and relevant, we do offer opportunities for companies to supply and sponsor content on the site.

These opportunities may include Product or Industry News items, Blog entries, Articles, Events entries and more. While content provided is subject to editing by our staff for style, grammar and content, sponsorship allows links back to your website, may include additional photos and guarantees your information will be pinned to the Home Page of the site for at least two weeks as well as appear in the next issue of our monthly newsletter. **Content Sponsorship \$500 per item.**

Discount Programs and Payment Options

For those considering more than one marketing outlet, we are happy to put together a custom quote, packaging multiple items together for greater savings. CountertopResource.com accepts payments by check, credit card and PayPal. All single-item purchases and purchases by foreign companies must be prepaid in full prior to services being rendered. Credit may be extended for longer marketing campaigns with net 30-day payment terms *due after each item in the campaign is started/fulfilled*. **For marketing campaigns of 6 consecutive months or longer, advertisers are eligible for a 5 percent discount if payment is made in full prior to the start of the campaign.**

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Advertising/Cancellation Policies

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