



2023 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. Over the past two years, under new ownership the site went through an extensive overhaul, adding features and improving its usability, functionality, aesthetics and speed. The revamped CountertopResource.com is now poised for continued enhancement, improvement and the addition of even more valuable features for years to come.

Over our 10+ years in business, we have continued to develop connections and gather contacts, among which are many of the most influential people in the industry. And, through an assortment of marketing outreach programs we offer, our clients can leverage these invaluable contacts to reach a hardy potential customer base in a variety of ways, including video and article features, banner advertising, direct email marketing and our well-read monthly newsletter - *The Countertop Industry Insider*. We also offer opportunities to provide and sponsor relevant article content, making CountertopResource.com a great way to reach the countertop industry providing optimum means of exposure for your products and services.

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. Featured videos are also included in our monthly e-newsletter that averages around 14,000 opt-in contacts. 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	\$500	\$900	\$1,200	\$1,400

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

Banner Ads

Banner ads on CountertopResource.com garner clicks, but critically establish brand recognition through impressions. All banner ads are run-of-site, appearing on any and every page our audience visits to better brand your company and drive traffic to your site. Sold on a first-come, first-served basis, our variety of banner ad size and location options can meet any need. **Additionally, for all banner ads rotations are limited to two or less!** These policies maximize their value and ensure all banner ads get seen, usually multiple times.

Leaderboard – This is prime real estate on the site appearing at the top of every page. The size and location are sure to get your ad noticed by the largest number of visitors, offering the best return on your investment.

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

Skyscrapers – These large vertical banners stand out in a big way as they flow down the right side of every page.

Bottom Boxes – These ads at the bottom of every page just below the main content are both economical and large.

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

Bottom Banner – An economical option, this leaderboard-sized horizontal ad offers a large format for visibility.

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 along with high open and click-through rates, the ROI makes this a great option.

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 produce a monthly e-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, 100 percent specific to countertop industry professionals. Sponsoring it lets the industry know you are part of the process of keeping them informed, and your included information is more likely to be read as part of a larger grouping of news, according to market research. We include all sponsors' logos linked to their website and include a relevant item (news or banner) for each, with a link to additional information. ***Sponsorship is \$425 per month, or \$4,000 for the entire year.***

Content Sponsorship

A main goal at CountertopResource.com is to provide the industry with the best information available to help our audience 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 site and in our newsletter. However, ***where appropriate and relevant***, we do offer opportunities for companies to supply and sponsor content.

These opportunities may include Product or Industry News, Blog entries, Articles, Events entries and more. While content provided is subject to editing 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 site's Home Page for at least two weeks as well as appear in our monthly newsletter. ***Content Sponsorship is \$500 per item.***

Discount Programs and Payment Options

For those considering more than one marketing outlet, we can 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.***

Contact Information

General Email: info@CountertopResource.com

General/Accounting: (971) 274-0403

Consulting Publisher: Kevin Cole (info@countertopresource.com)

Publisher: 815-721-1507

Editor/Content Manager: Rebecca Devlin rdevlin@countertopresource.com

Editorial: (971) 274-0403

Account/Sales Representative: Paul Wisnefski wisnefski@sbcglobal.net

Sales: (262) 498-4184

Advertising/Cancellation Policies

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