



ROOFERS[®]
= COFFEE SHOP =

METAL[™]
= COFFEE SHOP =

COATINGS[™]
= COFFEE SHOP =

ASK
A Roofer

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ABOUT US

These virtual Coffee Shop communities serve up information for contractors and property owners every day. Focused on improving businesses and sharing important information, our sites have created online communities that are making a difference. As an advertiser on RoofersCoffeeShop®, MetalCoffeeShop™, CoatingsCoffeeShop™ and/or AskARoofertm doors will open for your business to the very heart of each industry. We believe in supporting contractors of all types and sizes along with the many businesses that contribute to the trades.

The Coffee Shops are breaking new ground in digital marketing. They are comprised of a community of contracting professionals who share ideas, tell stories, conduct research, sell items, find solutions and get help. Advertisers are able to connect with contractors across the country, not only selling but also learning about key issues and trends through the sites' tools which include podcasts, social media, eNews, online focus groups, forums and classified advertising.

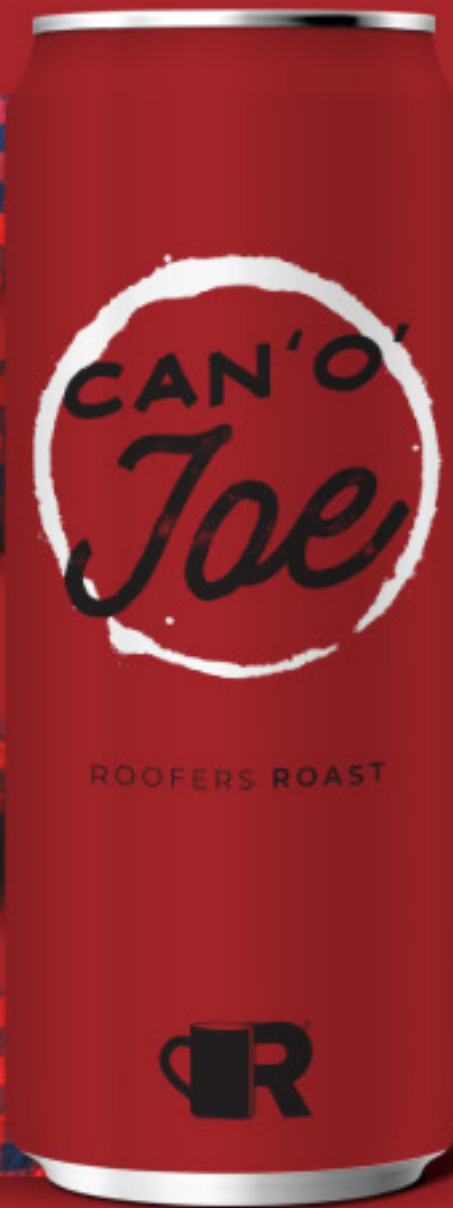
Advertisers on all our sites will find excellent opportunities for sharing information about their services and products while being a part of the ongoing conversation that has given The Coffee Shops platform the reputation as the place *Where The Industries Meet!* Our mission is to provide contractors with valuable tools and networking opportunities that deliver every resource they could ever want. Training, trading, talking, researching and purchasing are a part of everyday business on The Coffee Shops and our advertisers are included in those conversations.



ROOFERS COFFEE SHOP

RoofersCoffeeShop was established in 2002 as a support site for Roofers Exchange, a national newspaper focused on classified ads. It was named RoofersCoffeeShop to represent a space similar to how many contractors in the past used coffee shops or diners early in the morning to meet with fellow contractors and crews. While there, they were able to exchange advice, tell stories and talk business. By naming the website RoofersCoffeeShop, it gives the roofing community a sense of past comfort and a doorway into new technologies that are essential to a strong business in today's world. For over twenty years RoofersCoffeeShop has delivered information, education and networking to the roofing industry bringing contractors and suppliers together every day. As a multiple award-winning platform it continues to deliver excellence to the roofing community.

FIND UR GRIND





WEBSITE

285,000
unique visitors per year

530,000
page views per year

2+
average minutes per session

2+
average pages per session

23,700
visitors per month



PODCASTS

600,000
impressions

145,000
clicks

18,400
plays



WEBINARS

4,900
registrations

1,430,000
impressions

91,000
clicks

46,500
YouTube views



SOCIAL MEDIA

50,000+
social media followers

950+
YouTube subscribers

46,500
YouTube views

376,320
YouTube impressions

2.1%
YouTube click thru rate



EMAIL

23,000
email subscribers



USER PLATFORMS

62%
desktop

37%
mobile

1%
tablet



USER PROFILES

30%
mostly residential

30%
mostly commercial

40%
both



TOP 10 STATES

- | | |
|--------------|---------------|
| 1. VA | 6. NY |
| 2. TX | 7. WA |
| 3. CA | 8. GA |
| 4. FL | 9. OH |
| 5. IL | 10. OR |



HOW WE ARE FOUND

48% organic search

6% referral

25% direct

3% email

8% social

10% other



BY COUNTRY

83%
USA

6%
CANADA

2%
UK

9%
others



ROOFERS COFFEE SHOP EN ESPAÑOL

This dedicated section of the website initially launched in 2018 for Spanish-speaking members of the roofing industry to help provide relevant content, build community and highlight this community of roofing professionals. In 2024, it was elevated to top-level navigation and enhanced with more robust content offerings to meet the needs of the Spanish-speaking roofing community. The enhancements include a new podcast, La Voz de Ruferos, that will feature discussions about topics that are important to this growing audience. Almuerzo y Aprendizaje is the new educational series that provides educational opportunities in 30-minute on-demand videos that include a discussion guide and a quiz that upon completion will issue a certificate to the individual. The dedicated section is a great resource to showcase your content, including podcasts, articles, project profiles and much more, all in Spanish.

BIENVENIDOS RUFEROS



METAL COFFEE SHOP

MetalCoffeeShop launched in 2022 and is sponsored by Sherwin-Williams Coil Coatings. A spinoff of RoofersCoffeeShop, this Coffee Shop delivers the same industry-leading content, education and information wholly focused on metal construction creating a unique online community for metal professionals. This site focuses on all things metal including buildings, roofing, walls, gutters, rollforming, HVAC and so much more. MetalCoffeeShop is committed to being an advocate and supporter of the metal construction industry. The site supplies consistent information, education and networking avenues for all metal construction professionals. With a focus on providing education for the growth and success of metal construction companies, the site connects suppliers with contractors through thought leadership for ongoing business success.



POD CAFE





WEBSITE

51,000
unique visitors per year

112,500
page views per year

2+
average minutes per session

2+
average pages per session

4,250
visitors per month



PODCASTS

92,500
impressions

17,600
clicks

350
plays



WEBINARS

500
registrations

632,000
impressions

35,900
clicks

33,700
YouTube views



SOCIAL MEDIA

3,900
social media followers

150+
YouTube subscribers

33,700
YouTube views

108,000
YouTube impressions

3%
YouTube click thru rate



EMAIL

5,900
email subscribers



USER PLATFORMS

29%
desktop

64%
mobile

7%
tablet



TOP 10 STATES

- | | |
|--------------|---------------|
| 1. CA | 6. IL |
| 2. TX | 7. WA |
| 3. VA | 8. GA |
| 4. FL | 9. NC |
| 5. NY | 10. OH |



HOW WE ARE FOUND

- | | |
|------------------------------|-----------------------|
| 16%
organic search | 4%
referral |
| 18%
direct | 5%
email |
| 5%
social | 52%
other |



BY COUNTRY

- 86%**
USA
- 8%**
CANADA
- 3%**
UK
- 3%**
others



COATINGS COFFEE SHOP

CoatingsCoffeeShop, sponsored by APOC, launched in 2023. A sister site to the other Coffee Shops, CoatingsCoffeeShop is committed to delivering the education, training, news and information that helps contractors find success in the coatings industry. This unique online community focuses on all things related to coatings including roofing, construction, infrastructure and below-grade applications. CoatingsCoffeeShop connects the industry suppliers, manufacturers and associations with coating contractors to ensure the continued success of the contractor as well as the continued growth of this innovative and sustainable construction solution.

PERK UP





WEBSITE

16,400
unique visitors per year

31,000
page views per year

2+
average minutes per session

2+
average pages per session

1,400
visitors per month



PODCASTS

38,000
impressions

8,600
clicks

100
plays



WEBINARS

600
registrations last year

362,500
impressions

24,200
clicks

10,000
YouTube views



SOCIAL MEDIA

1,100
social media followers

650+
YouTube subscribers

10,000
YouTube views

10,600
YouTube impressions

1%
YouTube click thru rate



EMAIL

3,500
email subscribers



USER PLATFORMS

80%
desktop

18%
mobile

2%
tablet



TOP 10 STATES

- | | |
|--------------|---------------|
| 1. CA | 6. IL |
| 2. TX | 7. NC |
| 3. VA | 8. GA |
| 4. FL | 9. WA |
| 5. NY | 10. OH |



HOW WE ARE FOUND

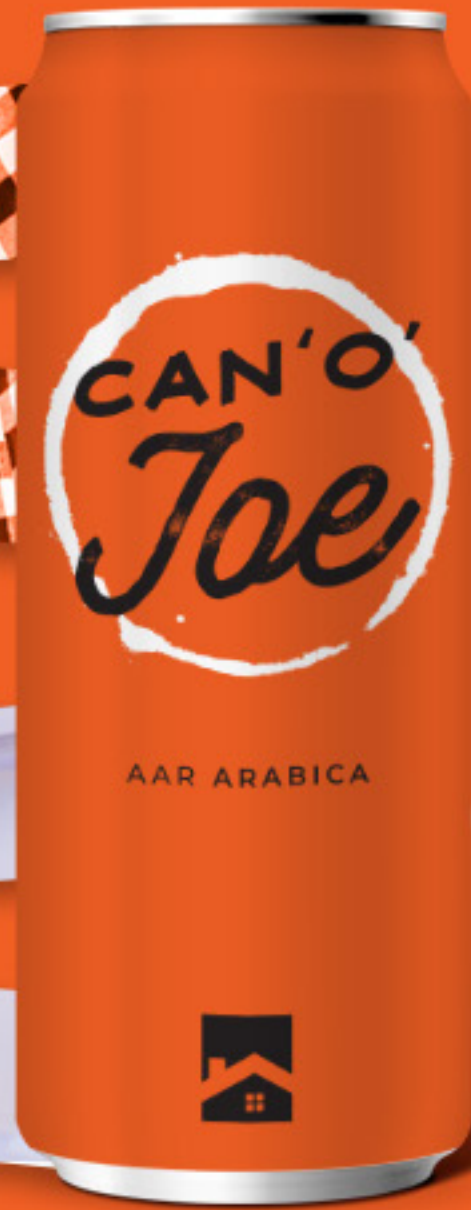
- | | |
|------------------------------|-----------------------|
| 10%
organic search | 5%
referral |
| 25%
direct | 1%
email |
| 10%
social | 49%
other |



BY COUNTRY

- | |
|---------------------|
| 92%
USA |
| 5%
CANADA |
| 3%
others |





ASK A ROOFER

AskARoofers is where home and building owners can research, learn and ask professional roofing contractors questions to help make the best decisions regarding their roofs. Manufacturers, distributors and service providers are encouraged to engage with home and building owners on this unique site by sharing content about innovative products and services, advice and tips, along with promotions and photos of beautiful, sustainable roofs. Roofing contractors connect with property owners by answering their questions and creating an experience that is educational while building relationships. Roofing manufacturers can put their products and roofing systems in the middle of that conversation through advertising, content and informational directories.



TECH BLEND



WEBSITE

89,000
unique visitors per year

183,000
page views per year

2+
average minutes per session

2+
average pages per session

7,500
visitors per month



PODCASTS

246,500
impressions

18,500
clicks

600
plays



SOCIAL MEDIA

3,000
social media followers

40+
YouTube subscribers

8,400
YouTube views

41,200
YouTube impressions

1%
YouTube click thru rate



USER PLATFORMS

57%
desktop

40%
mobile

3%
tablet



TOP 10 STATES

- | | |
|--------------|---------------|
| 1. CA | 6. IL |
| 2. NY | 7. GA |
| 3. TX | 8. WA |
| 4. VA | 9. PA |
| 5. FL | 10. OH |



HOW WE ARE FOUND

52% organic search	5% referral
10% direct	1% email
6% social	26% other



BY COUNTRY

86% USA
7% CANADA
7% others

work **GIVES** *flavor* **TO LIFE**

THE COFFEE SHOPS
DIRECTORY

THE COFFEE SHOPS
SOCIAL MEDIA

THE COFFEE SHOPS
ARTICLES & NEWS

THE COFFEE SHOPS
LANDING PAGES

THE COFFEE SHOPS
ENEWS

THE COFFEE SHOPS
PROMOS & CONTESTS

THE COFFEE SHOPS
FORUM

THE COFFEE SHOPS
SURVEY & RESEARCH

THE COFFEE SHOPS
CLASSIFIED ADS

THE COFFEE SHOPS
PODCASTS & EVENTS

THE COFFEE SHOPS
WEBINARS & RLW'S

THE COFFEE SHOPS
DISPLAY ADS



R-CLUB

RoofersCoffeeShop invites roofing companies to join a community built just for roofers, where they find the things they need, learn a little and network with the people who understand them most. It includes a fully interactive online directory to help boost their SEO and branding, includes access to AskARoofers where they can answer questions and engage with owners, provides discounts on classified advertising, delivers consulting benefits and a monthly Coffee Break with roofing company peers and industry experts. We are kindred spirits, the brother and sisterhood of roofing, and on the Coffee Shops, it is the place where we all meet!

Roofing companies can join the R-Club for only \$50 per month with full access for all employees with accounts, discounts, perks and so much more. Ten percent of the membership fee is donated to one of seven industry-related charities.

Advertisers can also sponsor contractors for an R-Club membership. Do you have a contractor program and want to give them a little something special? This is a good way to treat your contractors to the gift that keeps on giving. Along with all of the R-Club benefits you can also offer promo codes for a free classified ad.



Dripping

WITH CONTENT



TODAY'S SPECIALS

COFFEE CONVERSATIONS®
ROOFING ROAD TRIPS®
STORIES FROM THE ROOF



OPEN
7 DAYS
A WEEK





As an award-winning show, you'll want to join us as we open up conversations about what is top of mind for roofing contractors and the overall roofing industry right now! As a sponsor of a Coffee Conversation live webinar, you are part of a relevant and engaging conversation with industry leaders.



The Roofing Road Trips podcast celebrates the roofing industry. As one of the longest-running and most propagated podcasts in the industry, episodes are shared on all podcast platforms, on the RCS Roofing Road Trips podcast page and on your directory.



The RLW webinars run once a month and follow a ten-question format where we interview your subject matter experts live. The webinar is then turned into video, podcast, transcript and article formats so that our audience can intake it how they like. Be sure to schedule your RLW early as they sell out every year and are first come, first served.



We all like to hear each other's stories and Stories from the Roof celebrates roofing professionals' stories. Sponsors will receive recognition at the beginning and end of the podcast along with a 30-second commercial in the middle. Production of the commercial is included in the price of sponsorship.



By sponsoring The Coffee Shops Weekly Blend you are getting in front of contractors weekly with what is happening across the industry and on all the Coffee Shop sites.



Coffee Shop Productions brings you a video series that explores key trends, topics and systems in micro-burst videos that tell a story in an easy-to-access playlist. Tell your story through this unique opportunity.



These 30-minute pre-recorded webinars were designed with roofing contractors' office teams in mind and provide the perfect learning opportunity for contractors to gain insight into new products, industry trends, emerging technologies, helpful installation tips, resources for their businesses and more!



Contractor Outlook newscast features industry experts discussing important topics including the economy, politics, weather, business and much more! Monthly episodes talk about what is happening in our industry and help contractors better forecast and plan for success.





MetalCoffeeShop is providing a new way to learn that follows our popular RLW format! Webinars are presented live and recorded. They are then turned into on-demand video, podcast, transcript and articles. Every MetalTalk is about what is important to metal professionals to help them solve problems and grow their business.



This insightful podcast showcases amazing metal professionals and focuses on topics that are hot in the metal construction industry. Listen to learn about the issues and topics that matter to your metal business and to gain insights into new trends, products, solutions, technologies and more!



CoatingsCoffeeShop is providing a new way to learn that is just for you! Our contractors have shared that they want to learn when and how they want to; whether that is Reading articles and eBooks late at night, Listening to podcasts during the morning drive, Watching videos over morning coffee at the desk or any of the three during the midnight hours.



This lively podcast features leading coatings professionals talking about topics that are relevant in the coatings industry. Tune in to gain insights into new trends, products, solutions, technologies and more that matter most to your coatings business!



Home and building owners have questions when it comes to roofing and they get answered on AskARoofer. This podcast interviews industry experts about the questions and topics that are being discussed every day on AskARoofer. Offering a 30-second commercial in the middle of each episode, this is a unique way to get in front of not only your contractors but property owners too.



AskARoofer Minisodes is a dynamic and engaging new podcast series designed specifically for homeowners and building owners to learn more about the ins and outs of roofing. Each episode delivers concise, yet comprehensive insights into the world of roofing, tackling a wide array of topics from maintenance tips and material choices to innovative technologies and sustainability practices in roofing.



La Voz de los Ruferos is a podcast designed for Hispanic, Latino and Spanish-speaking professionals in the construction industry. We bring you expert insights, best practices and the latest trends in tools, materials and techniques.



Almuerzo y Aprendizaje is the new educational series that provides educational opportunities in 30-minute on-demand videos that include a discussion guide and a quiz that upon completion will issue a certificate to the individual.



RESEARCH OPPORTUNITIES

The Coffee Shops wants to know what is happening in the industry every day and we know our advertisers do too. Learning what contractors are seeing and experiencing along with what contractors think about issues, products and trends is critical for strong sales and marketing. There are many ways to gain this knowledge and we bring unique ways of conducting this research.



COFFEECHAT ONLINE FOCUS GROUP

The Coffee Shops will organize, moderate and reward a panel of contractors to gather information about market trends, product feedback, thought leadership and so much more. This one-hour online focus group is recorded and available for shared research and information for your company.

CONTRACTOR QUIZ

Everyone likes a fun quiz and now you can create your own to share with roofing contractors. Not only is it engaging and educational but it also generates leads.

EMAIL SURVEY

One of the few times that The Coffee Shops send individual emails, survey emails promote your survey to our email list of 20,000+ contractors. One email that links directly to your survey, it couldn't be easier.

POLL ADS

The Coffee Shops home pages feature polls that can be sponsored so that once a visitor answers and sees the results, your message will be presented. It's shown each time they return to the page until a new poll is posted. Gain insights and data while delivering a fun experience.

TRENDS REPORT

Sponsor a Coffee Shop Trends Report to get your name branded on the leading edge and access to all answers for the survey including some of your own.

CONTRACTOR PANEL

Known for groundbreaking contractor panels, The Coffee Shops can put together contractor panels for your live or virtual events. Pick the demographics and topic and we will work to obtain a panel that can answer your questions virtually or in person.

CONTENT CREATION

Content is king and The Coffee Shops are proud to have some of the best writers and multimedia producers in the industry. If you need articles, eBooks, podcasts, display ads, videos or any other type of content, just ask. We will work with you to meet your goals and create the content you need for all your marketing needs.





Video production Micro Lot

The Coffee Shops offer creative video production. There is no better way to get in front of today's audience than with video.



Video case study French Roast

There's nothing more powerful than hearing how a product or service has helped someone – especially when it's expressed in their own words.



Webinar Crema

As part of the RLW initiative, advertisers can record a webinar that is shared on the site and owned by the advertiser.

DISPLAY ADVERTISING OPPORTUNITIES



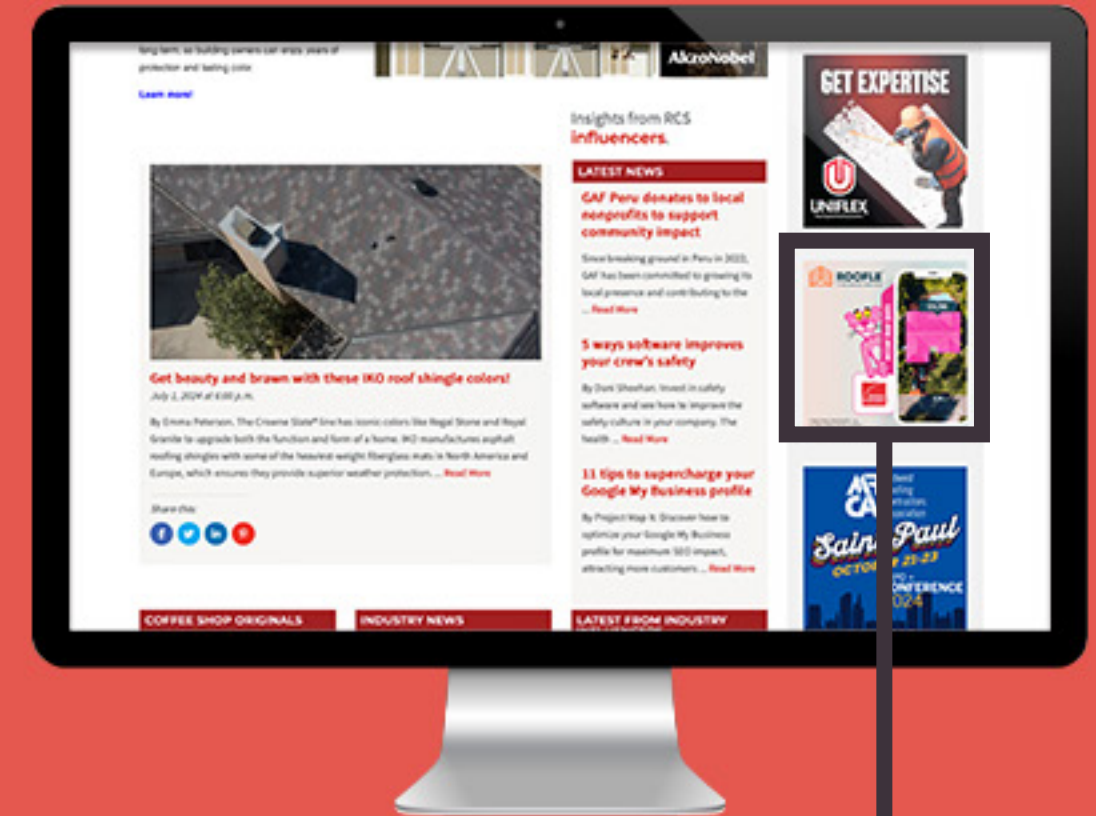
BILLBOARD ADS

As part of the Best program, your billboard ad is featured at the top of the home page in our home page ad slider. Display your message on the home page for maximum reach and engagement.



BANNER ADS

Also part of the Best program, rotating banner ads are located at the bottom of each internal website page to keep your message in front of visitors as they browse other pages. Each page load displays a new banner ad.



SIDEBAR ADS

When you choose the Better program, you receive a rotating sidebar ad that appears on the right side of internal site pages. Six ads appear on each page and randomly rotate with each page load. You can also choose to have your ad appear in a premium position for an additional cost.

DISPLAY ADVERTISING OPPORTUNITIES



NAVIGATION ADS

The Coffee Shops feature navigational ads that receive hundreds of views every day. Just pick one – Classifieds, Directory, Read Listen Watch, News & Community or R-Club and your ad will see a tremendous number of impressions.



CURTAIN ADS

Every section on The Coffee Shops' sites can feature a curtain ad that draws attention to your company. Mouse over or click and a longer, stronger message appears which entices customers to click to find out more.



PAGE SPONSORSHIP

Looking to brand in specific areas? Page sponsorship is for you. Pick a page and make it your own with a banner ad and your logo.

DISPLAY ADVERTISING OPPORTUNITIES



FORUM SPONSOR

With over 500,000 forum pages, the RCS Forum has a long history. If you are interested in sponsoring a forum, it is a great way to engage contractors and provides a source of data and information.



HOME PAGE TAKEOVER

An exciting option for the The Coffee Shops is the home page takeover. For a day, brand your company or initiative surrounding the home page of a Coffee Shop site.



PINNED SIDEBAR

Pinning your sidebar ad eliminates the randomization and ensures that your message appears first on internal site pages by navigation.



SOCIAL MEDIA PROMOTE AND ENEWS

Roofing contractors love social media and more than 50,000 follow us. Choose Facebook or LinkedIn and we will promote your product, service or initiative to our followers and to carefully targeted audiences as well. Your content will also be featured in our eNews.

INFLUENCERS

Our Influencers have expertise in different areas of operation of a contractor's business. With their opinions, tips and advice a reader can learn useful information to grow their business.

WEEKLY ENEWS

Every week, The Coffee Shops share what happened on the site with a clever and fun format. Sent to over 20,000 readers, this is an eNews people look forward to receiving every week.

CANADA

The Coffee Shops in Canada is not new for Canadian contractors who have been frequenting our websites for years. With 10% of our viewership Canadian, we are focused on celebrating the roofing industry in Canada. We are also proud to offer all sites in French.

EVENTS

If you want to know what is going on in the roofing industry, The Coffee Shops events will keep you informed. If you want to publicize your event, this is the place to do it. The industry finds out what is happening on The Coffee Shops.

LOOK UP

We have given away thousands of bumper stickers that say: "Next time you see a roofer, look up to them." You can share this with your company and your contractors.



EN ESPAÑOL

With a rapidly growing bilingual or fully Spanish-speaking audience, we are committed to a dedicated Español section, plus our entire site is translatable at the push of a button.

SOCIAL MEDIA

With over 50,000 followers, The Coffee Shops have a welcoming presence on Facebook, Instagram, LinkedIn, YouTube, TikTok, X and Pinterest.

SCHOLARSHIPS AND AWARDS

Sharing the success of the roofing industry is one of our favorite things to do. We also want roofing contractors and future roofing professionals to know how to get more involved.

FORUM

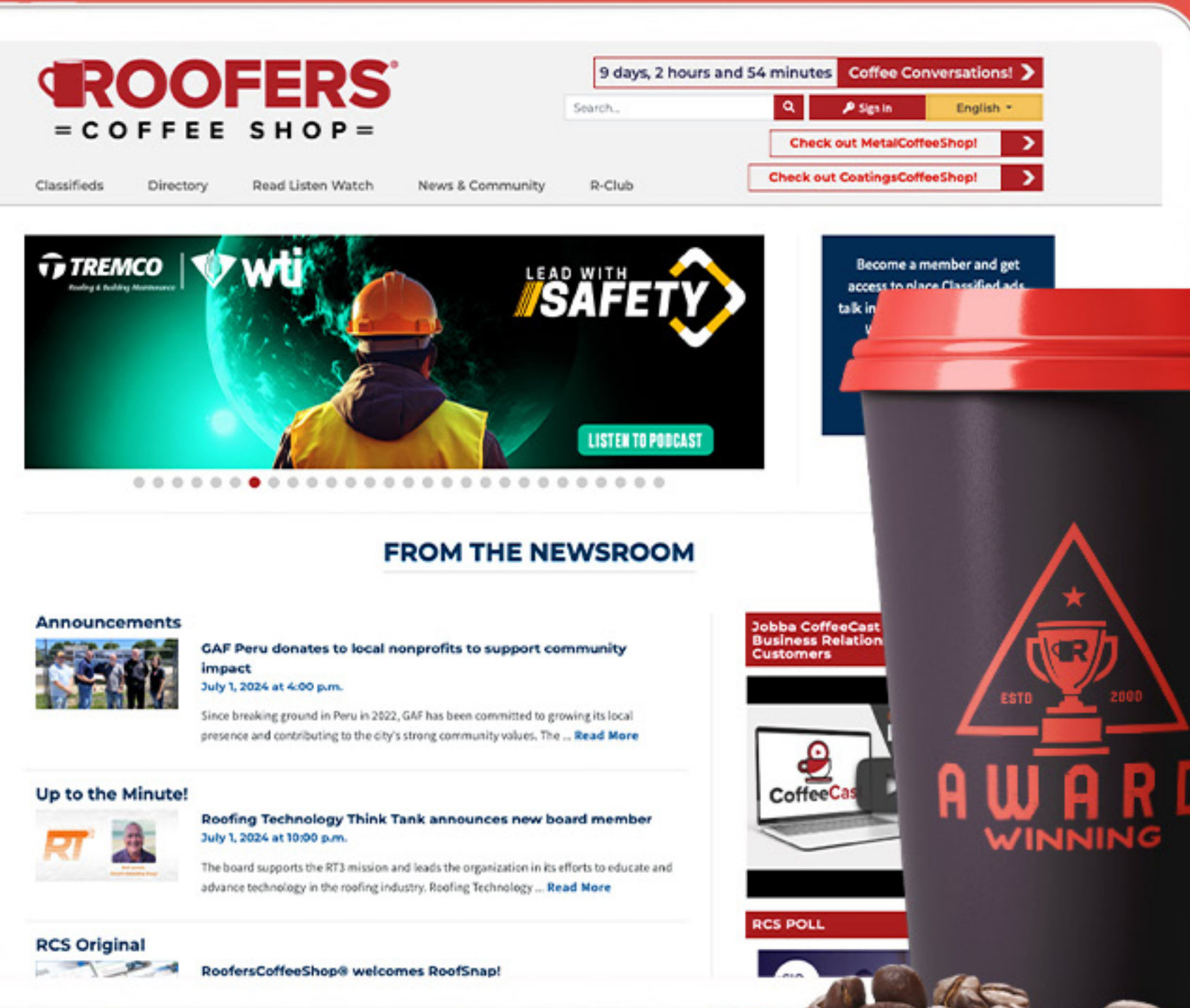
Since 2002, roofing contractors have been sharing ideas, concerns, solutions and a brother and sisterhood of support and mentoring for each other.

ROOFING RESPECT

The campaign is in honor and admiration of our hard-working men and women in the roofing industry and it is The Coffee Shops way of saying "Thank You!" Get window clings for your community to share the respect.



AWARD WINNING



FOLIO: EDDIE AND OZZIE AWARDS

The Eddie & Ozzie Awards is the most prestigious recognition program in the publishing community, recognizing excellence in editorial content and design across print and digital media around the globe. RoofersCoffeeShop was recognized in the following categories:

WINNER:

- 2022 - B2B Social Media/Online Community
- 2021 - B2B Social Media/Online Community
- 2019 - Website B2B Building & Construction

FINALIST:

- 2023 - AskARoofer website relaunch
- 2020 - B2B Social Media/Online Community

HONORABLE MENTION:

- 2019 - B2B Social Media/Online Community
- 2017 - B2B Website Construction & Manufacturing

METALCON: TOP PRODUCTS

In 2021, 2022 and 2023, our Read, Listen, Watch series was voted the top product in METALCON's technology category and received the top honor of a People's Choice Award. To be recognized nationally is a great honor but the greatest joy is interacting everyday with The Coffee Shops' communities!

MRCA: INNOVATION AWARD

In 2022, Coffee Conversations was recognized with the Innovation Award from Midwest Roofing Contractors Association for the programs impact for the roofing community during COVID.

TOP WOMEN IN MEDIA: 2021

Each year, an elite group of women who have made a lasting impact on their brands, organizations and markets are recognized for spotlighting the diversity and progress within the media industry. RoofersCoffeeShop President Heidi J. Ellsworth was named in Folio: and AdMonsters' 2021 class of Top Women in Media as a Changemaker.

ADVERTISING OPPORTUNITIES

SERVICE	THE STANDARD	THE GOOD	THE BETTER	THE BEST	AAR	RCS EN ESPAÑOL
Billboard Ad - Home Page				☞	☞	
Banner Internal Rotating Ad				☞	☞	☞
Weekly eNews (monthly sponsored content)				☞		
Social Media Promote (monthly)				☞	☞	
Internal Rotating Sidebar Ad			☞		☞	☞
Weekly eNews Ad Rotation			☞			
Content Support (strategy, writing and graphic design)			☞	☞	☞	
Classified Advertising			☞	☞		
Podcast (Best - 1 every two months, Better - 1 per quarter)			☞	☞		☞
AAR Podcast					☞	
Landing Page		☞	☞	☞		
Social Media Posts & LinkedIn and X posts for articles		☞	☞	☞	☞	
Articles, news, press releases		☞	☞	☞	☞	☞
Directory With Logo and Ongoing Updates	☞	☞	☞	☞		
Promotions, Offers, Contests & Events		☞	☞	☞		
Promo Codes for Contractors		☞	☞	☞		
RLW Partner Pages - eBooks, videos, webinars, podcasts		☞	☞	☞		
Launch Initiative		☞	☞	☞	☞	
Forum Questions Posted by RCS		☞	☞	☞	☞	
Images & Videos for Hosted Gallery		☞	☞	☞		
Buy Online, Spanish, Canada & International Posts		☞	☞	☞		
Strategy Meetings		☞	☞	☞	☞	
Custom Packages (We can create a custom ad program)		☞	☞	☞		
Full Analytics Dashboard (Includes content, ads, clicks, leads and social media)		☞	☞	☞	☞	
Social Media Short				☞		

THE BEST PACKAGE

- ☞ Rotating billboard ad on home page
- ☞ Rotating banner on every interior page
- ☞ Weekly eNews premier position
- ☞ Social media promote (monthly)
- ☞ Content support (strategy, writing & graphic design)
- ☞ Classified advertising (4 per year)
- ☞ Podcast (6 per year)
- ☞ Landing pages with lead generation form
- ☞ LinkedIn & X posts for all articles
- ☞ Article / news / PR posts (2 per month)
- ☞ Directory with listing & logo
- ☞ Promotions, offers, contests & events
- ☞ Promo codes for contractors
- ☞ RLW partner pages content
- ☞ Launch initiative
- ☞ Forum questions posted
- ☞ Images & videos for hosted gallery
- ☞ Buy online, Spanish, Canada & international posts
- ☞ Strategy meetings: monthly
- ☞ Custom packages available
- ☞ Full analytics dashboard
- ☞ Social media short

THE BETTER PACKAGE

- ☞ Sidebar internal rotating ad
- ☞ Weekly eNews ad rotation
- ☞ Content support (strategy, writing & graphic design)
- ☞ Classified advertising (4 per year)
- ☞ Podcast (1 per quarter)
- ☞ Landing pages with lead generation form
- ☞ LinkedIn & X posts for all articles
- ☞ Article / news / PR posts (1 per month)
- ☞ Directory with listing & logo
- ☞ Promotions, offers, contests & events
- ☞ Promo codes for contractors
- ☞ RLW partner pages content
- ☞ Launch initiative
- ☞ Forum questions posted
- ☞ Images & videos for hosted gallery
- ☞ Buy online, Spanish, Canada & international posts
- ☞ Strategy meetings: bi-monthly
- ☞ Custom packages available
- ☞ Full analytics dashboard

THE GOOD PACKAGE

- ☞ Landing pages with lead generation form
- ☞ LinkedIn & X posts for all articles
- ☞ Article / news / PR posts
- ☞ Directory with listing & logo
- ☞ Promotions, offers, contests & events
- ☞ Promo codes for contractors
- ☞ RLW partner pages content
- ☞ Launch initiative
- ☞ Forum questions posted
- ☞ Images & videos for hosted gallery
- ☞ Buy online, Spanish, Canada & international posts
- ☞ Strategy meetings: quarterly
- ☞ Custom packages available
- ☞ Full analytics dashboard

ASKAROOFER (AAR)

- ☞ Home page billboard ad
- ☞ Banner ad
- ☞ Sidebar ad
- ☞ Social media promote (monthly)
- ☞ Content support (strategy, writing & graphic design)
- ☞ AskARoofer and Minisode podcast
- ☞ Innovative product profile
- ☞ Social media promote
- ☞ Good program on RoofersCoffeeShop
- ☞ Published articles & press release
- ☞ Social media posts for all articles
- ☞ Strategy meetings: monthly
- ☞ Full analytics dashboard

RCS EN ESPAÑOL

- ☞ Sidebar ad
- ☞ Banner Ad
- ☞ Articles
- ☞ Quarterly podcast
- ☞ Customer content contributions
- ☞ Translation support

THE STANDARD PACKAGE - DIRECTORY

- ☞ No-word-limit description area with basic formatting
- ☞ Logo
- ☞ Links to all your social media
- ☞ Keyword searchable
- ☞ Backlinks
- ☞ SEO enabled
- ☞ Feedback forms

PRICING & AD SPECS

RCS, MCS & CCS PACKAGE PRICE

The Best Program***	\$4,000 per month
The Better Program**	\$2,500 per month
The Good Program*	\$1,000 per month

AAR PRICE

AskARoofeer (run of site, podcast and social media)	\$3,000 per month
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RCS EN ESPAÑOL PRICE

(run of site)	\$2,500 per month
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DIRECTORY ONLY PRICE

Standard Directory	\$1,000 per year
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ADDITIONAL OPPORTUNITIES PRICE

SPECIAL AD PLACEMENTS

Curtain Ad	\$3,000 per month
Navigational Ad	\$2,500 per month
Poll Ad	\$1,000 per month
Pinned Sidebar Ad	\$500 per month in addition to program price

À LA CARTE

Social Media Promote / Weekly eNews	\$1,500 per promote
Home Page Takeover	\$5,000 per day

PODCASTS

Roofing Road Trips, MetalCast, CoatingsCast	\$2,500 per episode
Stories from the Roof	\$1,500 per episode
Contractor Outlook	\$1,500 per episode
La Voz De Los Ruferos (The Roofers Voice)	\$1,500 per episode

MULTIMEDIA

RLW, MetalTalk, CoatingsTalk	\$4,000 per webinar
Coffee Conversations	\$4,000 per webinar
Lunch & Learn	\$3,500 per webinar
Almuerzo Y Aprendizaje (Lunch & Learn)	\$3,500 per webinar
CoffeeCast	\$5,000 per series
Video Case Study	\$3,000 per video
Live RLW	\$10,000 per webinar
Live Soundstage	\$10,000 per event
Online Video Production	\$5,000 per video
Webinar - not broadcast	\$3,000 per webinar

EDITORIAL CONTENT

eBook	\$2,500 per book
Article (less than 500 words)	\$750 per article
Article (more than 500 words)	\$1,000 per article
Press Release Creation and Distribution	\$1,500 per PR
Spanish Content	quote

RESEARCH OPPORTUNITIES

Custom Quiz	\$5,000 per quiz
CoffeeChat	\$3,000 per chat
CoffeeChat With Report	\$4,000 per chat
Survey Email Send	\$2,500 per survey
Trends Report	\$5,000 per report

SPONSORSHIPS

Page	\$1,000 per month
Forum	\$500 per month
Weekly Blend	\$1,000 per episode
Soundstage Sponsorship National Show	\$5,000 per show
Soundstage Sponsorship Regional Show	\$2,500 per show
Photo Contest	\$5,000 per quarter
Special Show Pages (IRE, METALCON, WRE)	\$5,000 per show
Live Contractor Panel	\$7,500 per panel

AD TYPE AD SIZE

Sidebar Rotating Ad	250 x 265 pixels
Social Media Ad	600 x 300 pixels
Curtain Ad CTA	480 x 27 pixels
Curtain Ad	360 x 360 pixels
Billboard Ad	948 x 300 pixels
Banner Ad	750 x 100 pixels
Navigation Ad	720 x 514 pixels
Poll Ad	380 x 285 pixels

*** Minimum 12-month commitment , ** Minimum 6-month commitment, * Minimum 3-month commitment | Must be in Good, Better or Best Program in order to add additional advertising opportunities. | Multisite discounts: RCS as priced above, add MCS at 25% discount, add CCS at 50% discount.

THE COFFEE SHOPS CREW

CUP OF EXCELLENCE

AUTHENTIC
BOLD 100% ORIGINAL
FRESH



HEIDI J. ELLSWORTH
PRESIDENT



LAUREN WHITE
EDITOR



CHARLOTTE GALLAND
ACCOUNT MANAGER



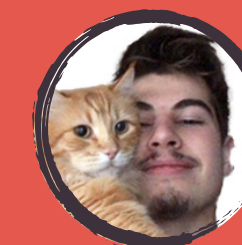
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UI/UX DESIGNER



JOSEPH KAYLOR
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ACCOUNT MANAGER



KATE EDWARDS
WEBSITE ASSISTANT



AMELIA MORGAN
QUALITY ASSURANCE
SPECIALIST



JAMES ELLSWORTH
CHIEF OF STAFF



ADAM CABRERA
PODCAST PRODUCER



ALEX TOLLE
R-CLUB COORDINATOR



MEGAN ELLSWORTH
MULTIMEDIA MANAGER



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CONTENT INTERN



JOSH SMITH
GRAPHIC DESIGNER



ITZEL NAJERA
SPANISH CONTENT
COORDINATOR



LAUREL WITTING
SOCIAL MEDIA SPECIALIST

Thank you

