

 **METAL**<sup>TM</sup>  
= C O F F E E S H O P =

## 2022 MEDIA KIT

*“Where The Metal Industry Meets”*

[www.MetalCoffeeShop.com](http://www.MetalCoffeeShop.com)



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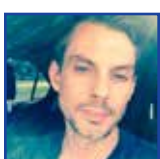
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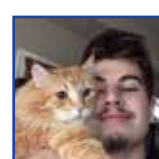
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# Welcome to MetalCoffeeShop™

Your interest in advertising on MetalCoffeeShop® (MCS) will open doors for your business to the very heart of the metal construction industry. We believe in supporting metal contractors of all types and sizes along with the many businesses that contribute to the metal construction trade. The strength of the industry lies in the knowledge of the professionals and their ability to network, gain ongoing education and communicate effectively. To that end, we are committed to helping promote the growth of this industry by providing digital-based networking, business opportunities, training and education for all metal construction professionals.

MetalCoffeeShop is committed to being a roofing advocate, putting information, education and communication avenues at the contractors' fingertips while promoting the positive growth, education and success of the metal industry overall. Advertisers on the site will find excellent opportunities for sharing information about their services and products while being a part of the ongoing conversation that is giving MetalCoffeeShop the reputation as the place *Where The Metal Industry Meets!*

We are the leading online resource for contractor and industry information. 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 Shop and our advertisers are a part of that conversation.

## About Us

MetalCoffeeShop launched in combination with Sherwin-Williams in 2022. A spinoff of the RoofersCoffeeShop® award-winning website and online community, this newest Coffee Shop delivers the same industry-leading content, education and information wholly focused on metal construction creating a unique online community for metal professionals overall. Offering the same resources as RoofersCoffeeShop (RCS), the new site focuses on metal construction including roofing, walls, gutters, HVAC and so much more.

MetalCoffeeShop is committed to being an advocate and supporter of the metal construction industry. With Sherwin-Williams and industry thought leaders' contributions, the site supplies consistent information, education and networking avenues for all metal construction professionals. Visitors to the site will not only find education and information but thought-leading editorial, multimedia and Influencer content that lifts the metal construction industry. With a focus on providing education for the growth and success of metal construction companies, the site offers thought leadership for ongoing metal construction business success. Supported by metal-focused social media and eNews, MetalCoffeeShop is opening a brand-new opportunity to build community, business and networking for metal contractors.

# Reach Your Audience



“For twenty years RoofersCoffeeShop has offered one of the strongest online communities for roofing professionals; now we are proud to offer MetalCoffeeShop. Working with Sherwin-Williams, we are thrilled to launch MetalCoffeeShop.com for the metal construction industry. We are proud to have metal associations including Metal Construction Association (MCA), Metal Roofing Alliance (MRA), National Roofing Contractors Association (NRCA) and METALCON, the leading metal conference, on the site where we can share their information along with thought leadership from manufacturers, distributors and service providers daily.”

— Heidi J. Ellsworth, RCS President

# Advertising Opportunities

## THE BEST PACKAGE

- Rotating billboard ad on home page
- Rotating banner on every interior page
- Landing pages with lead generation form
- Monthly Facebook promote
- Article / News / PR posts
- Directory with listing & logo
- Week in Roofing e-news premier position
- Classified advertising (4 per year)
- Content creation (strategy, writing & graphic design)
- Promotions, offers, contests & events
- RLW partner pages content
- Promo codes for contractors
- LinkedIn and Twitter posts for all articles
- Launch initiative
- MCS Podcast

## 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

## THE BETTER PACKAGE

- Sidebar internal rotating ad
- Landing pages with lead generation form
- Social media posts
- Article / News / PR posts
- Directory with listing & logo
- Week in Roofing ad
- Classified advertising (2 per year)
- Content creation (strategy, writing & graphic design)
- Promotions, offers, contests & events
- RLW partner pages content
- Promo codes for contractors
- LinkedIn and Twitter posts for all articles
- Launch initiative
- MCS Podcast

## THE GOOD PACKAGE

- Directory with listing & logo
- Article / News / PR posts - 1 per month
- Landing pages with lead generation form
- Social media posts as available
- Promotions, offers, contests & events
- RLW partner pages content
- Promo codes for contractors
- LinkedIn and Twitter posts for all articles
- Launch initiative

**Custom Packages:**  
Ask us about creating a custom advertising program to meet your marketing goals.

**Full Analytics Dashboard:**  
Includes content, ads, clicks, leads and social media.

**Launch Initiative:**  
Initial launch strategy with welcome blog and directory design.

Service	The Good	The Better	The Best
Billboard Ad – Home Page			■
Banner Internal Rotating Ad			■
Week in Roofing (sponsored content)			■
Monthly Facebook Promote			■
Internal Rotating Sidebar Ad		■	
Week in Roofing (ad)		■	
Content Support (strategy, writing and graphic design)		■	■
Classified Advertising		■	■
MCS Podcast		■	■
Landing Page	■	■	■
Social Media Posts & LinkedIn and Twitter posts for articles	■	■	■
Article / News / PR Post	■	■	■
Interactive 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 MCS	■	■	■
Images & Videos for Hosted Gallery	■	■	■
Buy Online, Spanish, Canada Posts	■	■	■

Custom programs available upon request.

# Additional Advertising Opportunities

## ASKAROOFER™

RoofersCoffeeShop launched AskARoof, a website for home and building owners, in 2021. This site answers questions for owners to help them get the best roof possible. We also connect R-Club roofing companies with interested homeowners to create connections that have not been available before. Manufacturers will have a chance to advertise and provide content to help educate and inform owners on the best options and installation practices for their homes and buildings. Custom advertising is available in conjunction with RoofersCoffeeShop advertising plans.

## RLW - READ LISTEN WATCH

MetalCoffeeShop excels at engagement with roofing contractors. Throughout the site and all our digital mediums, MCS is engaging the roofing industry. Our roofers 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, and/or Watching videos or webinars over morning coffee at their desk. We are shaking up the way contractors learn. Running once a month, be sure to schedule your RLW early. It includes a live webinar, podcast, transcript and original articles.

## WEBINAR

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

## PODCAST

As part of our RLW initiative, advertisers can record a podcast with MCS that will be shared on the Partner or Roofing Road Trips Podcast pages.

## MEGA MENU NAVIGATION ADS

MCS features mega menus for our navigation and you can be part of the thousands of views our mega menus get every day. Just pick one – Classifieds, Directory, Forum & News, Information RLW or R-Club.

## CURTAIN ADS

Every section on the Coffee Shop can feature a curtain ad that draws attention to your company. Roll over, click, and a longer, stronger message appears which entices customers to click to find out more.

## POLL ADS

The MCS home page poll 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.

## PAGE SPONSORSHIPS

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.

## CONTRACTOR QUIZ

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

## SURVEY

At MetalCoffeeShop, we want to know what the industry is seeing and experiencing as they continue to roof and protect buildings across the nation. Surveys on MCS are a way to engage roofing contractors and really understand trends and opinions.

## FORUM SPONSORSHIP

With over 500,000 forum pages, our 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.

## FACEBOOK PROMOTE

Roofing contractors love Facebook and over 17,000 of them follow MetalCoffeeShop. Promote your next product, service or initiative out to the masses.

## SPONSOR A CONTRACTOR FOR R-CLUB

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, R-Club.

## ONLINE FOCUS GROUPS - CoffeeChat

MetalCoffeeShop will organize, moderate and reward a panel of roofing contractors to gather information about market trends, product feedback, thought leadership and so much more. Custom quotes available to fit your research needs.

## CONTENT CREATION

Content is king and when it comes to metal construction, MetalCoffeeShop is proud to have some of the best writers and multimedia producers in the industry. If you need articles, white papers, eBooks, podcasts, video 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.

Additional opportunities are only available to Good, Better, Best and Custom advertisers.

# Pricing

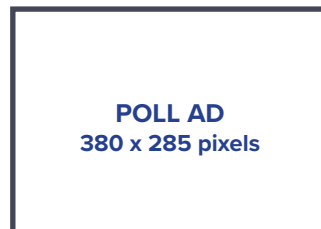
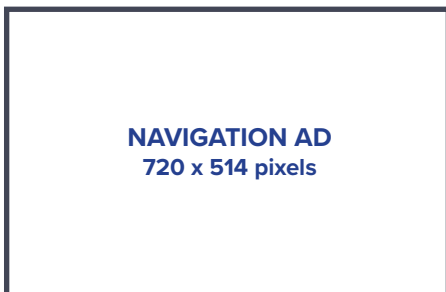
Package	Price
The Best Program***	\$3,500 per month
The Better Program**	\$2,000 per month
The Good Program*	\$750 per month
Standard Directory	\$50 per month/ \$500 per year
Survey	\$4,500
RLW Package	\$3,500
Lunch & Learn	\$2,500
Podcast	\$1,500
Poll Ad	\$1,000 per month
AskARoofer Ads (run of site)	\$2,500 per month

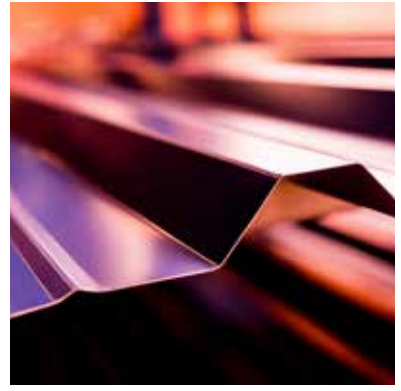
- \*\*\* Minimum 12-month commitment
- \*\* Minimum 6-month commitment
- \* Minimum 3-month commitment

Package	Price
Coffee Conversations Sponsorship	\$3,000
Mega Menu Navigation Ads	\$2,000 per month
Curtain Ads ***	\$3,000 per month
Page Sponsorships	\$1,000 per month
Custom Quiz	\$3,000 per quiz
Forum Sponsorship	\$250 per month
Social Media Promote	\$1,000 per month
Sponsor a Contractor for the R-Club	Custom Quote
White Paper	\$3,000
eBook	\$2,000
Article (300-500 words)	\$250
Long Article (500-1000 words)	\$500
Video Case Study	\$2,500
CoffeeChat	Custom Quote

## Advertising Specifications

Please submit .swf, .jpg, .png or .gif files only. All files should be RGB color, 72 dpi and under 250KB.





 **METAL**<sup>™</sup>  
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[www.MetalCoffeeShop.com](http://www.MetalCoffeeShop.com)

For more information email [info@metalcoffeeshop.com](mailto:info@metalcoffeeshop.com) or call 877.419.0477