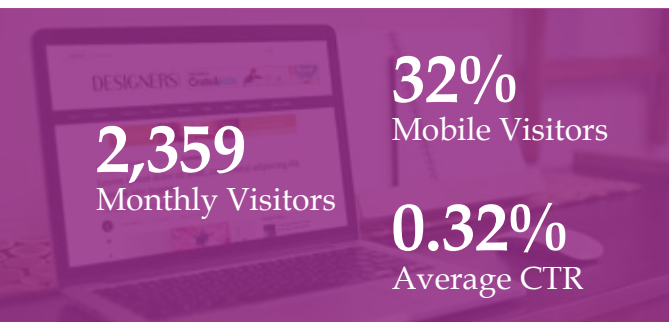


BANNER ADS

What is a banner ad?

Banner Ads are a tried and true method of digital marketing, and have been a go-to for companies for many years. While they can be an effective addition to any digital marketing campaign, they truly shine in building brand awareness and name recognition. Banner Ads are typically less intrusive than their Rich Media counterparts, and are great for developing trust and relevancy for your brand.

- Increases Awareness
- Editorial adjacency
- A/B Testing



WHAT ARE YOUR AD OPTIONS?

There are several ad sizes that can help grow your business - and your goals determine which is the best fit for you.

Leaderboard

The leaderboard is the top of the page ad unit on our website, running adjacent to the Designers Today logo. This is a great position for companies looking to balance high impact with high frequency.

Desktop Size: 728x90 Mobile Size: 320x50 Color: RGB Format: JPEG, GIF, PNG Max File Weight Allowed: 140kb Price: 728x90 - \$65 CPM

Billboard

The Billboard ad lives underneath the navigation, and is the largest available ad size on the Designers Today website. Perfect for video content, the Billboard mixes high visibility with high impact.

Desktop Size: 970x250 or 970x90 Mobile Size: N/A Color: RGB Format: JPEG, GIF, PNG Max File Weight Allowed: 140kb Price: 970x250 - \$130 CPM 970x90 - \$150 CPM

Right Rail

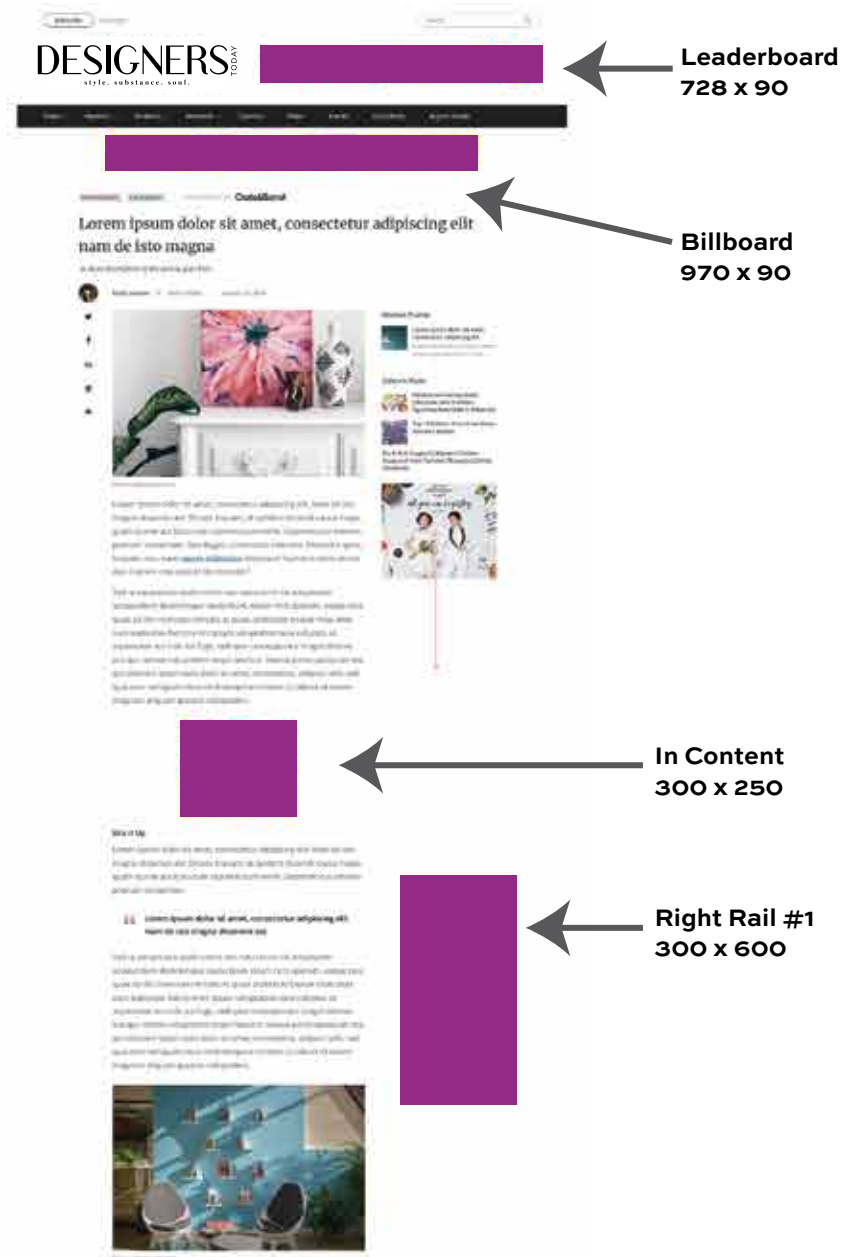
The Right Rail ad is unique in that it's "sticky", meaning that the ad stays on screen as a users scrolls through the article. Right Rail ads can contain video, and are great for conversions.

Desktop Size: 300x600 Mobile Size: 300x250 Color: RGB Format: JPEG, GIF, PNG Max File Weight Allowed: 140kb Price: 300x600 - \$85 CPM 300x600 (w/ video) - \$130 CPM

In-Content

The In-Content ad units are embedded within the editorial content across the Designers Today website, making them great for engagement. In-Content ads are programmatically delivered run-of-site.

Desktop Size: 300x250 Mobile Size: 300x250 Color: RGB Format: JPEG, GIF Price: 300x250 - \$65 CPM



For more information, contact your sales representative today, call (336) 605-0121 or visit www.designerstoday.com

DESIGNERS TODAY

style. substance. soul.

WEBSITE VIDEO

As video becomes more of a staple in any integrated marketing tool belt, what you do with those videos makes all the difference. The newly redesigned DesignersToday.com features several, high impact video placement opportunities that will resonate with our readers.

2,359
Unique Monthly Visitors

5,683
Monthly Pageviews

.32%
Average CTR

32%
Mobile Visitors

VIDEO RETARGETING

Getting qualified views goes beyond DesignersToday.com - we can continue to serve your video to users that visited the Designers Today website. Videos play as a pre, mid or post-roll to YouTube videos and on videos across various partner networks.



BILLBOARD

The Billboard ad lives underneath the navigation, and is the largest available ad size on the Designers Today website. Perfect for video content, the Billboard mixes high visibility with high impact. This ad unit is an upgrade from our previous "pushdown" - the Billboard ad stays expanded so the video is always in view.

RIGHT RAIL (STICKY)

The Right Rail ad is unique in that it's "sticky", meaning that the ad stays on screen as a users scrolls through the article. Right Rail ads can contain video which will autoplay on mute, grabbing the readers attention.

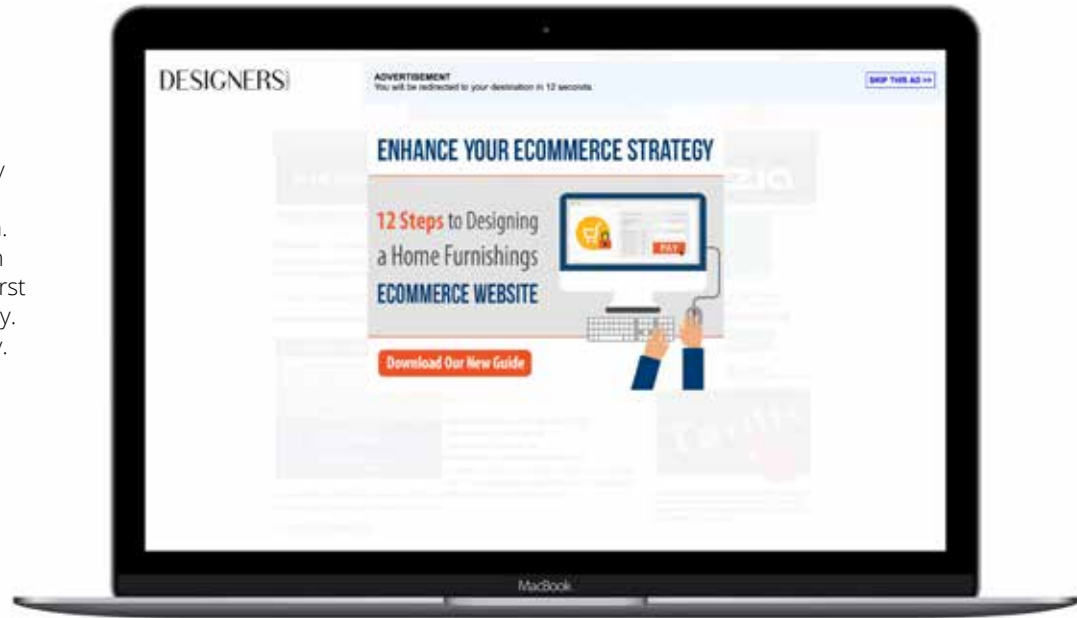


DESIGNERS TODAY

style. substance. soul.

WELCOME PAGE

The Welcome Page is the highest visibility solution we offer on the Designers Today website. With guaranteed exposure to every website visitor, you can be confident that your message is getting maximum attention. Welcome Pages blend high impact with high visibility - taking over the users screen the first time they visit DesignersToday.com each day. The ad resets and serves again the next day.



2,359

Unique Monthly
Visitors

5,683

Monthly Pageviews

32%

Mobile Visitors

0.74%

Average CTR

The "Welcome Page" is a prestitial ad unit, that serves to all web visitors once per 24 hours.

Best Practices

The ad is visible for 15 seconds and then closes - so you'll want to limit any animations to 10 seconds and they should not loop. It's not recommended to try and play video in the Welcome Page ad. Instead, we recommend creative with a video still, play button and CTA that drives traffic to the video on the client's website increasing content consumption and traffic.

Desktop Size: 640×480 (Max Size 140kb)

Mobile Size: 300×250 (Max Size 40kb)

Color: RGB

Format: JPEG, GIF and PNG

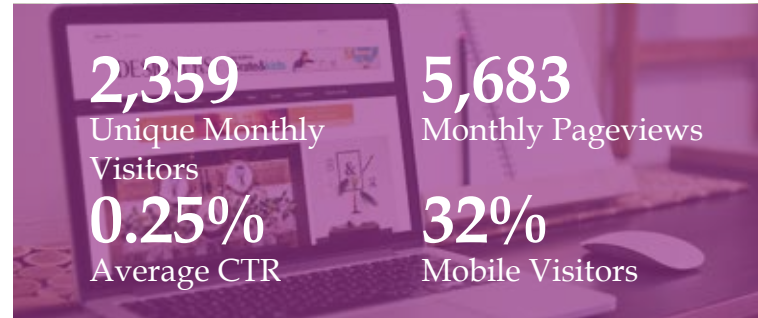
Price: Desktop - \$600/week, Mobile - \$250/week

RETARGETING

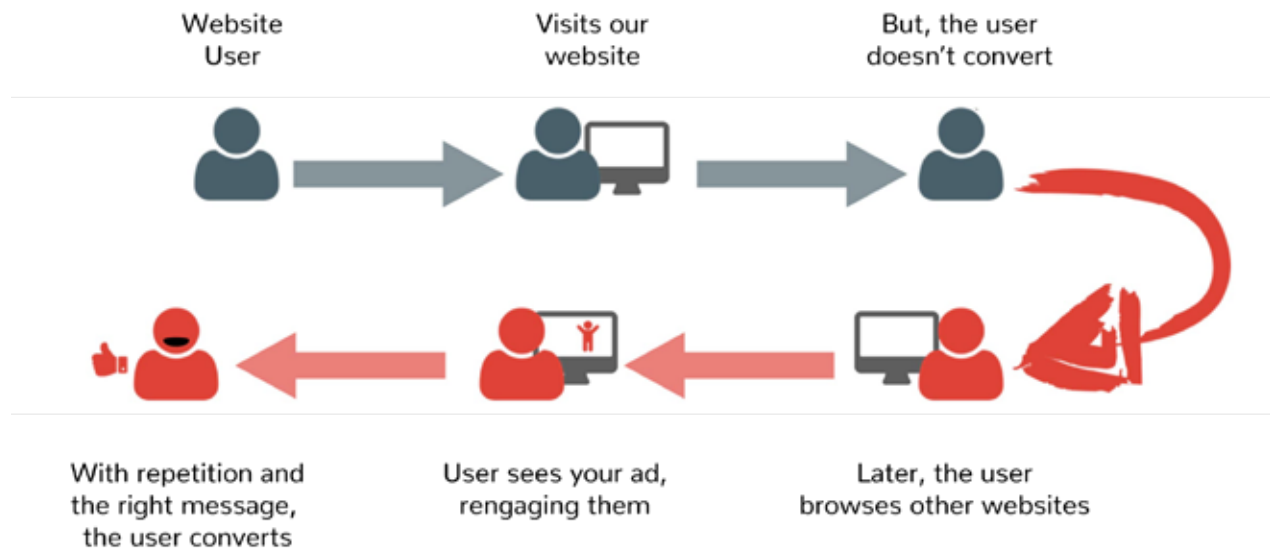
What is retargeting?

Retargeting, also known as remarketing, is a form of online advertising that can help you keep your brand in front of qualified website traffic after they leave. For most websites, only 2% of traffic converts on the first visit. Retargeting is a highly effective tool designed to help companies reach the 98% of users who don't convert right away.

- **Reinforces your message**
- **Targeted audience**
- **Extends your reach beyond Designer Today**



HOW DOES IT WORK?



Retargeting is a cookie-based technology that uses a simple Javascript code to target our audience across the web and on social media, allowing us to serve your ads to qualified users that have visited the Designers Today website in the past 60 days. Typically, retargeting ads are in the form of banner ads - but we can also incorporate video and search retargeting.

Every time a visitor comes to our site, we drop an anonymous cookie onto the users internet browser. Later, when that cookie visitors browse the Web, the cookie lets our retargeting provider know when to serve ads, ensuring that your ads are served only to people who have previously visited our site.

Sizes: 300x250, 728x90, 300x600, 970x250, 320x50, 300x50

Color: RGB Format: JPEG, GIF Max File Weight: 140kb Price: Banner - \$33 CPM Video - \$90 CPM

**Submit all sizes for maximum reach.*

For more information, contact your sales representative today, call (336) 605-0121 or visit www.designerstoday.com

GEOFENCING

What is geofencing?

Geofencing is the most targeted and effective way to reach an audience that has visited a very specific location at a specific time. For tradeshow we start collecting user data on the first day of the show. As users enter the geofenced area their mobile id is collected and we can immediately start to serve your marketing message to this audience. The ads are served to them as they browse sites like weather.com and all the major news media sites across several ad networks. We continue to deliver ads during the show for an effective "at market" campaign and then target these same users for a week (or more) after the event.

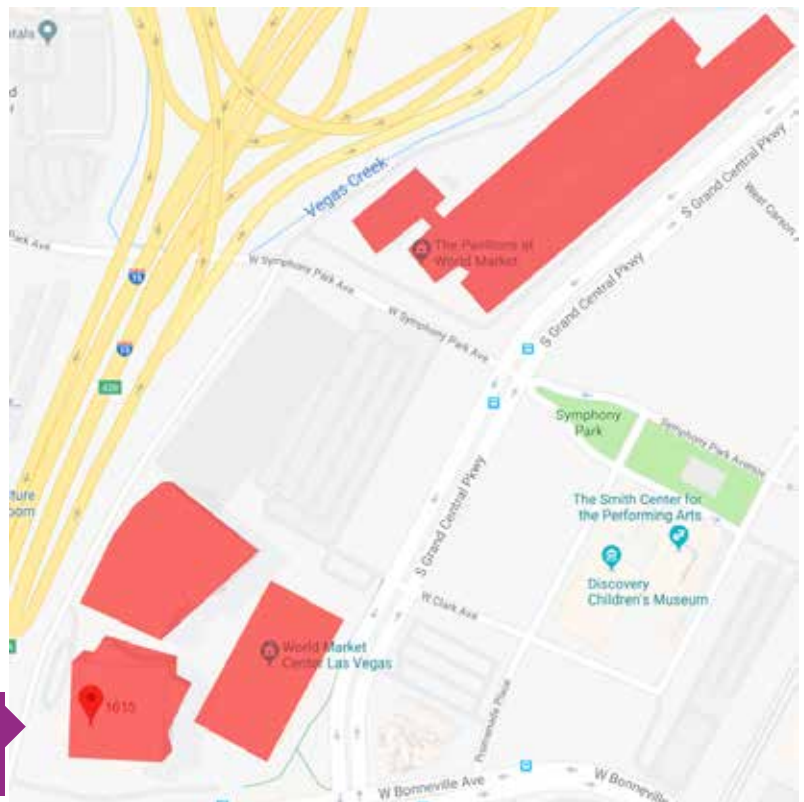
- **Most Effective Way To Digitally Target People Attending A Market**
- **Reach Users During And After An Event**
- **Standard Campaign Will Deliver A Minimum Of 180,000 Impressions**
- **Ask Us About Other Geofence Opportunities Beyond Tradeshow**
- **Social Media Option Can Be Added To A Campaign**
- **Standard Tradeshow Campaign**

180,000
Impressions

0.45%
Average CTR

40,000
Avg Attendees

Example of the
Las Vegas Market
Geofence



HOW DOES IT WORK?

We use the most precise location detection technology available to reach relevant mobile users based on places they have visited.

The proprietary technology draws precision boundaries around brick & mortar locations that is accurate within three feet. The accuracy helps eliminate extraneous areas and targets just the audience you are trying to reach.

The program is not limited to trade shows. Ask us about geofencing to retarget ads to people who have been to ANY relevant location – that could include a company's own retail customers or their competitors.

Sizes: 300x250, 320x50, 300x50, 300x600, 728x90, 970x250

Color: RGB Format: JPEG, GIF or PNG Max File Weight: 140kb Price: \$3,000

**Submit all sizes for maximum reach. This is a mobile-heavy campaign. The 300x250, 320x50 and 300x50 will deliver the most impressions. Make the text as large and easy to read as possible. Consider using an animated GIF with multiple frames for the 320x50 and 300x50 so the text can be large and spread across multiple frames.*

For more information, contact your sales representative today, call (336) 605-0121 or visit www.designerstoday.com

DESIGNERS TODAY

style. substance. soul.

SPONSORED CONTENT

Content Marketing is a type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services. The Designers Today “Sponsored Content” package provides a platform for companies to leverage our brands reputation as an information source, by allowing companies to host content on the newly redesigned FurnitureToday.com

- Optional custom copywriting, where we write the article for you
- Increases content legitimacy
- Expose our audience to your content
- Includes multiple touch points

2,359

Unique Monthly Visitors

32%

Mobile Visitors

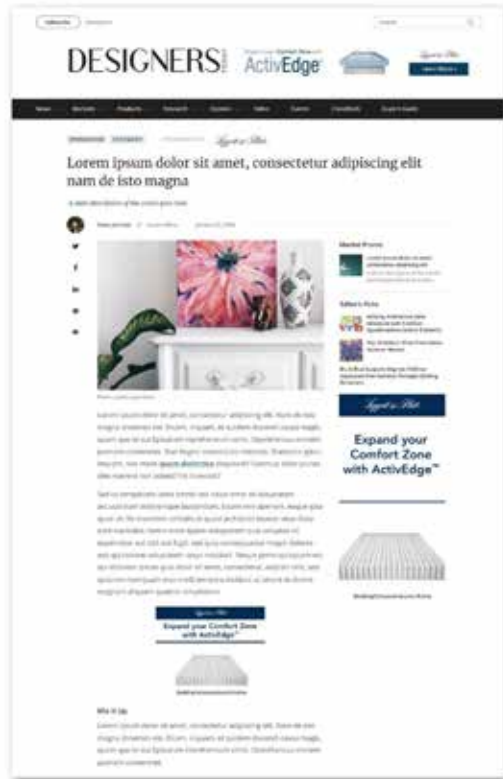
5,683

Monthly Pageviews

0.32%

Average CTR

PACKAGE INCLUDES:



Hosted Content

Each “Sponsored Content” package includes hosting one (1) piece of content on the Designers Today website. That piece of content could be an article, downloadable white paper, recorded webinar, or any other type of digestible content. The sponsor gets a “roadblock” on the content page, owning all available ad units. The content will include the sponsors logo at the top and should include some sort of CTA to entice readers to learn more. The content lives on the FurnitureToday website for at least a year and typically is there indefinitely.

Website Placement

Sponsored content runs programmatically across the Designers Today website, intertwined with editorial content on the homepage, articles pages and other content-based pages.

eNewsletter Distribution

In addition to living on the Designers Today website, we drive traffic to the sponsored content page via inclusion in our eNewsletters. The sponsored content ad in the eNewsletter appears as editorial, increasing engagements and building trust with the Designers Today audience.

Package Specifications

- 500-word (minimum) article. If content is not an article, then include a 250-word (minimum) description of the content. Please include links back to a company website/landing page in the text.
- Up to four images (no larger than 600 pixels wide).
- Company logo (no larger than 200 pixels wide) and brief description (70 words or less)
- 728x90 and 300x600 banner ads. Please include the URL the banner ads should link to.

Ad Specifications

Image Size: 400x200 **Headline: 12 words max** **Excerpt: 25 words max** **Link: URL to link to** **Price: \$2,500/each**

For more information, contact your sales representative today, call (336) 605-0121 or visit www.designerstoday.com

FACEBOOK EXCLUSIVE SPONSORSHIP

What is the Facebook Exclusive Sponsorship?

For businesses looking to connect with a qualified audience via social media, look no further than Designers Today's exclusive Facebook Market Sponsorship. With almost 1,000 followers and thousands of engagements each month, our Facebook page is a great way to connect with, and market to, a strong built-in audience. The exclusive sponsorship includes targeted Facebook ads, a takeover of the Designers Today Facebook cover photo and a Facebook Premiere video broadcasted to our audience and promoted after market.

- Increases awareness
- High engagement rates
- Targeted by audience



985

Facebook Followers

288,300

Impressions per Month

1,891

Avg Daily Users Reached

1,810

Avg. Monthly Engagements

WHAT'S INCLUDED IN THE SPONSORSHIP?

The exclusive Facebook Market Sponsorship includes three components: (1) targeted Facebook ads, (2) cover photo takeover and (3) social media video.

Targeted Ads

Social media ads are a proven strategy that boosts brand awareness, and with the right call to action - leads directly to website traffic and sales. With over 2 billion users, advertising on Facebook can be daunting. However, running your social media ads through us provides a unique opportunity to reach a pre-qualified audience so you're not wasting money putting your message in front of the wrong people.

Price: \$3,500/market

Cover Photo

The Cover Photo provides advertisers with a high visibility position, showcasing their products and imagery right next to Designers Today's profile picture. As part of the exclusive Facebook Market Sponsorship, the advertiser gets the background image as well as their logo, as shown on the example to the left. The takeover is during official market dates (or a 7-day window if outside of market).

Facebook Premiere

Facebook Premiere is one of the most energizing ways to promote your brand, due to the compelling nature of video and how Facebook allows us to market them. The Facebook Market Sponsorship includes one, 5-minute video that is broadcasted to our 1,000 followers. Our followers receive a notification that our video "premiere" is starting, and we continue to promote the video through the end of market.

For more information, contact your sales representative today, call (336) 605-0121 or visit www.designerstoday.com

DESIGNERS TODAY

style. substance. soul.

FACEBOOK PREMIERE

What is the Facebook Premiere?

Facebook Premiere is a new way to deliver video content on Facebook, allowing you to post pre-recorded footage as if it was "live". Recorded HD video is loaded and posted into Facebook and then scheduled to "premiere" the following day. When the event is scheduled, our followers are notified and can choose to have Facebook remind them of the video event. Once the video "premieres", it has the exact same engagement functionalities as a Facebook Live Stream.



35,000

Avg Video Views

300

Avg Video Engagements

985

Facebook Followers

288,300

Impressions per Month

WHAT DO YOU GET?

All Facebook Premiere packages include a professionally produced and shot HD video (up to 5 mins) that is "premiered" on Facebook the day after recording. The video is promoted the day prior, day of and for 7 days after the premiere. Designers Today cobrands the video post with the client, and the client gets a copy of the final video for use in their own marketing efforts. For an additional cost, we can post-produce and edit the video into a more polished 4K version.

Price: \$2,400/each



DESIGNERS TODAY

style. substance. soul.

TARGETED SOCIAL ADS

What is Targeted Social Ads?

Social media ads are a proven strategy that boosts brand awareness, and with the right call to action - leads directly to website traffic and sales. With over 3 billion users, navigating social media can be difficult - especially in a B2B marketing plan. However, running your social media ads through us provides a unique opportunity to reach a pre-qualified audience so you're not wasting money putting your message in front of the wrong people. We can also target social media ads to our 1,700 monthly unique website visitors, adding an additional layer of reach to your campaign.

• **Targeted To Our Social Followers**

• **Targets DT Web Traffic Via Social Retargeting**

• **Increases Brand Awareness**

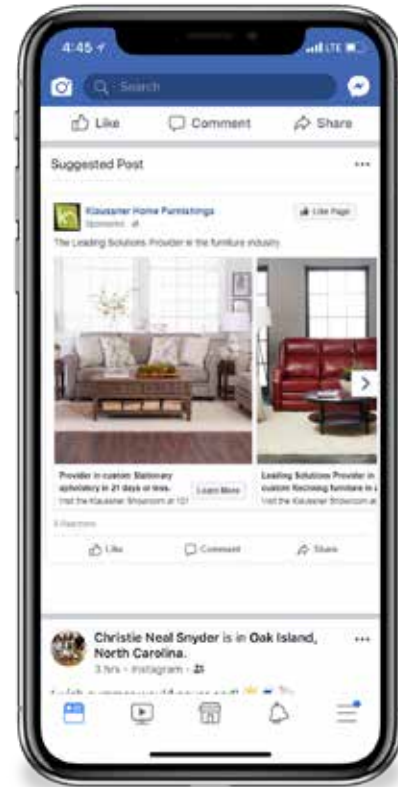
• **Submit Up To 4 Creative Sets Per Campaign**

• **Ads Will Be Optimized For Best Performance**

• **Flight Length 2-4 Weeks**

• **\$500 Audience and Maintenance Fee**

• **Ad Budget + 5% Fee (\$300 - \$3,000 Ad Budget)**



3,718

Social Followers

320,700

Monthly Impressions

4,393

Monthly Engagements

118%

Engagement Rate

What are your goals?

Facebook offers 11 objectives for ads, which are split into three categories:

Awareness: Objectives that generate interest in your product or service

Consideration: Objectives that get people to start thinking about your business and looking for more information about it

Conversion: Objectives that encourage people who are interested in your business to purchase or use your product or service

| What's your marketing objective? <small>Help: Choosing an Objective</small> | | |
|---|-----------------|---------------|
| Auction <small>Reach and Frequency</small> | | |
| Awareness | Consideration | Conversion |
| Brand awareness | Traffic | Conversions |
| Reach | Engagement | Catalog sales |
| | App installs | Store visits |
| | Video views | |
| | Lead generation | |
| | Messages | |

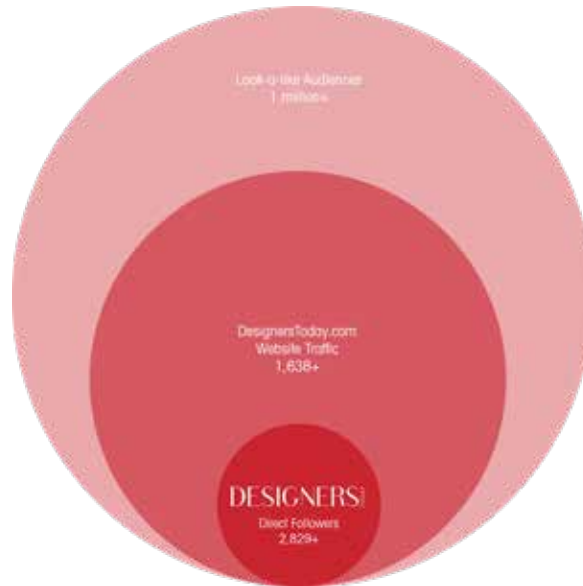
DESIGNERS TODAY

style. substance. soul.

TARGETED SOCIAL ADS

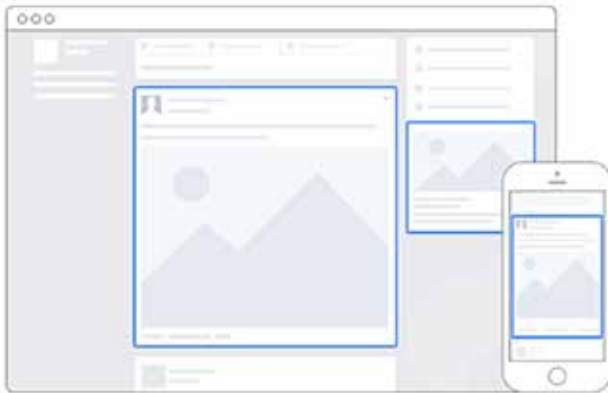
Who are we targeting?

There are three tiers to the Designers Today social audience that we can tap into. By default, all ads will be served to our direct social audience of 3,000 users between Facebook and Instagram. For campaigns requiring a broader reach, we can layer in our website traffic via an installed Facebook Tracking Pixel, adding in 1,700 unique monthly users. From there - we can expand our reach every further to include relevant look-alike audiences and even targeted consumer traffic.



Facebook: 985 likes
Instagram: 1,920 followers
Twitter: 687 followers
Pinterest: 148 followers
LinkedIn: 26 followers

Facebook Desktop and Mobile



Instagram Mobile



Where will the ads be seen?

By default, we will run the targeted ads in as many placements as possible to ensure peak performance. That can include:

- Desktop/Mobile News Feeds
- Instant Articles
- In-Stream Videos
- Right Column
- Marketplace
- Stories
- Audience Network
- Messenger

Choosing an Ad Budget

Unlike Website Ads, Targeted Social Ads are not sold and delivered based on a set number of impressions.

Social ads are sold on a complex bidding system, similar to more advanced PPC and lead-gen campaigns.

Because of this algorithmic delivery model, social ad budgets should be set based on objective and timeline. Results will vary greatly based on ad type and objectives. For example - a video ad will spend it's budget based on views whereas a traffic ad will spend it's budget based on clicks.

Price:

\$500 Audience Cost
Ad Budget + 5% Fee (\$300 to \$3,000 ad budget)

Flight Time:

2 to 4 weeks

TARGETED SOCIAL ADS

What are the different ad types?

Facebook offers 5 different ad types to choose from:

- Single image: Create up to 6 variations of your ad using 1 image
- Single video: Create an ad with one video
- Carousel: Create an ad with 2 – 10 scrollable images or videos
- Slideshow: Create a looping video ad with up to 10 images
- Instant Experience (Canvas): Tell a more immersive story by combining images and videos into a full-screen, interactive experience

Format
 Choose how you'd like your ad to look.

Carousel

Create an ad with 2 or more scrollable images or videos

Single Image

Create up to 6 ads with one image each at no extra charge

Single Video

Create an ad with one video or turn images into a video

Slideshow

Create a looping video ad with up to 10 images

☐ **Add an Instant Experience**

Include a mobile landing page that opens instantly when someone interacts with your ad. Use an Instant Experience to get new customers, introduce your product or brand, drive product sales, or encourage people to visit your website or app and track activity with a Facebook pixel. [Learn more.](#)

Examples



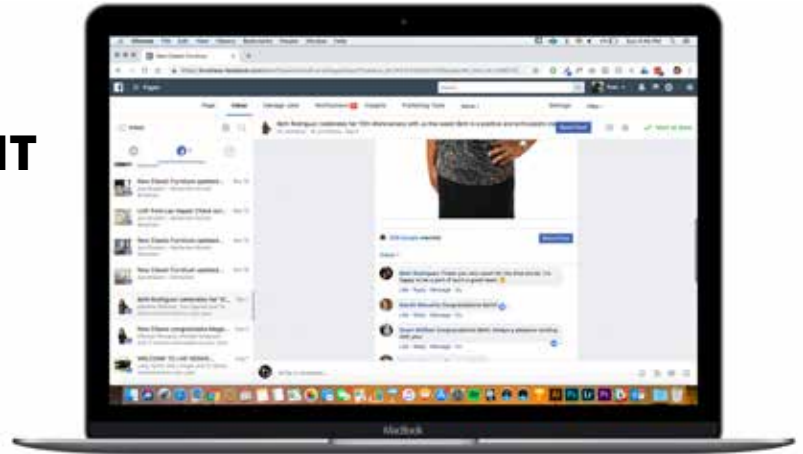
DESIGNERS TODAY

style. substance. soul.

SOCIAL MEDIA MANAGEMENT

What are Social Media Management?

Designers Today has been leveraging social media for years as a platform for our editorial content - but we've just recently started offering Social Media Management for our advertising partners. Our internal teams can manage your social platforms entirely turn-key, including content creation & posting, engagement monitoring, reputation management, monthly analytics and more.



3,718

Social Followers

320,700

Monthly Impressions

4,393

Monthly Engagements

118%

Engagement Rate

WHAT ALL IS INCLUDED?

There are several ad sizes that can help grow your business - and your goals determine which is the best fit for you.

Content Creation & Posting

The base of all Social Media Management plans, is custom content creation. Our team of social copywriters and content marketers will develop turn-key, custom content specifically created for each platform that we're managing. All clients receive a content calendar of scheduled posts for 30 to 60 days out, and clients have up to 2 rounds of revisions per month. Once the content calendars are approved, our team creates and deploys the content, graphics, etc in the native formats of each social platform.

Monthly Analytics

The power of social media marketing lies in the analytics. Each plan comes with monthly analytics where we report on growth in followers, engagement, top ranked posts, audience development and more. We provide comprehensive analytics on all individual platforms that we're managing, as well as an overview of total brand stats - so clients can see the broader picture.

Engagement Monitoring

Follower counts are important and so are links back to a clients website - however, engagement is arguably the most important part of any good social media marketing plan. In addition to creating and posting content, our team of social media strategists will monitor all managed platforms and respond/engage with users as they engage with the clients brand.

Frequency

Standard plans include either three (3) or five (5) posts per week - which are optimized to deploy based on the days and times that have the highest chance of reach and engagement. For clients needing a more robust social strategy, we offer custom plans scaling frequency and reach.

Beyond the Numbers

For Basic Management plans and higher - we also provide a monthly consultative analysis where we break down the analytics and provide suggestions and recommendations on ways to improve engagement and growth.

Message Response

Direct Message response and Reputation Management are a part of Basic level plans and higher. In instances where the client needs to be involved, we will connect users with the appropriate parties.

SOCIAL MEDIA MANAGEMENT

PLANS AND PRICING

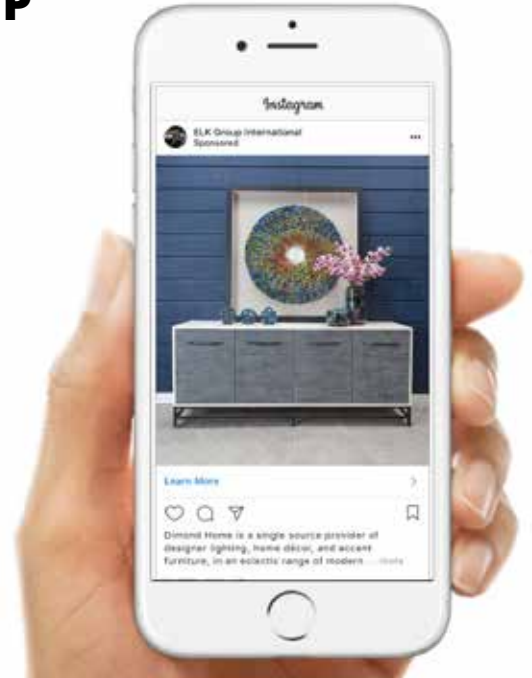
| KICKSTART Social Media Management | BASIC Social Media Management | GROWTH Social Media Management | SCALE Social Media Management |
|--------------------------------------|----------------------------------|-----------------------------------|----------------------------------|
| \$800 per month | \$1,800 per month | \$2,800 per month | \$3,800 per month |
| 1 Social Account | 1 Social Account | 2 Social Accounts | 3 Social Accounts |
| Custom Content Creation | Custom Content Creation | Custom Content Creation | Custom Content Creation |
| Posting 3x/week | Posting 5x/week | Posting 5x/week per account | Posting 5x/week per account |
| Monthly Analytics | Community Engagement | Community Engagement | Community Engagement |
| | Reputation Management | Reputation Management | Reputation Management |
| | Message Response | Message Response | Message Response |
| | Monthly Analytics | Monthly Analytics | Monthly Analytics |

INSTAGRAM EXCLUSIVE SPONSORSHIP

What is the Instagram Exclusive Sponsorship?

For businesses looking to connect with a qualified audience via social media, look no further than Designers Today's exclusive Instagram Market Sponsorship. With almost 2,000 followers and hundreds of engagements each month, our Instagram page is a great way to connect with, and market to, a strong built-in audience. The exclusive sponsorship includes targeted Instagram ads, sponsorship credit in the Designers Today bio and an IGTV video broadcasted to our audience and promoted after market.

- Increases awareness
- High engagement rates
- Targeted by audience



20,000
Avg Video Views

250
Avg Video Engagements

1,921
Instagram Followers

24,700
Impressions per Month

WHAT'S INCLUDED IN THE SPONSORSHIP?

The exclusive Instagram Market Sponsorship includes three components: (1) targeted Instagram ads, (2) credit in DT's Instagram bio and (3) one IGTV video.

Targeted Ads

Social media ads are a proven strategy that boosts brand awareness, and with the right call to action - leads directly to website traffic and sales. With over a billion users, advertising on Instagram can be daunting. However, running your social media ads through us provides a unique opportunity to reach a pre-qualified audience so you're not wasting money putting your message in front of the wrong people.

Price: \$3,500/market

Credit in Instagram Bio

While Instagram doesn't have a cover photo like Facebook and Twitter - the Instagram Exclusive Package includes sponsorship recognition within the bio of the Designers Today Instagram page that links back to the advertisers Instagram page.

IGTV

Instagram TV (IGTV) is the platform's launch into long form video content, extending the previous 60 second time limit to up to an hour. As a part of the Exclusive Instagram Sponsorship, one IGTV video is recorded, quick edited and promoted to the DT audience.

DESIGNERS TODAY

style. substance. soul.

IGTV

What is IGTV?

IGTV (Instagram TV) is Instagram's first real dip into long-form video content. IGTV is unique from other social video platforms, because it capitalizes on a phone's native format allowing users to upload full HD vertical videos (instead of the typical horizontal format). Videos are housed in channels on our Instagram profile, where they'll live for at least 6 months.

\$2,400/each

20,000

Avg Video Views

250

Avg Video Engagements

1,921

Instagram Followers

24,700

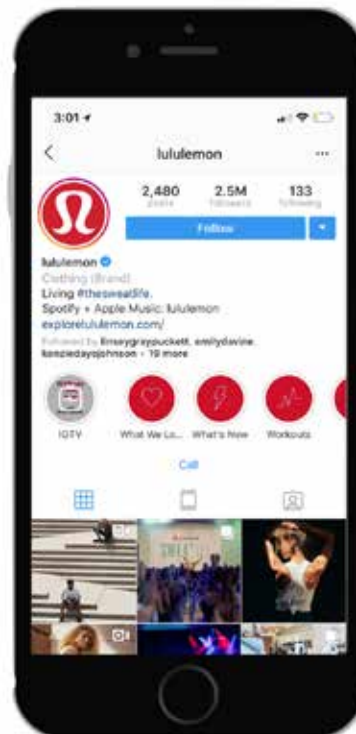
Impressions per Month

WHAT'S INCLUDED?

- **Produced and filmed HD video, up to 5 mins**
- **Promotion of the video the day before, day of and 3 days after**
- **Delivery of the final video to the client**

BEST PRACTICES

Unlike most social media videos, IGTV is intentionally long-form and therefore presents a unique opportunity for more in-depth interviews, product showcases, etc. IGTV videos should be at least 3 minutes long and no longer than 10 minutes.



DESIGNERS TODAY

style. substance. soul.

ENEWSLETTERS

What is an eNewsletter?

eNewsletters are the perfect companion to our monthly print magazine - promoting the latest news and content that Casual Living has to offer. With over 10,000 subscribers and very little overlap between our print and digital readership, an eNewsletter sponsorship is perfect for companies looking to align themselves with editorial content. All of our eNewsletters are mobile-optimized and are an effective way to reach a pre-qualified digital audience.

Why become a sponsor?

- Increases brand awareness
- Editorial adjacency
- Mobile Responsive
- Custom content ads



Designers Today
eNews

List Size: 16,152
Open Rate: 10.72%
Average CTR: 12.44%

Ad Options

Our eNewsletters can feature two ad types:

- Banner ads are great for developing brand awareness and name recognition with our audience. Clients have 100% control of the ad space, which allows ads to be fully branded.
- Content ads can be powerful traffic drivers due to their editorial-like appearance. They typically link to an article or blog post hosted either on our website, or the clients site.

Ad Specifications and Prices

| | | |
|--------------------|---------------------------------|--------------------|
| Position #1 | 600x150 Banner Ad | \$950/month |
| Position #2 | 600x150 Banner Ad | \$950/month |
| Position #3 | 400x150 Banner Ad or Content Ad | \$800/month |
| Position #4 | 400x150 Banner Ad or Content Ad | \$800/month |
| Position #5 | 400x150 Banner Ad or Content Ad | \$750/month |
| Position #6 | 400x150 Banner Ad or Content Ad | \$650/month |

Banner Ad Specs

Color: RGB
Format: JPEG, GIF

Content Ad Specs

300x167 image; 8 words max headline; 30 words of body copy; link URL

Position #1
600x150

DESIGNERS TODAY

Position #2
600x150

EARNINGS

Flatsteel sales, income dip in fiscal year
Upstream and new goods revenue... [Read More](#)

Hall of Fame Foundation adds 4 board members
The Board of Directors of the American Home Furnishings Hall of Fame Foundation has elected four additional board members to two-year terms... [Read More](#)

Position #3
Sponsored Content
or 400x150 Banner

Port of Oakland predicts record growth
The Port of Oakland, the nation's fifth-busiest container port, set its all-time record for import cargo in July... [Read More](#)

Position #4
Sponsored Content
or 400x150 Banner

Sustainable, reclaimed wood shines at CDI
At the summer Las Vegas Market, CDI Furniture expanded its line of furniture made with both sustainable and reclaimed wood species... [Read More](#)

Position #5
Sponsored Content
or 400x150 Banner

Maersk reports on 2nd quarter
Despite a recent major cyber attack ocean carrier A.P. Moller-Maersk predicted 2017 underlying profits in excess of last year's \$711 million in its report of... [Read More](#)

Position #6
Sponsored Content
or 400x150 Banner

Brick and mortar for Millennials and other takeaways from the TJX earnings call
In its second quarter conference call Tuesday TJX Cos. didn't have much new to say about the furniture-heavy HomeSense store opening this week... [Read More](#)

DESIGNERS TODAY

style. substance. soul.

EBLASTS

What is an eBlast, and how does it work?

At the surface, an eBlast is a single email deployment to our list of digital subscribers - but in reality, it's a whole lot more than that. Unlike eNewsletters and website advertising, the client has 100% control of the content and messaging of the email. With a very limited number of eBlasts available, these are the most direct way to reach our digital audience and are great for companies wanting to send out videos, new introductions or market invitations.

- **High Priority Editorial**
- **High Visibility**
- **Highest User Engagement**

Make it a double?

While most eBlasts are a single deployment, we recommend running a more robust email marketing campaign, like a double send eBlast. These are sent once to our entire list, and then again to a segmentation of that list to increase conversions. For example: you can send the first deployment to all 7,900 recipients and the second send could try a new subject line, and get sent to everyone who didn't open it the first time - increasing your marketing penetration.

16,227
Subscribers

9.63%
Average Open Rate

2.83%
Average CTR

1,257
Average Opens



eBlasts

| | |
|-----------------|--------------|
| eBlast (single) | \$3,000/each |
| eBlast (double) | \$4,000/each |

Market eBlasts

| | |
|------------------------|---------------------|
| Market eBlast (single) | Price: \$3,600/each |
| Market eBlast (double) | Price: \$4,800/each |

Ad Specifications

Accepted Formats: JPG, GIF, PDF, HTML (if providing HTML, please submit COMPLETE HTML file).

Max Width: 700px wide

File Resolution: 72dpi

What We Need

- eBlast Creative
- Subject line
- URL the eBlast will link to

For more information, contact your sales representative today, call (336) 605-0121 or visit www.designerstoday.com

DESIGNERS TODAY

style. substance. soul.

BREAKING NEWS

How does Breaking News work?

Designers Today Breaking News is one of the most impactful and anticipated news features we offer. With a high engagement rate and visibility, the Breaking News sponsorship is one to consider for any company looking to align themselves with high priority editorial content. The sponsorship includes 2 ad units within the breaking news, and we guarantee at least 3 "breakers" per month.

- **High Priority Editorial**
- **High Visibility**
- **Highest User Engagement**

8,200
Subscribers

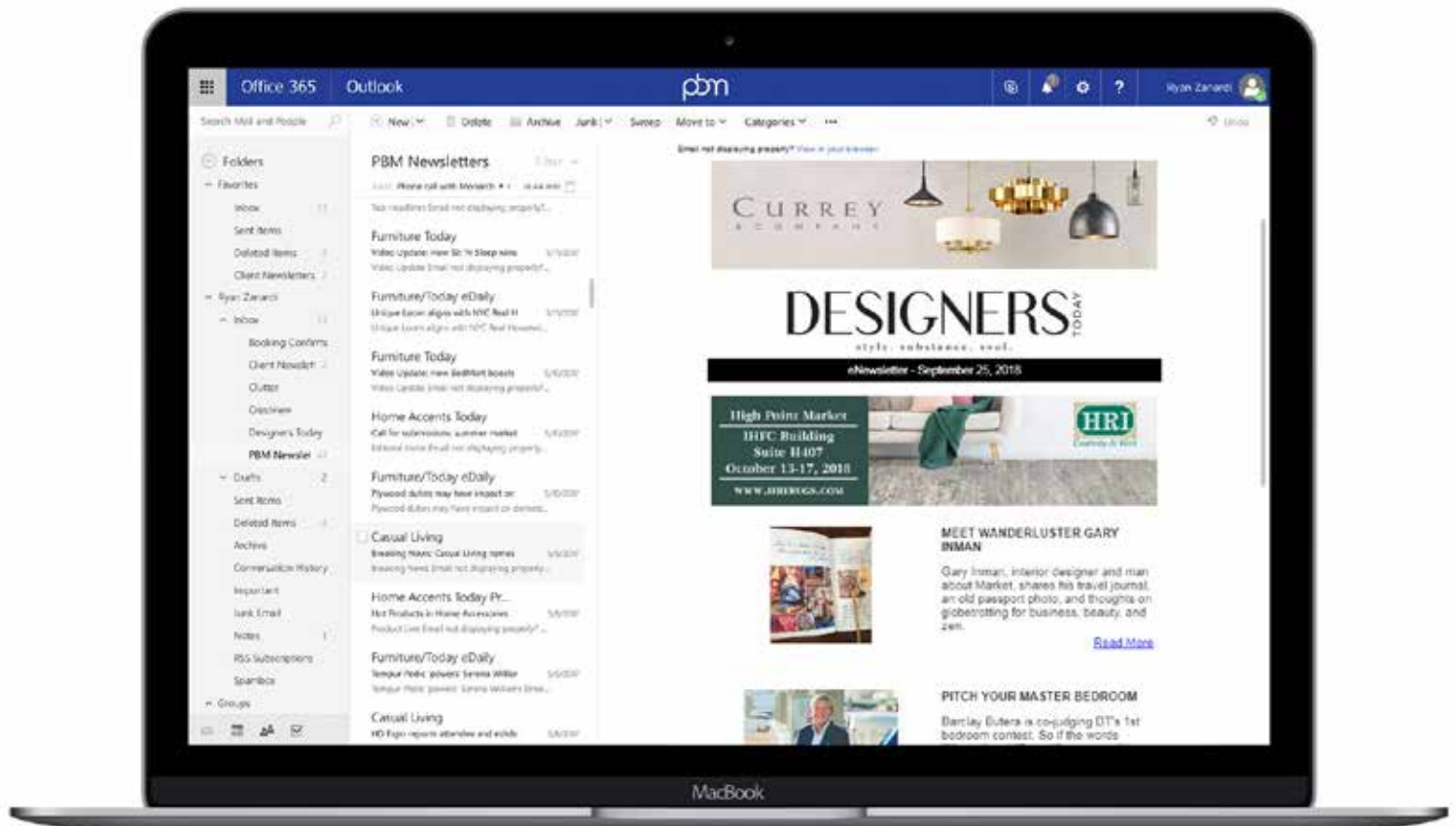
11.58%
Open Rate

12.88%
Average CTR

950
Average Opens

Sold Monthly (3 per month) Ad Size #1: 600x150 Ad Size #2: 600x150 Max Weight: 100KB each Price: \$2,600 per month

**Additional Info Needed: URL that ads will link to*



MOTIONGRAPHICS

Most people know that video is much more effective in marketing than your traditional static ads, but video can be expensive to create and produce. For companies looking to expand their content beyond room shots, our video team offers an affordable alternative to videographers and expensive agencies. We can take your existing images and turn them into engaging motiongraphics that are great for social media and website content. From script writing to recording professional voiceovers, we provide a turnkey service and a finished product at a fraction of the average video production cost.

- **Affordable solution to creating video content**
- **Requires no camera crew**
- **Professional script writing and voiceover**

HOW IT WORKS

Step 1

Send us 15-30 images and a list of key points you want to convey in the video

Step 2

We write a script and include up to 3 client revisions. We record the voiceover and edit the motiongraphic

Step 3

Once the video is approved, we send over the final video file



Includes a 45-60 second Motiongraphic, professional script writing, voiceover and delivery of final produced video file

Price: \$2,600

DESIGNERS TODAY

style. substance. soul.

WEBINAR

Webinars are a powerful way to directly connect to your target audience, and with Designers Today – you won't have to worry about any of the logistics. From start to finish, we provide a turnkey service that allows you to focus on developing your message and content for the webinar. Our team will setup and manage the entire event, as well as promote the webinar to acquire registrations. Webinar sponsors receive exclusive access to all lead gen information from the webinar's registrations. **\$8,000/each**

- **Speak directly to your target audience**
- **Position your brand as a thought leader**
- **Turnkey service, from marketing to execution**
- **Price: \$8,000**



150
Avg Registrations

4
Weeks of Promotion

45
Mins of Airtime

What's included in the sponsorship?



45-60mins Webinar



Dedicated Project Support



eBlast Promotions



eNewsletter Inclusion



Social Media Promotion



Exclusive Lead Gen

DESIGNERS TODAY

style. substance. soul.

WEBINAR

Content Creation & Posting

Each webinar is a 45 to 60 minute presentation created and presented by the client - averaging 30 mins for the presentation, and 15 to 30 mins for Q&A. Designers Today will provide a host to introduce and moderate the presentation. Presentations must be informative and provide value to the audience, they cannot simply be a sales pitch for a clients products or services. After the live webinar, a recorded version is available for viewing.

- Webinar Length: 30 mins (recommended)
- Q&A Length: 15-30 mins (recommended)
- Average Registrations: 150 people



eBlast Description

As a part of the marketing efforts to drive registrations and attendance, the Webinar sponsorship includes one (1) eBlast per week for four weeks building up to the webinar event. Designers Today handles the turn-key design and creation of the eBlast, with one (1) client revision included. eBlasts link back to the Webinar registration page.

- List Size: 13,061
- Open Rate: 9.63%
- Average CTR: 2.83%

eNewsletter Inclusion

As a part of the marketing efforts to drive registrations and attendance, the Webinar sponsorship includes one (1) inclusion in a Designers Today eNewsletter per week for four weeks building up to the webinar event. Designers Today handles the turn-key design and creation of the eNewsletter content ad, based on client submitted materials. eNewsletter content ads link back to the Webinar registration page.

- List Size: 14,115
- Open Rate: 10.72%
- Average CTR: 12.44%

Social Media Promotion

In addition to the dedicated eBlasts and eNewsletter inclusion, we promote the Webinar event on social media via Facebook, Instagram and Twitter for four (4) weeks building up to the Webinar event. These sponsored social media posts are branded as coming from Designers Today, and all link back to the registration page. The targeted audience is DT's direct social media following of approximately 50,000 users.

- Audience Size: xxxxx
- Avg. Engagement Rate: 30.2%

