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DWM Magazine Digital Media Rate Card

www.dwmmag.com Website

Reaches:

- ✓ Average of 153,893 monthly hits in 2008, 487,685 in 2009 and 715,187 in 2010
- ✓ The average monthly page views is 148,143

Source: Publishers own data



The website for **DWM** magazine, an online resource for those involved with doors and windows.

Pricing is for exclusive locations. If you wish to have a rotating ad, deduct 35% off the exclusive price.

DWM Average Monthly Hits:

2008:	153,893
2009:	487,685
2010:	715,187

www.dwmmag.com Pricing

	Monthly	Yearly
Home Page Ad	\$1,200	\$10,000
Interior Page Ad	\$900	\$8,500
Skyscraper Ad	Add 25% to contract	

Note: All rates are net.

Enhance Your Ad – Use MS Tags

To learn more about the Digital Media Services Department scan the MS Tag. For a tutorial on how to use MS Tags visit glass.com/mstags.



DWM E-Newsletter

Weekly Newsletter complete with advertisements and stories with abstracts featuring top stories, unique staff written articles and other related matters that affect the business world the fenestration industry faces.



Reaches:

- ✓ More than 4,000 individuals in the door and window industry

Source: Publishers own data

Newsletter Pricing

	Monthly	Yearly
Newsletter Ad	\$500	\$5000
Skyscraper Ad	Add 25% to contract	

DWM newsletter can accommodate a number of advertisers. As such, please note that annual contracts receive top priority.

Digital Specifications

All measurements are in pixels and are width by height. File sizes should not exceed 15K. Formats can be .gif, .jpg or .flv for website ads. Newsletter ads must only be a .jpg or .gif in order for e-mail delivery to occur. It costs \$25 per ad change (or to upload a new ad) within a contract's time frame. For additional guidance in creating your files for use on **DWM** magazine's website, please e-mail Digital Media Services at dms@glass.com.

Exclusive ads - the location is exclusively for that advertiser only.

Rotating ads - the location may/may not have additional advertisers rotating through on the same real estate depending on the contracts in place at that time.

Annual contracts will receive priority placement within newsletters over monthly contracts.

Premium placement pricing applies to ads that wish to be the initial banner ad seen - the top, center location for the newsletter, or the top right corner of the website - as part of the masthead.

Design/Creative work for all advertisements will be billed at \$150/hour with a minimum of one (1) hour.

All online advertising is paid prior to placement and delivery. Please contact your sales manager for questions or additional ideas.

Note: All rates are net.

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E-mail Blasts

E-mail blasts are only available to print or online advertisers.

Set-up Charge: \$1,150

- ✓ Provides one (1) blast
- ✓ Proof included in set-up fee
- ✓ Set-up fee is waived for 6-month or more contract online advertisers or Key Communications Inc. gold star print advertisers

Additional Fees:

1,000 names sent \$125

Sort of DWM subscribers \$75
not available with newsletter subscribers

Creative /design are provided if needed at \$150/hour, with a minimum of one (1) hour

Click-through tracking and reporting on blasts is available for \$60 per blast

- ✓ All e-mail blasts are purchased in a 2-step payment procedure. Set-up charges are pre-paid, and 48 hours after the blast is sent, the number of successful recipients will be the number used to equate your cost per thousand names. At that time the same card on file will be billed the second portion.
- ✓ Blasts are limited to once every two weeks per subscriber list.
- ✓ Call 540/720-5584, ext. 123, for availability.

Subject line of the e-mail will read as follows:

A Message from (your company name) or you may select a subject line and body of the e-mail will include the word ADVERTISEMENT clearly shown.

DWM Monthly Newscast

Video newscasts providing show coverage, interviews and top headlines.

Reaches:

- ✓ The more than 4,000 who receive the e-mail alert and those who access directly from www.dwmmag.com or The Studio video archive.

Newscast Commercial Pricing

Pre-roll: 7-10 seconds, (maximum of 3 spots) \$1,200 per placement

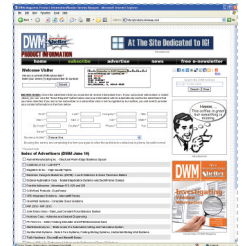
Mid-roll: up to 28 seconds, (one availability) \$1,500 per placement

Post-roll: 7-10 seconds, (one availability) \$900 per placement

Lead Generation Program

<http://products.dwmmag.com>

DWM magazine has launched a New Product Information Service (online bingo card) for the door and window industry. The service provides a complete list of all the products and services dedicated to the door and window industry's needs as listed in DWM magazine. The list includes direct links to the provider's site and additional information.



The service is complimentary to all who use it and offers industry members a quick reference tool with real-time results. Also, it provides you, our advertisers, the opportunity to educate and distribute information directly and efficiently.

Advertising Pricing

	Monthly	Yearly
Banner Ad on Service Website	\$900	\$9,000
Banner Ad on E-Mail Alert	\$1,200	\$12,000

DWM Magazine Digital Edition

The complete issue is available to download or view online as well as on mobile devices.

Reaches:

- ✓ The 740 subscribers who opt in for a digital subscription as well as 7,973 pageviews of the open URL www.dwmmag.com/digital.



Digital Edition Pricing (www.dwmmag.com/digital)

15% of your print contract to have your advertisement linked with URLs and e-mail within the ad's copy

PDF additional file to be linked from within your ad \$600

Video clip to be linked from your ad space \$720

One-year license for a PDF of article to be placed on your site \$250 first page; \$75 each additional page

Note: All rates are net.