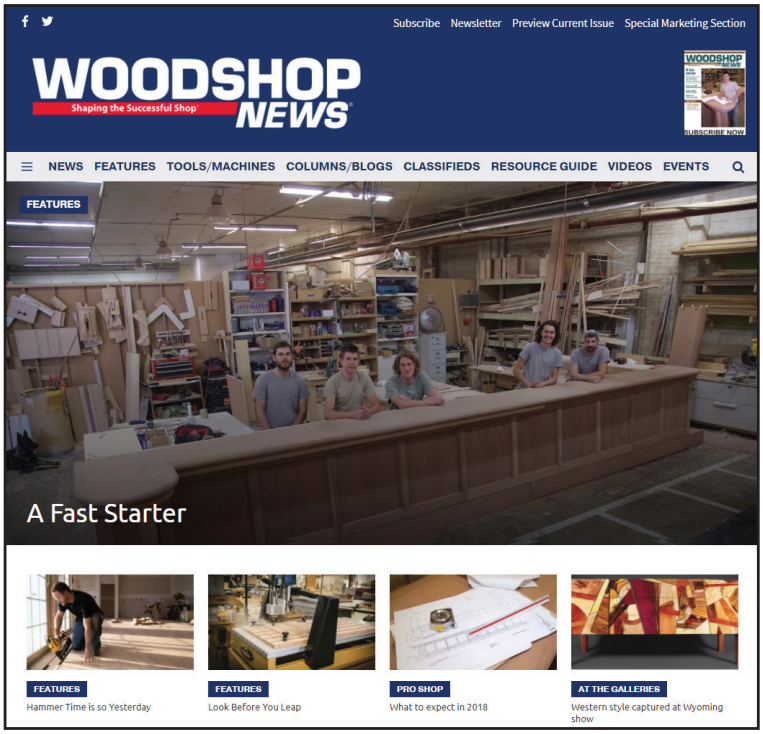
WOODSHOP NEWS

2027 Website Marketing

Get Your Message to the Woodworking Industry Every Month with Woodshop News' Website



Reach and communicate your marketing message every month through the Woodshop News website!

Woodshop News website is constantly updating its content with articles, news, new & updated products, and videos to keep the industry in touch with the latest solutions for their woodshops. So take advantage of the different marketing opportunities presented below.

Advertising is sold on an "Impression" base system, working with the level of impressions delivered in a one month period. Impressions are generated off a series of different ad units running in several different positions during the period. Each ad unit can have its own unique url which means you aren't locked into a single ad or single message—you can promote several different products during the month.

RATES:

ROP Website Standard ads
30,000 IMPRESSIONS in the month - $650 net
15,000 IMPRESSIONS in the month - $400 net

The required core of ad sizes are:
728x90, 300x250, 300x600, 320x50 (mobile)

Additional ad units are:
970x250 (large leaderboard)
970x90 (large leaderboard)

Blogs, White Paper or Case Study posting
15,000 IMPRESSIONS on the site - $850 net
Posting on the site - $500 net
Optional enewsletter inclusion - $600 net

Deadlines: Materials due 1 week prior to scheduled ad placement. Send materials to rory@woodshopnews.com.

Acceptable Web Site Files: JPEG, GIF and HTML5. All files not to exceed 200k or exceed 15 seconds of animation. Animation limited to 3 loop max.